

my API story

tmforum
code +
frameworks

**RADICAL IMPROVEMENT
IN CUSTOMER ENGAGEMENT**

“ Using the Open APIs means our solutions are more attractive to CSPs for quickly solving their business problems. ”

Kevin Billings

Director & Industry Principal – Communications & Media, Pegasystems

Tell us about yourself and your job.

My role is to engage with Pega's communications service provider (CSP) clients and partners to understand specific industry challenges and pain points and the solutions needed to resolve these. I work with our strategy, product and marketing teams to ensure that our products and solutions best meet the needs of our clients, and that our account teams are enabled in articulating and demonstrating the benefits of Pega solutions in solving business problems.

Why do you believe in TM Forum's Open API program?

We see that the continuing development of standards for Open APIs and Open Digital Architecture (ODA) is key in enabling seamless communication within CSPs' ecosystems as we enable our clients and industry to digitally transform. Support for TM Forum standards and Open APIs will continue to be an important element of our product offerings.

What TM Forum Open APIs are most valuable to your company?

To enable CSPs to make the best product and service offers and recommendations to their customers and to execute on these in the order management process, examples of the most valuable TM Forum Open APIs for Pega are Recommendation – TMF 680, Product Catalog Management – TMF 620, Product Ordering – TMF 622, Shopping Cart – TMF 663 and Process Flow Management – TMF 701. These provide a common, customer-focused framework and flow for CSPs which enables faster integration of solutions in their complex ecosystems.

Why did you choose to highlight those APIs?

These Open APIs are highly relevant to leading CSPs as we partner with them in significantly improving experiences while driving revenue growth and cost savings. Using the APIs and integrating with BSS and OSS ecosystems across their process flows, Pega can enable CSPs to improve marketing recommendations, offers and customer acceptance, and also accelerate sales and order management processes to radically improve overall experience for their customers.

How have you benefited from using these APIs?

Solutions become easier for our CSP clients to implement as the Pega Customer Decision Hub™ uses various APIs, leveraging a third-party layer where needed, to fetch relevant customer offers from Pega's local product catalog. This enables the creation and processing of orders without the need to manually create them. Use of the Open APIs means that our solutions are more attractive to CSPs for quickly solving their business problems, and for Pega and our partners integration is simpler and faster.

Where do you use them?

A great example of where we use these APIs is with one of our largest global CSP clients. With the Pega Customer Decision Hub™, they provide real-time offer recommendation and fulfillment for their customers, and run campaigns across all their inbound and outbound channels including call centers, retail stores, SMS, mobile app, web and IVR. Together with our integration partner we enabled the CSP to integrate the marketing platform with business and operations support systems using TM Forum Open APIs.

To learn more about Pegasystems tvisit:
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