TM Forum Open APIs

Conformance Certification

Company Name: ***Jio Platforms Limited***

TM Forum Open API Name:
TMF680 - Recommendation Management

TM Forum Open API Release Version: ***4.0.0***

Report Date: ***21/07/2025***

1. What Product or Solution does your API support?

Jio Customer Relationship Management (CRM)

Jio's CRM is a lightweight, modular customer relationship management platform designed for enterprise-scale deployments. It supports multi-cloud infrastructure and integrates with OSS systems to streamline customer engagement and fulfillment processes.

This API supports the CRM system by storing enterprise customer details, tracking the state of customer order journeys, and enabling smooth interactions with Jio OSS FMS for service provisioning. It supports creation, updating, and retrieval of individuals or organizations with filtering capabilities.

CRM facilitates the construction of custom milestones in the order lifecycle and provides a 360-degree real-time customer view. This enables businesses to deliver highly personalized experiences, respond promptly to inquiries, and manage order histories efficiently. The platform ensures consistent customer handling and improves operational efficiency while supporting ongoing digital transformation initiatives.
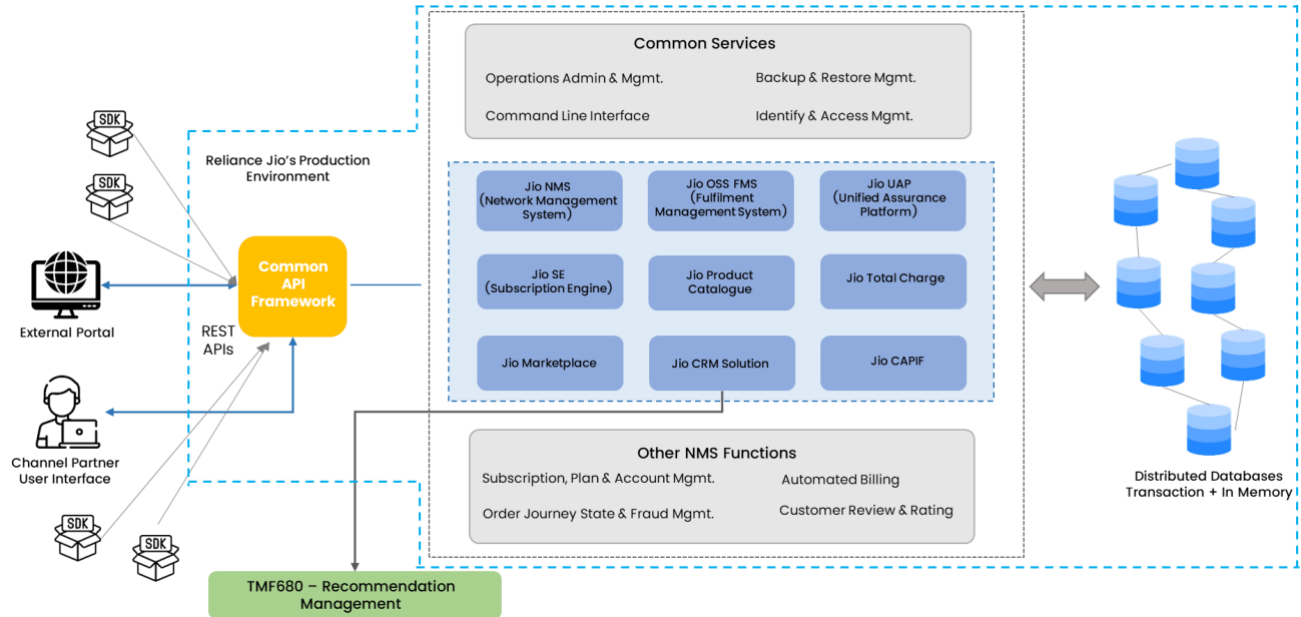
2.　Overview of Certified API

Recommendation API

This API is implemented to recommend offering quickly based on the history and real-time context of a customer. It is a real-time and personalized recommendation API. It is usually provided by e-commerce or BSS, CRM system in omni-channel.

3.   Architectural View

Below is the overall architecture diagram. The APIs are currently deployed in Jio's Production Environment and available for the realization of 5G use cases.

4.   Test Results

Click here to view the test results: Jio-CRM-TMF680-HTMLResults.html