

Customer Experience Management

Solution Suite 17.5

Customer Journeys Conformance Certification

Company Name: Huawei
Solution Name: SmartCare Solution
Assessment Class: Customer Journeys

Report Version: 1.3

Report Date: 31 December 2018

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1 Introduction

1.1 Executive Summary

This document provides details of Huawei and TM Forum's Conformance Assessment of Huawei Smart Care Solution, Customer Journeys for Saudi Telecom Company, against the following TM Forum solution components:

- Customer Experience Management Solution Suite 17.5

The assessment included a review of the methodology approach to CEM (Customer Experience Management (CEM) modeling against the TM Forum's Customer Experience Management Solution Suite according to the specific Customer Journeys submitted in scope for the Assessment.

Note that Conformance to the Information Framework (SID) was not covered in this assessment.

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conformance@tmforum.org.

2 Solution Functionality/Capability Overview

2.1 Huawei SmartCare Solution – Product Overview

Service providers need to be able to monitor and manage the experience and satisfaction of customers and users both at an individual level and on an aggregate level measured over a range of time intervals.

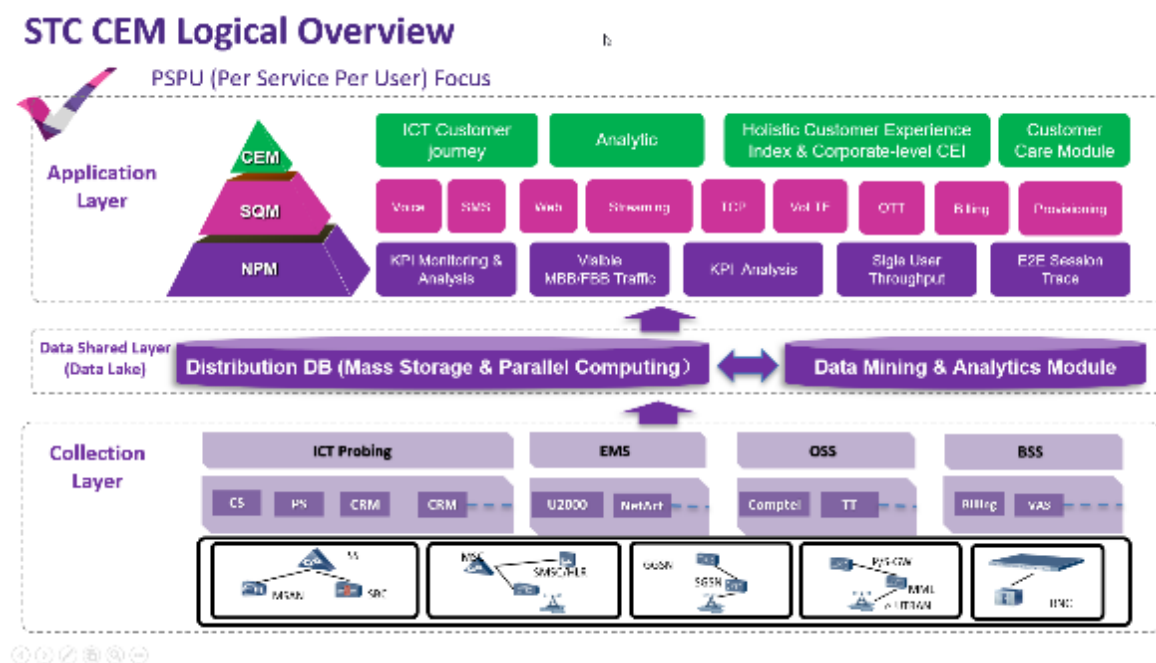
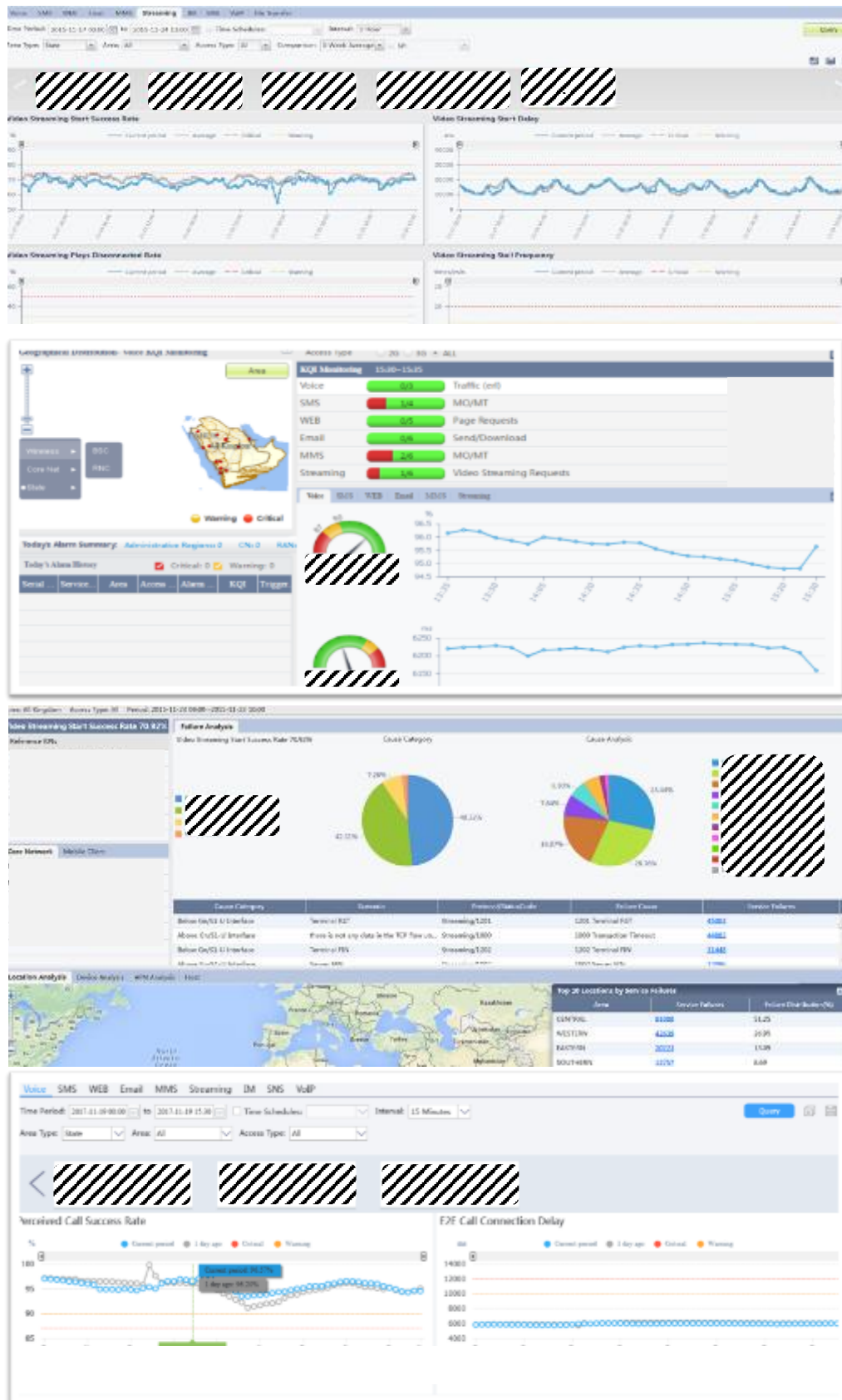


Figure 1 – SmartCare Solution

2.2 Features of SmartCare Solution:

- Huawei SmartCare focuses on user experience assurance. Using a uniform platform
- Huawei SmartCare provides three major functions:
 - Network performance management (NPM)
 - Service Quality Management (SQM)
 - Customer Experience Management (CEM)
- Huawei SmartCare consists of the following solutions:
 - Data collection (from carriers' networks)
 - SEQ Analyst (platform for service quality and user experience management)
 - Professional Service and System Integration
- Carriers can flexibly choose the components that comprise the SEQ Analyst platform. The relevant devices may be supplied by various different vendors. In addition, carriers can define user roles so that information will be displayed to users strictly based on their permissions.



Confidential information

Figure 2 – SmartCare Solution Features

2.2.1 Summary of Features of SmartCare Solution

Network Performance Analysis provides at least 15-minute Interval Data for CS/PS KPIs
Service Quality Analysis provides at least 15-minute Interval Data for CS/PS KQIs

- **SQM**
 - Voice Quality Indicator
 - SMS Quality Indicator
 - Web Quality Indicator
 - Streaming Quality Indicator
- **NPM**
 - CS Network Performance Indicator
 - CS Network Thematic Indicator
 - CSFB Thematic Analysis
 - Roaming Analysis Indicator
 - PS Network Performance Indicator
 - VOLTE Performance Indicator
 - TCP Quality Analysis
 - Interconnect Analysis
- **CEM**
 - VIP/VIP Group Analysis
 - Roaming Analysis
 - Poor Quality Analysis (VAC)
 - CCA Customer Care Analysis
 - Device Analysis (Penetration & Performance)
- **Device OTT**
 - OTT Traffic Analysis
 - Device Analysis (Penetration & Performance)
- **Customer Journeys**
 - CJ Assurance Monitoring
 - ICT CJ Analysis
 - Single User Analysis
 - Customized CJ Report

2.3 Overview of Huawei SmartCare Customer Journeys

A Customer Journey is a series of interactions that each customer has with the SP to deliver an E2E tangible customer outcome, A Customer Journey can also cross multiple business domains.

A Touch Point is any point of contact between a Customer and a Service Provider, which is measured by TM forum and STC specific metrics derived from global standards and best practices.

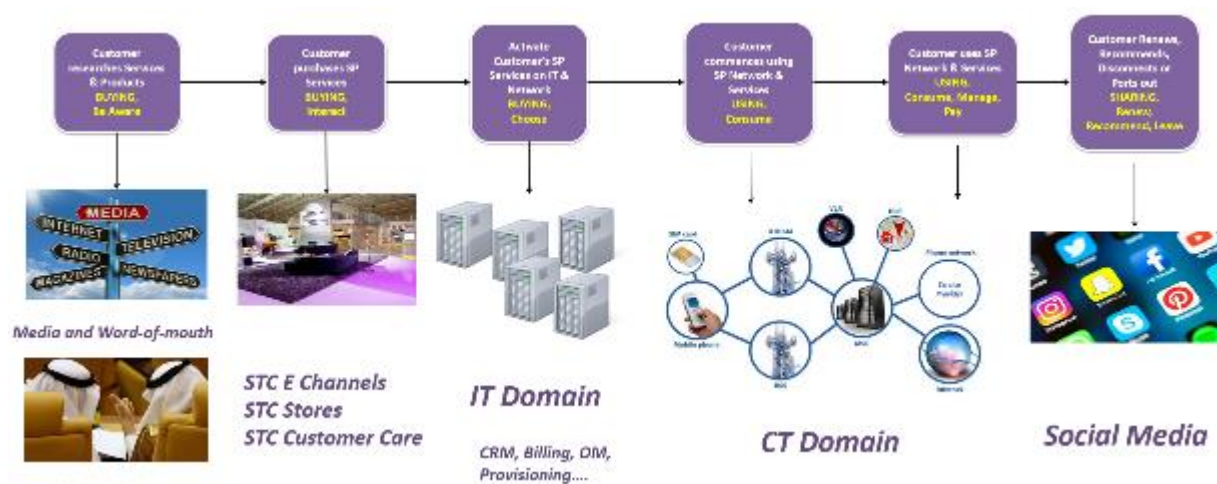


Figure 3 – Overview of Customer Journeys

2.3.1 Why Customer Journeys?

Customer Experience is the SUM of all interactions or touch points between the Customer and the Service Provider and involves multiple stakeholders.

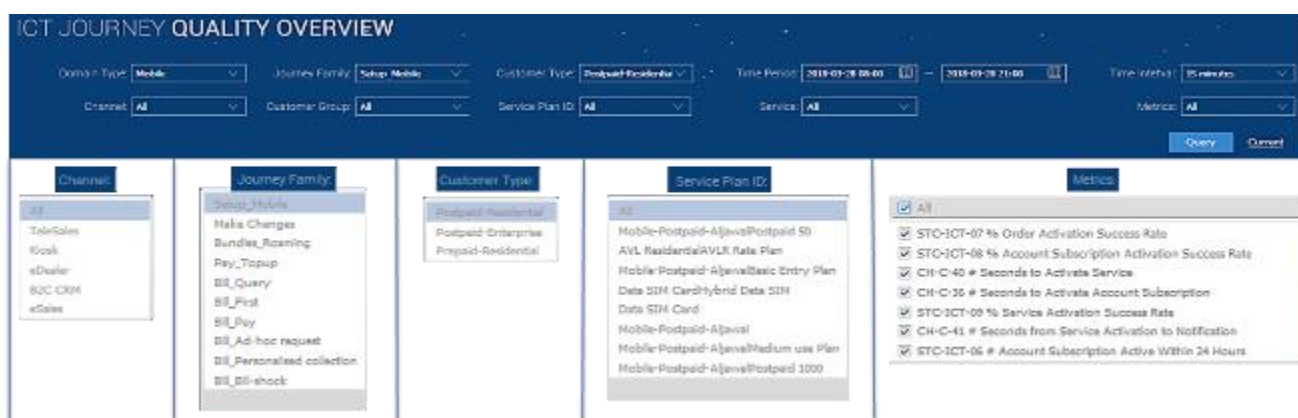


Figure 4 –Customer Journeys End to End Analysis (part 1)

3 Customer Journeys Conformance Assessment

3.1 Mapping Technique Employed

3.1.1 Overview

Customer Experience for Service Providers (SPs) is built around a better understanding of customers, their needs, their requirements and delivering and excelling against them. The TM Forum Customer Experience Management framework (CEM) and related best practices include the Customer Lifecycle Model and Lifecycle Metrics and relevant process elements from the Business Process Framework (eTOM).

Customer Journeys Conformance Assessment allows SPs to identify and define the dynamics of their relationships with their customers to deliver better customer experience.

Conformance certification is achieved by assessing whether the SP has applied the Customer Lifecycle Model (CLM) correctly during its identification and definition of customer lifecycles or Customer Journeys (CJ). The CJ definitions are assessed against the relevant business process in the eTOM, and against best practices as defined in the TM Forum Guide Books, namely the GB962 series, particularly GB962A – Lifecycle Metrics and GB962C – Lifecycle Model. The assessment provides independent and unbiased verification of the application of the lifecycle model and applied metrics resulting in greater confidence that a good customer experience will be achieved.

Customer Journeys are assessed against GB962 Addenda A and C as well as the corresponding Business Process Level 3 process – “1.3.2.4 Mapping and Analysis of Experience Lifecycles”, which forms part of the Level 2 process – “1.3.2 Customer Experience Management” process.

The following steps describe the approach to conformance assessment:

- Step 1:** Recap of the end-to-end process, including guidelines, templates and type of evidence needed to demonstrate conformance
- Step 2:** A Workplan is drafted with detailed information on tasks and timeline
- Step 3:** Gathering Evidence and Submitting Customer Journeys for assessment, along with any other supporting artifacts e.g. use cases, workflow diagrams, application landscapes, etc.
- Step 4:** SP provides documentary evidence of the Customer Journeys and how they have been created using the previously mentioned TM Forum CEM assets.
- Step 5:** Verification and Scoring. TM Forum assesses and verifies the collateral provided. This review phase is interactive and provides the organization with an opportunity to clarify any queries and address any gaps identified. Once the reviews are completed the level of conformance to TM Forum CEM is compiled.
- Step 6: Develop Final Report:** A Conformance Certification Report is delivered for internal use by the SP. It details the Customer Journeys assessed, highlights any gaps, and provides recommendations for improvement, if appropriate.

3.1.2 Conformance Assessment Process Description

Customer Journeys are assessed against TM Forum Customer Experience Management framework (CEM) and related best practices; this includes the Customer Lifecycle Model GB962 Addenda C (Figure 7), the Lifecycle Metrics GB962 Addenda A (Figure 6), the TM Forum Metrics Definition GB988 (Figure 8), and relevant process elements from the Business Process Framework (eTOM), namely the Level 3 process – “1.3.2.4 Mapping and Analysis of Experience Lifecycles”, which forms part of the Level 2 process – “1.3.2 Customer Experience Management” process (see Figure 11).

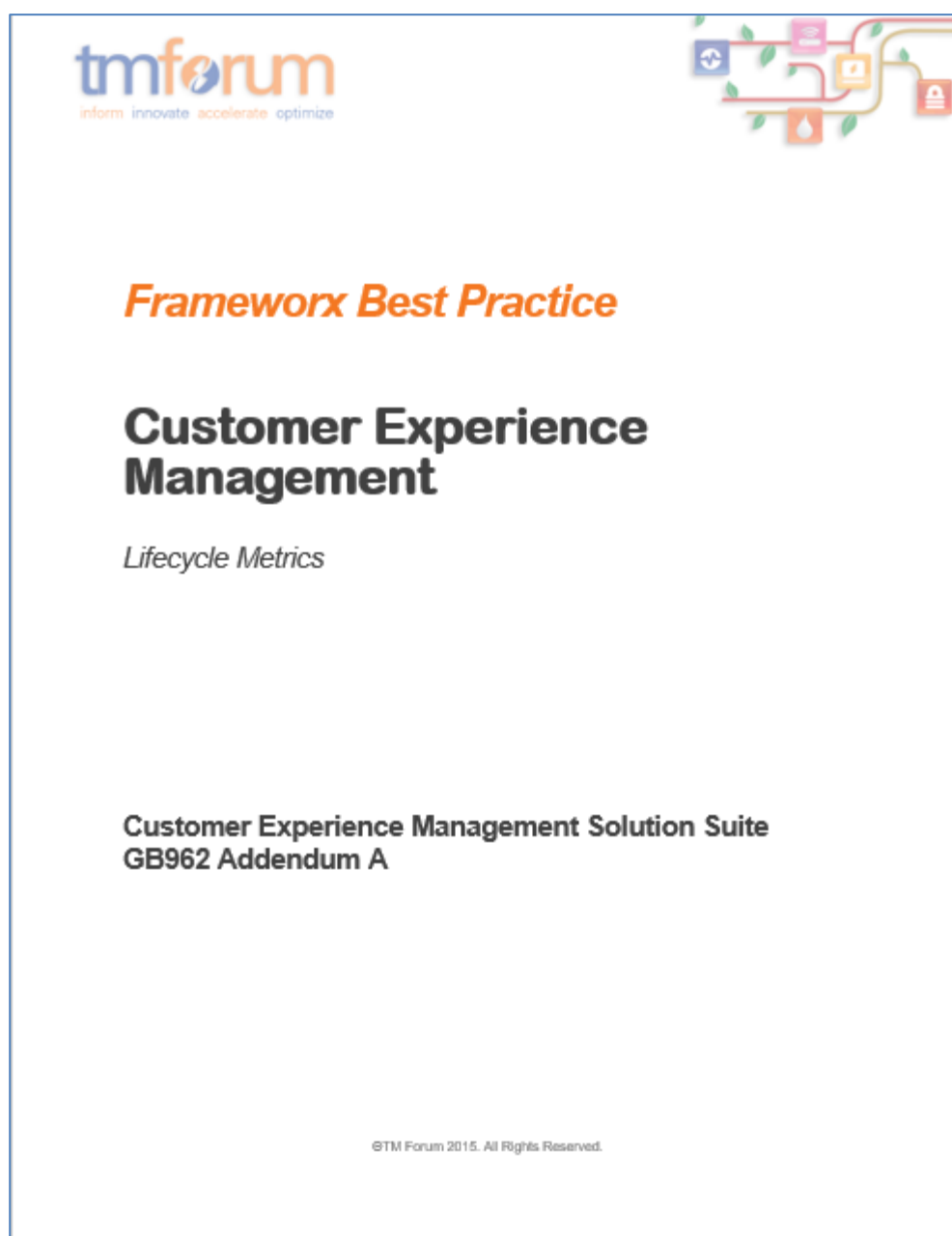


Figure 6 – GB962 Addenda A – Lifecycle Metrics

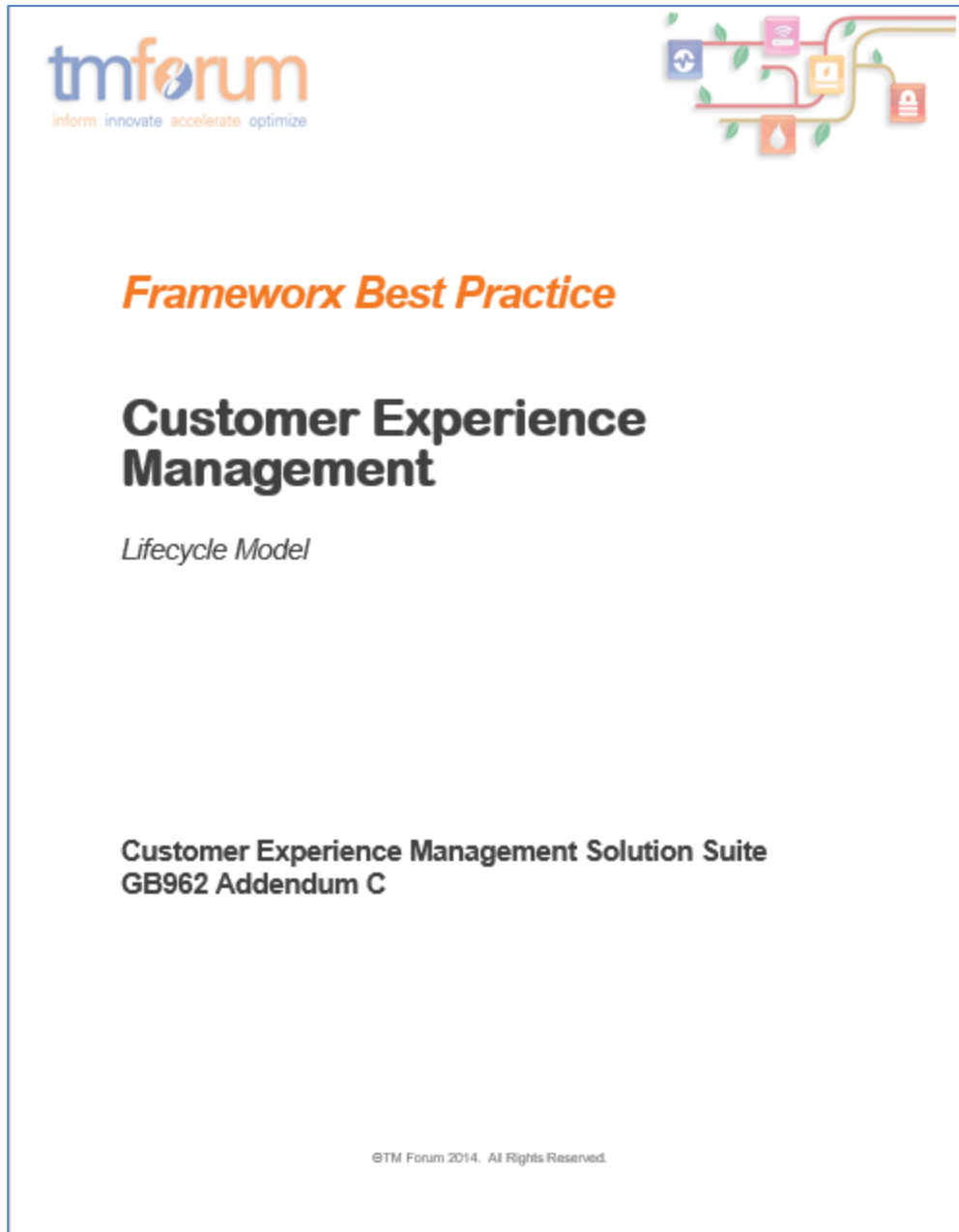


Figure 7 – GB962 Addenda C – Lifecycle Model




TM Forum Best Practice

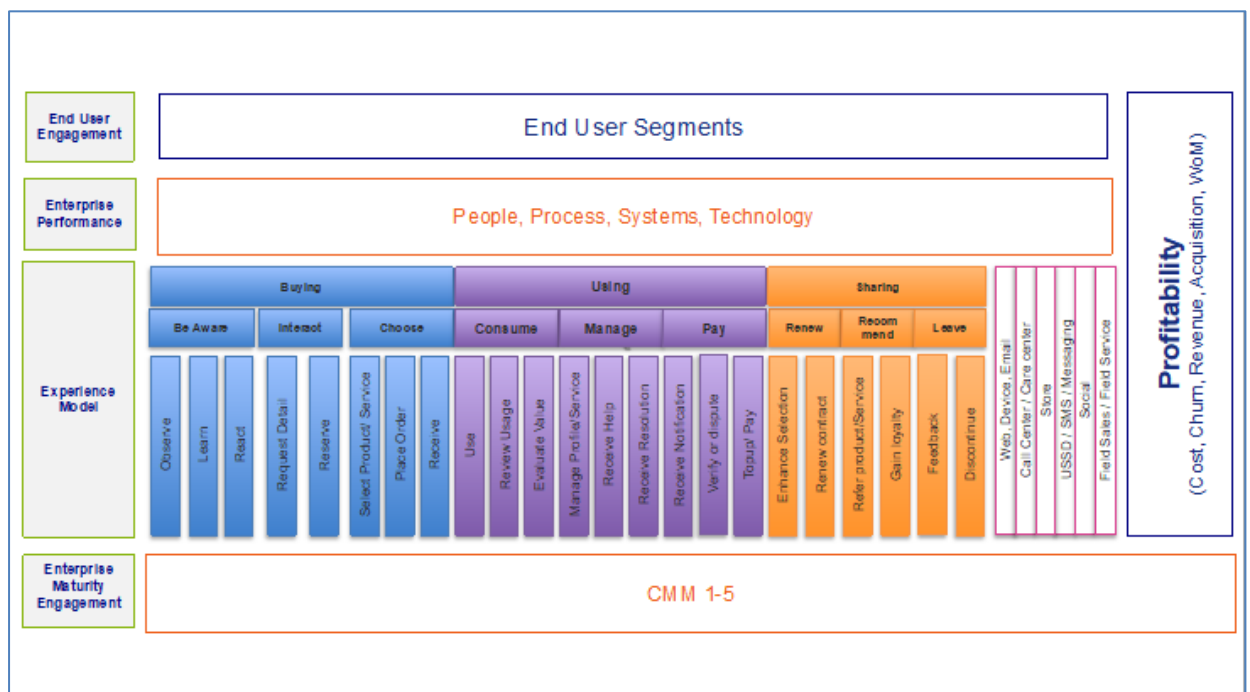
TM Forum Metrics Definitions

This document provides details of the Metrics names, definitions, identification and calculation for use in various business types and business functions

GB988
Release 17.5.1
April 2018

Latest Update: TM Forum Release 17.5.1	TM Forum Approved
Version 5.0.2	IPR Mode: RAND

Figure 8 – GB988 – TM Forum Metrics Definitions



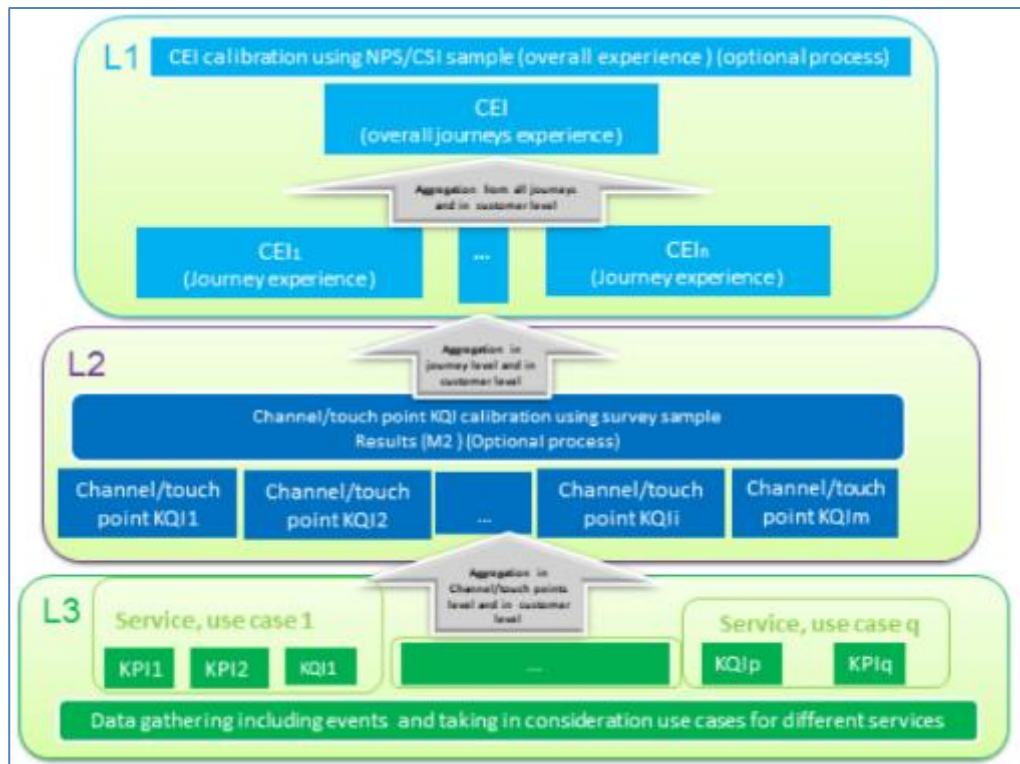


Figure 10 – CEI Calculation Scheme (From GB962A)

3.2 Business Process Framework Level 2 Process Scope and Footprint

The following figure represents the scope of the assessment based on the Business Process Framework (eTOM) v.17.5. The Level-2 processes highlighted in red, and all their Level-3 constituents were submitted for conformance certification.

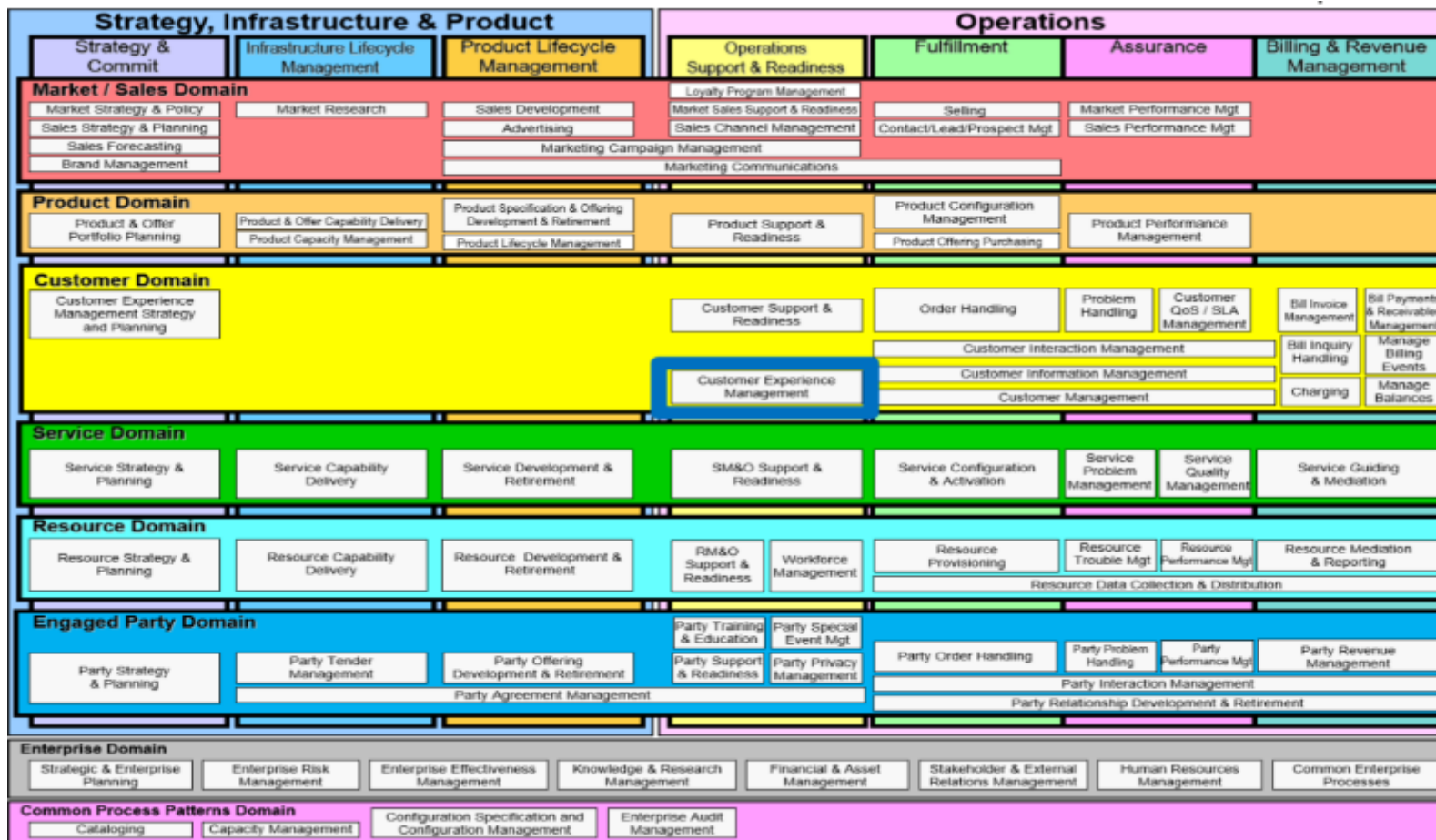
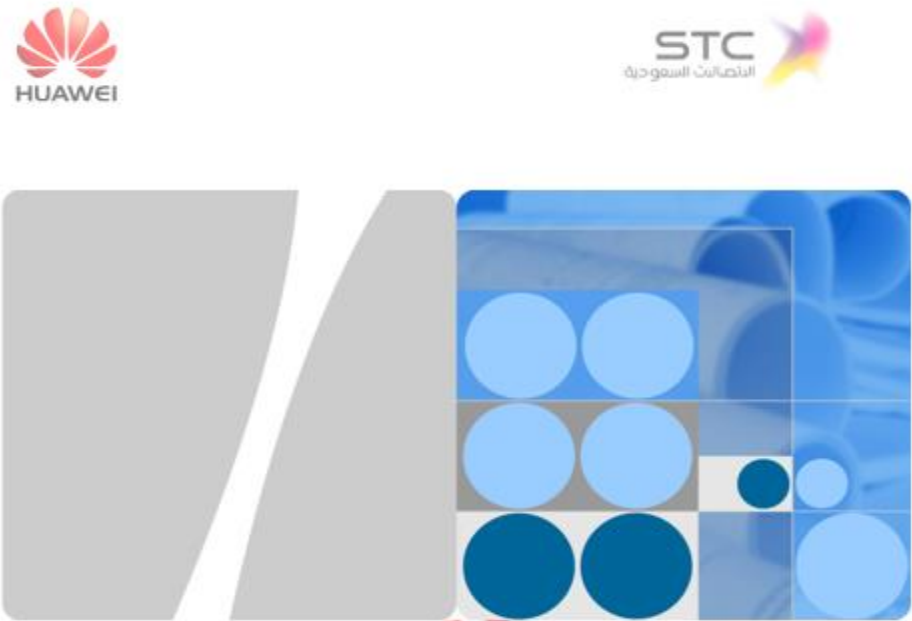


Figure 11- Level 2 eTOM process scope coverage for Huawei SmartCare Customer Journeys Assessment

4 Customer Journeys Assessment

4.1 BCx4: I receive Mobile Set-up

4.1.1 BC4: I Receive Mobile setup (Consumer Postpaid)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

BC4: I Receive Mobile setup (Consumer Postpaid)


Linked to CJ group

BCx4: I receive Mobile Set-up

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4.1.2 BCE4: I Receive Mobile setup (Consumer Prepaid)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

BCE4: I Receive Mobile setup (Consumer Prepaid)

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BCx4: I receive Mobile Set-up

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4.1.3 BCP4: I Receive Mobile setup (Enterprise Postpaid)



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Functional Requirement Specification

BCP4: I Receive Mobile setup (Enterprise Postpaid)

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BCx4: I receive Mobile Set-up

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4.1.4 BCPE4: I Receive Mobile setup (Enterprise Prepaid)



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Functional Requirement Specification

BCPE4: I Receive Mobile setup (Enterprise Prepaid)

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BCx4: I receive Mobile Set-up

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4.2 UCx11: I can use my Enterprise Mobile Overseas

4.2.1 UC11: I can use my Mobile overseas



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UC11: I can use my Mobile overseas


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UCx11: I can use my Enterprise Mobile Overseas

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4.2.2 UCP11: I can use my Mobile overseas



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UCP11: I can use my Mobile overseas


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UCx11: I can use my Enterprise Mobile Overseas

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4.2.3 UCE11: I can use my Mobile overseas



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Functional Requirement Specification

UCE11: I can use my Mobile overseas


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UCx11: I can use my Enterprise Mobile Overseas

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4.2.4 UCPE11: I can use my Mobile overseas



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Functional Requirement Specification

UCPE11: I can use my Mobile overseas

Linked to CJ group

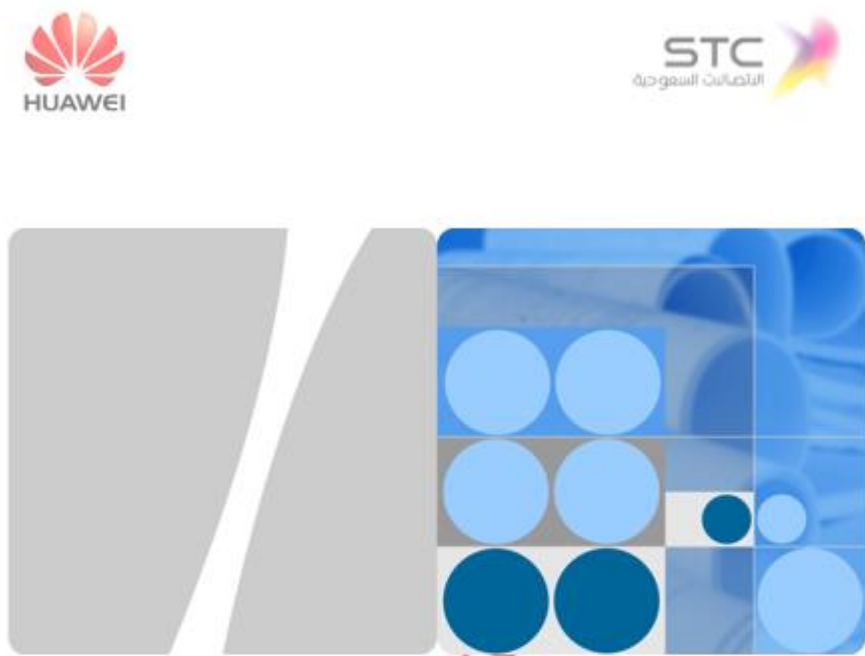
UCx11: I can use my Enterprise Mobile Overseas

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4.3 UCx17: First 30 days

4.3.1 UC17: First 30 days



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Functional Requirement Specification

UC17: First 30 days

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UCx17: First 30 Days

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4.3.2 UCP17: First 30 days

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Functional Requirement Specification

UCP17: First 30 days


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UCx17: First 30 Days

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4.3.3 UCE17: First 30 days



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE17: First 30 days

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UCx17: First 30 Days

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4.3.4 UCPE17: First 30 days



**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UCPE17: First 30 days

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UCx17: First 30 Days

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4.4 UCx6: I Can Buy a Roaming Bundle

4.4.1 UC6: I Can Buy a Roaming Bundle



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Functional Requirement Specification

UC6: I can Buy A Roaming Bundle

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UCx6: I can Buy A Roaming Bundle

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4.4.2 UCP6: I Can Buy a Roaming Bundle



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Functional Requirement Specification

UCP6: I can Buy A Roaming Bundle


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UCx6: I can Buy A Roaming Bundle

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4.4.3 UCE6: I Can Buy a Roaming Bundle



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE6: I can Buy A Roaming Bundle

Linked to CJ group

UCx6: I can Buy A Roaming Bundle

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Version 1.6 (2017-04-16)

4.4.4 UCPE6: I Can Buy a Roaming Bundle



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE6: I can Buy A Roaming Bundle

Linked to CJ group


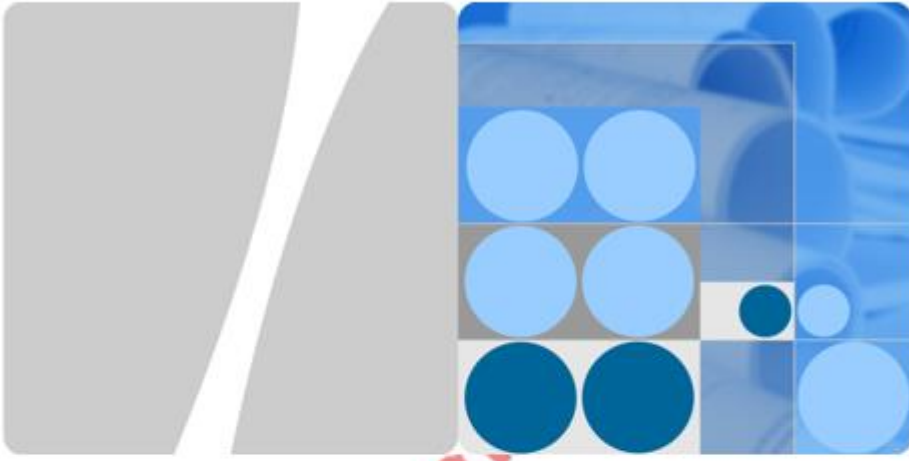
UCx6: I can Buy A Roaming Bundle

Verified tmforum Conformant

Version 1.6 (2017-04-16)

4.5 UCx7: I can use my mobile for Voice calls, On & Off-net

4.5.1 UC7: I can use my mobile for Voice calls

STC CEM Customer Journey Metrics
Functional Requirement Specification

UC7: I can use my mobile for Voice calls


Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

4.5.2 UCP7: I can use my mobile for Voice calls



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP7: I can use my mobile for Voice calls


Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

4.5.3 UCE7: I can use my mobile for Voice calls



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE7: I can use my mobile for Voice calls

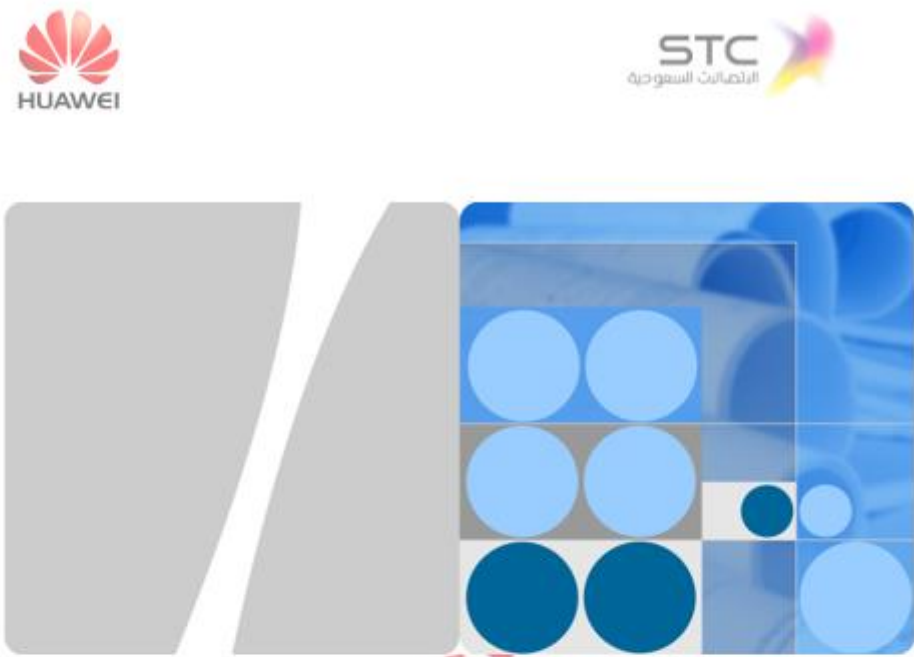
Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

Verified tmforum Conformant

Version 1.6 (2017-04-23)

4.5.4 UCPE7: I can use my mobile for Voice calls



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE7: I can use my mobile for Voice calls



Linked to CJ group


UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

4.5.5 UC21: I can use my Mobile to call Off-net





STC CEM Customer Journey Metrics
Functional Requirement Specification

UC21: I can use my Mobile to call Off-net

Linked to CJ group

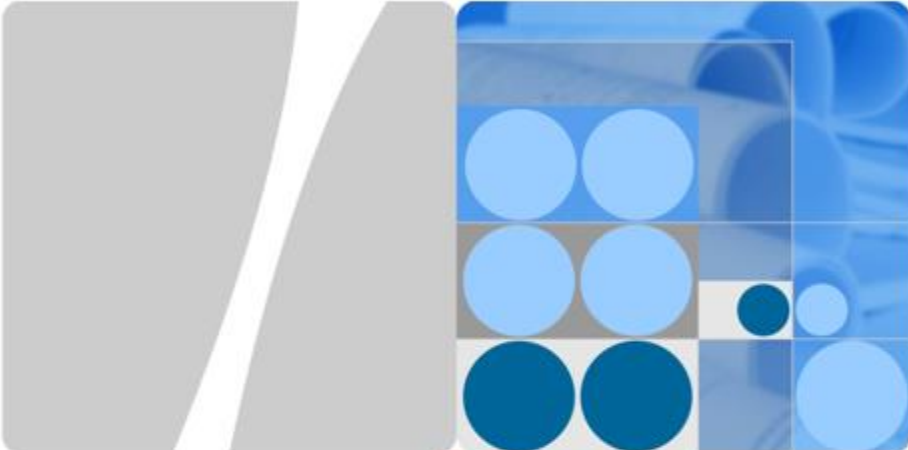

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

1

4.5.6 UCP21: I can use my Mobile to call Off-net



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP21: I can use my Mobile to call Off-net

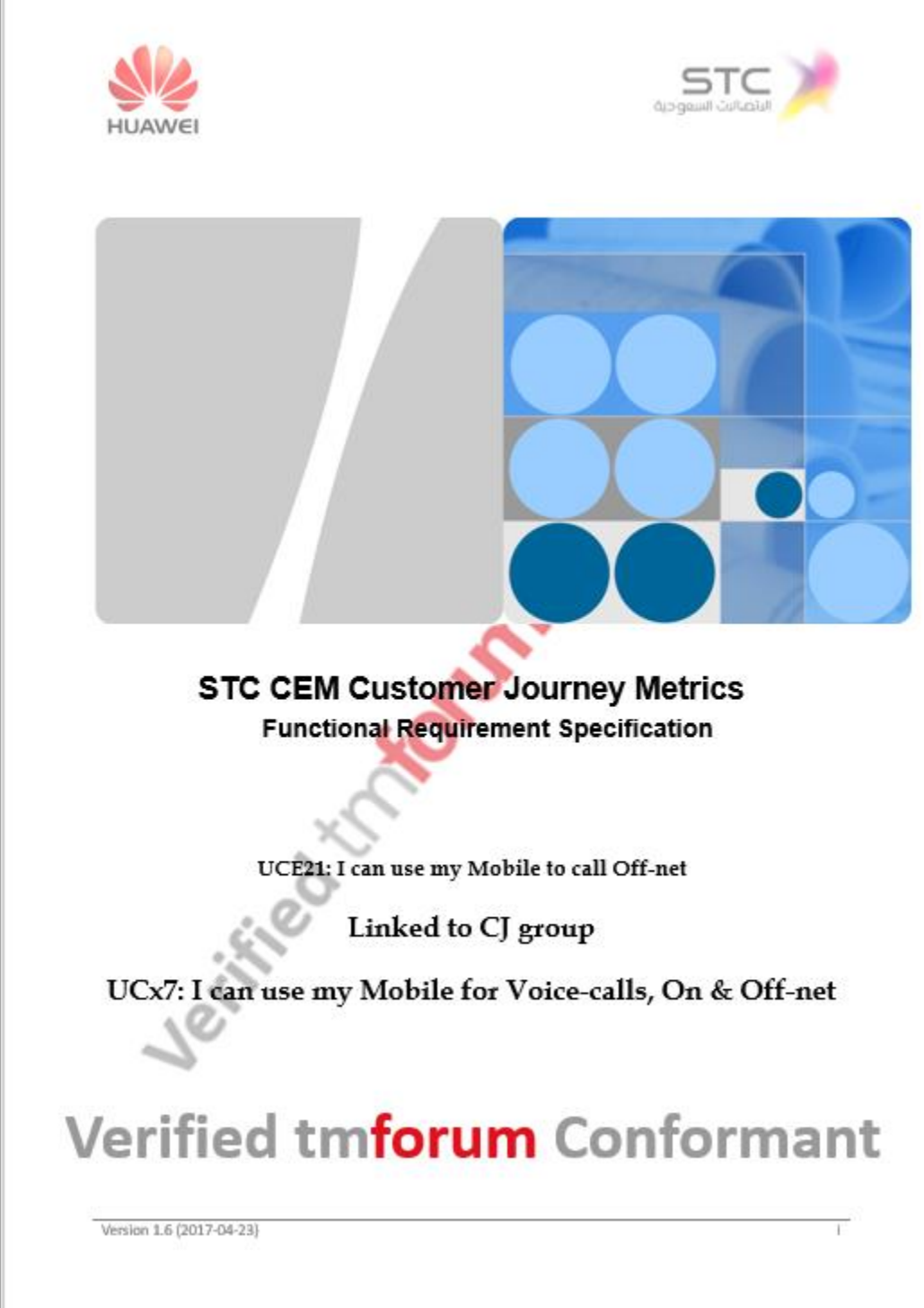
Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23) 1

4.5.7 UCE21: I can use my Mobile to call Off-net



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE21: I can use my Mobile to call Off-net

Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

4.5.8 UCPE21: I can use my Mobile to call Off-net

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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE21: I can use my Mobile to call Off-net

Linked to CJ group

UCx7: I can use my Mobile for Voice-calls, On & Off-net

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Version 1.6 (2017-04-23)

4.6 UCx8: I can use my mobile for SMS

4.6.1 UC8: I can use my mobile for SMS



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UC8: I can use my Mobile for SMS

Linked to CJ group

UCx8: I can use my Mobile for SMS

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Version 1.4 (2017-04-23)

4.6.2 UCP8: I can use my mobile for SMS

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP8: I can use my Mobile for SMS

Linked to CJ group

UCx8: I can use my Mobile for SMS

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Version 1.4 (2017-04-23)

4.6.3 UCE8: I can use my mobile for SMS



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE8: I can use my Mobile for SMS


Linked to CJ group

UCx8: I can use my Mobile for SMS

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Version 1.4 (2017-04-23)

4.6.4 UCPE8: I can use my mobile for SMS



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE8: I can use my Mobile for SMS

Linked to CJ group

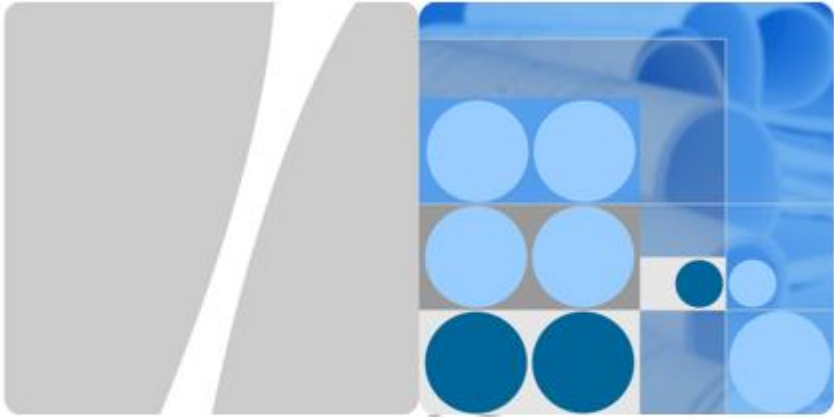

UCx8: I can use my Mobile for SMS

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Version 1.4 (2017-04-23)

4.7 UCx9a: I can use my mobile for Web-browsing

4.7.1 UC9a: I can use my mobile for Web-browsing



STC CEM Customer Journey Metrics
Functional Requirement Specification

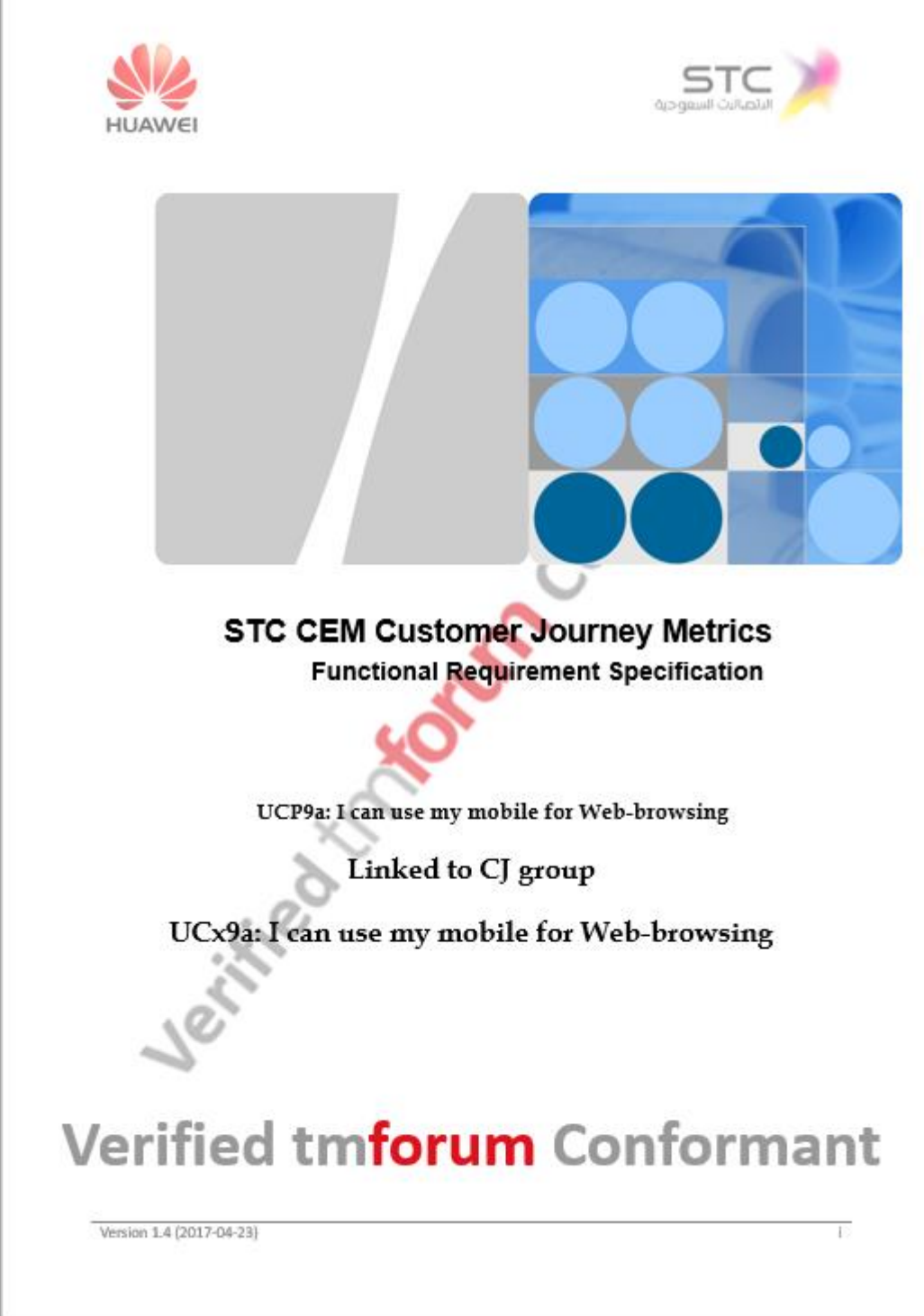
UC9a: I can use my mobile for Web-browsing
Linked to CJ group



UCx9a: I can use my mobile for Web-browsing

Verified tmforum Conformant

Version 1.4 (2017-04-23) 1

4.7.2 UCP9a: I can use my mobile for Web-browsing



**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UCP9a: I can use my mobile for Web-browsing

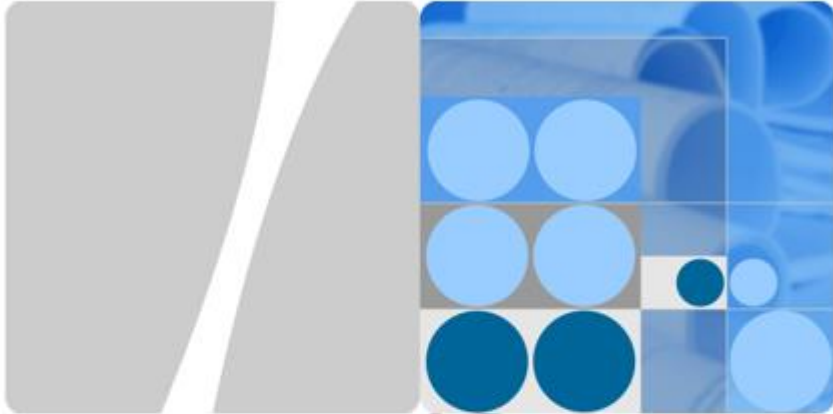

Linked to CJ group

UCx9a: I can use my mobile for Web-browsing

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Version 1.4 (2017-04-23) 1

4.7.3 UCE9a: I can use my mobile for Web-browsing



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE9a: I can use my mobile for Web-browsing

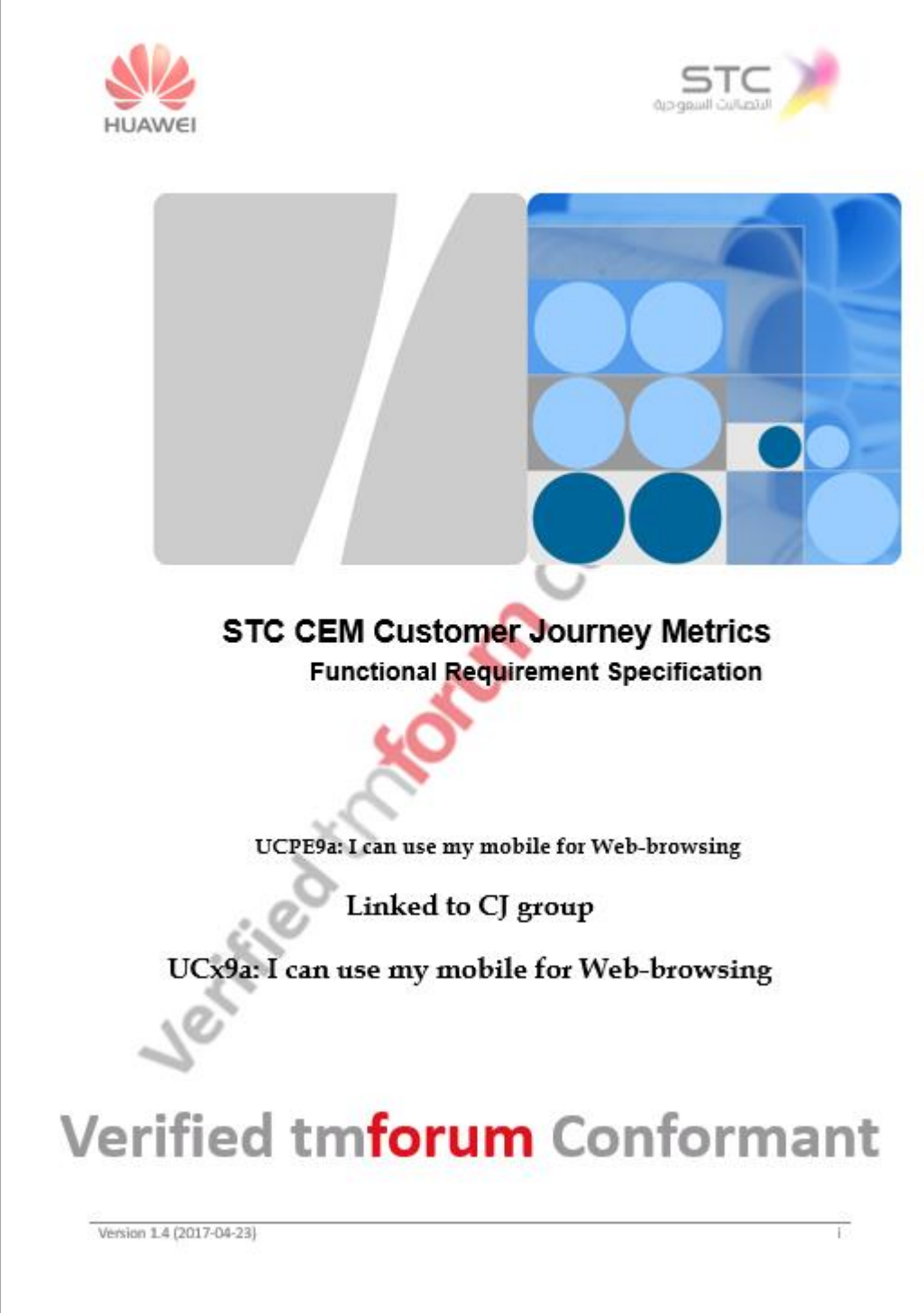
Linked to CJ group

UCx9a: I can use my mobile for Web-browsing

Verified tmforum Conformant

Version 1.4 (2017-04-23) 1

4.7.4 UCPE9a: I can use my mobile for Web-browsing



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE9a: I can use my mobile for Web-browsing

Linked to CJ group


UCx9a: I can use my mobile for Web-browsing

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Version 1.4 (2017-04-23)

4.8 UCx9b: I can use my mobile for Streaming

4.8.1 UC9b: I can use my mobile for Streaming





**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UC9b: I can use my Mobile for Streaming

Linked to CJ group

UCx9b: I can use my Mobile for Streaming

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Version 1.5 (2017-04-23) 1

4.8.2 UCP9b: I can use my mobile for Streaming





STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP9b: I can use my Mobile for Streaming

Linked to CJ group



UCx9b: I can use my Mobile for Streaming

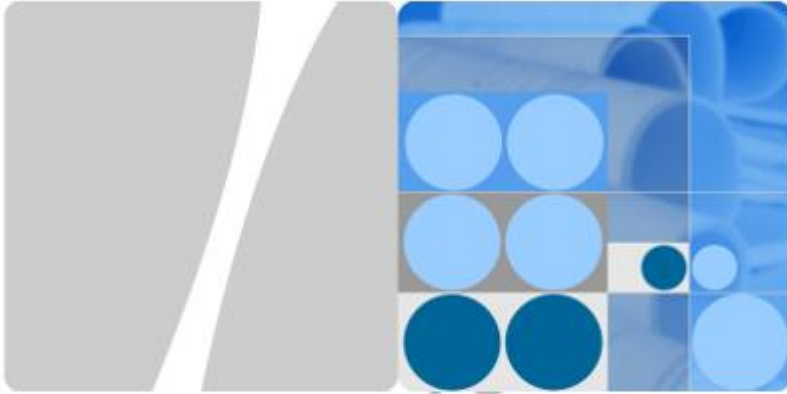
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Version 1.5 (2017-04-23)

1

4.8.3 UCE9b: I can use my mobile for Streaming





STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE9b: I can use my Mobile for Streaming

Linked to CJ group

UCx9b: I can use my Mobile for Streaming

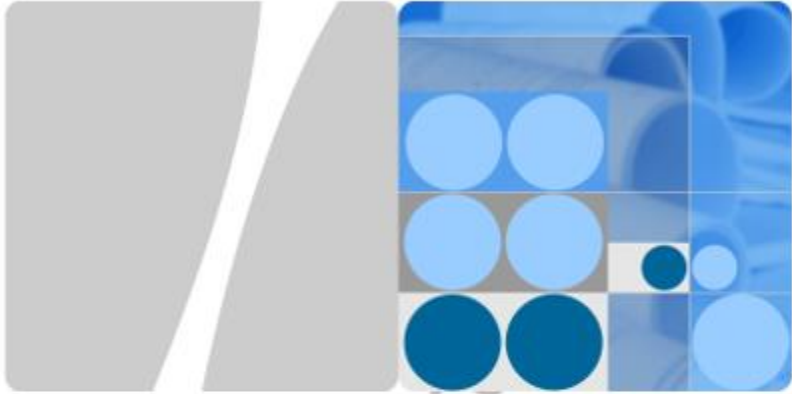
Verified tmforum Conformant

Version 1.5 (2017-04-23)

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4.8.4 UCPE9b: I can use my mobile for Streaming





STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE9b: I can use my Mobile for Streaming

Linked to CJ group

UCx9b: I can use my Mobile for Streaming

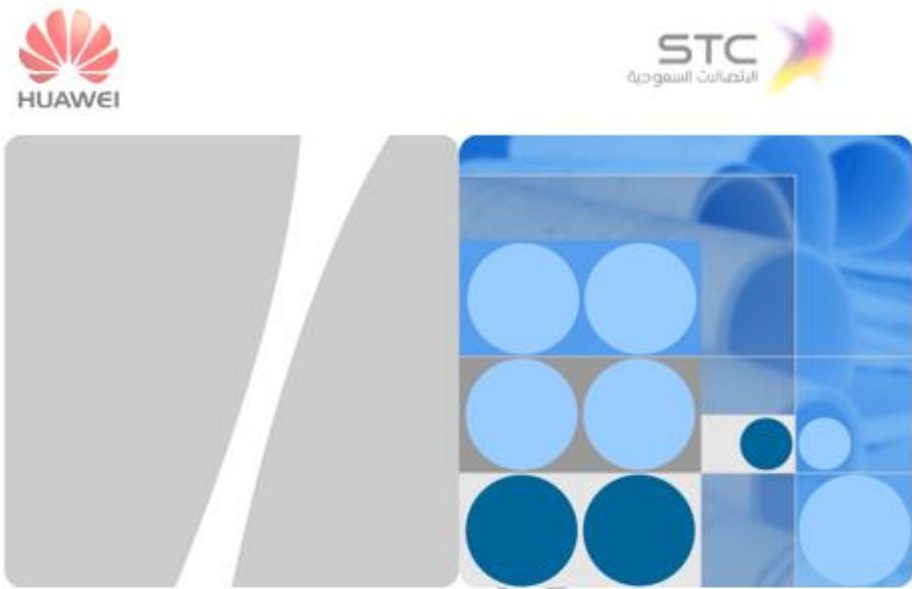
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Version 1.5 (2017-04-23)

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4.9 UMx1: Mobile Make Changes

4.9.1 UM1: Mobile Make Changes



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UM1_ Mobile Make changes
Linked to CJ group
UMx1: Mobile Make changes

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Version 1.6 (2017-04-17)

4.9.2 UMP1: Mobile Make Changes

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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UMP1_ Mobile Make changes

Linked to CJ group

UMx1: Mobile Make changes

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Version 1.6 (2017-04-17) i

4.9.3 UME1: Mobile Make Changes



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الاتصالات السعودية


STC CEM Customer Journey Metrics
Functional Requirement Specification

UME1_ Mobile Make changes
Linked to CJ group
UMx1: Mobile Make changes

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Version 1.6 (2017-04-17)

4.9.4 UMPE1: Mobile Make Changes



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UMPE1_ Mobile Make changes

Linked to CJ group


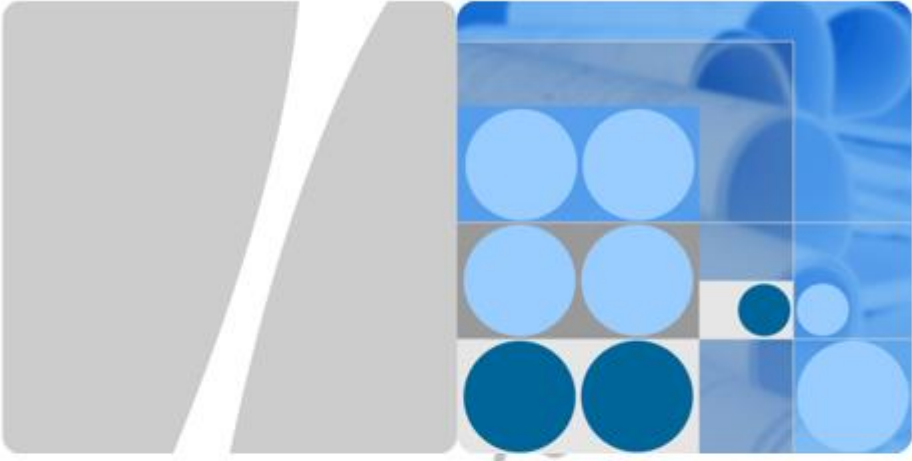
UMx1: Mobile Make changes

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Version 1.6 (2017-04-17)

4.10 UPPx6: I make Mobile pre-paid Recharge

4.10.1 UPP6: I make Mobile pre-paid Recharge


**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UPP6: I make Mobile pre-paid Recharge
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UPP6: I make Mobile pre-paid Recharge

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Version 1.5 (2017-04-17)

4.10.2 UPPE6: I make Mobile pre-paid Recharge



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPPE6: I make Mobile pre-paid Recharge

Linked to CJ group

UPPx6: I make Mobile pre-paid Recharge

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Version 1.5 (2017-04-17)

4.11 UPx1: Receive Bill

4.11.1 UP1: Receive Bill



STC CEM Customer Journey Metrics
Functional Requirement Specification

UP1: I Receive Bill
Linked to CJ group
UPx1: Receive Bill

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Version 1.6 (2017-04-18)

4.11.2 UPE1: Receive Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification


UPE1: I Receive Bill
Linked to CJ group
UPx1: Receive Bill

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Version 1.6 (2017-04-18)

4.12 UPx16: I am protected from Bill shock

4.12.1 UC16: I am protected from Bill shock



STC CEM Customer Journey Metrics
Functional Requirement Specification

UC16: I am protected from bill shock.

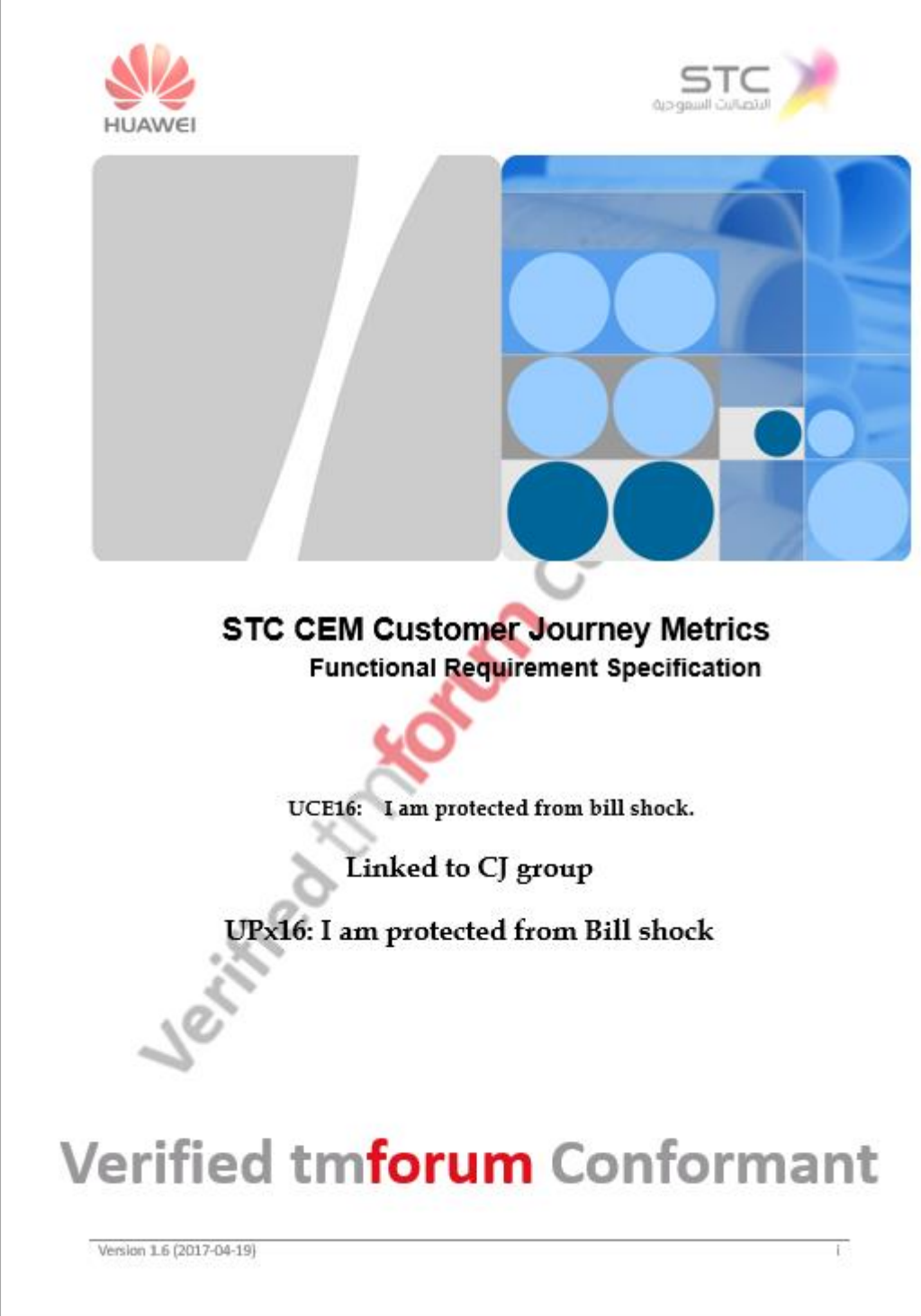
Linked to CJ group

UPx16: I am protected from Bill shock

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Version 1.6 (2017-04-19)

4.12.2 UCE16: I am protected from Bill shock



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE16: I am protected from bill shock.

Linked to CJ group

UPx16: I am protected from Bill shock

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Version 1.6 (2017-04-19)

4.13 UPx2: Adhoc Bill request

4.13.1 UP2: Adhoc Bill request



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UP2: Ad-hoc Bill Request


Linked to CJ group

UPx2: Ad-hoc Bill Request

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Version 1.2 (2017-04-18)

4.13.2 UPE2: Adhoc Bill request



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التصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UPE2: Ad-hoc Bill Request

Linked to CJ group

UPx2: Ad-hoc Bill Request

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Version 1.2 (2017-04-18)

4.14 UPx3 Dispute Bill

4.14.1 UP3: Dispute Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UP3: I dispute Bill
Linked to CJ group
UPx3 Dispute Bill

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Version 2.2 (2017-04-17)

4.14.2 UPE3: Dispute Bill

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPE3: I dispute Bill
Linked to CJ group
UPx3 Dispute Bill

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Version 2.2 (2017-04-17) T

4.15 UPx4: Personalised Collections

4.15.1 UP4: Personalised Collections






STC CEM Customer Journey Metrics
Functional Requirement Specification

UP4: Personalised Collections

Linked to CJ group

UPx4: Personalised Collections

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Version 1.7 (2017-04-18)

4.15.2 UPE4: Personalised Collections



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UPE4: Personalised Collections

Linked to CJ group

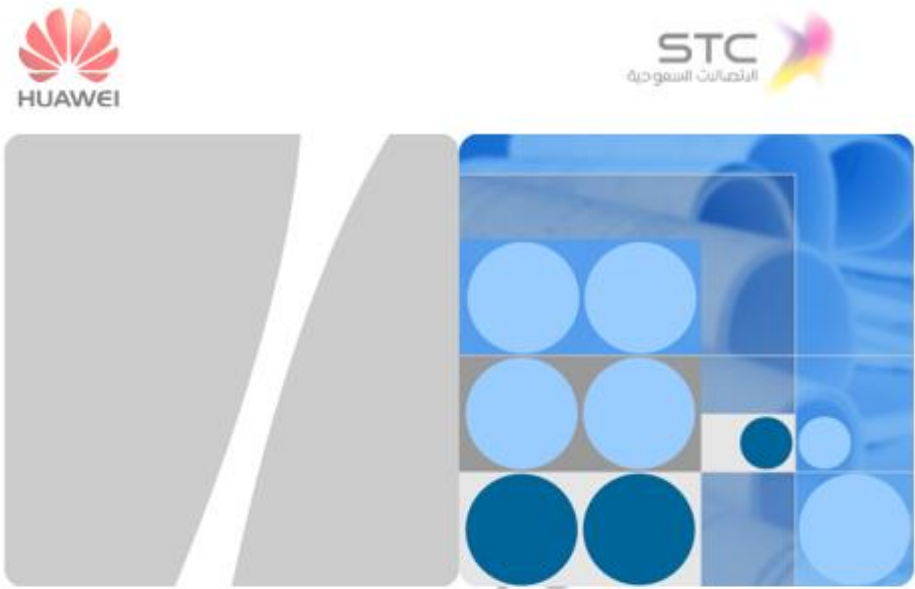
UPx4: Personalised Collections

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Version 1.7 (2017-04-18)

4.16 UPx5: Pay bill

4.16.1 UP5: Pay bill



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التصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UP5: Pay bill

Linked to CJ group

UPx5: I pay Bill

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Version 1.5 (2017-04-19)

4.16.2 UPE5: Pay bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPE5: Pay bill

Linked to CJ group

UPx5: I pay Bill

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Version 1.5 (2017-04-19)

4.17 UCx10: I can use my Mobile for Apps

4.17.1 UC10: I can use my Mobile for Apps



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UC10: I can use my mobile for Apps

Linked to CJ group

UCx10: I can use my Mobile for Apps.

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Version 1.4 (2017-04-23)

4.17.2 UCP10: I can use my Mobile for Apps



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP10: I can use my mobile for Apps

Linked to CJ group

UCx10: I can use my Mobile for Apps.

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Version 1.4 (2017-04-23) 1

4.17.3 UCE10: I can use my Mobile for Apps



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE10: I can use my mobile for Apps

Linked to CJ group

UCx10: I can use my Mobile for Apps.

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Version 1.4 (2017-04-23)

4.17.4 UCPE10: I can use my Mobile for Apps



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE10: I can use my mobile for Apps

Linked to CJ group

UCx10: I can use my Mobile for Apps.

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Version 1.4 (2017-04-23) 1

4.18 SLx3: I disconnect my services

4.18.1 SL3: I disconnect my services



STC CEM Customer Journey Metrics
Functional Requirement Specification

SL3: I disconnect my services
Linked to CJ group
SLx3: I Disconnect my Services

Verified tmforum Conformant

Version 1.3 (2017-04-18) 1

4.18.2 SLP3: I disconnect my services



STC CEM Customer Journey Metrics
Functional Requirement Specification

SLP3: I disconnect my services
Linked to CJ group
SLx3: I Disconnect my Services

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Version 1.3 (2017-04-18)

4.18.3 SLE3: I disconnect my services



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STC CEM Customer Journey Metrics
Functional Requirement Specification

SLE3: I disconnect my services

Linked to CJ group

SLx3: I Disconnect my Services

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Version 1.3 (2017-04-18) 1

4.18.4 SLPE3: I disconnect my services



STC CEM Customer Journey Metrics
Functional Requirement Specification

SLPE3: I disconnect my services
Linked to CJ group
SLx3: I Disconnect my Services

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Version 1.3 (2017-04-18) 1

4.19 SRENx4: Migrate from Postpaid to Prepaid

4.19.1 SREN4: Migrate from Postpaid to Prepaid



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STC CEM Customer Journey Metrics
Functional Requirement Specification

SREN4: Migrate from Postpaid to Prepaid

Linked to CJ group

SRENx4a: Migrate from Postpaid to Prepaid & v.v.

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Version 1.4 (2017-04-19)

4.19.2 SRENE4: Migrate from Postpaid to Prepaid



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

SRENE4: Migrate from Postpaid to Prepaid


Linked to CJ group

SRENx4a: Migrate from Postpaid to Prepaid & v.v.

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Version 1.4 (2017-04-19) T

4.19.3 SREN4: Migrate from Postpaid to Prepaid



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STC CEM Customer Journey Metrics
Functional Requirement Specification

SREN4: Migrate from Prepaid to Postpaid

Linked to CJ group

SRENx4a: Migrate from Postpaid to Prepaid & v.v.

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Version 1.4 (2017-04-19) 1

4.19.4 SRENPE4: Migrate from Postpaid to Prepaid



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

SRENPE4: Migrate from Prepaid to Postpaid

Linked to CJ group


SRENx4a: Migrate from Postpaid to Prepaid & v.v.

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Version 1.4 (2017-04-19) 1

4.20 UCx20: I receive SMS from Entities other than a Mobile

4.20.1 UC20 I receive SMS from entities other than a Mobile



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UC20 I receive SMS from entities other than a Mobile

Linked to CJ group

UCx20: I receive SMS from Entities other than a Mobile

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Version 1.4 (2017-04-14)

4.20.2 UCP20 I receive SMS from entities other than a Mobile



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP20 I receive SMS from entities other than a Mobile

Linked to CJ group

UCx20: I receive SMS from Entities other than a Mobile

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Version 1.4 (2017-04-14) i

4.20.3 UCE20 I receive SMS from entities other than a Mobile



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE20 I receive SMS from entities other than a Mobile

Linked to CJ group

UCx20: I receive SMS from Entities other than a Mobile

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Version 1.4 (2017-04-14) i

4.20.4 UCPE20 I receive SMS from entities other than a Mobile



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE20 I receive SMS from entities other than a Mobile

Linked to CJ group

UCx20: I receive SMS from Entities other than a Mobile


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Version 1.4 (2017-04-14)

1

4.21 UCx22: Mawjood, Missed call notification

4.21.1 UC22: Mawjood, Missed call notification



STC CEM Customer Journey Metrics
Functional Requirement Specification

UC22: Mawjood, Missed call notification
Linked to CJ group

UCx22: Mawjood, Missed call notification

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Version 1.2 (2017-04-18) I

4.21.2 UCP22: Mawjood, Missed call notification



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCP22: Mawjood, Missed call notification


Linked to CJ group

UCx22: Mawjood, Missed call notification

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Version 1.2 (2017-04-18)

4.21.3 UCE22: Mawjood, Missed call notification



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCE22: Mawjood, Missed call notification

Linked to CJ group

UCx22: Mawjood, Missed call notification

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Version 1.2 (2017-04-18)

4.21.4 UCPE22: Mawjood, Missed call notification

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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCPE22: Mawjood, Missed call notification

Linked to CJ group

UCx22: Mawjood, Missed call notification

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Version 1.2 (2017-04-18) 1

4.22 UMx4: Make Complaint

4.22.1 UM4: Make Complaint



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UM4: Make Complaint

Linked to CJ group

UMx4: Make Complaint

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Version 2.2 (2017-04-19)

4.22.2 UMP4: Make Complaint



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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UMP4: Make Complaint

Linked to CJ group

UMx4: Make Complaint

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Version 2.2 (2017-04-19)

4.22.3 UME4: Make Complaint



**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UME4: Make Complaint
Linked to CJ group
UMx4: Make Complaint

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Version 2.2 (2017-04-19)

4.22.4 UMPE4: Make Complaint

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UMPE4: Make Complaint

Linked to CJ group

UMx4: Make Complaint

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Version 2.2 (2017-04-19)

4.23 UPPx3 Dispute Pre-paid Bill

4.23.1 UPP3: I dispute Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPP3: I dispute Bill

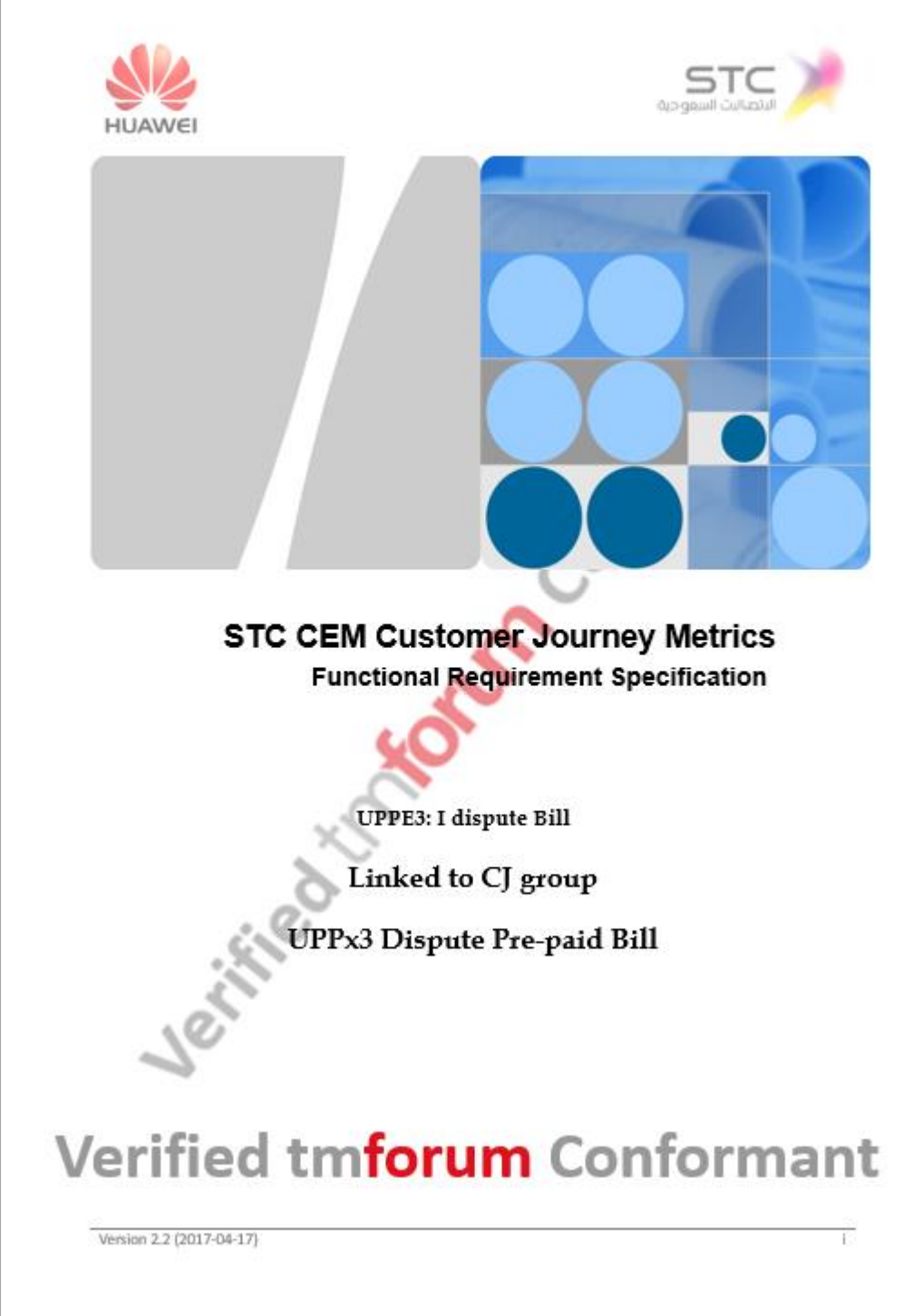
Linked to CJ group

UPPx3 Dispute Pre-paid Bill

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Version 2.2 (2017-04-17)

4.23.2 UPPE3: I dispute Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPPE3: I dispute Bill

Linked to CJ group

UPPx3 Dispute Pre-paid Bill

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Version 2.2 (2017-04-17)

4.24 BCFx2: I receive Fixed-line setup

4.24.1 UCF1: I receive Fixed-line Telco setup



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF1: I receive Fixed-line Telco setup

Linked to CJ group

BCFx2: I receive Fixed-line setup

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Version 1.5 (2017-04-14)

4.24.2 UCF2: I receive Fixed-line Broadband setup



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF2: I receive Fixed-line Broadband setup
Linked to CJ group
BCFx2: I receive Fixed-line setup

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Version 1.5 (2017-04-14)

4.24.3 UCF3a: I receive Digital TV setup (STB)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF3a: I receive Digital TV setup (STB)

Linked to CJ group

BCFx2: I receive Fixed-line setup

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Version 1.5 (2017-04-14)

4.24.4 UCFE2: I receive Fixed-line Broadband setup



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFE2: I receive Fixed-line Broadband setup

Linked to CJ group

BCFx2: I receive Fixed-line setup

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Version 1.5 (2017-04-14) 1

4.24.5 UCFE1: I receive Fixed-line Telco setup

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFE1: I receive Fixed-line Telco setup

Linked to CJ group

BCFx2: I receive Fixed-line setup

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Version 1.5 (2017-04-14) T.

4.24.6 UCFe3a: I receive Digital TV setup (STB)

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الاتصالات السعودية

STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFe3a: I receive Digital TV setup (STB)

Linked to CJ group

BCFx2: I receive Fixed-line setup

Verified tmforum Conformant

Version 1.5 (2017-04-14)

4.25 UCFx10: I can use my Fixed-line for Apps

4.25.1 UCF10: I can use my mobile for Apps






STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF10: I can use my mobile for Apps

Linked to CJ group

UCFx10: I can use my Fixed-line for Apps

Verified tmforum Conformant

Version 1.4 (2017-04-23)

1

4.25.2 UCFE10: I can use my mobile for Apps



**STC CEM Customer Journey Metrics
Functional Requirement Specification**


UCFE10: I can use my mobile for Apps
Linked to CJ group
UCFx10: I can use my Fixed-line for Apps

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Version 1.4 (2017-04-23)

4.26 UCFx12: I can use my Fixed-line for voice-calls, on & Off-net

4.26.1 UCF12: I can use my Fixed-line for Voice-calls




STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF12: I can use my Fixed-line for Voice-calls

Linked to CJ group

UCFx12: I can use my Fixed-line for voice-calls, on & Off-net

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Version 1.4 (2017-04-14)

4.26.2 UCFE12: I can use my Fixed-line for Voice-calls



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFE12: I can use my Fixed-line for Voice-calls

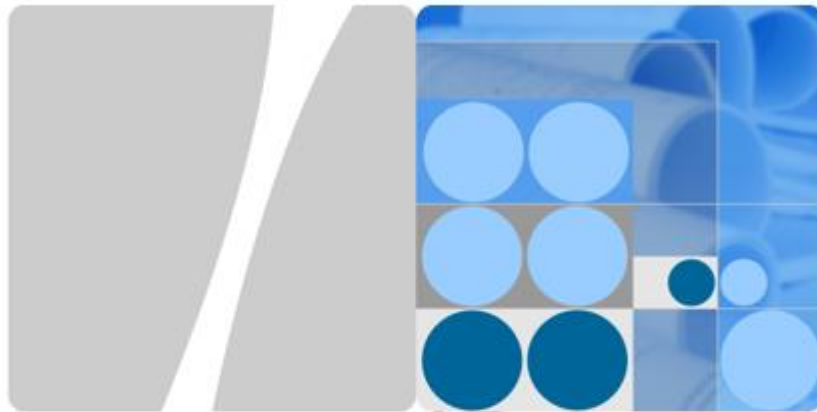
Linked to CJ group

UCFx12: I can use my Fixed-line for voice-calls, on & Off-net

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Version 1.4 (2017-04-14) 1

4.26.3 UCF21: I can use my Fixed-line to call off-net. (Local & International)



STC CEM Customer Journey Metrics Functional Requirement Specification

UCF21: I can use my Fixed-line to call off-net. (Local & International)

Linked to CJ group

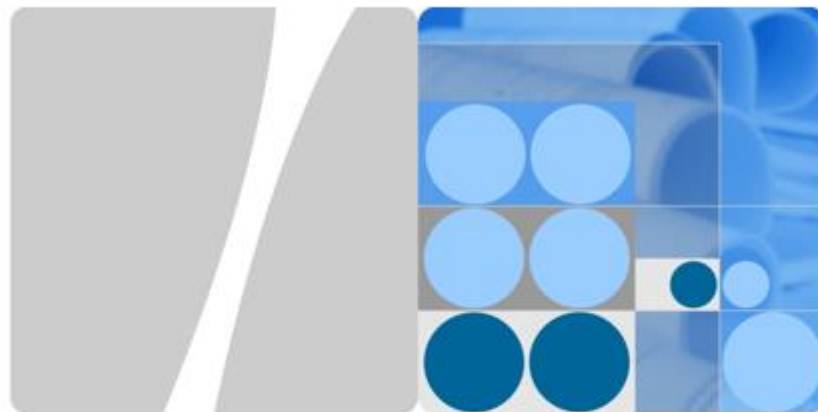
UCFx12: I can use my Fixed-line for voice-calls, on & Off-net

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Version 1.4 (2017-04-14)

1

4.26.4 UCFE21: I can use my Fixed-line to call off-net. (Local & International)



STC CEM Customer Journey Metrics Functional Requirement Specification

UCFE21: I can use my Fixed-line to call off-net. (Local & International)

Linked to CJ group

UCFx12: I can use my Fixed-line for voice-calls, on & Off-net

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Version 1.4 (2017-04-14)

1

4.27 UCFx13a: I can use my Fixed-line for Web-browsing

4.27.1 UCF13a: I can use my Fixed-line for Internet




**STC CEM Customer Journey Metrics
Functional Requirement Specification**

UCF13a: I can use my Fixed-line for Internet (Web-browsing replaces Internet)

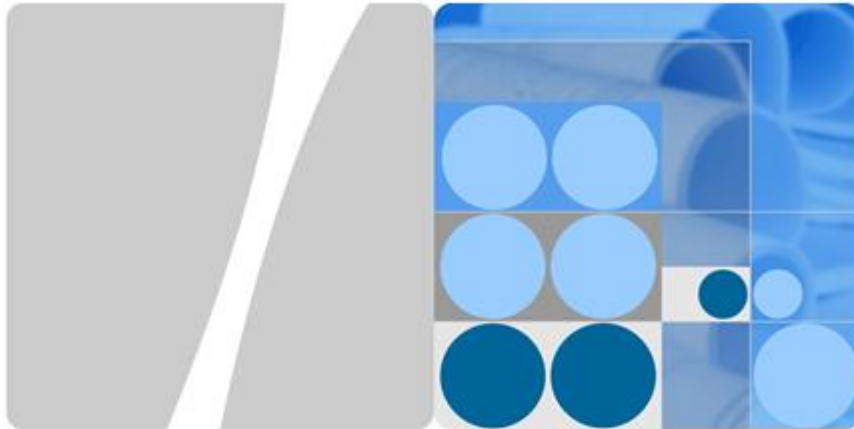
Linked to CJ group

UCFx13a: I can use my Fixed-line for Web-browsing

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Version 1.4 (2017-04-18) 1

4.27.2 UCF13a: I can use my Fixed-line for Internet



STC CEM Customer Journey Metrics Functional Requirement Specification

UCFE13a: I can use my Fixed-line for Internet (Web-browsing replaces Internet)

Linked to CJ group

UCFx13a: I can use my Fixed-line for Web-browsing

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4.28 UCFx13b: I can use my Fixed-line for Streaming

4.28.1 UCF13b: I can use my Fixed-line for Streaming

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF13b: I can use my Fixed-line for Streaming

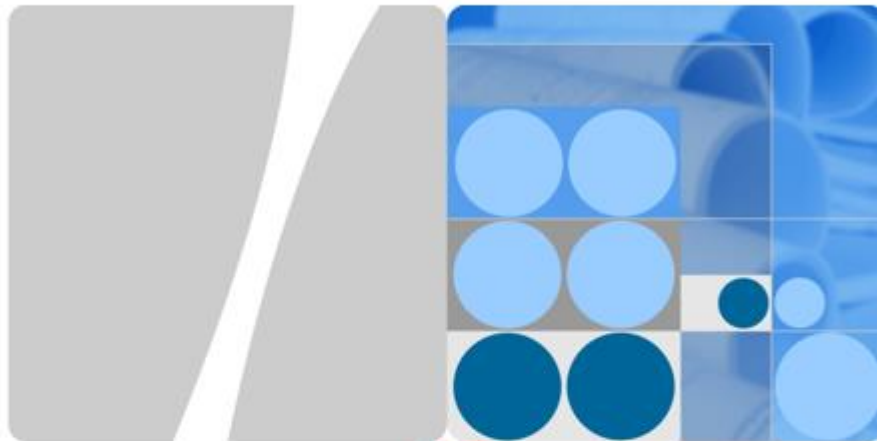
Linked to CJ group

UCFx13b: I can use my Fixed-line for Streaming

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Version 1.4 (2017-04-19) 1

4.28.2 UCFE13b: I can use my Fixed-line for Streaming



STC CEM Customer Journey Metrics Functional Requirement Specification

UCFE13b: I can use my Fixed-line for Streaming

Linked to CJ group

UCFE13b: I can use my Fixed-line for Streaming

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4.29 UCFx14a: I can use IPTV (STB)

4.29.1 UCF14a: I can use IPTV (STB)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF14a: I can use IPTV (STB)

Linked to CJ group

UCFx14a: I can use IPTV (STB)

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Version 1.4 (2017-04-19)

4.29.2 UCFE14a: I can use IPTV (STB)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFE14a: I can use IPTV (STB)

Linked to CJ group

UCFx14a: I can use IPTV (STB)

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Version 1.4 (2017-04-19)

4.30 UCFx17: First 30 Days, Fixed-line

4.30.1 UCF17: First 30 Days, Fixed-line

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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF17_Fixed-line First 30 Days
Linked to CJ group
UCFx17: First 30 Days, Fixed-line

Verified tmforum Conformant

Version 1.3 (2017-04-18)

4.30.2 UCFE17: First 30 Days, Fixed-line



STC CEM Customer Journey Metrics
Functional Requirement Specification


UCFE17_Fixed-line First 30 Days
Linked to CJ group
UCFx17: First 30 Days, Fixed-line

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Version 1.3 (2017-04-18)

4.31 UMFx1: Fixed-line Make Changes

4.31.1 UMF1: Make Fixed-line Changes



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UMF1: Make Fixed-line changes

Linked to CJ group

UMFx1: Fixed-line Make changes

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Version 1.4 (2017/04/19)

4.31.2 UMFE1: Make Fixed-line Changes



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UMFE1: Make Fixed-line changes
Linked to CJ group
UMFx1: Fixed-line Make changes

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Version 1.4 (2017/04/19)

4.32 UMFx4: Make Fixed-line Complaint

4.32.1 UMF4: Make Fixed-line Changes



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UMF4: Make Complaint
Linked to CJ group
UMFx4: Make Fixed-line Complaint

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Version 3.2 (2017-04-19)

4.32.2 UMFE4: Make Fixed-line Changes



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UMFE4: Make Complaint

Linked to CJ group

UMFx4: Make Fixed-line Complaint

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Version 2.2 (2017-04-19)

4.33 UPFx1: I Receive a Fixed-line Bill

4.33.1 UPF1: I Receive Fixed-line Bill



STC CEM Customer Journey Metrics
Functional Requirement Specification

UPF1: I Receive Fixed-line Bill
Linked to CJ group
UPFx1: I Receive a Fixed-line Bill

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Version 1.3 (2017-04-19)

4.33.2 UPFE1: I Receive Fixed-line Enterprise Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPFE1: I Receive Fixed-line Enterprise Bill

Linked to CJ group

UPFx1: I Receive a Fixed-line Bill

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Version 1.3 (2017-04-19)

4.34 UPFx16: I am protected from Fixed-line Bill shock

4.34.1 UPF16: I am protected from bill shock



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UCF16: I am protected from bill shock.

Linked to CJ group

UPFx16: I am protected from Fixed-line Bill shock

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Version 1.3 (2017-04-19)

4.34.2 UPFE16: I am protected from bill shock



STC CEM Customer Journey Metrics
Functional Requirement Specification

UCFE16: I am protected from bill shock.

Linked to CJ group

UPFx16: I am protected from Fixed-line Bill shock
|

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Version 1.3 (2017-04-19)

4.35 UPFx2: Fixed-Line Ad-hoc Bill Request

4.35.1 UPF2: Adhoc Bill request (Fixed)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPF2: Adhoc Bill request (Fixed)

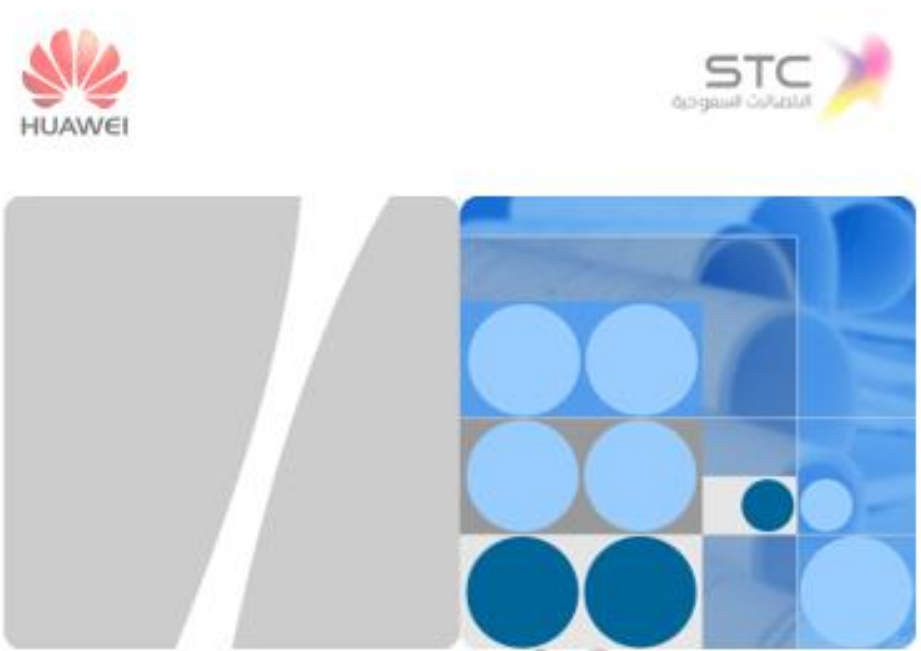
Linked to CJ group

UPFx2: Fixed-Line Ad-hoc Bill Request

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Version 1.3 (2017-04-19)

4.35.2 UPFE2: Adhoc Bill request (Fixed)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPFE2: Adhoc Bill request (Fixed)

Linked to CJ group

UPFE2: Fixed-Line Ad-hoc Bill Request

Verified tmforum Conformant

Version 1.3 (2017-04-19)

4.36 UPFx3 Dispute Fixed-line Bill

4.36.1 UPF3: Dispute Fixed-line Bill



STC CEM Customer Journey Metrics
Functional Requirement Specification

UPF3: Dispute Fixed-line Bill
Linked to CJ group
UPFx3 Dispute Fixed-line Bill

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Version 1.2 (2017-04-19)

4.36.2 UPFE3: Dispute Fixed-line Bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPFE3: Dispute Fixed-line Bill

Linked to CJ group

UPFx3 Dispute Fixed-line Bill

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Version 1.2 (2017-04-19)

4.37 UPFx4: Personalised Collections, Fixed-line

4.37.1 UPF4: Personalized collections (Fixed)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPF4: Personalized collections (Fixed)

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UPFx4: Personalised Collections, Fixed-line

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Version 1.3 (2017-04-19)

4.37.2 UPFE4: Personalized collections (Fixed)



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPFE4: Personalized collections (Fixed)

Linked to CJ group


UPFx4: Personalised Collections, Fixed-line

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Version 1.3 (2017-04-19)

4.38 UPFx5: I pay Fixed Bill

4.38.1 UPF5: I pay Fixed-line bill



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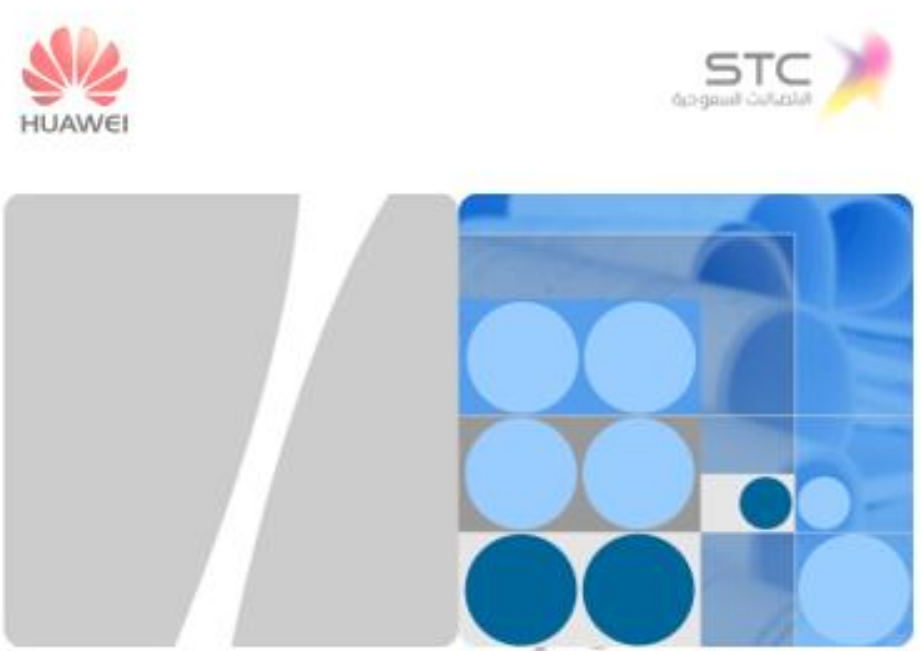
STC CEM Customer Journey Metrics
Functional Requirement Specification

UPF5: I pay Fixed-line bill
Linked to CJ group
UPFx5: I pay Fixed Bill

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Version 1.3 | 2017-04-19

4.38.2 UPFE5: I pay Fixed-line bill



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STC CEM Customer Journey Metrics
Functional Requirement Specification

UPFE5: I pay Fixed-line bill

Linked to CJ group

UPFx5: I pay Fixed Bill

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Version 1.3 (2017-04-19)

5 Applied CEI Method for Customer Journeys

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Customer Experience Index (CEI)
Functional Requirement Specification

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Version 1.3 1

6 Customer Journeys – Conclusion on TM Forum Conformance

6.1 Summary

Customer Experience Management (CEM) is a key enabler at STC for the transformation of its business to increase its focus on delivering good customer experience. The TM Forum Customer Experience Management program, along with best practices and the Customer Centricity Toolkit, are fundamental resources which are valuable both in examining every business process and customer journey to ensure it is optimized to deliver the best customer experience, and its objective measurement, along with bringing this information into all decision-making processes with a goal of improving the overall delivered customer experience.

Effective improvement of customer experience, much like wider transformation programs, is not easy to execute. A customer's journey with a CSP extends from pre-purchase research to product selection and onboarding through to network performance, customer relationship management, and retention or churn. At each stage, valuable data is generated – the raw material from which personalization and contextualization can be refined.

To be valuable, this wealth of data about customers must be accessible in real time or near real time, and CSPs must be able to act upon it. STC needs to structure and adapt its business processes and organization to achieve these goals and realign culturally to prioritize the processes and behaviors that underpin them.

The siloed nature of CSP organizations, in terms of functions, ownership of customer data and employee mindset, is a significant barrier to broad transformational programs. A customer may have had a poor network experience leading them to contact the CSP with a complaint, but if the team of employees handling the complaint don't have access to network performance data, they will not be fully equipped to assist the customer.

The successful implementation of CEM requires a new way of thinking by CSPs. The emphasis is on managing Customer Experience from the customer's outside-in perspective, recognizing that the customer's perceived experience is a function of the actual experience together with the customer's unique history, emotions and expectations. Where possible, TM Forum assets on CEM aim to identify those metrics which individually, or more likely in combination, can help to determine each customer's perceived experience of the CSP, thereby enabling actionable insight.

The TM Forum Customer Centricity Toolkit consists of the following resources:

Resource Name	Release	Document version	Resource Name	Release	Document version
GB995 Guidebook on 360 Degree View of a Customer R17.5.1	17.5	3.0.2	IG1149 Guide to Customer Experience Integrator R16.5.1	16.5	1.0.2
GB962F Customer Experience Management ROI Calculator R17.0.1	17	3.0.2	GB962A Customer Experience Management Lifecycle Metrics R15.0.1	15	2.5.3
GB962E Customer Experience Management ROI Calculator User Guide R17.0.1	17	3.0.2	GB962B Customer Experience Management Maturity Model R13.5.0	13.5	1.5.1
GB962D Customer Experience Management Implementation Guide Use Cases R17.5.1	17.5	7.0.2	GB962C Lifecycle Model R13.5.0	14.5	1.5.1
TMF423 Unified Use Case Template for Customer Centricity R18.0.1	18	3.0.2	GB994 Omni Channel Guidebook R18.0.1	18	3.0.2
			TR193 Customer Experience Management Index V1.3	12.5	1.3

Figure 12 – TM Forum Customer Centricity Toolkit

From all these resources, the most relevant which were used as guidelines for the description of Customer Journeys and their conformance assessment are the following:

GB962A – Customer Experience Management Lifecycle Metrics

GB962C – Lifecycle Model

GB962 – CEM Introduction and Fundamentals

In addition to the above documents, also the Business Process Framework (eTOM) was used as a key reference for the definition of CEM related processes, particularly process ‘1.3.2 - Customer Experience Management’ (see Figure 11 on page 19).

6.2 Conclusion

Huawei submitted for certification:

- 116 Customer Journeys, in 38 groupings, covering STC's Fixed, Mobile Pre-paid and Mobile Post-Paid products, and IT for both Consumer and Enterprise market segments, spanning across all STC service.
- Customer Experience Index report including description of applied method and algorithm.

Certification was carried out against the best practices defined in TM Forum's Guide Book:

- GB962 Customer Experience Management Suite, Addendum A Lifecycle Metrics
- GB962 Customer Experience Management Suite, Addendum C Lifecycle Model
- GB988 Metrics Definition
- Business Process Level 3 process – "1.3.2.4 Mapping and Analysis of Experience Lifecycles", which forms part of the Level 2 process – "1.3.2 Customer Experience Management" process

As outcome of the detailed Conformance assessment carried out by TM Forum, it was concluded that Huawei achieved an **Excellent*** score on both the Customer Journey descriptions and structure, as well as the Customer Experience Index method and applied algorithm.

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