

# Wavelo

## Event-Driven Customer Journey

tmforum **Certified**

### Customer Experience Management Conformance Certification

Company Name: Wavelo  
Assessment Class: CEM/Customer Journeys

Report Version: 1.0

Report Date: 27 May 2025

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## 1 Introduction

### 1.1 Executive Summary

This document provides details of Wavelo and TM Forum's Conformance Assessment of Wavelo's Event-Driven Customer Journey, against the following TM Forum solution components:

- Customer Experience Management Solution Suite 17.5
- GB962A Lifecycle Metrics R15.0.1
- GB962C Lifecycle Model R13.5.0
- GB988 TM Forum Metrics Definitions v21.5
- GB921\_Customer\_Process\_Decompositions\_v24.0
- GB921 Business Process Framework Processes Excel v24.5
- IG1235 Customer Experience Management Glossary v2.0.0
- IG1183 Omni Channel CEM Guideline
- GB1006 Customer Experience Management 2025 Guidebook v2.0.1
- IG1240 CEM Reference Architecture & Applications in Open Digital Architecture v1.0.0
- TM Forum Open APIs (Swagger v4.0)
- TM Forum ODA Components (Functional Blocks and Components)
- IG1242 ODA Component Inventory v18.0
- TMFC001 Product Catalog Management v2.1.0
- TMFC002 Product Order Capture Validation v2.1.0
- TMFC024 Billing Account Management v2.1.0
- TMFC028 Party Management v2.1.0
- TMFC029 Payment Management v1.1.0
- TMFC033 Purchase Management (Note, this Component is planned for future delivery)

The assessment included a review of the methodology approach to CEM (Customer Experience Management (CEM) modeling against the above listed TM Forum's solution components in scope corresponding to the specific Customer Journey submitted in scope for the Assessment.

*Note that Conformance to the Information Framework (SID) was not covered in this assessment.*

For more information on Wavelo's Event-Driven Customer Journeys, please contact: Michelle Nowak: [mnowak@wavelo.com](mailto:mnowak@wavelo.com)

For any additional information on this Customer Journeys Conformance Certification Report, please contact TM Forum Conformance Certification team at: [conformance@tmforum.org](mailto:conformance@tmforum.org)

## 2 Event-Driven Customer Journey Overview

A Customer Journey (CJ) is the complete experience a customer has while interacting with the Communications Service Provider (CSP) brand, product, or service. It involves the various stages, touchpoints and interactions a customer goes through with the CSP during their lifecycle from buying to using to sharing (i.e., initial awareness of the brand through purchase and leaving.)

Legacy telecom BSS/OSS systems, with their reliance on synchronous APIs, polling mechanisms, siloed data structures, and heavy payloads, are increasingly becoming roadblocks to efficiency, innovation, and hallmark customer experience. As telecom CSPs continue their transition to support modern services beyond 5G and IoT, Event-Driven Architecture (EDA) emerges as a compelling paradigm to break free from monolithic constraints, enhance scalability, resiliency, agility, and real-time responsiveness. For CSPs to enhance the overall customer experience with their brand, increase satisfaction, and build long-term loyalty they need to optimize each stage of the customer journey and EDA is a means to do this by eliminating the complexities in interlinking the CSPs expansive disparate systems.

An event-driven customer journey revolves around specific customer interactions, known as "events," that occur during their engagement with a brand or service. These events can include activities such as ordering a service, browsing offers, completing a purchase, or making a payment. The goal is to respond to these events in real-time or near real-time, crafting a seamless and personalized experience for the customer. This event-driven strategy focuses on reacting to particular actions or milestones in a customer's lifecycle or their interaction with the CSP. Rather than following a linear path, this approach ensures that customers receive relevant and timely interactions, which can improve their overall experience and increase their likelihood of engaging with the brand again.

### **Event-driven customer journeys offer measurable business benefits for the CSP:**

- **Increased Engagement:** By responding to customer actions in real-time, CSPs can create more engaging and relevant interactions.
- **Higher Conversion Rates:** Personalized and timely responses can lead to higher conversion rates, as customers are more likely to take action when they receive relevant offers or information and are able to sign-up and activate service in real-time.
- **Improved Customer Retention:** By providing a more personalized experience, the CSP can build stronger relationships with customers, leading to increased loyalty and retention.
- **Operational Efficiency:** Automated responses to specific events can streamline efforts, reducing the need for manual intervention and allowing businesses to focus on other strategic initiatives.

- **Data-Driven Insights:** Tracking customer actions and responses provides valuable data that can be used to refine operations, marketing strategies and improve overall customer experience.
- **Competitive Advantage:** CSPs that can effectively implement event-driven customer journeys can differentiate themselves from competitors by offering a more personalized and responsive customer experience.

### Additional Benefits of Event-Driven Customer Journeys for CSPs

- **Faster Time-to-Value for New Services:** Real-time event triggers can accelerate onboarding and upselling flows, allowing CSPs to launch, test, and monetize new services more quickly with immediate customer feedback loops.
- **Reduced Churn Through Proactive Issue Resolution:** Event-based detection of service degradation, payment failures, or churn signals allows CSPs to initiate corrective actions or recovery campaigns before the customer decides to leave.
- **Context-Aware Cross-Sell and Up-Sell Opportunities:** Real-time behavioral context (e.g., location, data usage, device type) enables CSPs to offer relevant products or upgrades at the precise moment of need, increasing ARPU without spamming the customer.
- **Enhanced Compliance and Auditability:** Event-driven systems log every action and customer interaction in real time, supporting regulatory transparency, GDPR consent tracking, and customer data usage traceability.
- **Ecosystem and Partner Enablement:** A well-orchestrated event-driven model can expose events to ecosystem partners (via APIs), enabling bundled offers, co-branded experiences, and real-time partner interactions (e.g., streaming, gaming, finance apps).
- **Cost Optimization via Just-in-Time Resource Allocation:** With real-time insight into service usage and demand peaks, CSPs can scale infrastructure or support dynamically reducing overprovisioning and associated costs.
- **Improved NPS and Customer Trust:** Responsive, personalized, and proactive journeys create a sense of being understood, increasing Net Promoter Score (NPS), satisfaction, and long-term trust in the brand.
- **AI Enablement and Continuous Learning:** Event data fuels machine learning models, enabling continuous refinement of customer journey logic, predictive engagement, and adaptive personalization strategies.

These benefits can help CSPs create more meaningful and effective customer journeys, ultimately leading to better outcomes for both the customer and the CSP.

### 3 Event-Driven Customer Journey Conformance Approach to TM Forum Frameworks and Assets

Wavelo's OSS/BSS product suite employs EDA (Event-Driven Architecture) with Composable IT (refer to Figure 35) with its event-driven customer journeys underpinned with Kafka's capabilities to create a responsive and scalable system that reacts to customer interactions in real-time. It creates a more organized, efficient, and maintainable architecture that scales effectively and enhances data security. Whether direct produce/consume or Open APIs, Wavelo enables real-time data processing, allowing CSPs to respond to customer actions immediately. By providing timely and relevant responses it can enhance the customer experience.

With Wavelo, CSPs can create more dynamic and responsive customer journeys, that is, "event-driven" customer journeys. For CSPs, building a strong customer experience revolves around ensuring customer satisfaction and loyalty by understanding and anticipating their needs, meeting their expectations, and personalizing services. For CSPs to achieve the customer experience imperative it involves excelling in and delivering one or more aspects of the Open Digital Framework (ODF).

In a highly competitive marketplace, customer experience is a pivotal factor that distinguishes a CSP from the crowd. Technological advancements in networks and value-added services have created a level playing field in terms of service offerings. As a result, the quality of customer interaction and satisfaction becomes the battleground where loyalty and brand preference are won.

In order for Wavelo to illustrate and demonstrate conformance of its product CEM conformance for an event-driven customer journey the TM Forum ODF frameworks and assets shown on page 3 were considered.

This self-assessment includes a methodology approach to CEM modeling TMF CEM Customer Lifecycle, TMF Open APIs, TMF eTOM Level 3 Business Processes, and TMF ODA Functional Block and Components using the above listed TM Forum frameworks and assets corresponding to the specific Sign-up for Mobile Service Customer Journey submitted in scope for the Assessment.

Note that Conformance to the Information Framework (SID) is not in scope for this self-assessment.

# GB962 Customer Experience Management Solution Suite

**Maturity level:** General availability (GA)  
Created By: Customer Experience Management Project

Customer Experience Management

The Customer Experience Management Solution Suite consists of five components: Guidebook, Maturity Model, Lifecycle Model, Use Cases, ROI Model.

In the CEM Solution Suite R17.5.0, the following updates were made:

- One new Use Case was added for R17.5 (C-CEM-50)

RN339 Customer Experience Management Release Notes provides the overview content of the CEM Solution Suite and will identify the specific changes introduced in this current release.

## Resources Included

Enter terms to search by...

Resource Name	Document version	Team Approved Date	Document type	Download
RN339 Customer Experience Maturity Model Release Notes v2.0.0	2.0.0	11-Nov-2020	Reference	
Customer Experience Management: Introduction and Fundamentals R16.5.1 (GB962)	4.0.2	31-Oct-2016	Best Practice	
Customer Experience Management Lifecycle Metrics R15.0.1 (GB962A)	2.5.3	08-Jun-2015	Best Practice	
Customer Experience Maturity Model v2.0.0 (GB962B)	2.0.0	02-Oct-2020	Best Practice	
Customer Experience Management Lifecycle Model v1.5.1 (GB962C)	1.5.1	09-Dec-2013	Best Practice	
Customer Experience Management Implementation Guide Use Cases R19.0.1 (GB962D)	9.0.1	17-Jun-2019	Best Practice	
Customer Experience Management ROI Calculator User Guide R17.0.1 (GB962E)	3.0.2	05-Jun-2017	Best Practice	
Customer Experience Management ROI Calculator R17.0.1 (GB962F)	3.0.2	05-Jun-2017	Best Practice	

Figure 1 – GB962 CEM Solution Suite



## Frameworkx Best Practice

# Customer Experience Management

*Lifecycle Metrics*

Customer Experience Management Solution Suite  
GB962 Addendum A  
Release 15.0.1

Latest Update: Frameworkx Release 15 Version 2.5.3	TM Forum Approved IPR Mode: RAND
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Figure 2 – GB962 Addenda A – Lifecycle Metrics



## *Frameworkx Best Practice*

# Customer Experience Management

*Lifecycle Model*

Customer Experience Management Solution Suite 1.5  
GB962 Addendum C

Latest Update: Frameworkx Release 13.5	TM Forum Approved
Version 1.5.1	IPR Mode: RAND

Figure 3 – GB962 Addenda C – Lifecycle Model





## TM Forum Standard

# Customer Process Decompositions


**GB921**

Maturity Level: General availability (GA)	Team Approved Date: 10-Jun-2024
Release Status: Production	Approval Status: TM Forum Approved Suitable for Conformance
Version 24.0.0	IPR Mode: RAND

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Figure 5 – GB921 Customer Process Decompositions (eTOM) Definitions)



## TM Forum Standard

### Business Process Framework Processes in Excel

**GB921**

Maturity Level: General availability (GA)	Team Approved Date: June-10-2024
Release Status: Production	Approval Status: Team Approved Suitable for Conformance
Version 24.0.0	IPR Mode: RAND

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Figure 6 – GB921 Business Process Framework Excel (eTOM) Definitions)

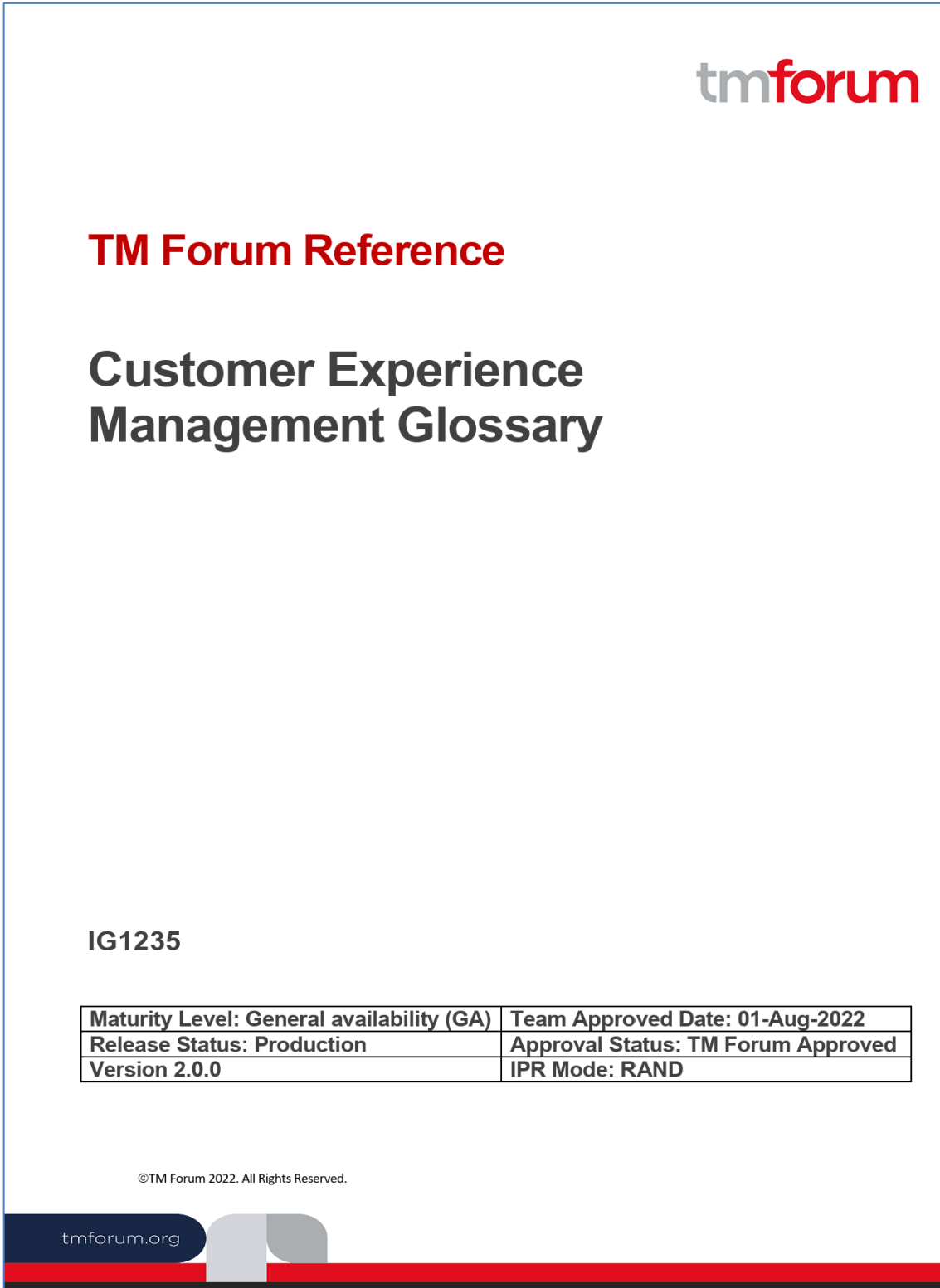


Figure 7 – IG1235 Customer Experience Management Glossary



## **TM Forum Standard**

# **Omni Channel CEM Guideline; What Customers Will Expect By 2025**

**IG1183**  
**Release 18.5.1**  
**February 2019**

<b>Latest Update: TM Forum Release 18.5.1</b>	<b>TM Forum Approved</b>
<b>Version 1.0.1</b>	<b>IPR Mode: RAND</b>

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**Figure 8 – IG1183 Omni Channel CEM Guideline**



## **TM Forum Best Practice**

# **Customer Experience Management 2025 Guidebook**

**GB1006**

**Team Approved Date: 02/Dec/2019**

<b>Release Status: Production</b>	<b>Approved Status: TM Forum Approved</b>
<b>Version 2.0</b>	<b>IPR Mode: RAND</b>

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**Figure 9 – GB1006 Customer Experience Management 2025 Guidebook**





## TM Forum Introductory Guide

# ODA Component Inventory

IG1242

<b>Maturity Level: General Availability (GA)</b>	<b>Team Approved Date: 11-Mar-2025</b>
<b>Release Status: Pre-production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 18.0.0</b>	<b>IPR Mode: RAND</b>

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Figure 12 – IG1242 ODA Component Inventory



## TM Forum Technical Specification

# Product Catalog Management

### TMFC001

<b>Maturity Level: General Availability (GA)</b>	<b>Team Approved Date: 19-Nov-2024</b>
<b>Release Status: Production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 2.1.0</b>	<b>IPR Mode: RAND</b>

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Figure 13 – TMFC001 Product Catalog Management



## TM Forum Technical Specification

# Product Order Capture & Validation

### TMFC002

<b>Maturity Level: General Availability (GA)</b>	<b>Team Approved Date: 26-Nov-2024</b>
<b>Release Status: Production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 2.1.0</b>	<b>IPR Mode: RAND</b>

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Figure 14 – TMFC002 Product Order Capture Validation



## TM Forum Component

# Billing Account Management

### TMFC024

<b>Maturity Level: General Availability (GA)</b>	<b>Team Approved Date: 03-Dec-2024</b>
<b>Release Status: Production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 2.1.0</b>	<b>IPR Mode: RAND</b>

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Figure 15 – TMFC024 Billing Account Management



# TM Forum Technical Specification

## Party Management

### TMFC028

<b>Maturity Level: General availability (GA)</b>	<b>Team Approved Date: 29-Oct-2024</b>
<b>Release Status: Production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 2.1.0</b>	<b>IPR Mode: RAND</b>

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Figure 16 – TMFC028 Party Management



## TM Forum Component

# Payment Management

### TMFC029

<b>Maturity Level: General Availability (GA)</b>	<b>Team Approved Date: 03-Dec-2024</b>
<b>Release Status: Production</b>	<b>Approval Status: TM Forum Approved</b>
<b>Version 1.2.0</b>	<b>IPR Mode: RAND</b>

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Figure 17 – TMFC029 Payment Management

### 3.1 Business Process Framework Level 2 Process Scope and Footprint

The following figure represents the scope of Level 2 processes from the Business Process Framework (eTOM). The Level-2 processes highlighted in red, and their Level-3 constituents mentioned in Figure 26 were submitted for conformance certification.

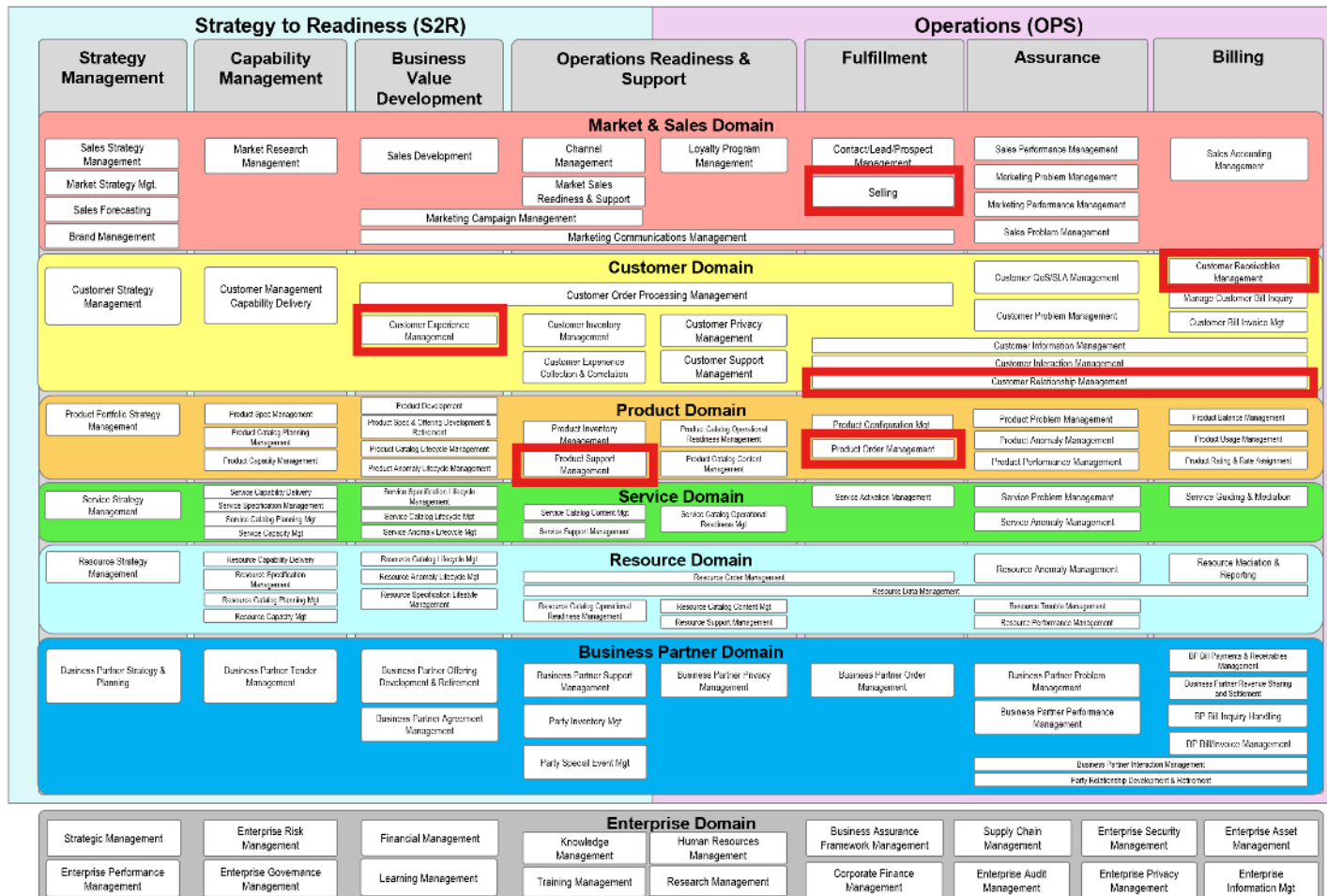


Figure 18- Level 2 eTOM process scope coverage for Wavelo Event-Driven Customer Journeys

## 4 Event-Driven Customer Journey

### 4.1 Sign-up for Mobile Service

**Wavelo**

Event-Driven Customer Journey  
Sign-up for Mobile Service

Self-Assessment Report

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Version 1.0

*30 Apr 2025*

## 4.2 Wavelo Customer Onboarding Event-Driven Customer Journey

The Wavelo Event-Driven Customer Sign-up for Mobile Service Customer Journey is part of the Onboarding journey group. The Customer Sign-up for Mobile Service customer engagement is relevant to multiple applications within a CSP’s ecosystem. Regardless of the number of applications, an event-driven, composable IT architecture creates a seamless and transparent customer engagement.

The Sign-up for Mobile Service (for post-paid service) is part of the Onboarding Journey Group and are part of a Customer Journey Framework (CJF). There are other journeys within this CJF that achieves all or a subset of the required customers’ intent to deliver a meaningful onboarding result including sign-up, digital identity verification, number porting, pre-paid vs. post-paid, SIM card activation, eSIM activation, etc.

The Customer Journey Sign-up for Mobile Service interactions is illustrated in Figure 19 It is important to note that not all interactions are relevant to consuming or producing data to the CSPs ecosystem applications (e.g., in App only activities) yet are important to document to ensure a holistic view of the journey and its interactions.

Journey Group	Customer Journey	Journey Interaction
Onboarding	Sign-up for Mobile Service	
		Launch CSP Site URL or App
		View Launch Page
		View Plans
		Shop for Plan
		Select Plan details
		View Plan details
		View Phone Number Options <sup>1</sup>
		Select Keep Number
		View Cart
		Select Checkout
		View Checkout Information <sup>1</sup>
		Enter Billing Name and Address
		Enter Account Name and Address
		Enter Contact Information
		View Payment Options <sup>1</sup>
		Select Payment Method
		Clickwrap Agreement
		Confirm Order
		View Confirmation Msg and Order Number
		Close CSP Site or App

**Figure 19 - Sign-up for Mobile Service Journey and Its Interactions**

<sup>1</sup>In App/Web only interactions

The Sign-up for Mobile Service Customer Journey within an EDA with Composable IT enables the Customer to perform the following interactions regardless of the CSPs applications within their ecosystem or 3<sup>rd</sup> party Service Providers as illustrated in this basic sequence diagram:

- Launch CSPs site or App
- View Plans
- Select Plan
- View Phone Number Option
- Keep Phone Number
- Provide Account and Billing Information
- Provide Payment Method and Details
- Agree to the T&Cs and Confirm Order
- Close the CSP site or App

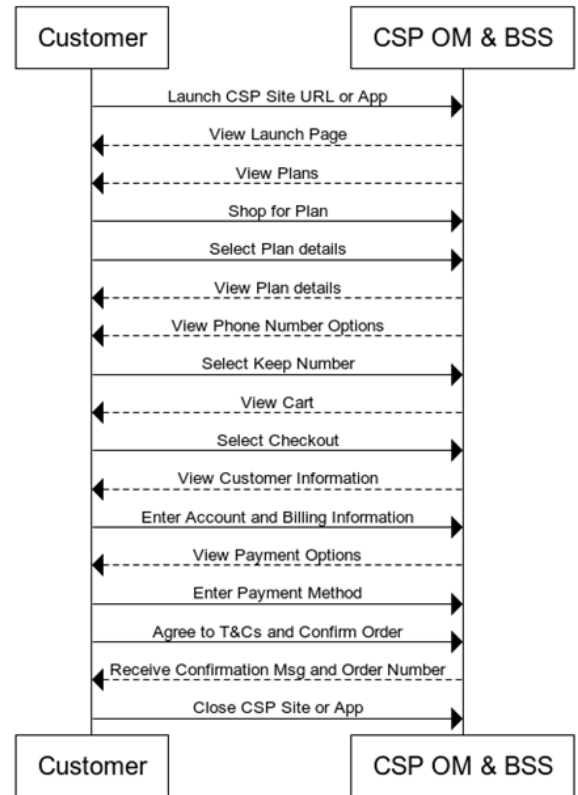


Figure 20 - Sign-up for Mobile Service

### 4.3 Wavelo Customer Sign-up for Mobile Service Customer Journey and Customer Experience Management Lifecycle

It is imperative for the CSP to understand the interactions and identify the journeys across the various phases and sub phases of the lifecycle so as to better offer, serve and delight the customer. The mapping of the Customer Experience Lifecycle model to the operations processes and applications using the TM Forum Frameworks and Assets is essential to ensure alignment and an efficient mode of execution across the CSP’s organization.

As a journey is correlated to TMF Open APIs and TMF eTOM L3 Business Processes additional journey interactions (e.g., view, confirm, etc.) are added. This demonstrates the value of these TMF assets to ensure a complete view of the journey as it would exist within a CSP ecosystem of systems and 3<sup>rd</sup> parties.

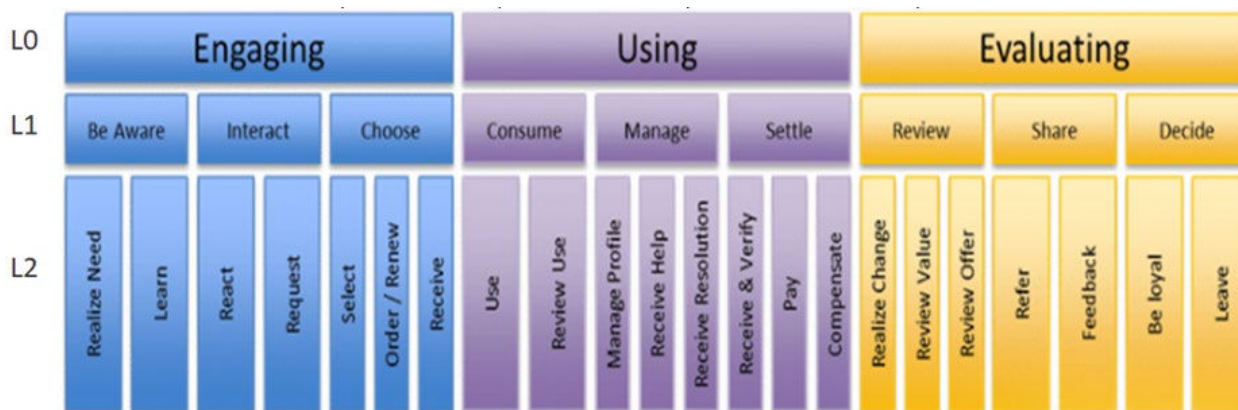


Figure 21 - TM Forum Customer Experience Management Lifecycle Model

Customers expect seamlessness across all digital touchpoints with the CSP they do business with. For CSPs aligning their systems and processes to orchestrate consistent and relevant customer interactions to satisfy the intent can be a challenge. The Wavelo EDA, with its extensive prebuilt mobile and internet OSS/BSS events and Open APIs it enables CSPs to overcome silos and legacy systems quickly and seamlessly providing the customer with the right interactions, at the right time.

Adhering to TM Forum Customer Experience Management Lifecycle Model and alignment with TM Forum eTOM, TM Forum Open APIs and TM Forum ODA, Wavelo enables a customer experience that is responsive while providing CSPs with immediate availability of actionable data during the customer journey.

The TM Forum CEM Lifecycle Model provides a view of the various interactions a customer has with a CSP. The below sections detail the highest levels (i.e., Level 0 and Level 1).

Level 0 is the Experience lifecycle at the highest level and is broken down into 3 broad phases:

- Engaging
- Using
- Evaluating

Level 1 This next level down of the Experience lifecycle model breaks down the three Level 0 phases into further subphases:

- Be Aware
- Interact
- Choose
- Consume
- Manage
- Settle
- Review
- Share
- Decide

By employing EDA and Composable IT, the Wavelo OSS/BSS product enables the Customer Journey conformance to the Customer Experience Management Lifecycle Model, Customer Life Cycle (CLC) Level 0 phases and Level 1 sub-phases. The mapping Customer Journeys to CLC Level 0 and Level 1 aligns to specific engagement needs and simplifies the Customer Journey with in-journey data availability to the CSP. This in-journey data availability through an EDA enables the CSP to deliver value with every interaction and create an individualized experience.

The Wavelo Sign-up for Mobile Service Customer Journey is a complex customer journey comprised of more than 4 journeys interactions that conform to the Level 0 Phases of Engaging and Using and Level 1 sub-phases Interact, Manage, Consume and Settle. Figure 22 illustrates the Wavelo Complex and Micro Customer Journeys mapping to CEM CLC0 and CLC1.

Customer Journey	Journey Interaction	CEM CLC0	CEM CLC1
Sign-up for Mobile Service	Launch CSP Site URL or App	Engaging	Interact
	View Launch Page	Engaging	Be Aware
	View Plans	Engaging	Be Aware
	Shop for Plan	Engaging	Interact
	Select Plan details	Engaging	Choose
	View Plan details	Engaging	Choose
	View Phone Number Options <sup>1</sup>	Engaging	Interact
	Select Keep Number	Engaging	Interact
	View Cart	Engaging	Choose
	Select Checkout	Engaging	Choose
	View Checkout Information <sup>1</sup>	Engaging	Interact
	Enter Billing Name and Address	Engaging	Choose
	Enter Account Name and Address	Engaging	Choose
	Enter Contact Information	Engaging	Choose
	View Payment Options	Using	Settle
	Select Payment Method	Using	Settle
	Enter Payment Method Details	Engaging	Interact
	Clickwrap Agreement	Using	Settle
	Confirm Order	Using	Settle
	View Confirmation Msg & Order Number	Engaging	Interact
Close CSP Site or App	Engaging	Interact	

<sup>1</sup>In App/Web only interactions

**Figure 22 - Journey Interactions Mapped to Customer Experience Lifecycle Model Levels 0 and 1**

In Figure 23- Sign-up for Mobile Service Journey Interactions has a 3<sup>rd</sup> Party CSP Engagement App Customer Journey string diagram mapping which provides the graphic representation of the journey interactions and their relationships to CLC0 and CLC1.

Correlating the journey interactions to CLC0 and CLC1, a form of visual storytelling, decreases or eliminates the need for a verbose written journey overview. The journey story provides a shared understanding of the interactions visually representing the end-to-end experience of a customer interacting with the CSP brand.

GB967 Customer Experience Management Solution Suite Release 16.5.1

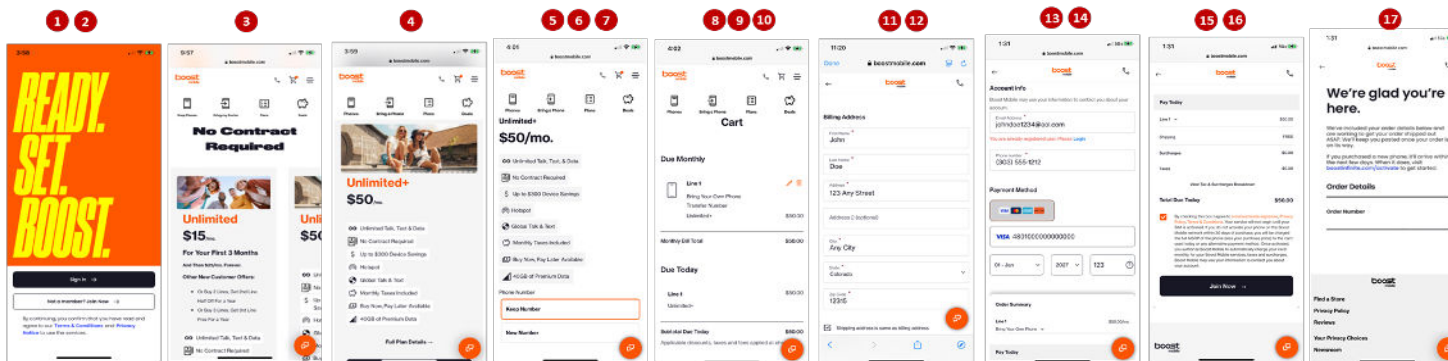
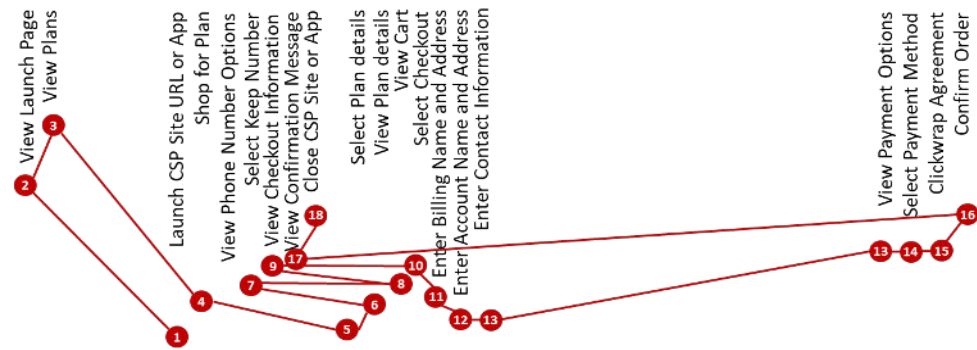


Figure 23 - Sign-up for Mobile Journey Interactions and Visualizations

#### 4.4 Wavelo Sign-up for Mobile Service Customer Journey Relationship to TMF Open APIs and Wavelo APIs

The TM Forum Open APIs are a suite of application programming interfaces that:

- Enable services to be managed end-to-end throughout their lifecycle
- Work in an environment where multiple partners are involved in service delivery

TMF Open APIs act as the backbone of an event-driven architecture, ensuring smooth communication, scalability, interoperability, and adaptability. They play a crucial role in an event-driven architecture for several reasons:

- Facilitate the communication of events between producers and consumers. They provide a standard way to expose, send, and receive event data across systems.
- Async TMF Open APIs support real-time data transmission, which is essential for event-driven systems that require immediate responses to changes or actions.
- Providing flexibility via a standardized way to interact with traditional and event-driven systems, making it easier to add or modify components without disrupting the entire architecture.

With over 60 Open API's have been defined by TMF. They are based on REST (with 10 Open being REST and Async) and utilize the TMF shared data model (SID).

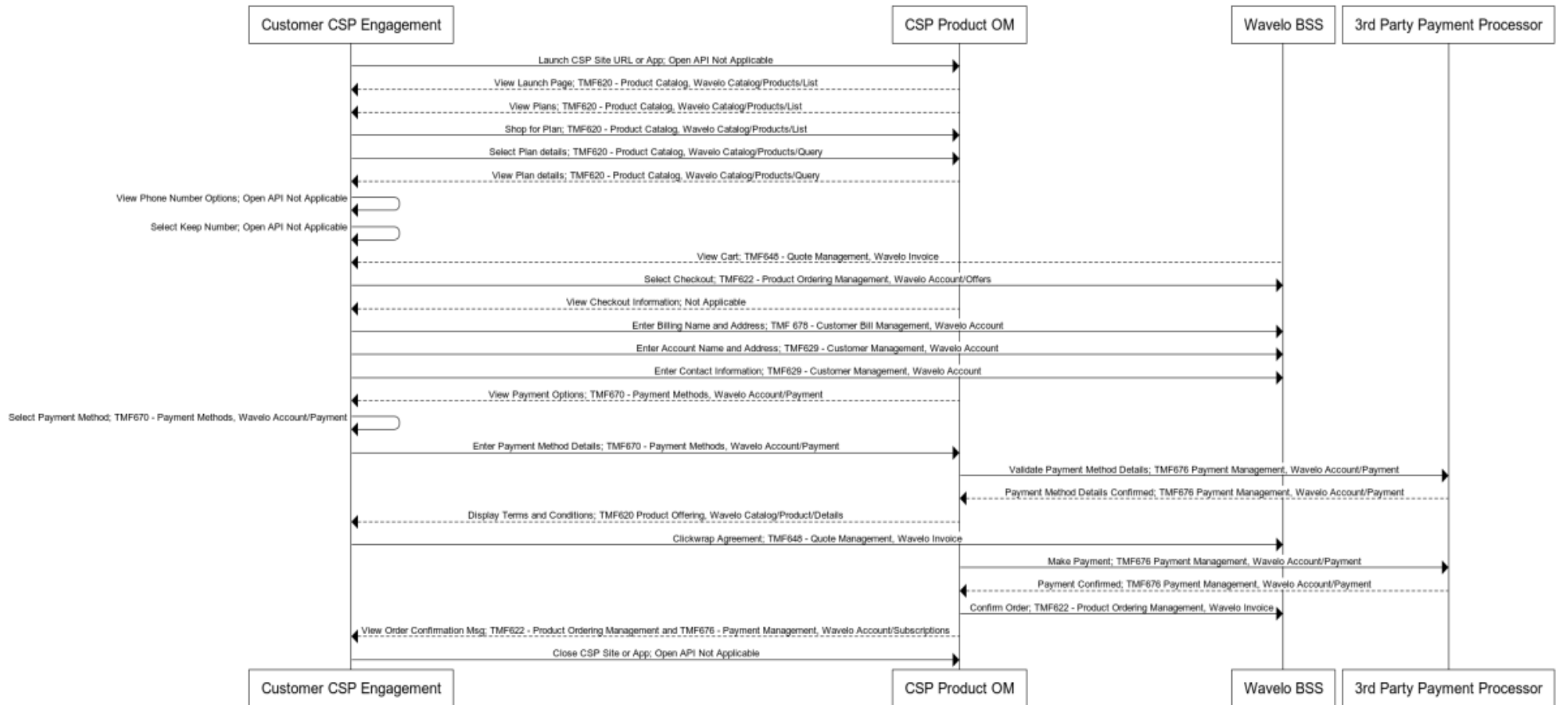
Wavelo OSS/BSS has an API connector (i.e., Wavelo Connect) that has adopted the TMF standard and provides a connector to ingest the APIs that can easily support the TMF Open APIs if supported by the CSP.

Wavelo Connect is designed to take disparate CRM/OSS/BSS journey interaction-related TMF Open API or proprietary API's and translate them into EDA Events (and vice versa) making the data instantly available to systems that can produce or consume the event data in real-time. This makes the task of constructing and executing an event-driven journey within composable IT extremely agile and efficient.

Figure 24 and Figure 25 illustrate the Wavelo Open APIs and their relationship to TM Forum Open APIs as well as their role during the customer Sign-up for Mobile Service journey. For a CSP the reality is that many legacy systems cannot consume events from an EDA and therefore require APIs. Wavelo API specifications relevant to this journey can be found in Section 2 Referenced Supporting Evidence.

Customer Journey	Journey Interaction	Wavelo API	Associated TM Forum Open API
Sign-up for Mobile Service			
	Launch CSP Site URL or App	Not Applicable	Not Applicable
	View Launch Page	Catalog/Products/List	TMF620 - Product Catalog Mgmt
	View Plans	Catalog/Products/List	TMF620 - Product Catalog Mgmt
	Shop for Plan	Catalog/Products/List	TMF620 - Product Catalog Mgmt
	Select Plan details	Catalog/Products/Query	TMF620 - Product Catalog Mgmt
	View Plan details	Catalog/Products/Query	TMF620 - Product Catalog Mgmt
	View Phone Number Options	Not Applicable	Not Applicable
	Select Keep Number	Not Applicable	Not Applicable
	View Cart	Invoice	TMF648 - Quote Management
	Select Checkout	Account/Offers	TMF622 - Product Ordering Management
	View Checkout Information	Not Applicable	Not Applicable
	Enter Billing Name and Address	Account	TMF678 - Customer Bill Management
	Enter Account Name and Address	Account	TMF629 - Customer Management
	Enter Contact Information	Account	TMF629 - Customer Management
	View Payment Options	Account/Payments	TMF670 - Payment Methods
	Select Payment Method	Account/Payments	TMF670 - Payment Methods
	Enter Payment Method Details	Account/Payments	TMF670 - Payment Methods
	Validate Payment Method Details	Account/Payments	TMF670 - Payment Methods
	Payment Method Details Confirmed	Account/Payments	TMF670 - Payment Methods
	View Terms and Conditions	Catalog/Products/Query	TMF620 - Product Catalog Mgmt
	Clickwrap Agreement	Invoice	TMF648 - Quote Management
	Make Payment	Account/Payments	TMF676 Payment Management
	Payment Confirmed	Account/Payments	TMF676 Payment Management
	Confirm Order	Invoice	TMF622 - Product Ordering Management
	View Conf Msg and Order Number	Account/Subscriptions	TMF622 - Product Ordering Management TMF676 - Payment Management
	Close CSP Site or App	Not Applicable	Not Applicable

**Figure 24 - Sign-up for Mobile Service Interaction Diagram with TMF Open APIs and Wavelo APIs**



www.websequencediagrams.com

Figure 25 - Journey Interactions with Wavelo APIs and Associated TM Forum Open APIs

#### 4.5 Wavelo Sign-up for Mobile Service Customer Journey Relationship to TM Forum eTOM

The TM Forum eTOM focus is on the Business Process Framework implemented by service-oriented enterprises to enhance and improve their overall business operations. It is valuable for business owners that need to view the enterprise in business terms vs. systems and technologies.

TMF eTOM processes align with the various stages of a journey, ensuring seamless interactions and satisfaction. The processes framework can map customer journeys to specific business processes, ensuring that every interaction is supported by efficient operations. It also provides a common language and once mapped it is a visual representation of the processes that affect the Customer Journey and its overall service delivery and support.

The Wavelo Sign-up for Mobile Service Customer Journey illustrates the correlation of the journey interactions to TMF eTOM Level 3 processes. This brings inherent value to the CSP creating a consistent common language that is understood by all parties. The Customer Journey to TMF eTOM Level 3 relationship ensures that the Customer is the focal point and articulates the desired Customer behavior and expectations while providing detailed, actionable insights and operational efficiency.

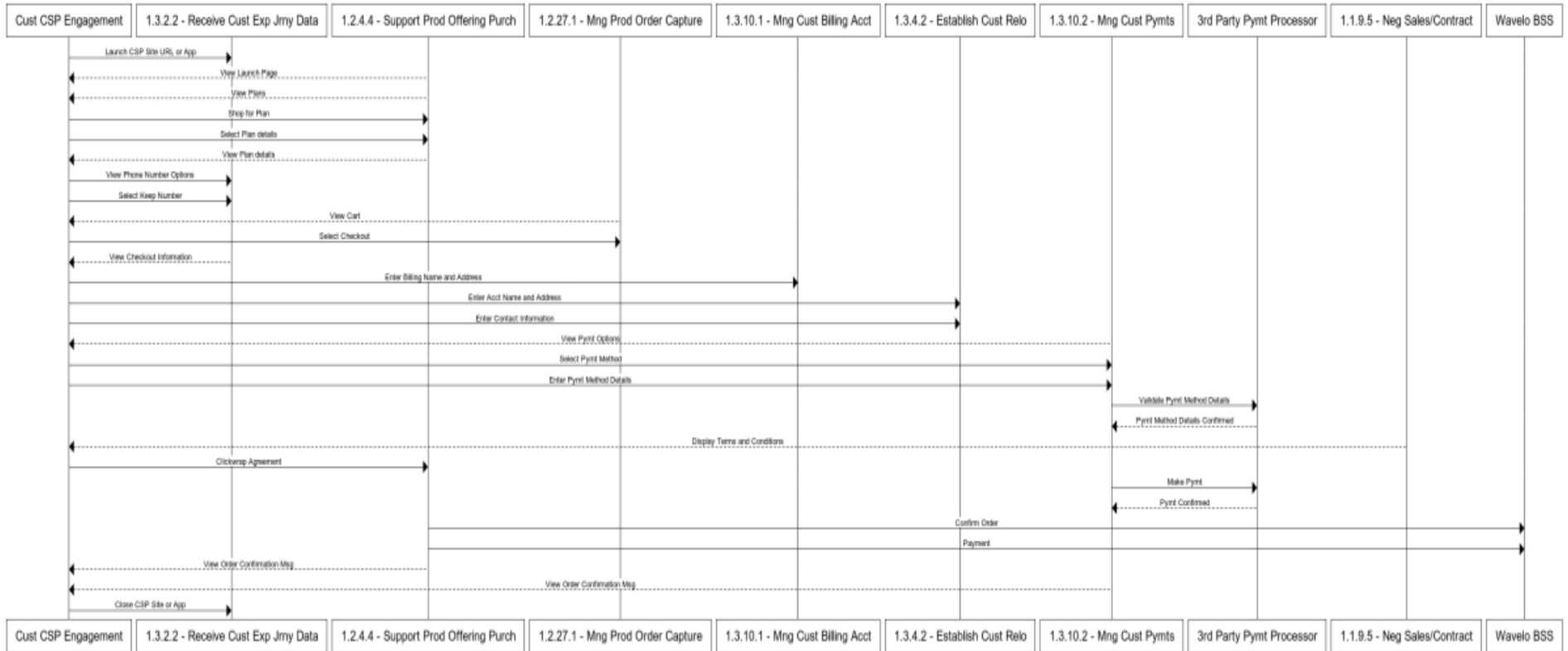
The Wavelo Sign-up for Mobile Service customer journey is associated with the three TMF eTOM Domains; Market & Sales, Customer and Product.

Illustrated below are the Sign-up for Mobile Service journey interactions and their relationship to TMF eTOM Domains and Level 3 business processes

Customer Journey	Journey Interaction	Associated eTOM Domain	Associated eTOM Level 3
Sign-up for Mobile Service	Launch CSP Site URL or App	Customer	1.3.2.2 - Receive Customer Experience Journey Data
	View Launch Page	Product	1.2.4.4 - Support Product Offering Purchasing
	View Plans	Product	1.2.4.4 - Support Product Offering Purchasing
	Shop for Plan	Product	1.2.4.4 - Support Product Offering Purchasing
	Select Plan details	Product	1.2.4.4 - Support Product Offering Purchasing
	View Plan details	Product	1.2.4.4 - Support Product Offering Purchasing
	View Phone Number Options	Customer	1.3.2.2 - Receive Customer Experience Journey Data
	Select Keep Number	Customer	1.3.2.2 - Receive Customer Experience Journey Data
	View Cart	Product	1.2.27.1 - Manage Product Order Capture
	Select Checkout	Product	1.2.27.1 - Manage Product Order Capture
	View Checkout Information	Customer	1.3.2.2 - Receive Customer Experience Journey Data
	Enter Billing Name and Address	Customer	1.3.10.1 - Manage Customer Billing Account
	Enter Account Name and Address	Customer	1.3.4.2 - Establish Customer Relationship
	Enter Contact Information	Customer	1.3.4.2 - Establish Customer Relationship
	View Payment Options	Customer	1.3.10.2 - Manage Customer Payments
	Select Payment Method	Customer	1.3.10.2 - Manage Customer Payments
	Enter Payment Method Details	Customer	1.3.10.2 - Manage Customer Payments
	Validate Payment Method Details	Customer	1.3.10.2 - Manage Customer Payments
	Payment Method Details Confirmed	Customer	1.3.10.2 - Manage Customer Payments
	View Terms and Conditions	Market & Sales	1.1.9.5 - Negotiate Sales/Contract
	Clickwrap Agreement	Product	1.2.4.4 - Support Product Offering Purchasing
	Make Payment	Customer	1.3.10.2 - Manage Customer Payments
	Payment Confirmed	Customer	1.3.10.2 - Manage Customer Payments
	Confirm Order	Product	1.2.4.4 - Support Product Offering Purchasing
	View Conf Msg and Order Number	Product	1.2.4.4 - Support Product Offering Purchasing
		Customer	1.3.10.2 - Manage Customer Payment
	Close CSP Site or App	Customer	1.3.2.2 - Receive Customer Experience Journey Data

Figure 26 - - Sign-up for Mobile Service journey interactions Relationship TMF eTOM

The journey sequence diagram illustrates the Sign-up for Mobile Service for the Customer, 3<sup>rd</sup> parties and CSP ecosystem interactivity aligned to TMF eTOM Level 3 business processes:



www.sequence-diagrams.com

**Figure 27 -- Sign-up for Mobile Service Journey Interactions to Level 3 Business Processes**

## 4.6 Wavelo Sign-up for Mobile Service Customer Journey Relationship to ODA Component Map

The Wavelo OSS/BSS is well aligned and positioned to the TM Forum ODA Party and Core Commerce Management Functional Blocks. This is illustrated in figure below.

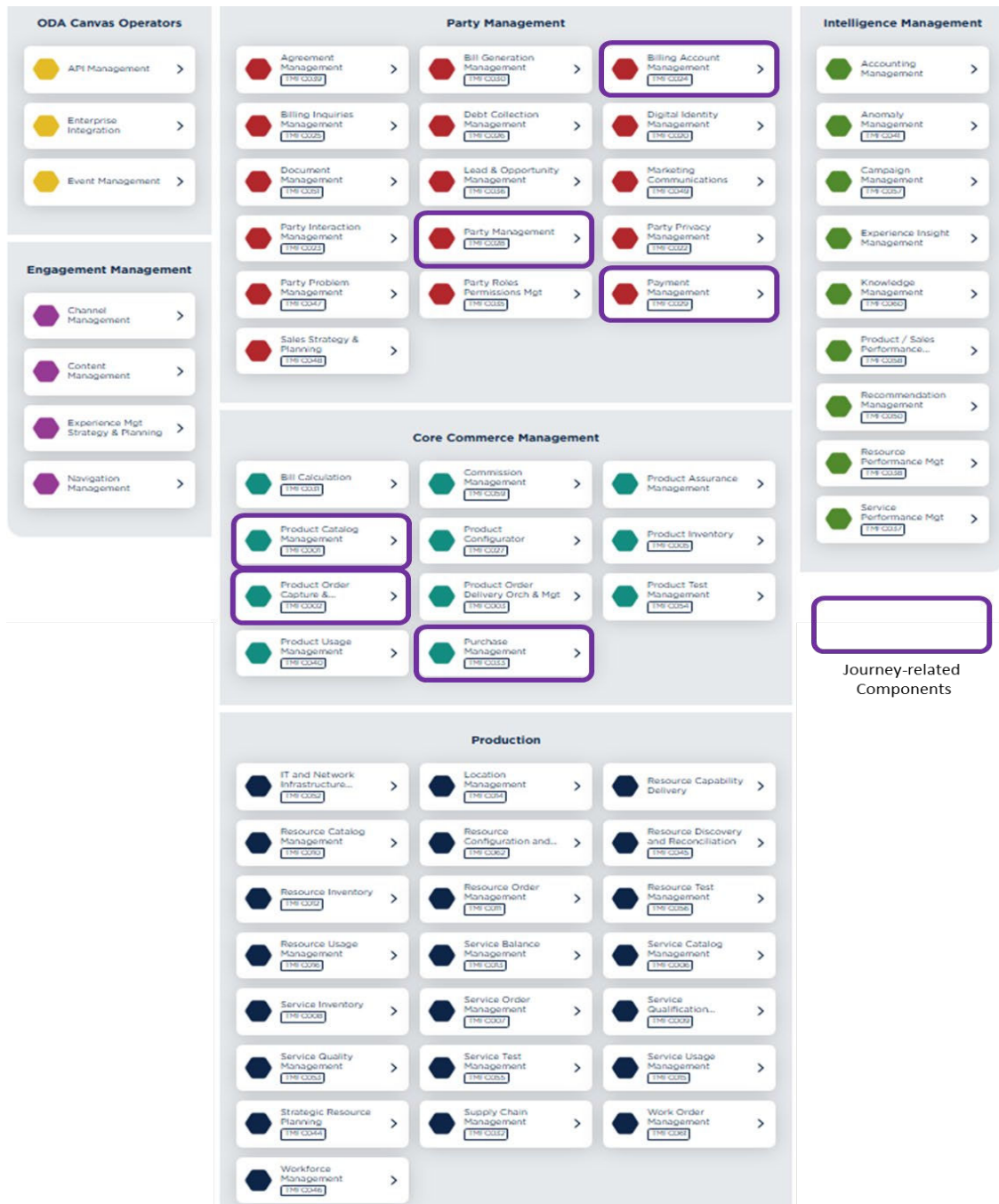


Figure 28 - - TMF ODA Functional Block and Components

#### 4.7 Wavelo Sign-up for Mobile Service Customer Journey Relationship to TM Forum Open Digital Framework

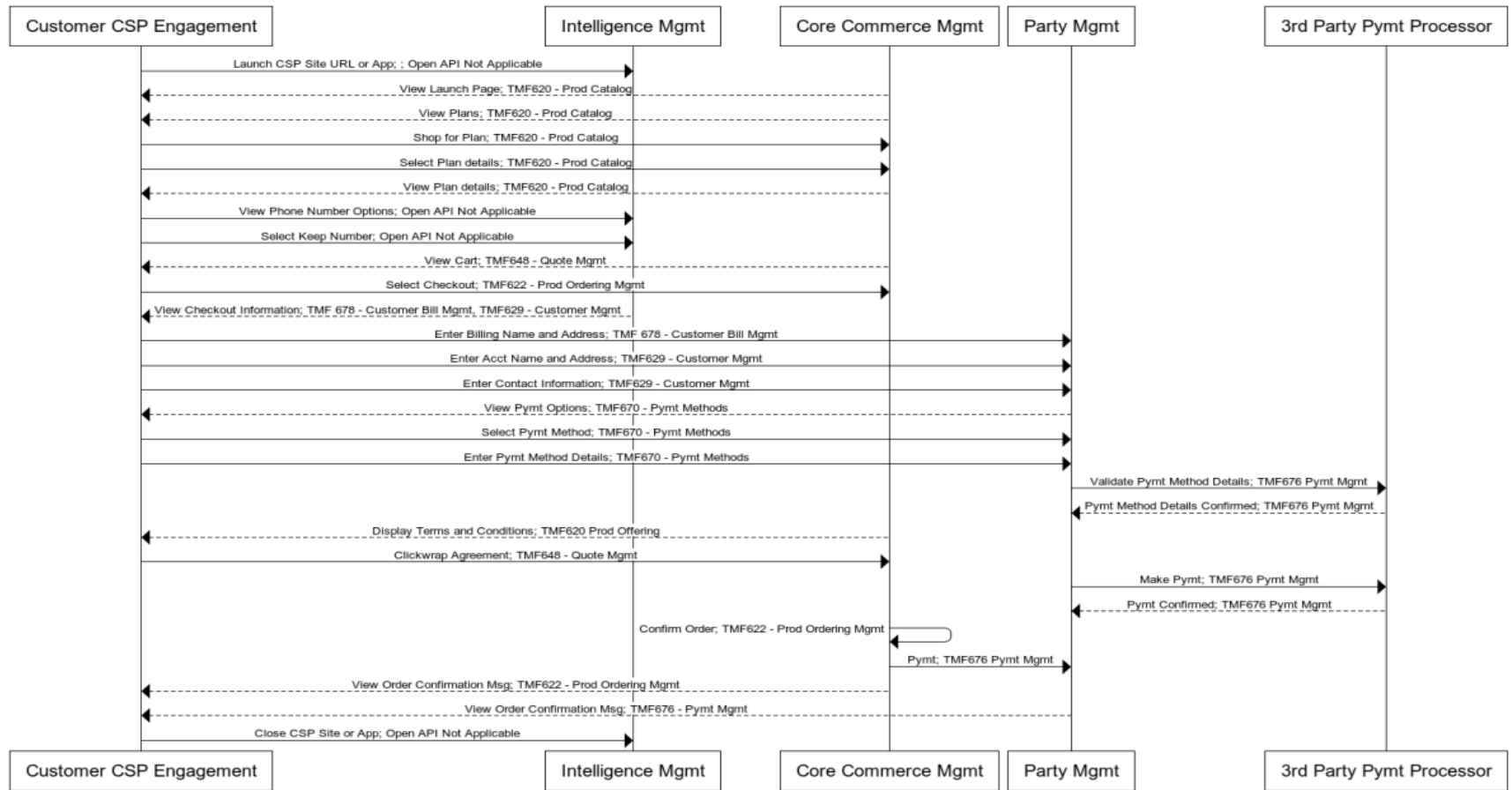
Alignment of the Sign-up for Mobile Service Customer Journey and its associated interactions to the TM Forum Open Digital Framework can be illustrated through:

- Mapping of the journey interactions to the ODA Functional Blocks and Components (Figure 29 and Figure 31)
  - Sequence diagram where the vertical lines represent the ODA Functional Block and journey interaction lines represent utilization of TMF Open APIs (Figure 30)
  - Sequence diagram where the vertical lines represent the ODA Component Name and journey interaction lines represent utilization of TMF Open APIs (Figure 31)
- Detailed below is the Wavelo Sign-up for Mobile Service Micro Customer Journeys and their relationship to TM Forum Open Digital Architecture by ODA Functional Blocks.

Customer Journey	Journey Interaction	ODA Functional Block
Sign-up for Mobile Service	Launch CSP Site URL or App	Intelligence Mgmt
	View Launch Page	Core Commerce Mgmt
	View Plans	Core Commerce Mgmt
	Shop for Plan	Core Commerce Mgmt
	Select Plan details	Core Commerce Mgmt
	View Plan details	Core Commerce Mgmt
	View Phone Number Options	Intelligence Mgmt
	Select Keep Number	Intelligence Mgmt
	View Cart	Core Commerce Mgmt
	Select Checkout	Core Commerce Mgmt
	View Checkout Information	Intelligence Mgmt
	Enter Billing Name and Address	Party Mgmt
	Enter Account Name and Address	Party Mgmt
	Enter Contact Information	Party Mgmt
	View Payment Options	Party Mgmt
	Select Payment Method	Party Mgmt
	Enter Payment Method Details	Party Mgmt
	Validate Payment Method Details	Party Mgmt
	Payment Method Details Confirmed	Party Mgmt
	View Terms and Conditions	Core Commerce Mgmt
	Clickwrap Agreement	Core Commerce Mgmt
	Make Payment	Party Mgmt
	Payment Confirmed	Party Mgmt
	Confirm Order	Core Commerce Mgmt
	View Conf Msg and Order Number	Party Mgmt
		Core Commerce Mgmt
	Close CSP Site or App	Intelligence Management

Figure 29 - - Sign-up for Mobile Service Journey Sequence to ODA Functional Block

The journey sequence diagram illustrates the Sign-up for Mobile Service interactivity based on API Flow (TM Forum Open APIs), with actors of Customer, ODA Functional Blocks and a 3<sup>rd</sup> Party Service Provider:



www.websequencediagrams.com

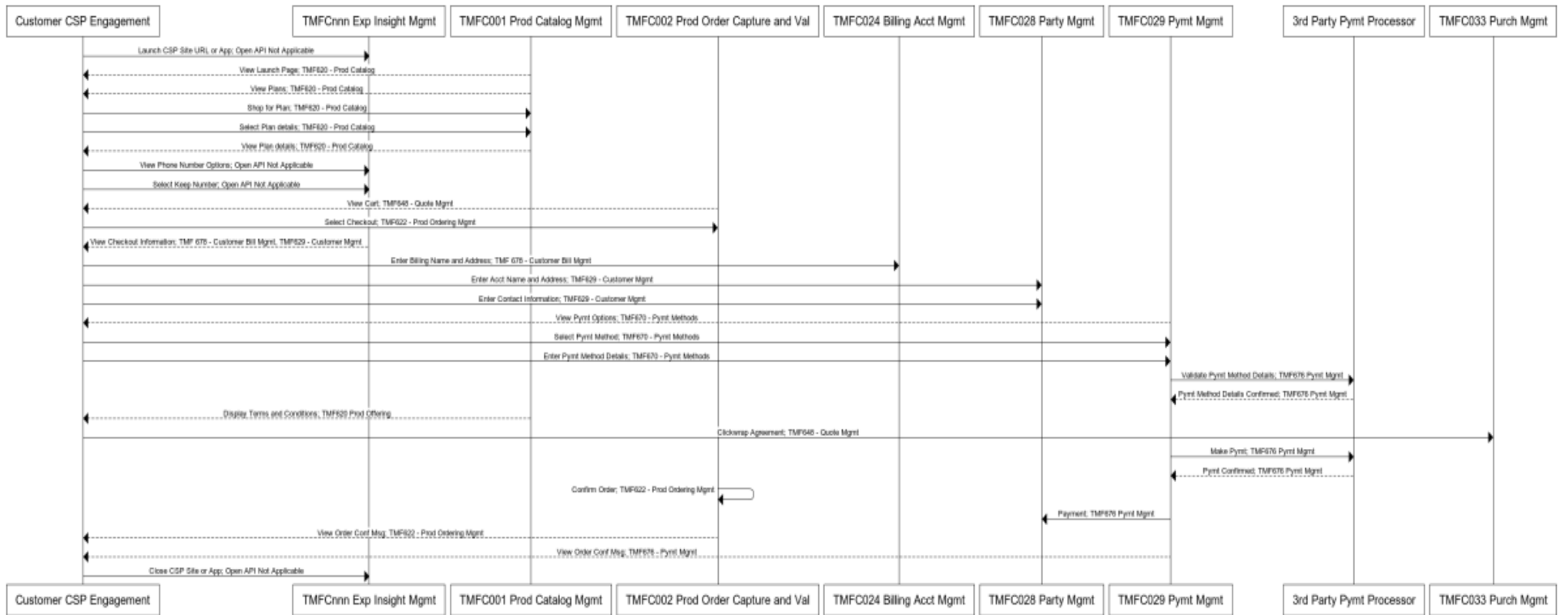
Figure 30 - - Sign-up for Mobile Service Journey Sequence to ODA Functional Block

Detailed below is the Wavelo Sign-up for Mobile Service Micro Customer Journeys and their relationship to TM Forum Open Digital Architecture by ODA Component.

Customer Journey	Journey Interaction	ODA Component
Sign-up for Mobile Service		
	Launch CSP Site URL or App	TMFCnnn Experience Insight Mgmt
	View Launch Page	TMFC001 Prod Catalog Mgmt
	View Plans	TMFC001 Prod Catalog Mgmt
	Shop for Plan	TMFC001 Prod Catalog Mgmt
	Select Plan details	TMFC001 Prod Catalog Mgmt
	View Plan details	TMFC001 Prod Catalog Mgmt
	View Phone Number Options	TMFCnnn Experience Insight Mgmt
	Select Keep Number	TMFCnnn Experience Insight Mgmt
	View Cart	TMFC002 Prod Order Capture and Val
	Select Checkout	TMFC002 Prod Order Capture and Val
	View Checkout Information	TMFCnnn Experience Insight Mgmt
	Enter Billing Name and Address	TMFC024 Billing Acct Mgmt
	Enter Account Name and Address	TMFC028 Party Mgmt
	Enter Contact Information	TMFC028 Party Mgmt
	View Payment Options	TMFC029 Pynt Mgmt
	Select Payment Method	TMFC029 Pynt Mgmt
	Enter Payment Method Details	TMFC029 Pynt Mgmt
	Validate Payment Method Details	TMFC029 Pynt Mgmt
	Payment Method Details Confirmed	TMFC029 Pynt Mgmt
	View Terms and Conditions	TMFC001 Prod Catalog Mgmt
	Clickwrap Agreement	TMFC033 Purchase Management
	Make Payment	TMFC029 Pynt Mgmt
	Payment Confirmed	TMFC029 Pynt Mgmt
	Confirm Order	TMFC002 Prod Order Capture and Val
	View Conf Msg and Order Number	TMFC002 Prod Order Capture and Val TMFC029 Pynt Mgmt
	Close CSP Site or App	TMFCnnn Experience Insight Mgmt

**Figure 31 - - Sign-up for Mobile Service Journey Sequence to ODA Component**

The journey sequence diagram illustrates the Sign-up for Mobile Service interactivity based on API Flow (TM Forum Open APIs), with actors of Customer, ODA Components and 3<sup>rd</sup> Party Service Provider:



www.websequencediagrams.com

Figure 32 - - Sign-up for Mobile Service Journey Sequence to ODA Component

## 4.8 Wavelo Sign-up for Mobile Service Customer Journey Analytics and Metrics

There are two objective measures metrics that are important for a CSP for new customer sign-up for mobile service journey focus on tracking the efficiency and effectiveness. These provide an inside-out view of customer experience.

- Conversion Rate: Measures the percentage of customers who successfully complete the sign-up process after visiting the website or app
- Payment Success Rate: Monitors the percentage of successful payment transactions during the sign-up process

The CXM Metric Groups *Choose* and *Pay* align to the journey and customer intent to “sign-up for mobile service”. The customer experience metric relates to revenue through successful sign-up and payment at time of sign-up. The CXM Metrics Groups are

- Choose (Select Product, Place Order, Receive) Per-Customer Metrics, Sales Performance category
- Pay (Review Notification, Verify or Dispute, Top-up/Pay), Per-Customer Metrics, Billing Performance category

Wavelo provides real-time access to event data which offers key business insights through its EDA dashboards. Refer to Figure 33 for a sampling of actual Wavelo dashboards charts.

### 4.8.1 TM Forum Metrics Proposed

The following TM Forum based metric are proposed to enable the analysis of the Sign-up for Mobile Service Customer journey.

#### 6. Choose (Select Product, Place Order, Receive)

##### 6.1 Per-Customer Metrics

##### 6.1.1 Sales Performance

CH-C-1 # Orders Successful

# Successful orders of products or services (New customers)

Dimensions: Customer ID, Product ID, Service Plan ID, Channel Type, Channel ID, Incentive ID, Promotion ID, CSR ID, CSM ID

Units: Number

Capture Period: 1 day

Value: Used to evaluate the popularity of Product and Service Plan IDs and sales performance across all Channels

Comments: Measured at the point where the revenue for the order is recognized. A “Promotion” is defined as a publicly available offer open to all qualifying customers. An “Incentive” is defined as a specific offer targeted and possibly tailored to a specific customer – it is not publicly announced or available.

CH-F-2a % Customers Acquired

# Customers Acquired / # Customers

Dimensions: Customer ID, Service Plan ID, Channel Type, Channel ID, Referring Customer ID, CSR ID, CSM ID

Units: %

Capture Period: 1 month

Value: Used to evaluate the trend of customer growth

Comments: # Customers is measured at the start of the measurement period

# Orders Successful

# Successful orders of products or services (New customers)

Dimensions: Customer ID, Product ID, Service Plan ID, Channel Type, Channel ID, Incentive ID, Promotion ID, CSR ID, CSM ID

Units: Number

Capture Period: 1 day

Value: Used to evaluate the popularity of Product and Service Plan IDs and sales performance across all Channels

Comments: Measured at the point where the revenue for the order is recognized. A “Promotion” is defined as a publicly available offer open to all qualifying customers. An “Incentive” is defined as a specific offer targeted and possibly tailored to a specific customer – it is not publicly announced or available.

CH-C-3a # Orders Attempted

# Attempts to order new products or services (New customers)

Dimensions: Customer ID, Product ID, Service Plan ID, Channel Type, Channel ID, Incentive ID, Promotion ID, CSR ID, CSM ID

Units: Number

Capture Period: 1 day

Value: Used to evaluate the popularity of Product and Service Plan IDs and sales performance across all Channels

Comments: None.

## 9. Pay (Review Notification, Verify or Dispute, Top-up/Pay)

### 9.1. Per-Customer Metrics

#### 9.1.3 Billing Performance

P-C-10 # Bill Payments

# Successful Bill Payments

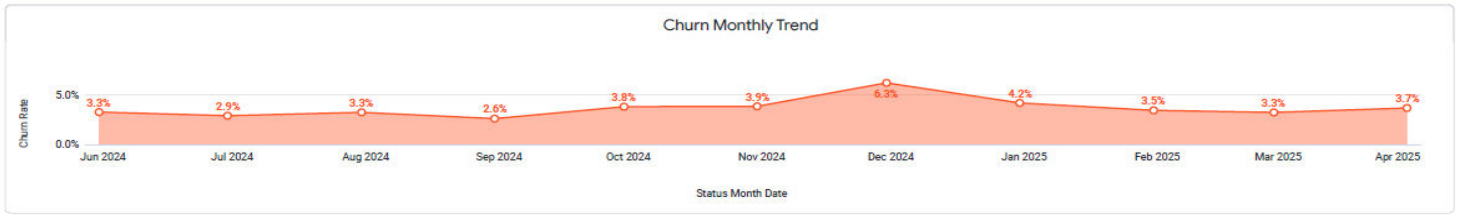
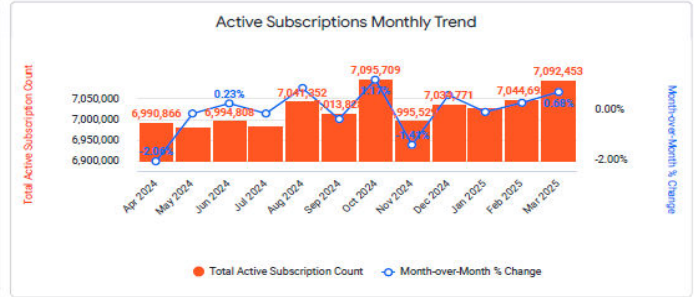
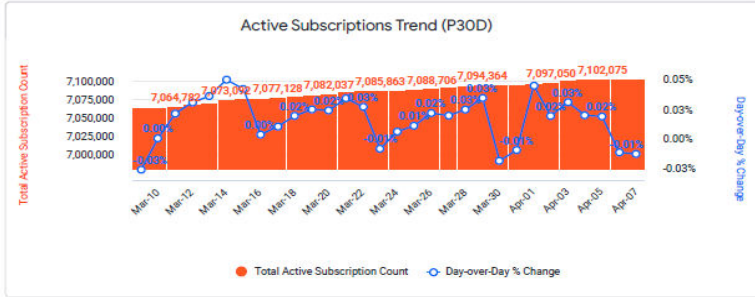
Dimensions: Customer ID, Channel Type, Channel ID, Payment Type {Cash, Voucher, Credit Card....} Time, Amount

Units: Number

Capture Period: 1 month

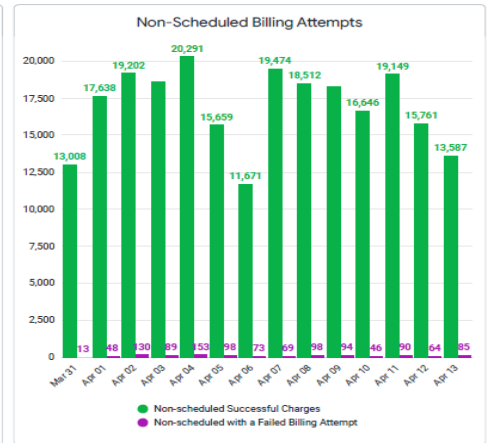
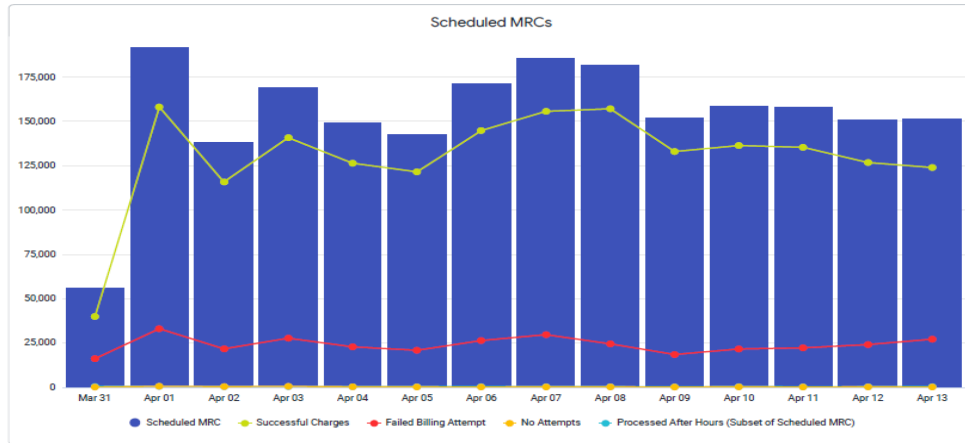
Value: Used to measure the ease of bill payment

Comments: This measurement is used for bill payment during billing run or immediate payment during service sign-up.



#### Scheduled MRC v2

Event Date is 14 day ago for 14 day



#### Wavelo Metrics - Generated on Monday, Apr 21 2025

Data time range: 2025-01-01 00:00:00 -07:00  
2025-03-31 23:59:59 -06:00

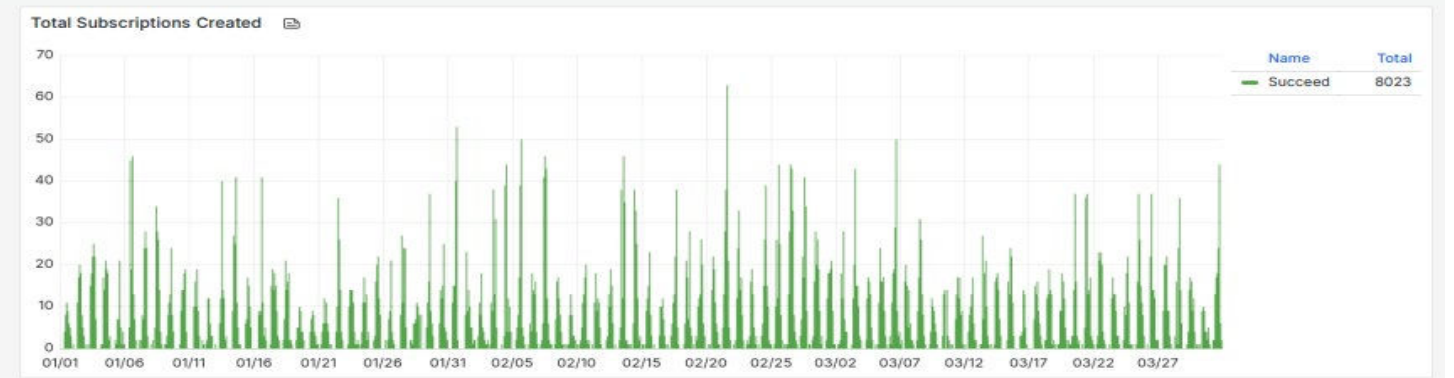
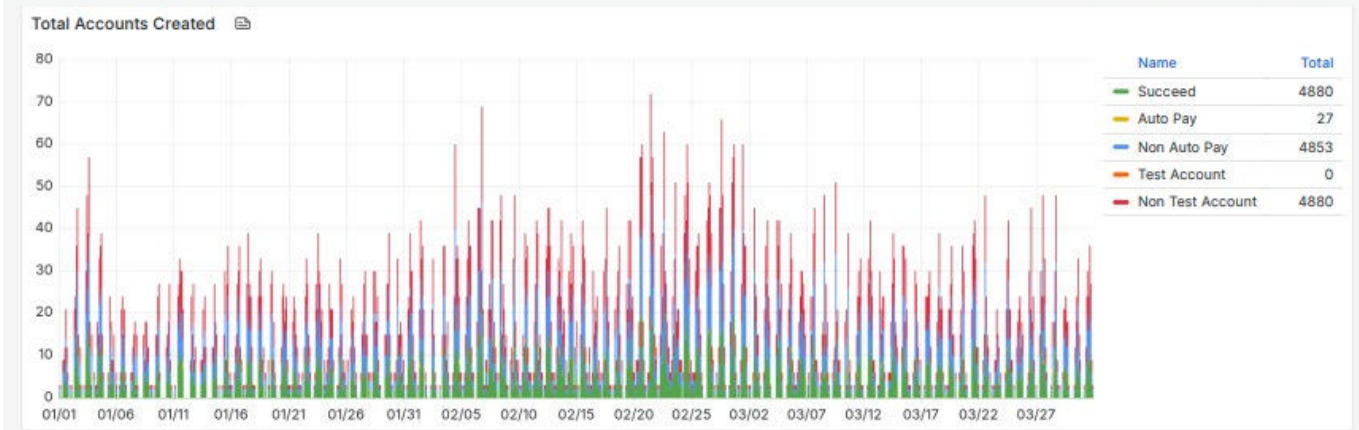


Figure 33 -- Wavelo Metrics Dashboard Charts 1/2

Wavelo Metrics - Generated on Monday, Apr 21 2025

Data time range: 2025-01-01 00:00:00 -07:00  
2025-03-31 23:59:59 -06:00



Wavelo Metrics - Generated on Monday, Apr 21 2025

Data time range: 2025-01-01 00:00:00 -07:00  
2025-03-31 23:59:59 -06:00

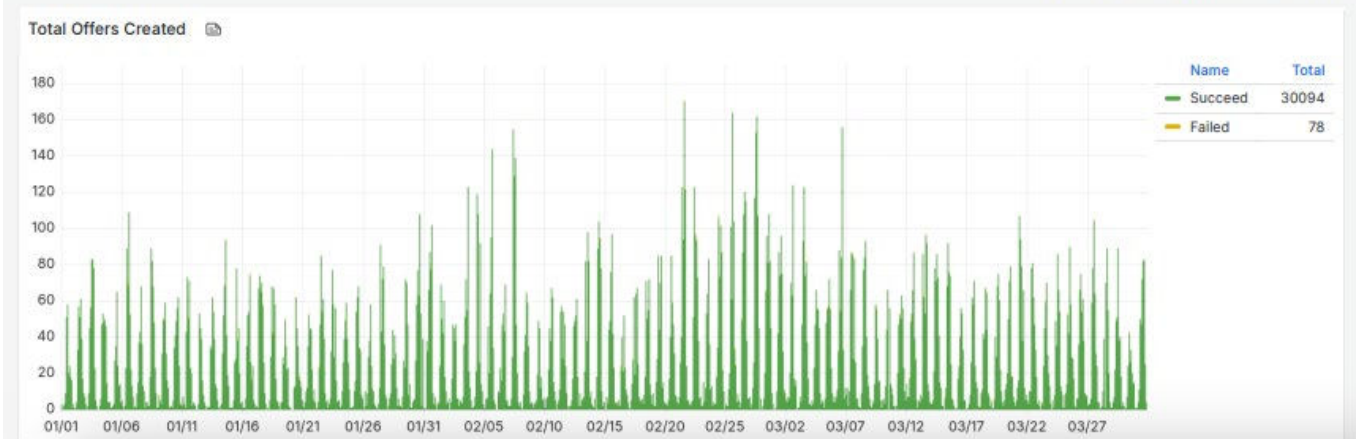


Figure 34 -- Wavelo Metrics Dashboard Charts 2/2

## 5 Referenced supporting evidence

### 5.1 Wavelo Sign-Up for New Mobile Service Journey APIs








API Name	Description	Specifications
Catalog/Products/List	This API provides a list of all available products based on use case specific filtering during when the customer shops.	 Catalog Product List (List all Catalog I
Catalog/Products/Query	This API provides the details for an existing product in the catalog.	 Catalog Products Query (Product Item
Invoice	This API provides information about an invoice for real-time related to online purchase or after billing operations.	 Invoice (Get Invoice Info).pdf
Account/Offers	This API creates an offer for an account such as a plan, bolt-on or add-on.	 Account_offers (Create an Offer).pd
Account	This API creates the account for customer relationship and billing account.	 Account (Create Account).pdf
Account/Payments	This API provides records a successfully processed credit card payment by an external payment gateway.	 Account_payments.pdf
Account/Subscriptions	This API creates the account subscription for the plan for which the customer pays a recurring fee to access specific telecom service(s)	 Account_subscripti on (Create a Subscri

Figure 35 - - Wavelo Journey APIs

**NOTA BENE:** Although the implemented APIs are not formally certified against TM Forum Open API specifications, they are strongly aligned with the principles of TM Forum's Open Digital Architecture. Their design reflects modern best practices, modularity, domain orientation, and event-driven integration—and demonstrates a clear strategic direction toward openness, interoperability, and scalability. As such, these APIs represent a solid foundation for future convergence and certification as business and integration needs evolve.

## 5.2 Wavelo OSS/BSS Product Suite EDA Supporting Sign-up for Mobile Service Customer Journey

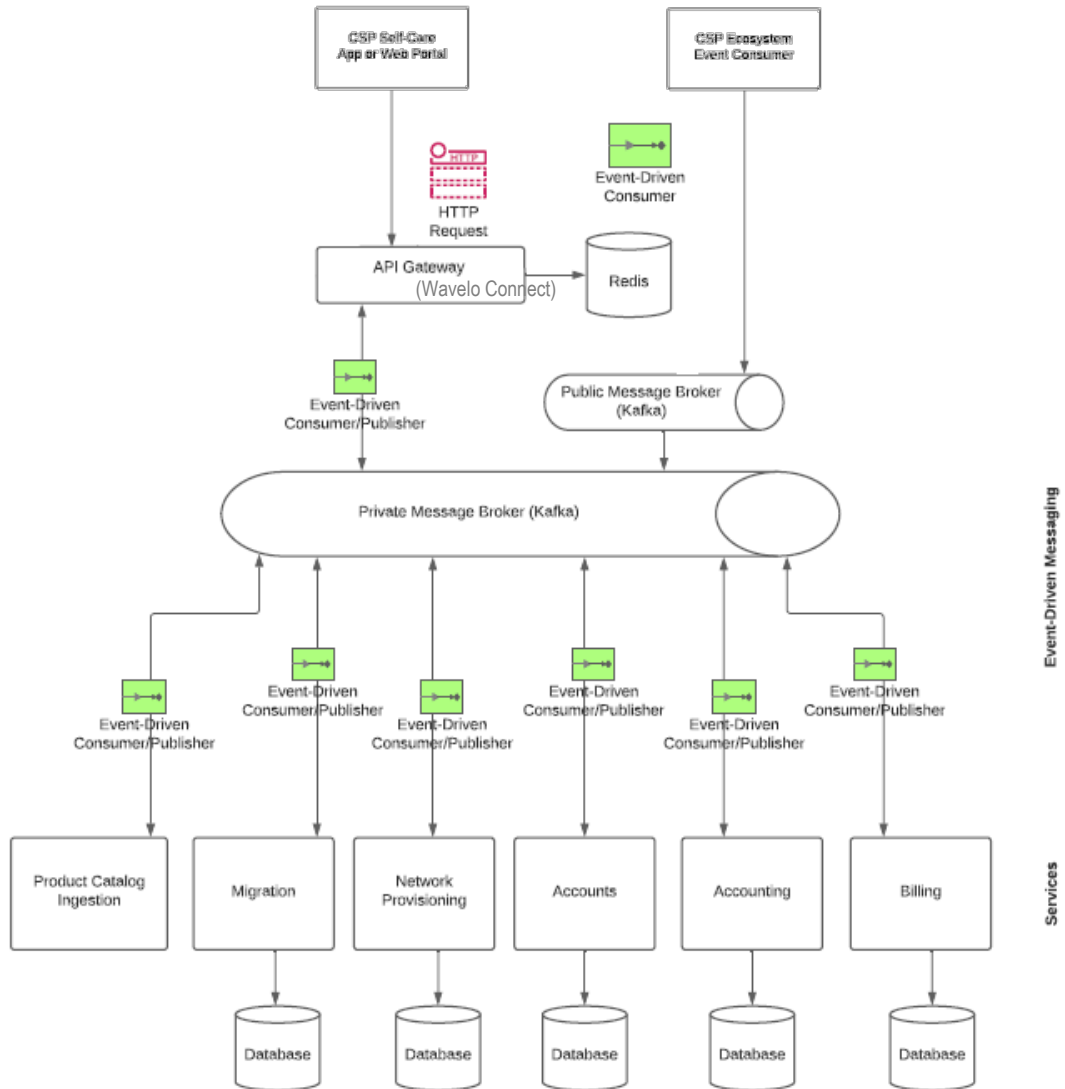


Figure 36 - - Wavelo OSS/BSS Product Suite EDA

**NOTA BENE:** This architecture aligns well with TM Forum's Open Digital Architecture (ODA) principles:

- Event-driven components
- API Gateway fronting ODA components
- Horizontal scalability with Kafka
- Modular microservices per domain (Accounts, Billing, Catalog)
- Could be further aligned by ensuring TMF Open APIs are exposed and that TMFC (TM Forum Component) patterns are adopted in each domain.

## 6 Event-Driven Customer Journey – Conclusion on TM Forum Conformance

The TM Forum Customer Experience Management (CEM) Solution Suite 17.5 framework and tool kit underpins Wavelo’s digital experience with CEM conformant pre-built customer engagement journeys. These journeys are available to all SPs out-of-the-box and are not SP specific due to their conformance to CEM and other TM Forum frameworks and assets. There is one set of business logic, APIs and workflows aligned to TM Forum Open APIs, eTOM and ODA/ODF and are shared across the Personas and Digital Touchpoints. These journeys deliver higher engagement for the products and services the CSP offers to their customers; and for every Digital Touchpoint (e.g., mobile, web, chatbot, etc.) customer engagement journey interaction is captured which enhances analytics data, metrics, as well as customer and business insights enabling the CSP to enrich their offerings and the customer experience.

Through Wavelo’s Event-Driven Customer Journey alignment and conformance to TM Forum frameworks and assets, it enables a common, industry-standard language which helps to facilitate discussion across the various CSP stakeholders (e.g., Digital, Care, Marketing, Finance, IT, etc.). Transparent business logic and data exchange for the orchestrated journeys provides a seamless customer engagement journey that gives value in real-time for CSP customers. Using Open APIs, privacy, security, and data integrity industry best practices and processes, it is easy to connect to external systems, partners, and applications in the CSP ecosystem. All this ensures swift and simple processing across all the customer Digital Touchpoints and CEM-based customer engagement journeys, and it eliminates the need for a broad and lengthy digital transformation project in order to deliver a differentiated digital customer engagement.

Wavelo’s Event-Driven Customer Journey is embodied in an architecture that represents a cloud-native, event-driven BSS/OSS integration pattern for a Communications Service Provider (CSP). It is designed to:

- Support real-time digital interactions
- Enable loose coupling between business domains (Catalog, Accounts, Billing, etc.)
- Enhance scalability and resilience through asynchronous communication using Apache Kafka
- Allow external ecosystem integration via API Gateway and public event exposure

Wavelo's Event-Driven Customer Journey architecture is a strong foundation for any CSP aiming to transition toward a modern, API-first, event-driven stack; It reflects key principles from TM Forum's ODA and supports:

- Real-time digital interaction
- Partner ecosystem integration
- Backend service decoupling
- Agile evolution of BSS and OSS domains

## 6.1 Key Strengths

- Loose coupling & scalability via Kafka
- Support for real-time and deferred workflows
- Clear separation of domains and data
- Future-proofed for ecosystem expansion
- Well-aligned to TMF's modular and event-driven vision

## 6.2 Wavelo submitted for certification:

- Wavelo's Event-Driven Customer Journey comprised of complex and micro customer journeys. The scope covers all relevant Digital Touchpoints, Personas and service types that need to view and maintain information.
- Detailed mapping and interactions of the complex customer journeys to CEM, Open APIs, eTOM, ODA components and ODF metrics.
- Wavelo is the first vendor to extend beyond the CEM and related metrics to document mapping, interactions and conformance of customer journeys to the significant TM Forum frameworks and assets.

Certification was carried out against the TM Forum's best practices defined in TM Forum Guidebooks and Frameworks.

As outcome of the detailed Conformance assessment carried out by TM Forum, it was concluded that Wavelo achieved an **Excellent\*** score on the Event-Driven Customer Journey description, breadth of mapping and interactions to the TM Forum frameworks, standards and best practices, as well as detailed supporting evidence.

\* ★★★★★

