Solution Conformance Certification Report

Business Process Framework (eTOM)
&

For:

Jio Platforms Limited

JIO B2C System - ODA-C-JIO Assist

March 2025

tmforum.org

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1 Introduction

1.1 Executive Summary

This document provides details of JIO B2C System for JIO-Assist, against the following ODA Core Frameworks:

- Business Process Framework (eTOM) version 24.0

The assessment included a review of the methodology approach to process and information modeling, respectively against the TM Forum's Business Process Framework (eTOM) according to the specific processes and entities submitted in scope for the Assessment.

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2 Solution Overview

2.1 About JIO

Reliance Jio has revolutionized the Indian telecom and digital services landscape, bringing affordable, high-speed connectivity to millions. Since its launch, Jio has been at the forefront of digital transformation, democratizing data access and fostering innovation across industries. With a customer-first approach, Jio's cutting-edge technologies, including 4G LTE, 5G, fiber broadband, and AI-driven solutions, empower businesses and individuals alike.

Jio's impact extends beyond connectivity, driving advancements in digital payments, cloud computing, and enterprise solutions. The company's Open Digital Architecture (ODA)-based platforms enable scalable and modular solutions, ensuring seamless integration across industries. Jio's AI-powered customer service and CRM solutions enhance customer experience while optimizing operational efficiency.

By embracing sustainability and digital inclusion, Jio supports India's vision of a self-reliant digital economy. Initiatives like rural broadband expansion, IoT-driven smart cities, and industry-focused automation highlight Jio's commitment to People, Profit, and Planet. Jio's innovation ecosystem fosters collaboration with startups and enterprises, accelerating the adoption of next-generation technologies.

Through continuous investment in digital infrastructure and disruptive technologies, Jio remains a driving force in India's digital revolution, enabling businesses, enhancing lives, and shaping the future of connectivity.

Jio has created an eco-system comprising of network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. Since launch of its commercial operations in 2016, it has been redefining benchmarks, setting new milestones, inspiring unprecedented adoption, usage, and service metrics that are among the best in the industry.

For more information on our products and services, visit our website at: www.jio.com

2.2 Solution Functionality / Capability

JioAssist breaks traditional boundaries in contact center customer support by offering a truly device-agnostic, responsive and user-friendly platform. JioAssist is built on a modular, API-driven architecture leveraging REST APIs, microservices, and microfrontends. It empowers contact center agents with advanced features such as diagnostic widgets, proactive badges, contextual knowledge management (KM), and Trouble-to-Resolution (T2R) automation. These capabilities deliver real-time insights, enabling agents to resolve customer issues swiftly and accurately. By unifying multiple applications into a single, streamlined interface, JioAssist simplifies workflows and significantly enhances agent productivity. The platform's adoption of open-source technologies, horizontal scalability, and elimination of proprietary dependencies make it a cost-effective, flexible, and sustainable alternative to traditional IT systems.

2.2.1 Key Features:

1. **Automation at the Core**

JioAssist leverages intelligent automation to enhance efficiency and problem-solving:

1. **Dynamic Diagnostic Widgets** – Provide real-time insights and anomaly detection for proactive issue resolution.

2. **Proactive Badges** – Highlight potential concerns, enabling agents to take pre-emptive action.

3. **Automated Journeys** – Auto-fill forms for **Service Requests (SR)** and **Lead Creation**, seamlessly integrating customer data.

4. **Auto Answer T2R (Trouble to Resolve) Questions** – Reduces agent effort by automatically resolving transactional queries.

5. **Integrated Network Diagnostics** – Map-driven insights on **coverage, congestion, outages, and barring** for real-time network visibility.

6. **Custom-Built CTI Integration** – Built using Genesys PSDK framework, it provides a smooth agent experience with seamless interaction handling and customer context.

7. **Contextual Knowledge Management** – Displays relevant customer data and knowledge resources on a single screen for quick resolution.

2. **Cloud-Ready Scalability**

Designed for high performance and adaptability, JioAssist ensures seamless operations at any scale:

1. **Microservices & Micro Frontends Architecture** – Enables modular, independent, and scalable deployments.

2. **Cloud-Native Infrastructure** – Built on **Kubernetes, Kafka, and ELK Stack** for real-time monitoring, high availability, and fault tolerance.

3. **Fully Automated Deployments** – Aligned with Azure **DevOps best practices**, ensuring agility, reliability, and compliance.

2.2.2 Architecture

JioAssist is a **modular, API-driven platform** designed for seamless **customer support and operational efficiency**. It leverages **Microservices and Micro Frontends architecture**, ensuring **scalability, flexibility, and real-time responsiveness**.

Key Architectural Components:

1. **Micro Frontends-Based UI** – Context-aware, dynamically loaded interface for personalized agent interactions.

2. **Microservices & API-First Approach** – Independent, scalable services enabling seamless integrations.

3. **Custom CTI Integration** – Provides real-time call handling with contextual customer data.

4. **Automation & AI-Driven Workflows** – Enabling auto-fill forms, proactive diagnostics, and AI-powered auto-answering capabilities to streamline the **Trouble-to-Resolve (T2R)** process followed by advisors.

5. **Network Diagnostics** – Map-driven insights into coverage, congestion, and outages (Power by Jio Coverage Platform).

6. **Cloud-Native & DevOps Ready** – Kubernetes, Kafka, and ELK Stack for high availability and monitoring.

JioAssist's **highly modular architecture** ensures rapid adaptability, seamless integrations, and operational excellence across Jio Care ecosystem.

JIO B2C - JioAssist System Component Level Architecture
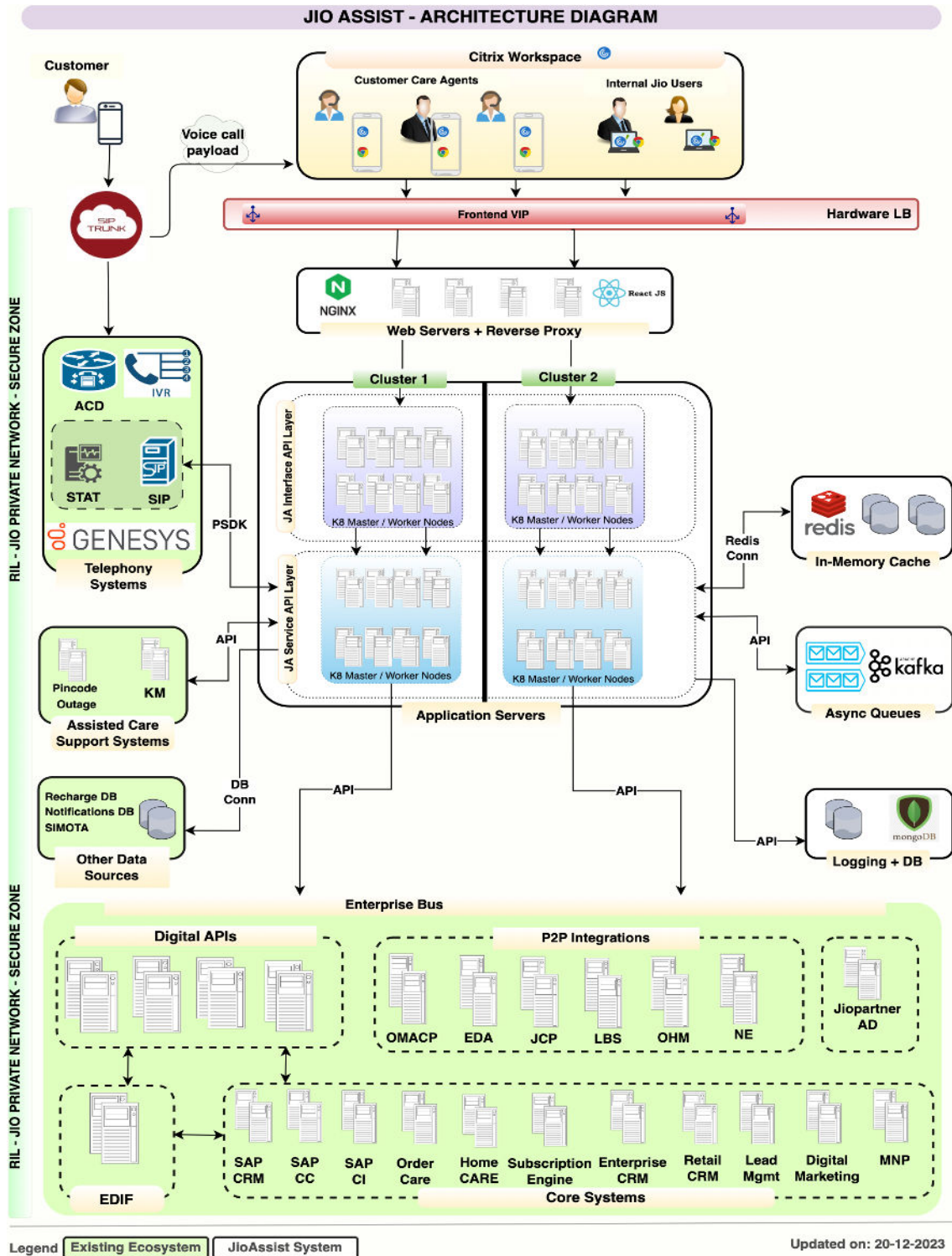
Figure 1 – JIO B2C System for JIO Assist –Architecture Diagram

2.3 JIO B2C JioAssist – Benefits

JioAssist Architecture provides these benefits:

1. **Enhanced Agent Efficiency** – AI-driven automation reduces manual efforts, enabling faster issue resolution.
2. **Seamless Omni-Channel Support** – Unified customer view across voice, chat, and digital touchpoints.
3. **Scalable & Resilient Infrastructure** – Cloud-native design allows seamless scaling with demand
4. **Proactive Issue Resolution** – Real-time diagnostic widgets ensure quick problem identification and action.
5. **Improved Customer Experience** – Faster resolution, contextual knowledge, and automated workflows.

Overall, **JioAssist is a modern, robust, and highly scalable platform** that empowers Jio's customer service teams by **enhancing efficiency, ensuring flexibility, and driving superior customer engagement**.

Business Process Framework v23.0 – JIO B2C System for JioAssist – Conformance Scope
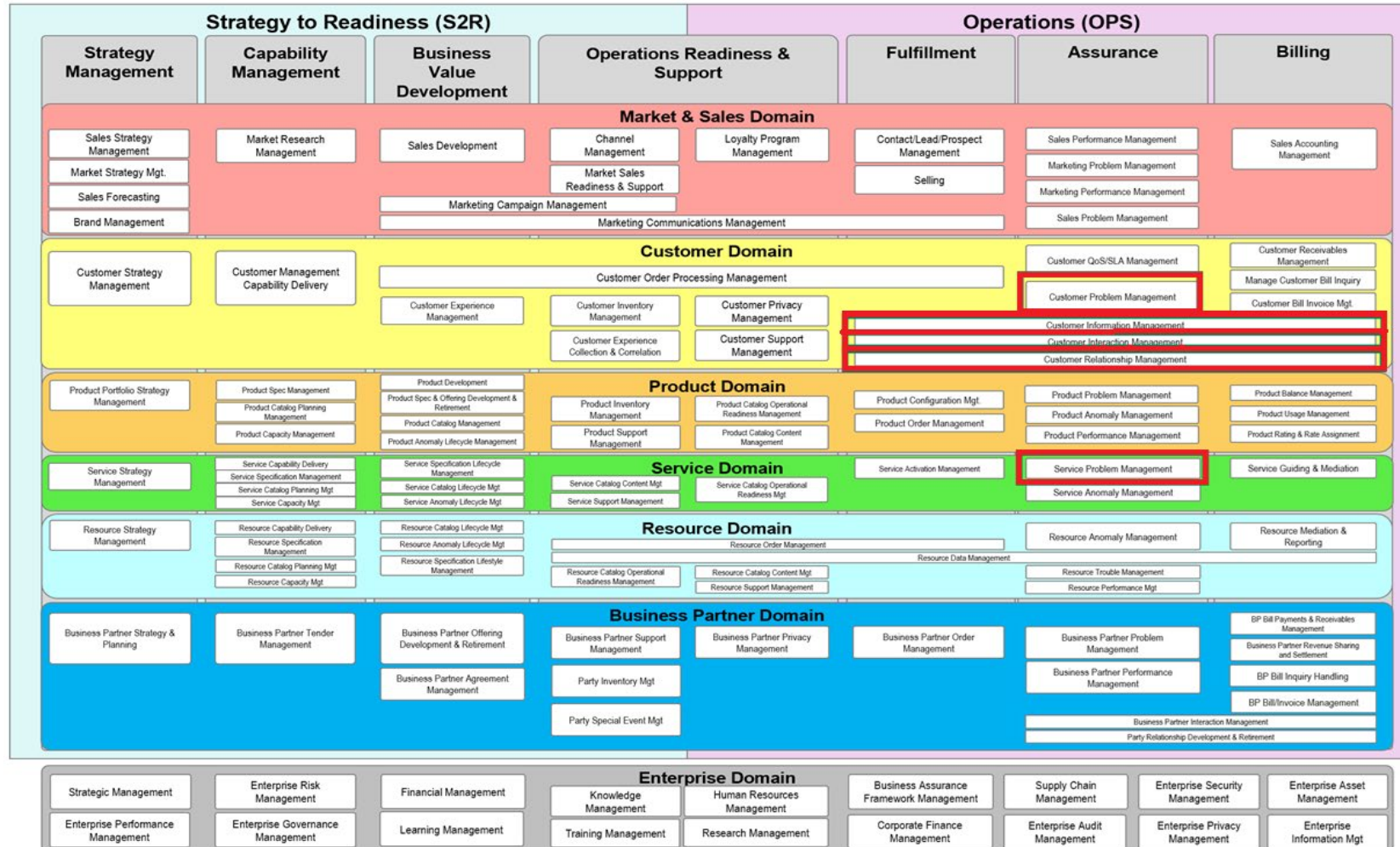
Figure 2 - Process coverage for JIO B2C System for JioAssist - Conformance Certification

3   Business Process Framework Assessment Overview

3.1   Mapping Technique Employed

Business Process Framework Level 3 descriptions are analyzed by focusing on implied tasks also referred to as implied functional requirements. (This is similar to how process decomposition can use Semantic Analysis). Each Business Process Framework process is supported by descriptive text. In many cases, each process is aligned and mapped to appropriate company documentation references solution, methodology or modeling material.

Color coded text as highlighted below is used as part of the process mapping whereby highlighted text indicates the level of support for a Level 3 or a Level 4 implied task within a process element:

- GREEN is used to highlight key words or key statements that are fully supported
- YELLOW is used to highlight key words/key statements that are partially supported
- GREY is used to highlight key words/key statements that are not supported
- No highlighting is used for words/statements that are irrelevant, just for reference or needed to complete the sentence.

Manual and Automated Support

It is important to determine whether the implied task is supported by manual steps, automated steps, or a combination of both. In this document, "A", "M", or "AM" is used for each task to indicate that the step or steps is/are automated (A), manual (M), or both (AM).

TM Forum Note 1:

When process mappings are presented against Level 3 processes, such mappings are provided against the process' extended description. If an Extended Description is not defined, then the mapping is provided against the Brief Description.

3.2 Scope of Conformance Certification List (eTOM)

This document conveys information about the Business Processes implemented by for JIO B2C System for JioAssist in accordance to the TM Forum Business Process Framework. It also maps the processes with the Level 2 and Level 3 frameworks' business activities. The document covers the following L2 and L3 Processes in scope for certification.

Process	Process identifier	Level	Domain
Customer Relationship Management	1.3.4	2	Customer Domain
Customer Interaction Management	1.3.5	2	Customer Domain
Customer Information Management	1.3.6	2	Customer Domain
Customer Problem Management	1.3.7	2	Customer Domain
Service Problem Management	1.4.6	2	Service Domain
Enable Retention & Loyalty	1.3.4.1	3	Customer Domain
Terminate Customer Relationship	1.3.4.4	3	Customer Domain
Create Customer Interaction	1.3.5.1	3	Customer Domain
Update Customer Interaction	1.3.5.2	3	Customer Domain
Close Customer Interaction	1.3.5.3	3	Customer Domain
Log Customer Interaction	1.3.5.4	3	Customer Domain
Track and Manage Customer Interaction	1.3.5.6	3	Customer Domain
Authenticate User	1.3.5.8	3	Customer Domain
Customer Interface Management	1.3.5.9	3	Customer Domain
Update Customer Data	1.3.6.2	3	Customer Domain
Notify Customer Data Change	1.3.6.3	3	Customer Domain
Isolate Customer Problem	1.3.7.1	3	Customer Domain
Track & Manage Customer Problem	1.3.7.3	3	Customer Domain
Close Customer Problem Report	1.3.7.4	3	Customer Domain
Correct & Recover Customer Problem	1.3.7.6	3	Customer Domain
Diagnose Service Problem	1.4.6.2	3	Service Domain
Correct & Resolve Service Problem	1.4.6.3	3	Service Domain

Figure 3- JIO B2C System for JioAssist – Level 2 & Level 3 processes in scope

3.3 Scope of eTOM Conformance Certification – (Graph) Customer Problem Management

Figure 4- Level 3 process scope for certification – 1.3.7-Customer Problem Management

3.4 Scope of eTOM Conformance Certification – (Graph) Customer Information Management
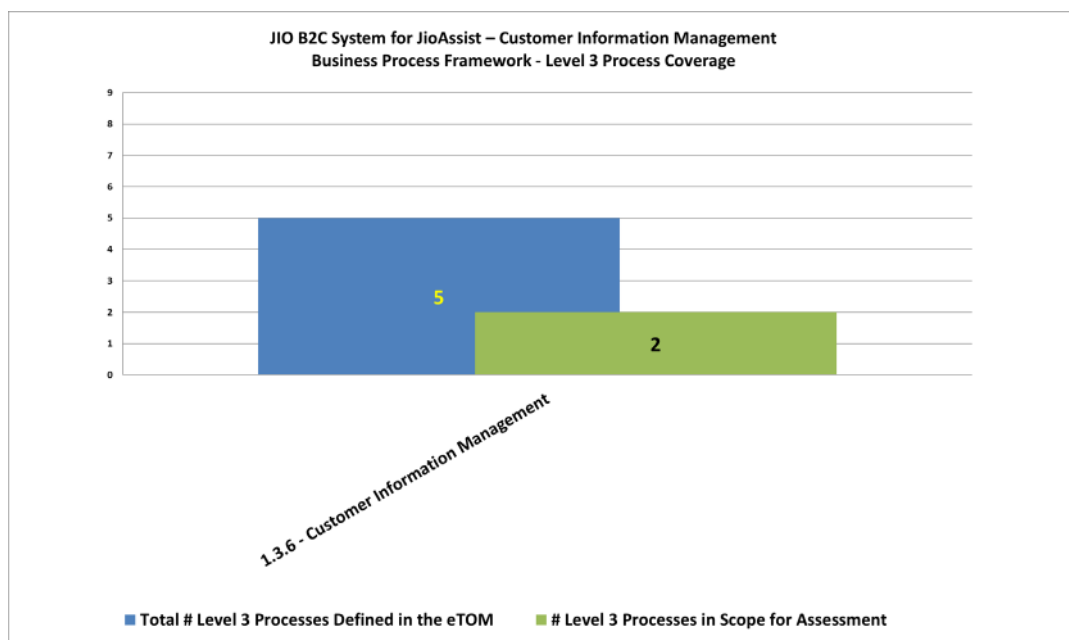
Figure 5- Level 3 process scope for certification – 1.3.7-Customer Information Management

3.5 Scope of eTOM Conformance Certification – (Graph) Customer Interaction Management
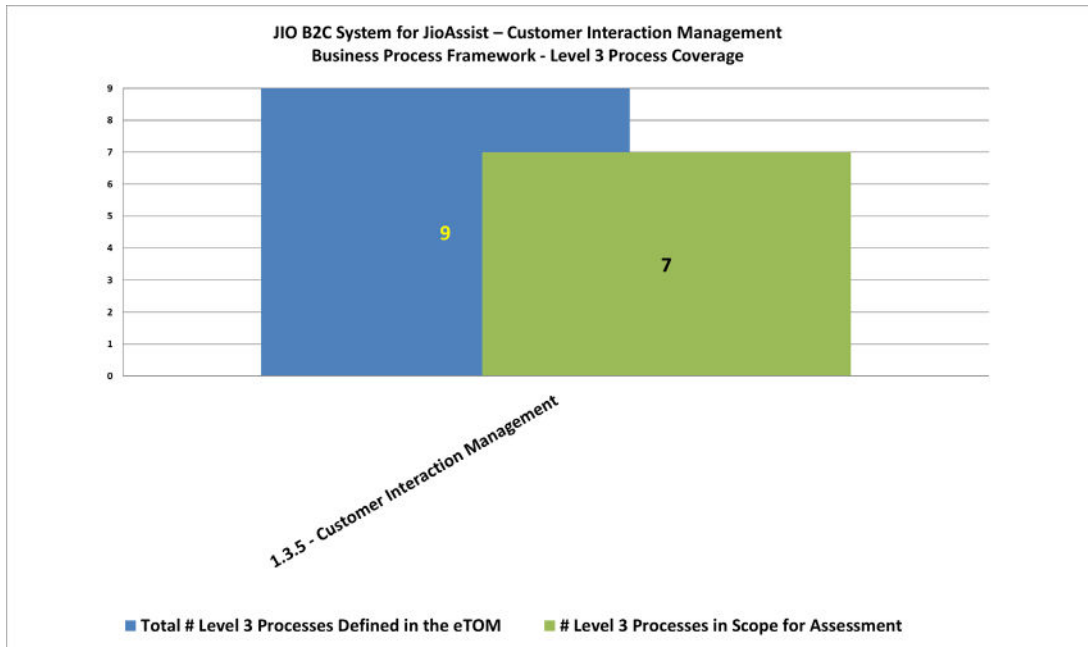
Figure 6- Level 3 process scope for certification – 1.3.5-Customer Interaction Management

3.6 Scope of eTOM Conformance Certification – (Graph) Customer Relationship Management
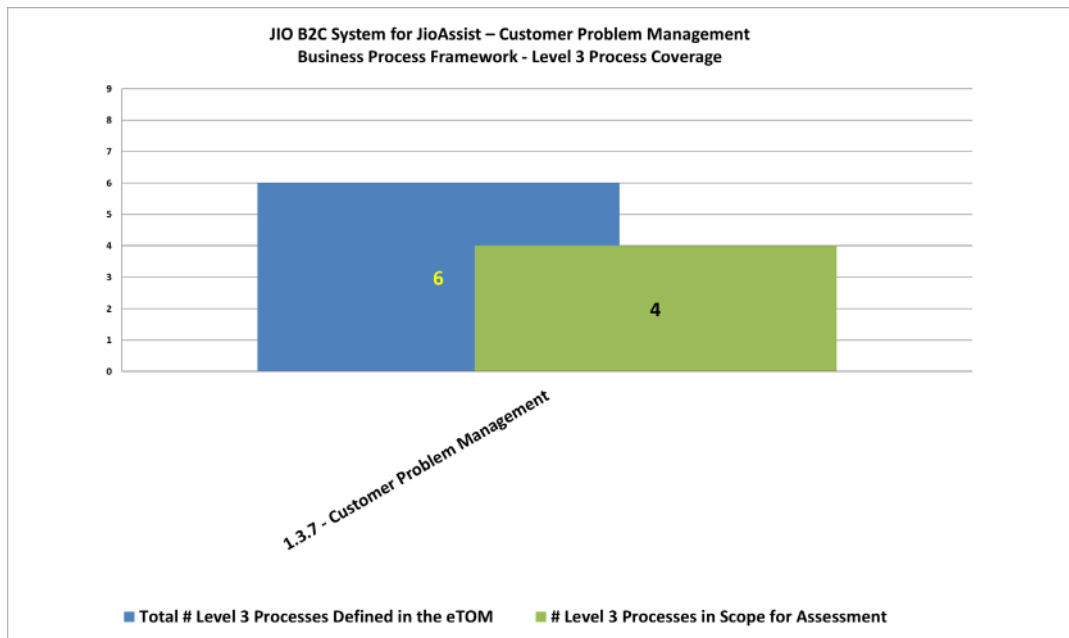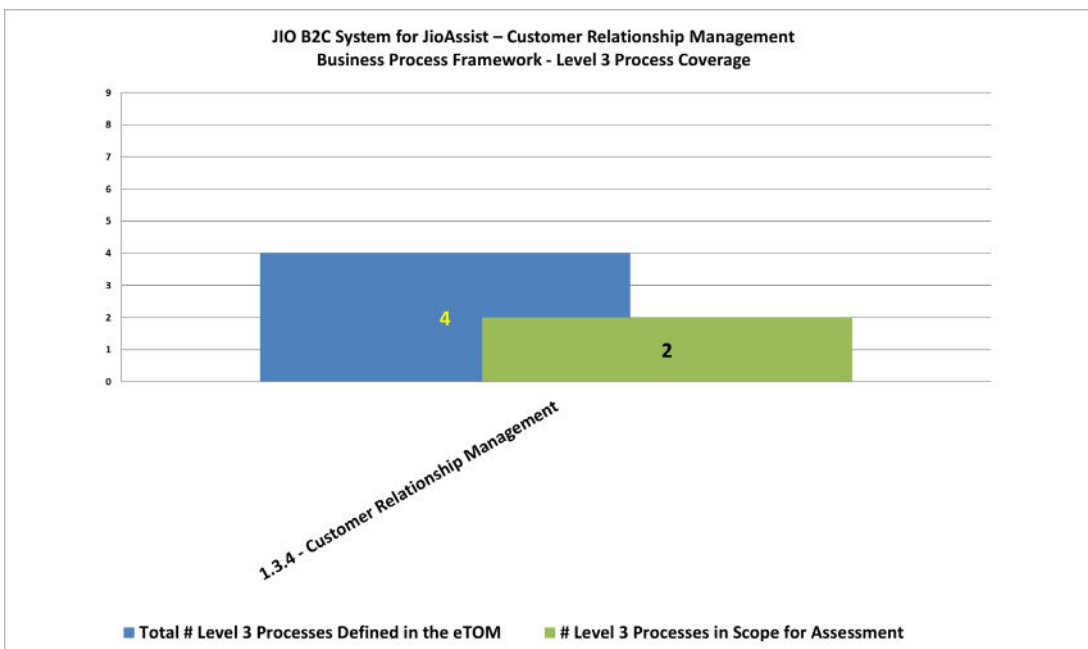

Figure 7- Level 3 process scope for certification – 1.3.4-Customer Relationship Management

3.7 Scope of eTOM Conformance Certification – (Graph) Service Problem Management

JIO B2C System for JioAssist – Service Problem Management
Business Process Framework - Level 3 Process Coverage

1.4.6 - Service Problem Management: 7, 2

■ Total # Level 3 Processes Defined in the eTOM   ■ # Level 3 Processes in Scope for Assessment

Figure 8- Level 3 process scope for certification – 1.4.6-Service Problem Management

3.8 Business Process Framework – Scoring Guidelines

This section provides the Process Mapping output from the self-assessment carried out by TM Forum Subject Matter Experts alongside supporting documentation made available for this purpose.

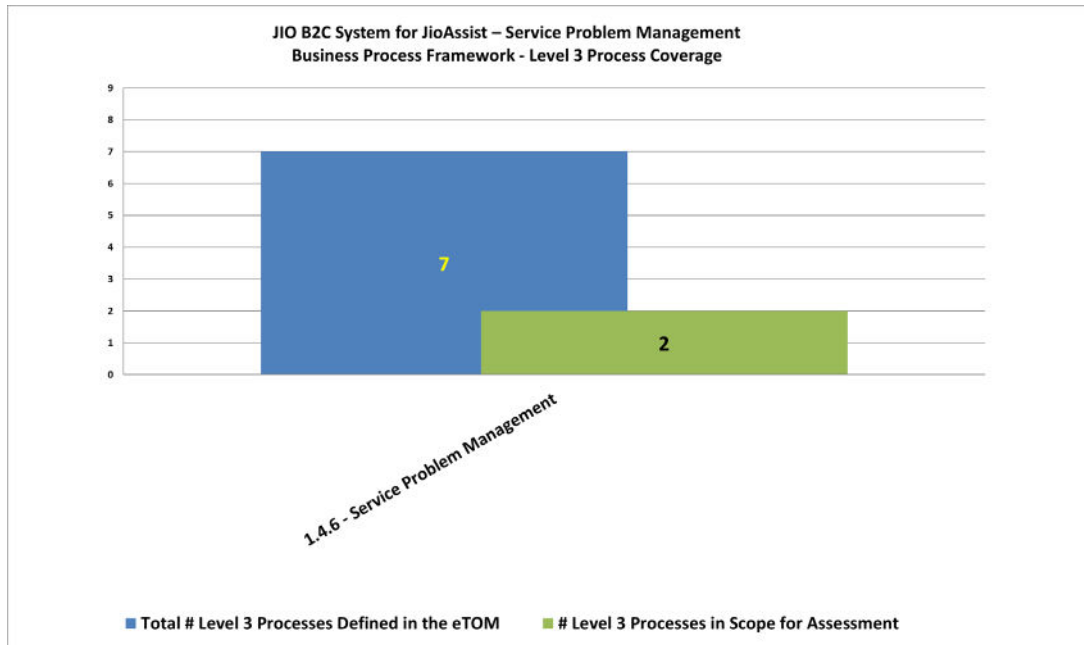| Business Process Framework (eTOM) - Conformance Scoring Methodology		
Process Level	**Conformance Score**	**Qualifier**
Level 1 Process	*Not applicable*	Conformance Assessment shall not be carried out at this process level.
Level 2 Process	*Not applicable*	A conformance level is not awarded to Level 2 processes in Frameworx Certification. The Certification Report shall highlight the coverage within a Level 2 process submitted in scope for an Assessment, in terms of number of Level 3 processes submitted for assessment out of the total number defined in the Business Process Framework for the Level 2 process.
Level 3 Process	Conformance Score is awarded between 3.1 & 5.0	The Conformance Score is awarded for each Level 3 process submitted in scope for the Assessment. The Conformance Score awarded can be a value between 3 & 5 depending on the level of coverage & conformance to the Level 3 process based on the alignment to the level 3 process definitions. • A score of 5 indicates that the process is fully conformant with no deviations. • A score of 4.5 indicates a process that is almost fully conformant, but displays some minor deviations from the standard. • A score of 4.0 indicates a process that is partially conformant as it displays some deviations (not severe but not minor either) from the standard. • A score of 3.5 indicates a process that is partially conformant as it displays major deviations from the standard. • A score of 3.0 indicates a process that is not conformant as it displays no alignment or conformance at all with the standard.
* In earlier Conformance Assessments, scores were awarded to Level 1 & Level 2 processes using values 1 through to 3. For this reason, the Level 3 scores start from > 3.		
Note 1 - Level 1 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 1 processes.		
Note 2 - Level 2 processes shall be presented to define the assessment scope only. i.e. they shall not be assessed as self-contained processes since the level of detail is not considered sufficient. A conformance level shall not be awarded for Level 2 processes. However, the Certification Report shall provide good indication of the coverage of the Level 2 process in terms of number of contained Level 3 processes submitted in scope for the Assessment.		
Note 3 - The Conformance Assessment shall be carried out at process level 3. For each Level 3 process, conformance shall be deduced according to the support for the process implied tasks, as decomposed and described in the underlying process descriptions. The score awarded for a Level 3 process, is deduced according to the support mapped to the Level 3 processes/Implied Tasks.		
Note 4 - In evaluating conformance to the standards, manual intervention shall not impact the conformance score granted. However, any level of manual support shall be noted in the Conformance Report and Detailed Results Report. This note specifically applies to Product & Solution Assessments.		
Note 5 - Processes that are supported via manual implementation only, are not considered in scope for the Assessment. This note specifically applies to Product & Solution Assessments.		

Figure 9- TM Forum Business Process Framework: Conformance Scoring Rules

3.9 Business Process Framework – Process Mapping Descriptions

This section provides the mapping of Business Process Framework against the processes supported by JIO B2C System for JioAssist.

The self-assessment was reviewed by TM Forum Subject Matter Experts alongside supporting documentation provided.

3.9.1 Mapping Details & Supporting Evidence

The documented mapping information for all Level 3 business processes in scope is available from the following link:

https://www.tmforum.org/wp-content/uploads/2025/02/eTOM-24.0_Conformance_Mapping_Template-JIO-Assist-System-VFRF.pdf

3.10 Conformance Results – Chart (eTOM) – Customer Domain

This Section details the Scores awarded to reflect Conformance to the Business Process Framework (eTOM).

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0			
Member:		JIO	Level 3 Process Elements Scores achieved
Solution:		JIO B2C System for JioAssist – Customer Problem Management	
Assessment Type		Solution	
# of L3 Processes in Scope:		4	
Level 1	Level 2	Level 3	
1.3 - Customer Domain			
	1.3.7 - Customer Problem Management		
		1.3.7.1 - Isolate Customer Problem	5/5
		1.3.7.3 - Manage Customer Problem Coordination	4/5
		1.3.7.4 - Close Customer Problem Report	4.5/5
		1.3.7.6 - Correct & Recover Customer Problem	4.5/5

Figure 10- - eTOM Conformance Scores Summary – Customer Problem Management

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0			
Member:		JIO	Level 3 Process Elements Scores achieved
Solution:		JIO B2C System for JioAssist – Customer Information Management	
Assessment Type		Solution	
# of L3 Processes in Scope:		2	
Level 1	Level 2	Level 3	
1.3 - Customer Domain			
	1.3.6 - Customer Information Management		
		1.3.6.2 -Update Customer Data	4/5
		1.3.6.3 - Notify Customer Data Change	4/5

Figure 11- - eTOM Conformance Scores Summary – Customer Information Management

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0			
Member:		JIO	Level 3 Process Elements Scores achieved
Solution:		JIO B2C System for JioAssist – Customer Interaction Management	
Assessment Type		Solution	
# of L3 Processes in Scope:		7	
Level 1	Level 2	Level 3	
1.3 - Customer Domain			
	1.3.5 - Customer Interaction Management		
		1.3.5.1 - Create Customer Interaction	5/5
		1.3.5.2 - Update Customer Interaction	5/5
		1.3.5.3 - Close Customer Interaction	5/5
		1.3.5.4 - Log Customer Interaction	5/5
		1.3.5.6 - Track and Manage Customer Interaction	4.5/5
		1.3.5.8 - Authenticate User	5/5
		1.3.5.9 - Customer Interface Management	4/5

Figure 12- - eTOM Conformance Scores Summary – Customer Interaction Management

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0			
Member:		*JIO*	**Level 3 Process Elements Scores achieved**
Solution:		*JIO B2C System for JioAssist – Customer Relationship Management*	
Assessment Type		*Solution*	
# of L3 Processes in Scope:		7	
Level 1	*Level 2*	*Level 3*	
1.3 - Customer Domain			
	1.3.4 - Customer Relationship Management		
		1.3.4.1 - Enable Retention & Loyalty	**4.5/5**
		1.3.4.4 - Terminate Customer Relationship	**4.5/5**

Figure 13- - eTOM Conformance Scores Summary – Customer Relationship Management

3.11 Conformance Results – Chart (eTOM) – Service Domain

This Section details the Scores awarded to reflect Conformance to the Business Process Framework (eTOM).

TM Forum Assessment Scoping Document - Business Process Framework (eTOM) v24.0			
Member:		*JIO*	**Level 3 Process Elements Scores achieved**
Solution:		*JIO B2C System for JioAssist – Service Problem Management*	
Assessment Type		*Solution*	
# of L3 Processes in Scope:		7	
Level 1	*Level 2*	*Level 3*	
1.4 - Service Domain			
	1.4.6 - Service Problem Management		
		1.4.6.2 - Diagnose Service Problem	**4.5/5**
		1.4.6.3 - Correct & Resolve Service Problem	**4.5/5**

Figure 14- - eTOM Conformance Scores Summary – Service Problem Management

3.12 Conformance Results – Graph (eTOM) – Customer Domain

This Section provides a summary graph of the scores awarded to reflect Conformance to the Business Process Framework (eTOM).
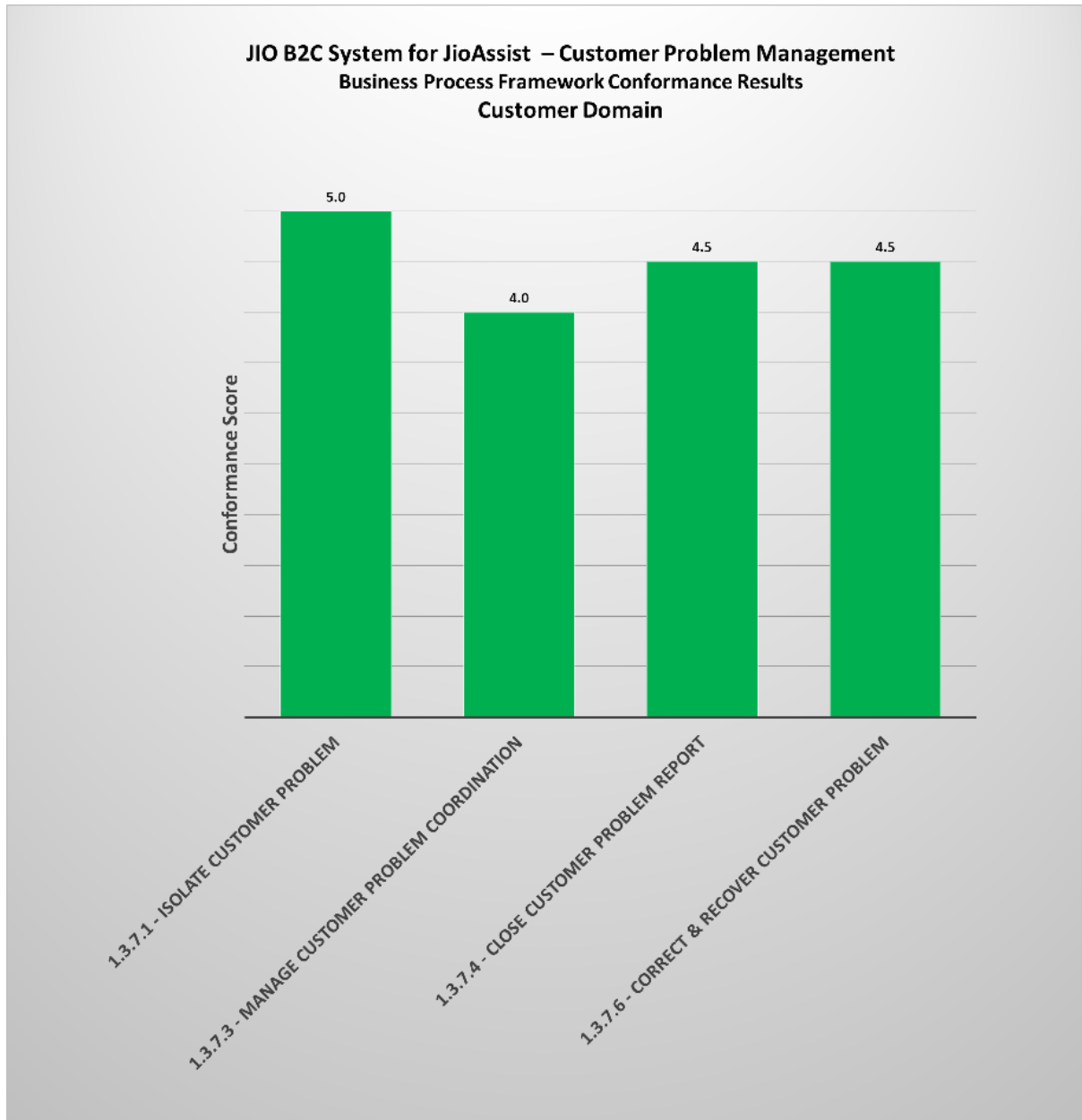

JIO B2C System for JioAssist – Customer Problem Management
Business Process Framework Conformance Results
Customer Domain

JIO B2C System for JioAssist – Customer Information Management
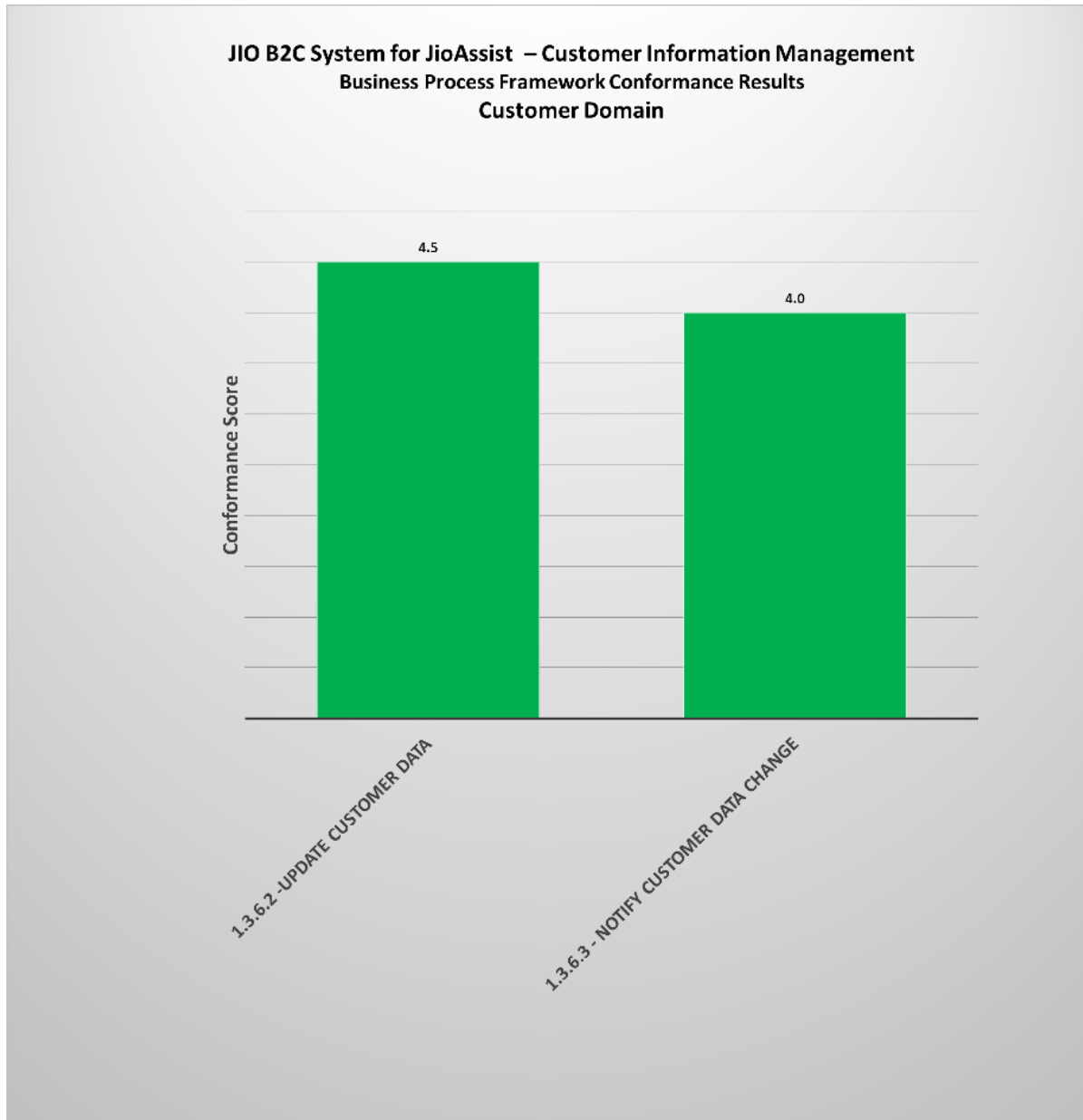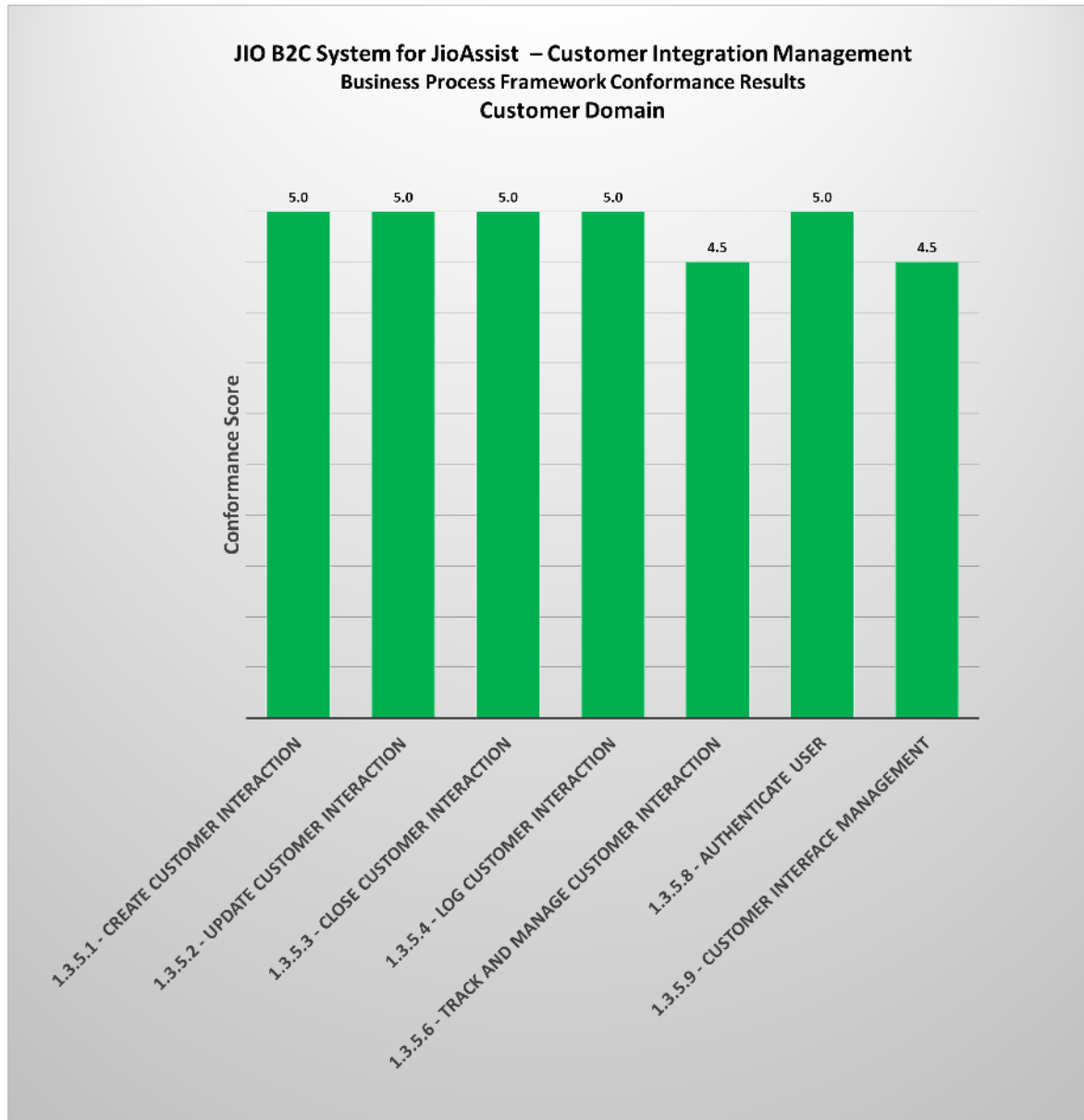**Business Process Framework Conformance Results**
Customer Domain

Figure 16- - eTOM Conformance Scores Summary Graph – Customer Information Management

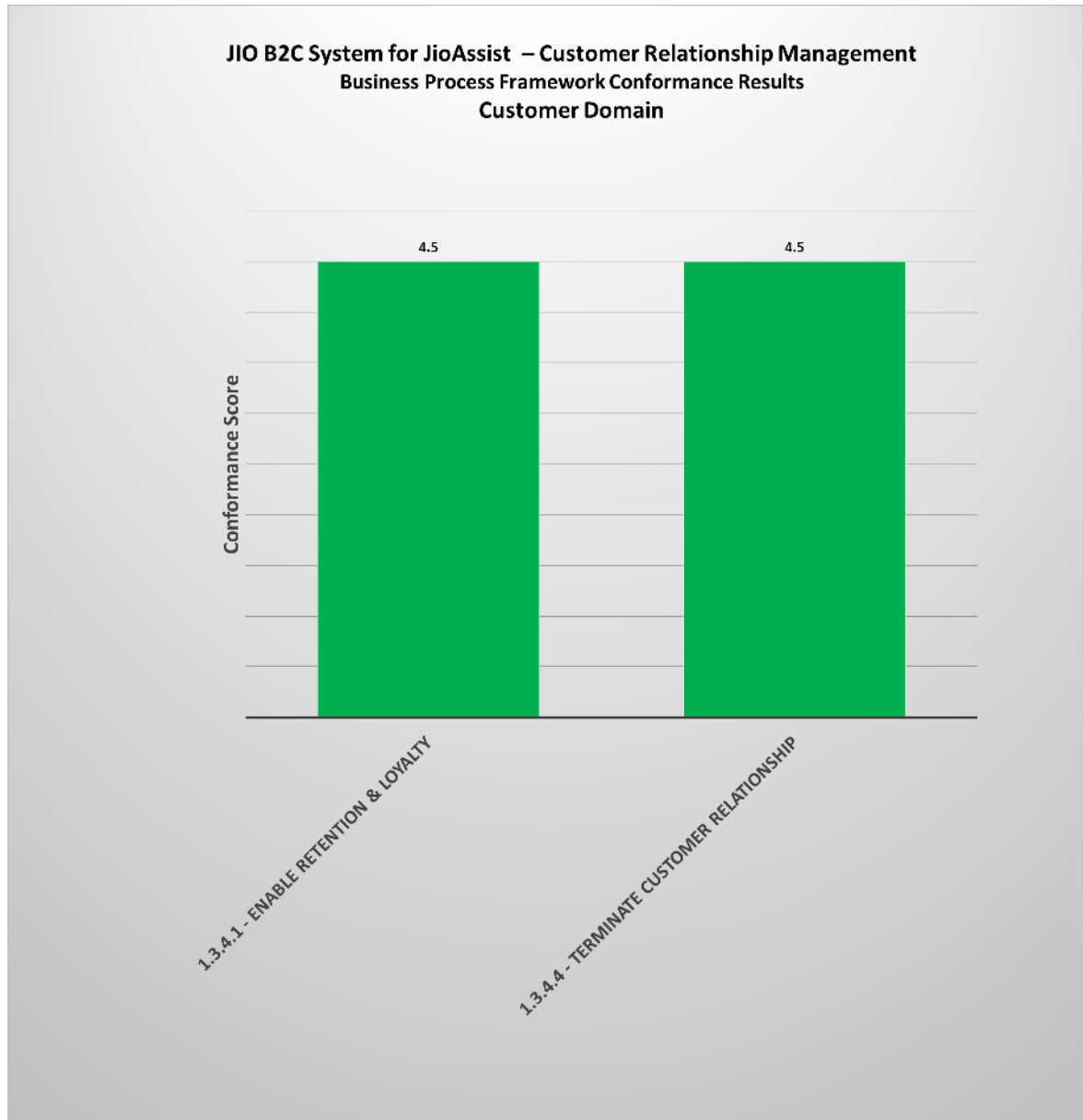**Figure 17- - eTOM Conformance Scores Summary Graph – Customer Integration Management**

JIO B2C System for JioAssist – Customer Relationship Management
Business Process Framework Conformance Results
Customer Domain

Figure 18- - eTOM Conformance Scores Summary Graph – Customer Relationship Management

3.13 Conformance Results – Graph (eTOM) – Service Domain
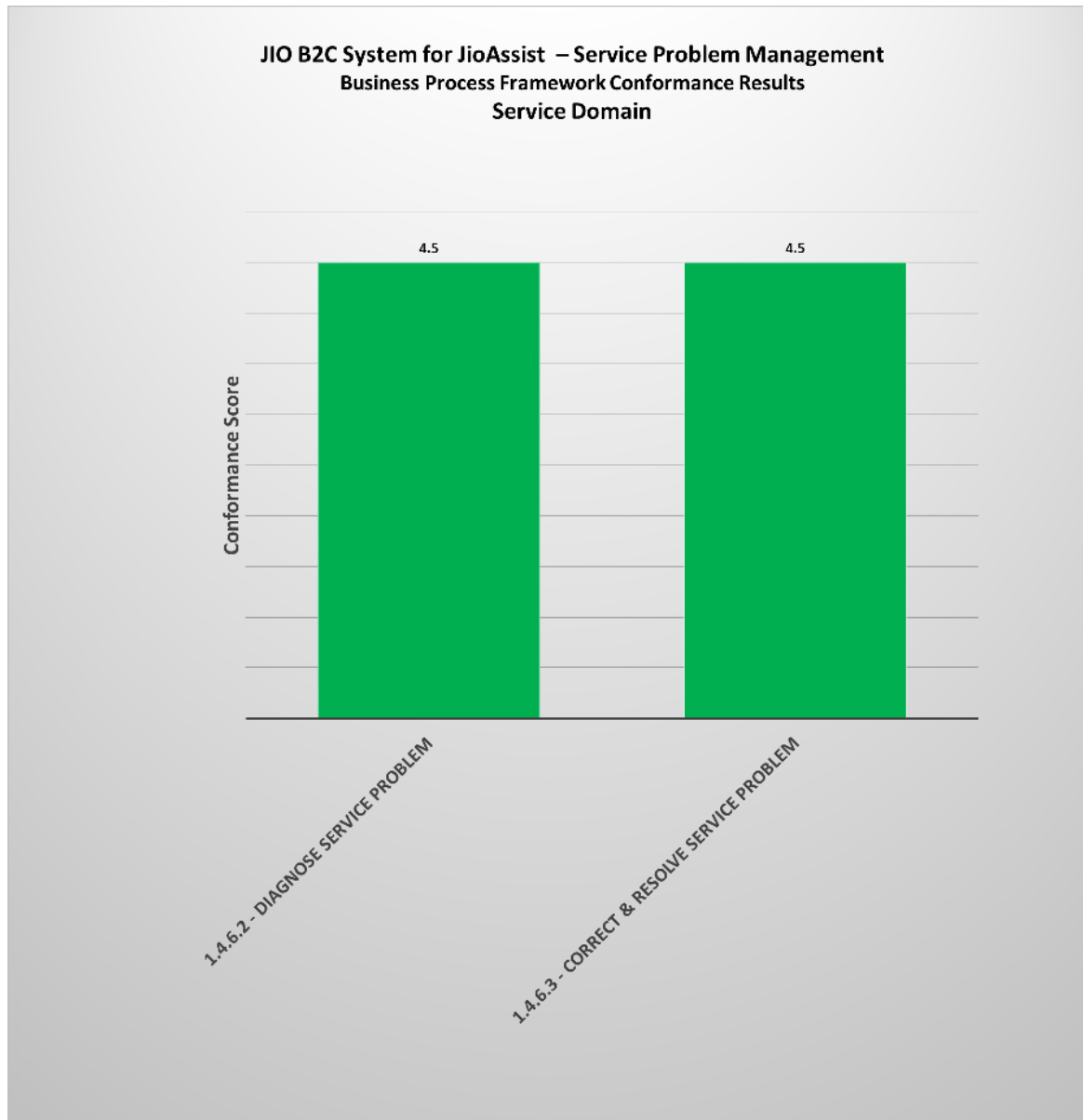

Figure 19- - eTOM Conformance Scores Summary Graph – Service Problem Management