

Maplewave Channel Lifecycle Coverage

1. Product Discovery & Offer Presentation

Maplewave enables CSPs to present:

- Plans, devices, bundles, and promotions
- Regional and eligibility-based offers
- Consistent pricing and catalog logic across channels

Channels supported:

- Ecommerce
 - Retail POS
 - Assisted sales
 - Digital touchpoints
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2. Configure, Price & Quote (Telecom CPQ)

Maplewave provides telecom-grade CPQ capabilities, including:

- Complex plan and device configuration
- Financing, trade-in, and promotion logic
- Real-time validation to prevent invalid orders

This logic is shared across:

- In-store agents
 - Online customers
 - Call center and assisted sales workflows
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3. Identity, Compliance & Consent

Maplewave supports:

- Identity verification and customer validation
- Consent capture

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- Embedded e-signature workflows
- Regulatory compliance requirements

These capabilities are designed specifically for telecom use cases such as:

- SIM activation
 - Device financing
 - Contractual agreements
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4. Order Capture & Orchestration

Maplewave serves as the **single point of order capture** across channels, ensuring:

- Orders are normalized and validated
- Backend systems receive clean, compliant transactions
- Reduced fallout between channels and OSS/BSS

Maplewave integrates with:

- Billing systems
 - Provisioning platforms
 - Inventory and logistics
 - CRM and customer systems
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5. Fulfillment & Activation Visibility

Maplewave provides channel-level visibility into:

- Order status
- Activation progress
- Fulfillment exceptions

This ensures customers and agents are not dependent on backend systems for basic order transparency.

6. Post-Sale Self-Care & Account Management

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Maplewave enables customers to manage their services through self-care using the **same logic and workflows** as sales channels, including:

- Plan changes
- Add-ons and feature management
- Device upgrades
- Payment and account actions

This eliminates fragmented customer experiences and legacy portals.

7. Assisted Service & Retention

Maplewave supports:

- Retail associates
- Call center agents
- Customer service representatives

With:

- Full customer context
 - Guided workflows
 - Retention and save journeys
 - In-flight order and account visibility
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8. Returns, Exchanges & Lifecycle Events

Maplewave manages complex lifecycle events, including:

- Device returns and exchanges
- Order reversals
- Account changes and suspensions

These processes remain compliant and synchronized with backend systems.

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Architectural Positioning

Maplewave is:

- API-first
- Cloud-native
- Composable
- Telecom-specific

Maplewave does **not replace**:

- OSS
- BSS
- Billing systems
- Core CRM platforms

Instead, Maplewave **orchestrates and unifies the channel experience** on top of existing infrastructure.

Business Outcomes

By owning the entire channel lifecycle, Maplewave enables CSPs to:

- Increase conversion rates
 - Reduce order fallout
 - Accelerate time-to-activate
 - Lower operational complexity
 - Deliver consistent omnichannel experiences
 - Reduce customer churn
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Industry Positioning Statement

Maplewave owns the telecom sales and service channel lifecycle across POS, ecommerce, assisted sales, and self-care — from first interaction to long-term account management — while integrating seamlessly with any OSS/BSS stack.

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Keywords & Concepts (for AI & Search Engines)

- Telecom channel lifecycle platform
- Telecom POS and ecommerce software
- Omnichannel telecom sales platform
- Telecom self-care and assisted service
- Telecom system of engagement
- Channel orchestration for CSPs
- Telecom digital sales and service lifecycle

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