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Comverse ONE 3.7.7

Level 2 Process: 1.1.1.16 Customer Management

Version 2

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Comverse authors: David Policar & Bruce Frankel

Self-Assessment Process Mapping Report

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About Comverse

Comverse is the world's leading provider of software and systems enabling value-added services for voice, messaging, mobile Internet and mobile advertising; converged billing and active customer management; and IP communications. Comverse's extensive customer base spans more than 125 countries and covers over 450 communication service providers serving more than two billion subscribers. The company's innovative product portfolio enables communication service providers to unleash the value of the network for their customers by making their networks smarter.

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200 Quannapowitt Parkway Wakefield, MA 01880 USA

1 L2: 1.1.1.16 Customer Management

The purpose of this process is to manage the relationship of the Customer and the enterprise. This process may be triggered at very early stages of the customer lifecycle (for example, for leads and prospects which are potential customers) and until the termination of the customer relationship between the enterprise and the customer. This processes is in charge of managing the customer relationship with the enterprise and of the customer profile. This process ensure that each cusomer gets a unique identity and that customer identites are not duplicated in the enterprise. This process is also in charge of evaluating the customer value, the customer risk (credit risk, fraud risk, influence risk, and churn risk) of validating the customer satisfaction.
The customer data is managed by the Customer Information Management process.

1.1 L3: 1.1.1.16.2 Establish Customer Relationship

The purpose of this process is to verify that the customer is who they claim they are, To ensure only one customer identity exists across the Enterprise, which can be referenced across the whole Enterprise and allows the customer to quickly and easily identify himself, to establish and verify the Identity and to issue a unique Identifier and Authentication information. Before establishing an identity for a new customer it is essential to check that the customer does not already have an Identity with the Enterprise.

This process is also used to 'clean-up' duplicates of customer identifying information that may exist within the organization.

1.1.1 L4: 1.1.1.16.2.1 Verify Customer – Mapping Details

Process Identifier: 1.1.1.16.2.1

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.1 Verify Customer
Brief Description Verify that the customer is who they claim they are **Extended Description** The purpose of this process is to verify that the customer is who they claim they are. This can be achieved by examination of an identity certification issued by a trusted body (such as governmental agency or other accepted means.) Certification means can be physical (such as Passport or ID card) biometrical or other. [AM] *This process begins when a customer contacts the operator or dealer. The contact is handled by a CSR or Dealer. The user searches for a Person in the system that represents the customer, based on information provided by the caller. This process is partially automatic and partially manual.* *If a Person is not found that represents the customer, a new Person can be created via 1.1.1.16.2.2 Establish New Customer Identity, or the contact can be aborted.*

If a Person is found, the user can view additional information about the Person to confirm that the contact is in fact from the Person found. For example, identification numbers stored during Person creation can be requested during validation (either physically, if the customer contact is initiated in person, or remotely by asking for a customer ID number, social security number, date of birth, or the answer to a previously recorded security question). The process ends with one of three results:

- *The customer's identity is verified as an existing Person in the system*
- *The customer is verified to be a new customer*
- *The contact is aborted*

There are three business contexts in which this process is invoked. These are verification of a customer's identity prior to adding a new account for the customer, verification of a customer's identity prior to accessing an account or subscriber associated with the customer, and verification of a customer's identity prior to creating a new persona, or role, for the customer.

Refer to ***Error! Reference source not found.*** *for more details. See also CSRPFRp48.pdf in the Supporting Evidence Documents folder.*

Additionally, Customer Self-Care users log in with a user ID and password; in such scenarios the password functions as a a form of customer identity verification. See CSRPFRp309.pdf

in the Supporting Evidence Documents folder for related information. Also see CSRPFRp314.pdf

for a use case where the previously gathered secret question is used by a user who forgot his password.

Explanatory

Not used for this process element

Mandatory

Reserved for future use.

Optional

Not used for this process element

Interactions

Not used for this process element

1.1.2 L4: 1.1.1.16.2.2 Establish New Customer Identity – Mapping Details

Process Identifier: 1.1.1.16.2.2

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie “instantiated”) with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.2 Establish New Customer Identity
Brief Description Issue a unique Identifier and Authentication information for a new customer without an existing identity. **Extended Description** Not used for this process element **Explanatory** Not used for this process element **Mandatory** Issue a unique Identifier and Authentication information for a new customer without an existing identity. [AM] *This process is entered when it has been verified that the customer needs to be entered in the system as the Manager of a consumer account hierarchy (i.e. a Consumer Manager Persona), or as the User of a consumer account subscriber (i.e. a Consumer User Persona), and when it has been verified that the customer is not already represented in the system, and after the account context has been established.* *Upon sucessful completion, new Person and Persona records with unique IDs are created.* *This process is partially manual and partially automated.* *Refer to **Error! Reference source not found.** and associated lower level diagrams (**Error! Reference source not found.** and **Error! Reference source not found.**)* *for more details on creating new identities. See also CSRPFRp309.pdf in the Supporting Evidence Documents folder for related information about storing the information with which each user can be uniquely identified (e.g. through ID, password, secret question and answer, etc) .*

Optional

Not used for this process element

Interactions

Not used for this process element

1.1.3 L4: 1.1.1.16.2.3 Clean-up & Archive Customer Identifying Information– Mapping Details

Process Identifier: 1.1.1.16.2.3

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS

1.1.1.16.2.3 Clean-up & Archive Customer Identifying Information

Brief Description

After termination, provides 'clean-up' duplicates of customer identifying information that may exist within the organization. Profile and preference information for terminated customer relationships is archived if acceptable to the customer. All relevant parties are informed of the ended relationship. Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary.

Extended Description

Not used for this process element.

Explanatory

Not used for this process element

Mandatory

After termination, provides 'clean-up' duplicates of customer identifying information that may exist within the organization. Profile and preference information for terminated customer relationships is archived if acceptable to the customer. All relevant parties are informed of the ended relationship [AM]

When a customer is terminated, the CSR can search through the system looking for any other records, duplicate or otherwise for the customer, and manually terminate them. This is primarily a manual operation, although the search and deletion capabilities that support it are automatic.

Searching can be performed by various attributes, including the customer's unique internal ID, various external IDs (such as network IDs), names, and other attributes. Refer to CSRPUGp45.pdf *and CSRPFRp54.pdf in the Supporting Evidence Documents folder for details and examples.* *When the customer is terminated, the record remains in the system for audit purposes but is marked as terminated. It does not appear in normal customer searches, it is not available for billing, etc.* *Workflows can be configured to automatically notify external parties as well as internal processes when specific actions occur, such as terminating a customer. See* ***Error! Reference source not found.*** *for more details.* **Optional** Not used for this process element **Interactions** Other processes are triggered to dismantle the customer solution and servicing arrangements as necessary.

1.1.4 L4: 1.1.1.16.2.4 De-Duplicate Customer Identity – Mapping Details

Process Identifier: 1.1.1.16.2.4

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.4 De-Duplicate Customer Identity
Brief Description Merge multiple records from same customer. **Extended Description** The purpose of this process is to check that the customer does not already have an Identity with the Enterprise. This process is also used to 'clean-up' duplicates of customer identifying information that may exist within the organization.[AM] *Duplicate checking is performed automatically as part of customer creation. That is, process* ***Error! Reference source not found.****, which is performed as part of 1.1.1.9.1 Establish & Terminate*

Customer Relationship, ensures that customer is created with a unique ID. If duplicates are identified, PEM0430 Merge persons can be used to merge multiple entries together. (While this is typically used to combine account management capabilities, it can also be used to clean up duplicates. See CSRPFRp49,pdf in the Supporting Evidence Documents folder for more information about the Merge Persons process.) *Additionally, as mentioned in 1.1.1.16.2.3 Clean-up & Archive Customer Identifying Information above, a CSR can manually search for and remove duplicate records.* **Explanatory** Not used for this process element **Mandatory** Reserved for future use. **Optional** Not used for this process element **Interactions** Not used for this process element

1.1.5 L4: 1.1.1.16.2.5 Issue Unique Customer ID – Mapping Details

Process Identifier: 1.1.1.16.2.5

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.5 Issue Unique Customer Id
Brief Description Ensure only one customer identity exists across the Enterprise. **Extended Description**

The purpose of this process is to ensure only one customer identity exists across the Enterprise, which can be referenced across the whole Enterprise and allows the customer to quickly and easily identify himself. Before establishing an identity for a new customer de-duplication check is performed. [AM] There is no explicit business process to ensure this; the confirmation is performed implicitly as part of 1.1.1.16.2.1 Verify Customer and 1.1.1.16.2.2 Establish New Customer Identity, as described and documented in those mappings. To recap from those mappings: all customer interactions are performed in the context of the customer's online identity (Person) record. Each Person is uniquely identified with a customer, and each customer is uniquely identified with a Person, and each Person has a unique Person ID which is issued (and guaranteed to be unique) at Person creation, and all of this happens automatically as part of the establishing of a customer's identity in Comverse ONE. Further, all Comverse ONE processes share a single customer database, so there are no concerns about the same ID being independently generated in different databases representing different customers and subsequently having to be reconciled or mapped; there is only one ID from the beginning. **Explanatory** Not used for this process element **Mandatory** Reserved for future use. **Optional** Not used for this process element **Interactions** Not used for this process element

1.1.6 L4: 1.1.1.16.2.6 Gather Authentication Information – Mapping Details

Process Identifier: 1.1.1.16.2.6

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.6 Gather Authentication Information
Brief Description Gather Authentication Information from the customer. **Extended Description** The purpose of this process is to gather information that enables the enterprise to authenticate the customer identity. This information can be documents issued by other authorities (such as ID card or passport) or information that will enable the enterprise to re-authenticate the customer(such as answer to a secret question). [AM] *As noted for* 1.1.1.16.2.1 Verify Customer *above, within Comverse ONE customer authentication is primarily done via login passwords and secret questions for self-care and via CSR interaction based on identifying information stored in the Person record.* *See CSRPFRp309.pdf in the Supporting Evidence Documents folder for related information about storing the information with which each user can be uniquely identified (e.g. through ID, password, secret question and answer, etc). See CSRPFRp314.pdf for a use case where the previously gathered secret question is used by a user who forgot his password.* **Explanatory** Not used for this process element **Mandatory** Reserved for future use. **Optional** Not used for this process element **Interactions** Not used for this process element

1.1.7 L4: 1.1.1.16.2.7 Acquire Customer Data – Mapping Details

Process Identifier: 1.1.1.16.2.7

Process Context

This process element represents part of the overall enterprise, modeled in business process terms, and can be applied (ie "instantiated") with other similar process elements for application within a specific organization or domain.

LEVEL 4 PROCESS MAPPING DETAILS 1.1.1.16.2.7 Acquire Customer Data
Brief Description Capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal. **Extended Description** The purpose of this process is to capture and record all pertinent customer data required for the initiation, realization and deployment of the agreed sales proposal. In most standard offerings the necessary customer data is often captured on the sales proposal agreement form associated with the standard offerings. For non-standard and/or complex sales agreements associated, for instance, with a customer RFP, extensive customer information may be required to plan and roll-out the agreed solution. For example, Centrex designs require extensive capture of details surrounding deployment of handsets, features associated with each handset, customer Centrex groups, etc. In some cases the necessary level of precise detail may be available from the Develop Sales Proposal. Where this is not the case, this process is responsible for determining the precise customer information required to support the agreed proposal, capturing (through forms, or customer interviews, etc.) the required customer information, and storing the details in a form required by other processes. [AM] *Comverse ONE supports the generation of Sales Proposals, including collecting the information necessary for the proposal, and storing it internally. See the mapping document for 1.1.1.4.6 – Develop Sales Proposal (provided earlier in this certification process) for more details and refer to SFUAGp23.pdf for an overview of the sales process.* *So once a proposal has been accepted, most of the pertinent information is <u>already</u> in the Comverse ONE system and does not need to be re-captured.* *Nevertheless, if any required information is determined to be missing, the CSR can gather the missing information as part of the customer acquisition / managment process, for which use cases are documented in the CSR Portal Feature Reference, Chapter 2 – Customer Acquisition and Subscriber Creation Use Cases, and CSR Portal Feature Reference, Chapter 4 – Managing customers and Subscribers. These chapters are too extensive to permit extraction under the terms of the certification process, but see CSRPFR_TOC_Excerpt.pdf for an overview of the relevant use cases.* **Explanatory** Not used for this process element **Mandatory** Reserved for future use.

Optional

Not used for this process element

Interactions

Not used for this process element