ADVANCED OFFER MANAGEMENT (AOM)

▶ BUSINESS CASE

Usually telecom operators offer their customers (B2B or B2C) the ability to change from an offer to another.

This flexibility can be a key differentiator in a competitve environment.

However, this feature can become very complex to manage, either at a shop or through a selfcare :

- Is the customer elligible to the new offer, based on his category?
- How to transfer credits from various balances?
- Are we sure that all services are compatible between the 2 offers?
- How to apply retention or downgrade process and calculate downgrade fees?
- Can we activate the new offer immediatly, or plan it at a future date?
- Can we apply bulk changes to a fleet?
- Can we send a notification to the customer once change is done?
- Can we manage these changes though configuration and no extra code?

🔄 ISSUES FACED BY THE OPERATORS

In order to support change of offers, most telecom operators either rely on a manual process, or hardcoded applications, difficult to maintain.

Manual process actions, especially at the end of the month lead to :

- Heavy workload on Customer Care Dept
- Risk of error when calculating and applying fees
- Weak communication to the customer leading to a bad customer experience

🎯 OBJECTIVES

AOM is designed to simplify, automate and secure the way to change offers, immediatly or in a planned future.

AOM improves drastically backoffice efficiency and customer satisfaction.

KEY FEATURES

Multi Market (Mobile, Fix, Data....)

Prepaid <=> Postaid

Upsell or Downsell

Easy API Integration

Single Screen Configuration

Offer Eligibility Management

Integrated Balance Management

Retention Fee Calculation

Invoice Adjustment

Customer Notification

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FUNCTIONAL FEATURES

1	Easy Integration Single Interface

- All possible changes for prepaid, hybrid and postpaid offers
- Convert from prepaid to postpaid and vice versa
- Change the offer immediately or schedule it any time
- Integration with any order care application using SOAP/REST API
- Integration with IN, USSD, SMSC, EMAIL
- Cross-Canal: ex: Start the order at home and end it at the shop

2	Integrated Balance Management

- Visual configuration of all balances to be transferred during offer change (same balance, cross-balance, convert balance to money)
- Manage prepaid, hybrid and postpaid balances
- Convert IN balance to OCC during offer change
- Archive all balances before changing offer
- Manage prepaid, hybrid and postpaid balance

3	Offer Eligibility management

- Use ACM internal module to:
  - Configure eligibility, UpSell, DownSell between offers
  - Configure the category of the offer (INTRA, INTER)
  - Configure optional service to be included during offer change
  - Manage Friend&Family number during offer change

FUNCTIONAL FEATURES

4	Offer Approach Consolidated Action

- AOM manages offer change and not RATEPLAN change
- One offer may include the following elements :
  - RATEPLAN
  - Core & optional services and parameters
  - Friends & Family numbers
  - Retention & Minimum commitment
  - Promotions and balances
- AOM Approach is to change the offer considering all related elements

5	Manage Offer Category

- INTRA: Source & target offer are compatible on HLR and IN :
  - AOM change the offer by changing the RATEPLAN
- INTER: Source & target offer are not compatible on HLR and IN:
  - AOM change the offer by deactivating and activating of new contract

6	Integrated F&F Management

- Manage F&F as separate action (add, delete, modify) for postpaid, prepaid and hybrid customers
  - Free number, favorite number
  - Free Add/change
  - Paid add/change
- Manage F&F during offer change:
  - Depend on eligible F&F for the target offer, AOM keep or delete F&F

FUNCTIONAL FEATURES

7	Invoice Adjustment	▪ If change offer is scheduled to be processed beginning of next month, AOM will perform the necessary actions in order to generate correct invoice (avoid last days and first day prorations)
8	Multi Market	▪ GSM ▪ VOIP ▪ Fix ▪ ADSL

9	Batch processing	▪ Batch processing by:
		    ▪ Selecting multiple contracts at the same time
		    ▪ Loading CSV file

FUNCTIONAL FEATURES

| 10	Offer template	• Fast Offer change • Use existing pre-configured templates to change the offer • Possible to customize the template according to customer needs
11	Notification	• Inform customer by SMS or Email for : • Offer successfully changed • F&F add, delete, modify
12	Retention & Commitment fee	• Integration with Loyalty System • Minimum commitment fee calculation and validation process • Manage retention process

TECHNICAL FEATURES

▶ **OPEN SOLUTION**

AOM can be easily integrated in any telecom operator ecosystem through the provides APIs (SOAP/REST). Integration can be done directly to a CRM, an Order Care system or a Loyalty application.
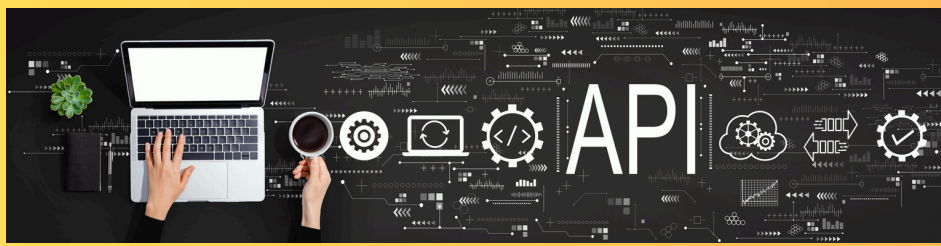
▶ **BASED ON STANDARDS**

AOM is build on market standards, using BPMN 2.0 workflows to process any kind of offer change. Workflows are easy to develop and maintain using a workflow editor such as Eclipse.

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