



TM Forum Framework 14.0 Certification Business Process
Framework (eTOM) Release 14.0

Comverse ONE 3.7.7

Level 2 Process: 1.1.1.3 Marketing Fulfillment Response

Version 1

March 9, 2015

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Self-Assessment Process Mapping Report

A series of overlapping, wavy lines in various colors (orange, blue, yellow, green, pink) that sweep across the lower half of the page.

making
YOUR network
smarter



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Table of Contents

About Converse	4
1 L2: 1.1.1.3 Marketing Fulfillment Response	5
1.1 L3: 1.1.1.3.2 Track Leads	5
1.1.1 L4: 1.1.1.3.2.1 Track Marketing Leads – Mapping Details	5
1.1.2 L4: 1.1.1.3.2.2 Evaluate Marketing Leads – Mapping Details	6



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.

For more information on our products and services, visit our website at: www.comverse.com or contact us at: information@comverse.com

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1 L2: 1.1.1.3 Marketing Fulfillment Response

Responsible for the issue and distribution of marketing collateral directly to a customer and the subsequent tracking of resultant leads.

Marketing Fulfillment Response processes are responsible for the issue and distribution of marketing collateral (i.e., coupon, premium, sample, toys, fliers, etc.) directly to a customer and the subsequent tracking of resultant leads. These processes include campaign management activities from lead generation to product and literature fulfillment, and hand-off of leads to the selling processes.

1.1 L3: 1.1.1.3.2 Track Leads

Track leads generated through marketing, or that arise in the course of business

The purpose of this process is to identify leads following on from marketing campaign advertising, or those that arise otherwise in the course of business and are collected here. Leads are tracked, evaluated and notified to other processes (e.g. Selling) for further action.

1.1.1 L4: 1.1.1.3.2.1 Track Marketing Leads – Mapping Details

Process Identifier: 1.1.1.3.2.1

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	
1.1.1.3.2.1 Track Marketing Leads	
<p>Brief Description</p> <p><i>Track leads following on from marketing campaign advertising, or those that arise otherwise in the course of business and are collected here</i></p>	<p>Commented [A1]: Please see small pending CLARIFICATION below.</p>
<p>Extended Description</p> <p><i>Not used for this process element.</i></p>	<p>Commented [AA2]: This process element is fully AGREED as per supporting evidenced provided and deemed conformant.</p>
<p>Explanatory</p> <p><i>Not used for this process element.</i></p>	<p>Commented [A3]: (dp) Corrected to align with V14</p> <p>Commented [A4]: (dp) Corrected to align with V14</p> <p>Commented [A5]: (dp) Corrected to align with V14</p>
<p>Mandatory</p> <p><i>Track leads following on from marketing campaign advertising, or those that arise otherwise in the course of business.</i> [AM]</p>	<p>Commented [A6]: This is ACKNOWLEDGED to be a partial automation supported process element</p> <p>Commented [A7]: Nota Bene Just wondering where this precise definition here is coming from... The formal 'Mandatory' definition in guidebook: 'GB921_DX_Release14.0_v1.16.2.docx' goes like this: "Track leads following on from marketing campaign advertising, or those that arise otherwise in the course of business". CLARIFICATION REQUESTED</p> <p>Commented [A8]: CLARIFICATION: Yes, you are absolutely correct. I have no idea where the text I used came from. I have replaced it with the correct text. The meaning of the text is basically the same and so I have not altered the actual mapping at all.</p>

Marketing leads are tracked, viewed, and reported on in Comverse ONE using the Sales UI and the CRM Application server. The process is different for business (B2B) and consumer (B2C) leads.

Commented [A9]: Understood

Typically B2C leads are automatically loaded into Comverse ONE as a file obtained from an external system, due to the high volume of data, and then qualified through the GUI via a combination of manual and automated procedures. See **Error! Reference source not found.** and **Error! Reference source not found.** for more details. Leads can be viewed through the Sales UI or Customer Center GUI; see **Error! Reference source not found.** and children for more details. Leads can also be reported on; see **Error! Reference source not found.**

Commented [A10]: Reviewed

Commented [A11]: Reviewed

Commented [A12]: Reviewed

Commented [A13]: Reviewed

For B2B leads, typically the lead begins as an opportunity (see **Error! Reference source not found.**) or a Prospect (see **Error! Reference source not found.**) and information is maintained and viewed as shown in the following flows:

Commented [A14]: Reviewed

Commented [A15]: Reviewed

Commented [A16]: Understood

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- **Error! Reference source not found.**
- **Error! Reference source not found.**
- **Error! Reference source not found.** (and children)

Commented [A17]: Reviewed

Commented [A18]: Reviewed

Commented [A19]: Reviewed

Commented [A20]: Reviewed

Commented [A21]: Reviewed

Optional

Not used for this process element

Interactions

following on from marketing campaign advertising, or that arise otherwise in the course of business

Commented [A22]: (dp) Corrected to align with V14

1.1.2 L4: 1.1.1.3.2.2 Evaluate Marketing Leads – Mapping Details

Process Identifier: 1.1.1.3.2.2

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	
1.1.1.3.2.2 Evaluate Marketing Leads	
Brief Description	

Commented [A23]: Please see small pending CLARIFICATION below.

Evaluate and notify leads to other processes (e.g. Selling) for further action.

Extended Description

Not used for this process element.

Commented [A24]: (dp) Corrected to align with V14

Explanatory

Not used for this process element.

Commented [A25]: (dp) Corrected to align with V14

Mandatory

Evaluate and notify leads [AM]

Commented [A26]: (dp) Corrected to align with V14

See 1.1.1.3.2.1 Track Marketing Leads mapping for background. The following Converse ONE processes support continuing to track, evaluating, and ultimately qualifying or cancelling Marketing Leads through a combination of manual and automatic processes, and gathering the necessary information to support sales to that lead after qualification:

Commented [A27]: This process element is **ACKNOWLEDGED** to be a partial automation supported process element

Commented [A28]: Note Bene:
Similar to the previous process element above, this precise definition here does not normally match the formal 'Mandatory' definition in guidebook: 'GB921_DX_Release14.0_v1.16.2.docx' which goes like this: "Evaluate and notify leads". CLARIFICATION REQUESTED

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- **Error! Reference source not found.**
- **Error! Reference source not found.**(and children)
- **Error! Reference source not found.** (and children)
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Commented [A29]: CLARIFIICATION: Yes, you are absolutely correct. As above, no idea how that happened. I have replaced it with the correct text. Again, I have not altered the actual mapping at all.

Commented [A30]: Understood and **AGREED**

Commented [A31]: Reviewed

Commented [A32]: Reviewed

Commented [A33]: Reviewed

Commented [A34]: Reviewed

Commented [A35]: Reviewed

Commented [A36]: Reviewed

Commented [A37]: Reviewed

Commented [A38]: Reviewed

Commented [A39]: Reviewed

Optional

Not used for this process element

Interactions

notify leads to other processes (e.g. Selling) for further action.

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