CELFOCUS Order Management

Delivering Diversity

KEY TAKEAWAYS

- Know how CSPs are dealing with order fulfillment complexity.
- Understand the impact and reach of an order management solution.
- Learn more about CELFOCUS Order Management Solution.

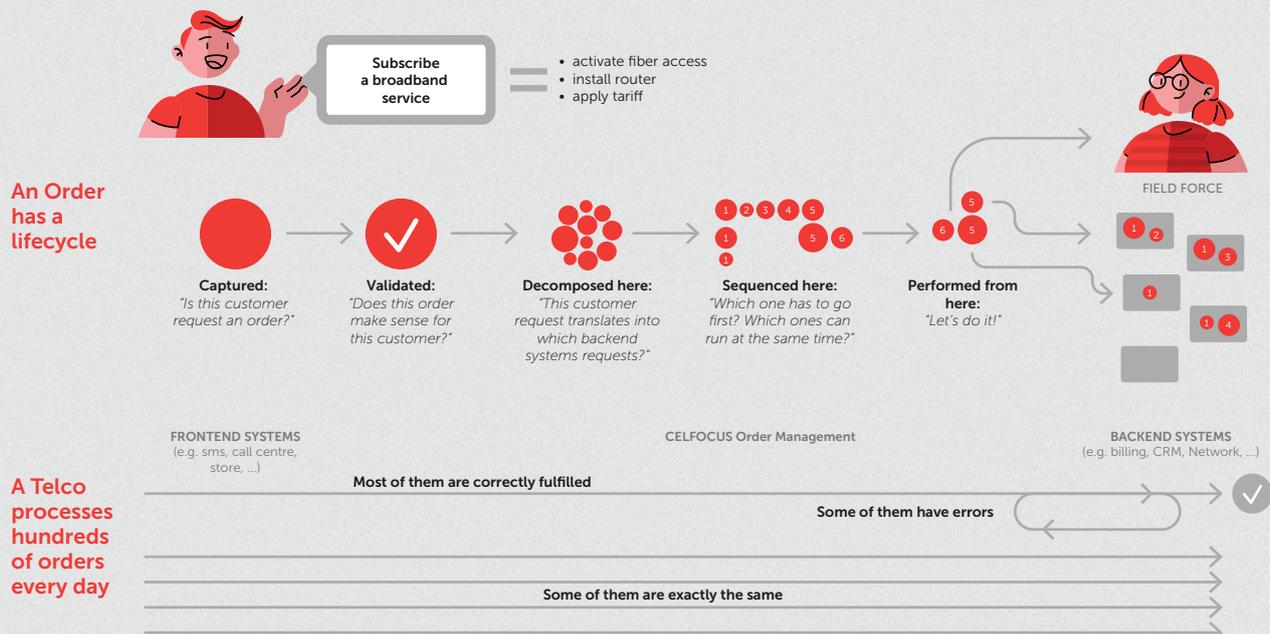**WHO SHOULD READ THIS DOCUMENT**

- CIOs
- COOs
- IT architecture teams

CELFOCUS
order management

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product

Supporting
Telco Order

- Can you simultaneously handle multiple requests coming from the same customer with no constraints?
- How do your systems deal with non-product requests? (i.e. address change)
- What is left out when your operations lose sight of the order's status?

Answering these questions can be challenging for many Communication Service Providers (CSPs). This document aims to provide insights about the advantages and benefits CSPs can reap from implementing an order management solution, leveraging CELFOCUS´ offer and experience in deploying and supporting transformation and order management projects.

An Order translates multiple systems actions

Subscribe a broadband service
= • activate fiber access
• install router
• apply tariff

FIELD FORCE

An Order has a lifecycle

Captured:
"Is this customer request an order?"

Validated:
"Does this order make sense for this customer?"

Decomposed here:
"This customer request translates into which backend systems requests?"

Sequenced here:
"Which one has to go first? Which ones can run at the same time?"

Performed from here:
"Let's do it!"

FRONTEND SYSTEMS
(e.g. sms, call centre, store, ...)

CELFOCUS Order Management

BACKEND SYSTEMS
(e.g. billing, CRM, Network, ...)

A Telco processes hundreds of orders every day

Most of them are correctly fulfilled

Some of them have errors

Some of them are exactly the same

Looking at the Bottom
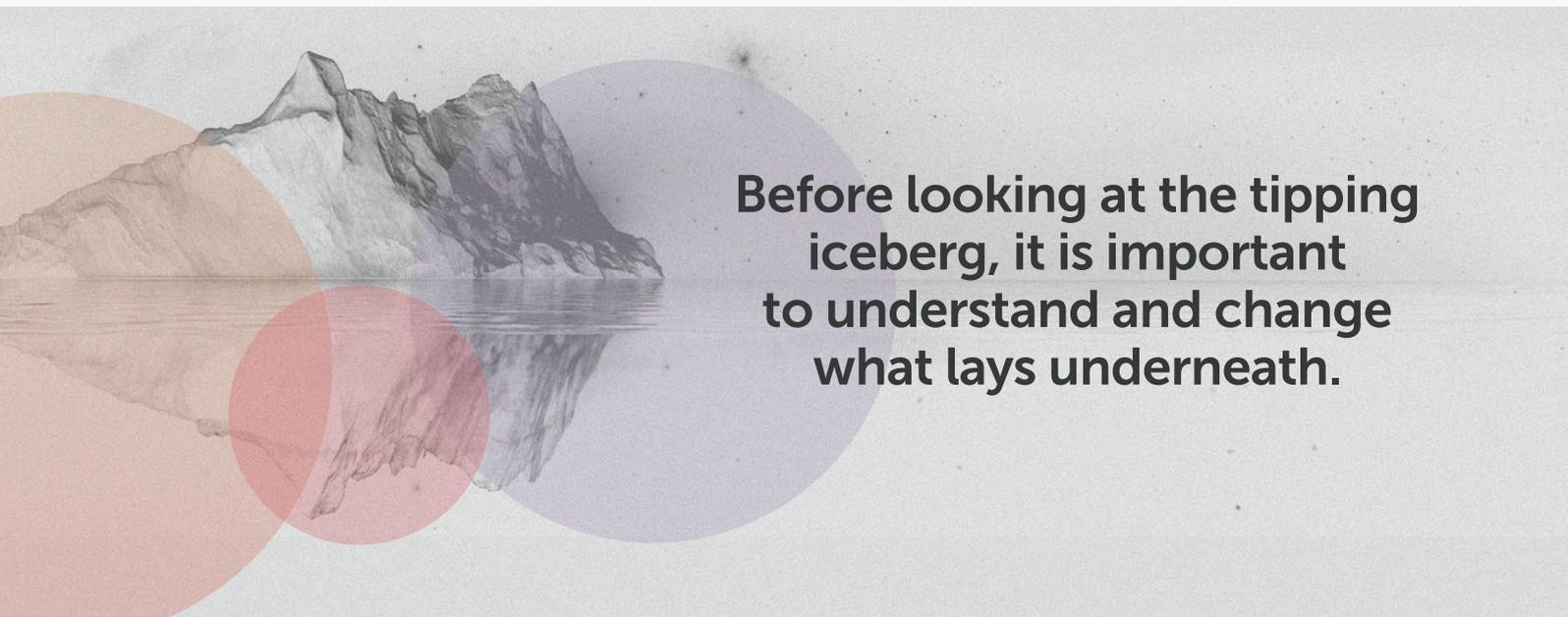## of the Iceberg

The telecommunication industry has experienced exponential growth over the last decades, but nothing compares to changes taking place today. Many factors contributed to this situation, including:

- Launch of nPlay packages, combining, for example, mobile and fixed packages with OTT (Over The Top) offers
- Dramatic increase of customer touchpoints, leveraged by the emancipation of mobile internet but also digital ubiquity and a new digital customer mentality
- Competition emerging from companies outside the telecommunication space such as Facebook, Apple, Google and many others which, by offering OTT digital services, are making a dent in traditional core telecom revenue sources.

There is so much pressure for CSPs to deliver products faster, with shorter life cycles, through more channels. To accomplish this goal there is a temptation to focus on the interaction, to get a quick fix but, most of the times, this approach has serious flaws and risks because, before looking at the tipping iceberg, it is important to understand and change what lays underneath.

When customers click ENTER on a digital channel, concluding the shopping process, they trigger a number of actions that impact most CSPs' IT systems.

Today, the complexity level has increased significantly because it is no longer a simple single-service or product workflow. A new product can include bundled services, with third party providers and devices, all these items can be managed independently but the customer expects to get a single invoice. How are these challenges addressed?

Before looking at the tipping iceberg, it is important to understand and change what lays underneath.

CSPs deal with thousands of requests daily, from different segments, covering the entire product portfolio and each one of them must be correctly processed because, if not, the impact is lost revenue, NPS degradation and ultimately customer churn.

In such a complex environment of services that need to be fulfilled, an order management solution is extremely important to make sure requests are delivered on time. No surprises.

With such a variety of systems and technical languages, an order management solution is critical to orchestrate and execute the requests in the agreed SLAs, update information consistently, and provide visibility on its status to all stakeholders.

The Spinal Cord
of CSPs

When you go for a run, your brain tells your body how to move and adjust to the road ahead. If a CSP was the human body, order management would be part of the brain but also the spinal cord.

A new customer request must be interpreted, validated, deconstructed before it can be communicated to all the different systems to be executed. Order management plays an important role in understanding the order content, detecting the business scenario, validating against business and eligibility rules and decomposing it (the brain) before it can be pushed to be executed and correctly provisioned by the different systems (the spinal cord).

It has an impact across the different systems, mastering the whole process so that there aren't any loose ends, customers have a good experience and CSPs can effectively charge for services being delivered.

For everything to work in synch and consistently without compromising time to market, CSPs must invest in defining the most appropriate workflows and be able to answer the following:

- New product & service? Does it always mean additional customisation and dependency from IT suppliers?
- New channel? Can you provide a centralised orchestration of your customer's requests regardless the source channel?

After designing the processes, it's now time to ensure that they run smoothly. The system must not only follow through on the hundreds of orders received but also enable visibility to the different stakeholders, which can include contact centre agents providing feedback on a customer's request, or an operations manager monitoring the execution of bulk orders, among many other uses cases. At this stage, order management must help CSPs answer these questions:

- Can you immediately identify the actionable status of your customer's request?
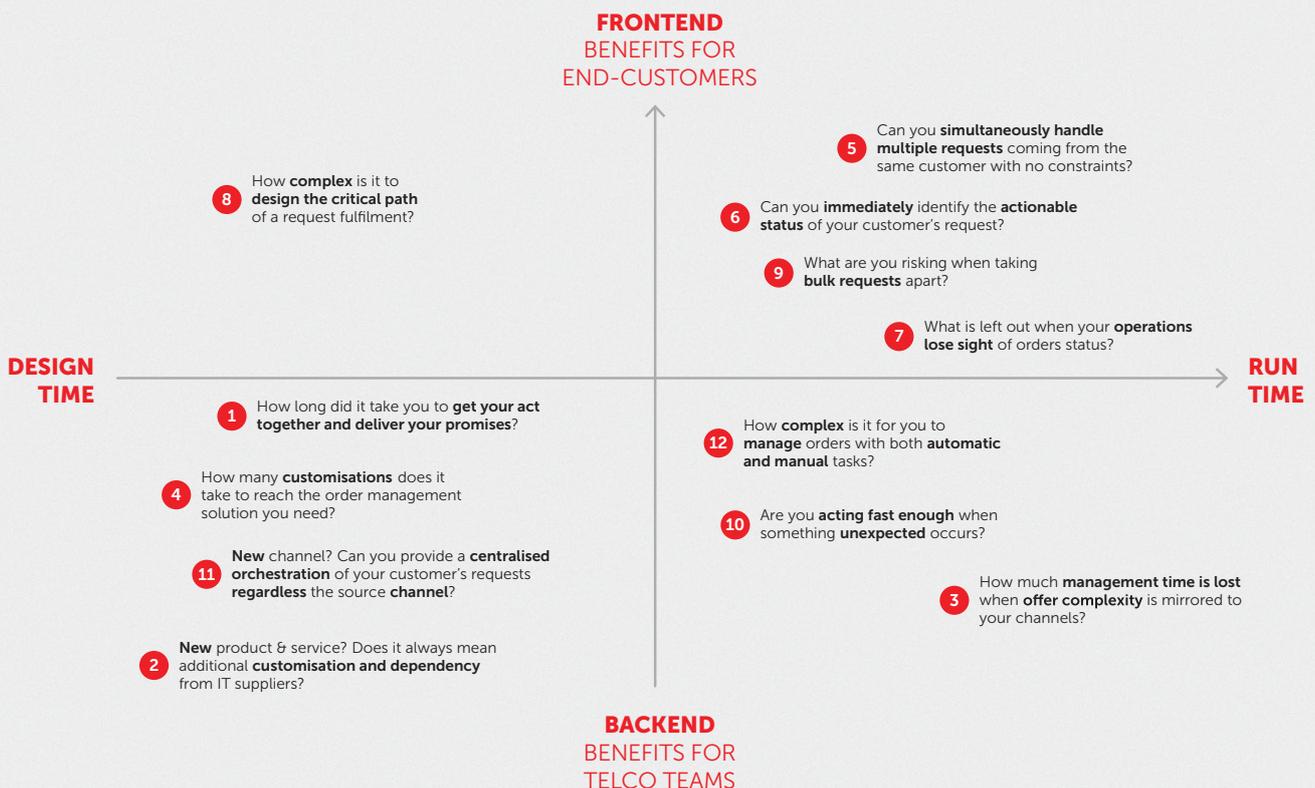- Are you acting fast enough when something unexpected occurs?

CELFOCUS
order management
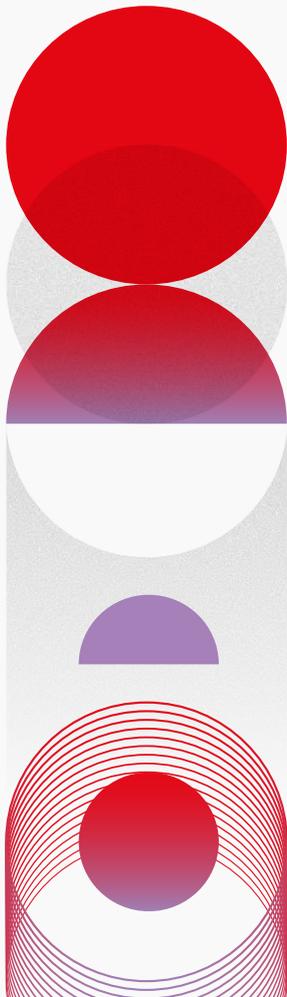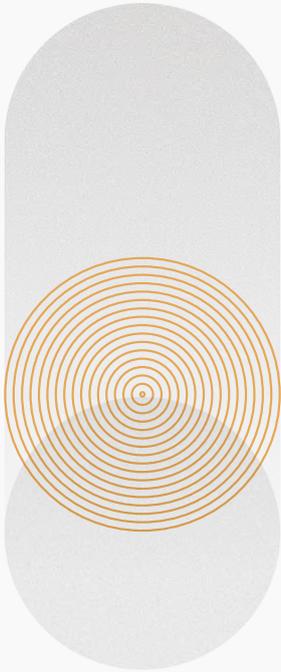
Solving
CSPs challenges

The matrix below presents some of the current challenges CSPs face when a fullfledged order management solution isn't in place. The most common use cases revolve around the ability to correctly set up the processes, which can capture offer complexity and translate it to a common language, leading to a service's correct fulfillment, regardless of it being a product or a simple address change.

The benefits delivered by an order management system are immense. For customers, the flexibility to manage their services and accounts and get a consistent experience, regardless of the touchpoint.
For CSPs, because products and services fulfillment complexity is reduced, automated and executed flawlessly, leading to operational efficiency and less downtime.

FRONTEND
BENEFITS FOR
END-CUSTOMERS

8 How **complex** is it to **design the critical path** of a request fulfilment?

5 Can you **simultaneously handle multiple requests** coming from the same customer with no constraints?

6 Can you **immediately** identify the **actionable status** of your customer's request?

9 What are you risking when taking **bulk requests** apart?

7 What is left out when your **operations lose sight** of orders status?

DESIGN TIME

RUN TIME

1 How long did it take you to **get your act together and deliver your promises**?

12 How **complex** is it for you to **manage** orders with both **automatic and manual** tasks?

4 How many **customisations** does it take to reach the order management solution you need?

10 Are you **acting fast enough** when something **unexpected** occurs?

11 **New** channel? Can you provide a **centralised orchestration** of your customer's requests **regardless** the source **channel**?

3 How much **management time is lost** when **offer complexity** is mirrored to your channels?

2 **New** product & service? Does it always mean additional **customisation and dependency** from IT suppliers?

BACKEND
BENEFITS FOR
TELCO TEAMS

6

CELFOCUS
Order Management

All orders, all systems, one Order Management Solution.

CELFOCUS Order Management is the master orchestrator that maps, sequences and fulfills any external or internal customer request. It has the ability to map complex business oriented processes and break them into specific technical processes, which are thereafter ready for automation and system synchronisation. This orchestration allows any operator to quickly access information on any given step of the fulfillment order that was previously initiated.

Celfocus Order Management manages unstrucured orders, turning them into meaningful actions.

CELFOCUS Order Management provides a seamless division between business and technical layers and is also able to differentiate system requests, not only by product, but also by any parameter in that request.

The solution is driven by every orderable item, regardless of its nature, including address changing processes, SIM swaps, account changes, among many other actions. The power of the product allows CSPs to automatically interpret unstructured orders and turn them into meaningful actions in backend systems.

When a specific error pattern occurs, CELFOCUS Order Management recovers and proceeds. It uses SLA monitoring and self-healing mechanisms to ensure a positive customer experience.

With the use of CELFOCUS Order Management, the launch of new commercial products will not impact the business flow, because the process distribution adjusts dynamically to preexisting flows, which results in a better time-to-market response.

Celfocus Order Management Architecture
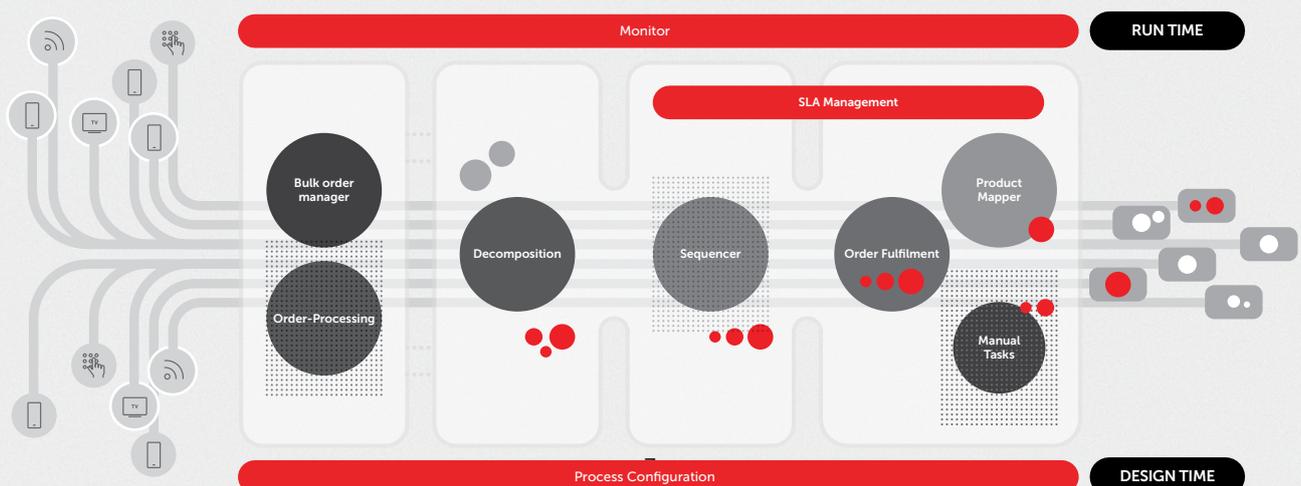
# Cloud-Native Product:
Flexibility and Scalability

CELFOCUS Order Management (OM) is designed as a **cloud-native product** built on a microservices architecture that provides scalability, resilience, and flexibility. As a cloud-agnostic solution, OM can run on both public and private cloud environments, ensuring deployment flexibility for any business. Whether on **AWS**, **Google Cloud**, or **RedHat OpenShift**, OM seamlessly integrates with existing infrastructures.

Since **2022**, the cloud-native version of CELFOCUS OM has been running live with various clients, supporting critical operations on **mobile, fixed, and satellite services**. This operational model enables CSPs to scale their order management systems dynamically and meet the growing demands of complex service delivery with a minimal footprint.

The key benefits of the cloud-native architecture include:

- **Scalability:** Microservices-based architecture ensures that OM can scale up or down based on demand without any service disruptions.

- **Resilience:** The solution ensures higher uptime and faster recovery in case of failures by breaking the application into smaller, self-contained services.

- **Agility:** OM enables faster deployment cycles, reducing time-to-market and increasing operational efficiency.

- **Cost Efficiency:** Running on a cloud-native platform reduces infrastructure costs, allowing companies to pay only for what they use.

With its **cloud-agnostic** capabilities, CELFOCUS OM allows CSPs to choose the most suitable cloud platform for their needs, ensuring adaptability and future-proofing operations.
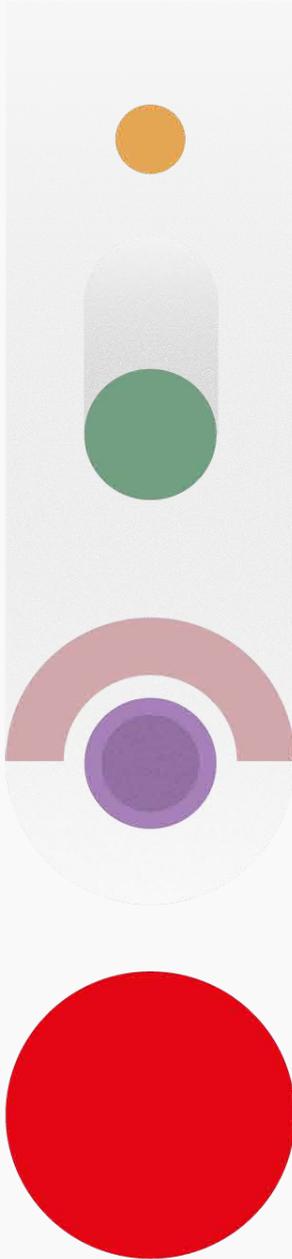
Who benefits the most from this solution?

IT ARCHITECTS

This team is concerned with how the different systems are integrated and the overall IT architecture. CELFOCUS Order Management promotes agility by being scenario based and processing all orders, regardless of its nature.

CUSTOMER OPERATIONS

Ensuring orders are correctly executed, in a timely manner and its status available in every touchpoint is pivotal for customer operations. CELFOCUS Order Management provides consistency and a 360º view of the fulfillment process.
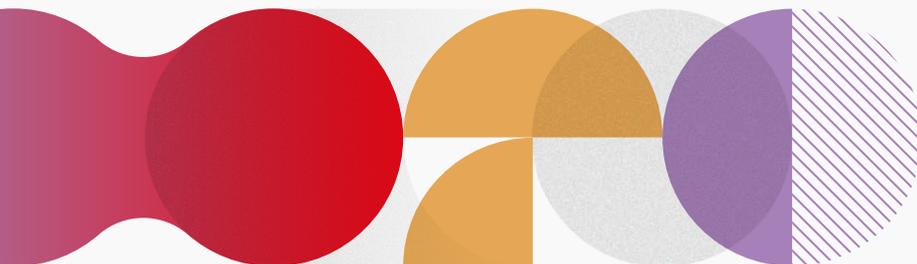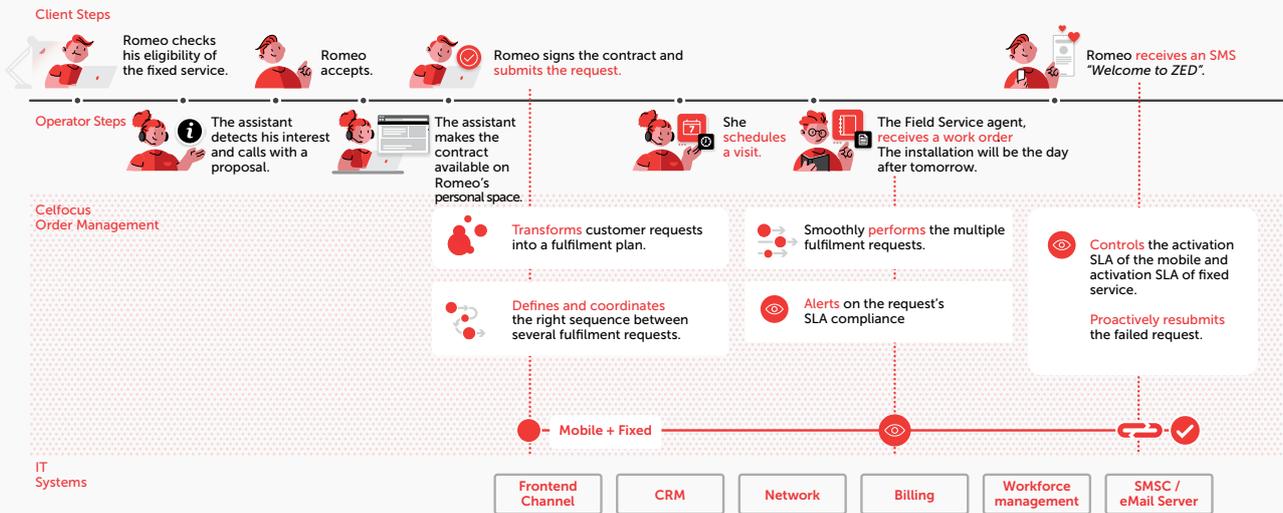
PRODUCT MANAGERS

Product Managers need the flexibility to build offers that meet customer expectations without being limited by IT constrains. CELFOCUS Order Management delivers shorter development cycles and requires no coding when introducing new products fulfilment processes.

Zooming into **the order lifecycle**

CELFOCUS Order Management streamlines the fulfilment process by having a step-by-step approach from the moment the order is initiated until concluded, providing the different stakeholders visibility along the way. Let's see what happens when Romeo shows interest in upgrading his post-paid plan to Mobile+TV+Net+Voice.

CELFOCUS Order Management supports the activation process by simplifying and breaking it down into smaller and meaningful actions, regardless of its complexity, providing visibility of the whole process to both the agent and the customer.

Client Steps

Romeo checks his eligibility of the fixed service.

Romeo accepts.

Romeo signs the contract and submits the request.

Romeo receives an SMS "Welcome to ZED".

Operator Steps

The assistant detects his interest and calls with a proposal.

The assistant makes the contract available on Romeo's personal space.

She schedules a visit.

The Field Service agent, receives a work order The installation will be the day after tomorrow.

Celfocus Order Management

Transforms customer requests into a fulfilment plan.

Defines and coordinates the right sequence between several fulfilment requests.

Smoothly performs the multiple fulfilment requests.

Alerts on the request's SLA compliance

Controls the activation SLA of the mobile and activation SLA of fixed service.

Proactively resubmits the failed request.

Mobile + Fixed

IT Systems

Frontend Channel	CRM	Network	Billing	Workforce management	SMSC / eMail Server

Why Celfocus?

- **Faster order design & implementation**, transforming an order into a **meaningful set of actions**.

- Development and maintenance friendly: **No coding required**. All changes performed at the GUI level

Some of the most common benefits offered by **CELFOCUS Order Management** include:

- Improved time-to-market with **no configurations** for most new products.

- **No configuration downtime** required due to its **code-free** nature.

- Increased order tracking and visibility with a **360º view on sequences of actions**.

- Fast and proactive recovery through a self-healing mechanism.

- **Simplified channel catalogue** featuring orderable products only, with no dependencies between systems.

- **Reduced operational** costs due to integrated management of manual activities, including assignment and **SLA monitoring**.

"Customer orders are processed faster, with easy traceability and troubleshooting contributing at the end to an excellent customer service. CELFOCUS Order Management was key to launch new services (ADSL, IPTV, FTTH) without increasing IT operational costs. Customer care and self-care applications are continuously available when performing maintenance in backend and network systems."

IT Operations Manager
(Vodafone Portugal)

CELFOCUS

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