TM Forum Open APIs

Conformance Certification

Company Name: Tecnotree

TM Forum Open API Name: TMF696 - Risk Management

TM Forum Open API Release Version: 4.0.0

Report Date: 13/09/2023
1. **What Product or Solution does your API support?**

In today’s dynamic market, connectivity is taken for granted and OTT players dream up new disruptions almost every day. Communication Service Providers (CSPs) face the unique challenge of retaining existing customers and remaining relevant, and, of course attracting new customers. This forces CSPs to adopt innovative strategies to simultaneously renew existing systems, processes and tools while adding new, complementary ones to stay future-proof, moving to becoming Digital Services Provider (DSP).

Digital Customer Lifecycle Manager (DCLM) 5.3 enables personalization of every customer’s experience by providing a consistent message across all channels and creation of a single view of each customer with information from all customer touchpoints.

**Omni-channel support:** A customer will be able choose when and where to interact with the DSP and be able to smoothly switch channels at any time and continue the interaction. Customer data will be consistent and seamlessly available across channels. DCLM will be the single source of truth for customer data.

**Analytics and KPIs:** DCLM provides DSPs the insights on customer behavior as well as on the performance of their CSRs and stores, using state-of-the-art analytics engine built into the system.

**Customer Centric Architecture:** DCLM enables DSPs to capture and maintain all customer related information. This eliminates duplication and customer data ambiguity, across various customer functional units. DCLM enables a unified convergent view of a customer and the related information across service lines and channels. It provides a 360-degree view of the customer including the
history of interactions and service requests. DCLM users have access to customer information set that is aggregated, maintained, and managed across the enterprise.

2. **Overview of Certified API**

DCLM automatically assigns risk category to the post-paid as well as hybrid customers during onboarding. DCLM allows the DSPs to create rules based on which the customers are assigned risk category. For example, Subscriber Risk category can be associated with the subscriber category and subcategory.

The subscriber risk category can be based on internal credit score, where the internal credit score can be calculated based on DSP’s predefined criteria. DCLM allows the DSP to create their own customized criteria which they can use to assign risk categories to the customers.

3. **Architectural View**
4. Test Results

Click here to see the test results: TECNOTREE-TMF696 API-HTML Results