

TM Forum Open APIs Conformance Certification



Company Name:

China Telecom Corporation Limited.

Product Name and Release Version:

China Telecom CRM System

TM Forum Open API Name and Release Version:

TMF671 – Promotion Management V4.1.0

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1. What Product or Solution does your API support?

China Telecom CRM (Customer Relationship Management) System is an enterprise-level customer management platform developed to support the integrated operation and digital transformation of China Telecom's customer services and marketing processes. The system integrates and upgrades existing customer management, product management, order management, and service support capabilities, serving as one of the key carriers for China Telecom's intelligent customer operation and digital service ecosystem. It is also an important component of China Telecom's enterprise digital platform architecture.

The CRM system uniformly aggregates and encapsulates the capabilities provided by various business centers and application scenarios through a unified capability platform, enabling standardized capability sharing and efficient business collaboration. Through integration with the data middleware platform, the CRM system realizes interconnection and sharing of customer, product, service, and order data, while leveraging big data and AI capabilities to support intelligent marketing, customer insights, precision operations, and service optimization. Meanwhile, based on the unified PaaS technology platform, IaaS infrastructure, and common business capabilities, the system achieves integrated cloud deployment, agile development, and intelligent operation management.

The TM Forum Open APIs adopted by the CRM system provide standardized interfaces for customer-related business integration and ecosystem collaboration.

the "Promotion Management API" (TMF671) supports the creation, management, and lifecycle control of promotional campaigns, discounts, bundled offers, and marketing incentives.

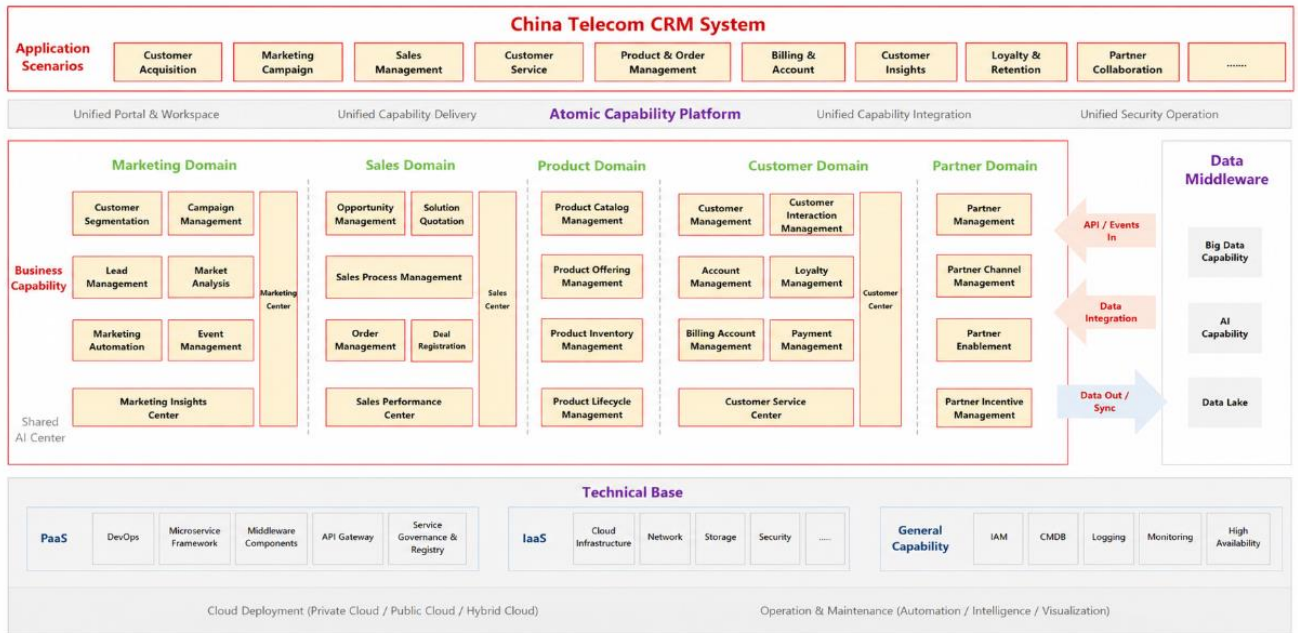
2. Overview of Certified API

- TMF671 Promotion Management API

A Promotion defines a temporary or permanent marketing offer that provides benefits such as discounts, credits, bundled services, or special pricing conditions. The API enables the creation, retrieval, update, and lifecycle management of promotions and their associated qualification criteria. This allows business applications to consistently manage promotional offerings across sales channels, improve marketing agility, and provide customers with relevant and personalized offers.

3. Architectural View

The following Diagram shows the technical architecture of China Telecom CRM System:



4. Test Results

Click here to view the test results: [CHINATELECOM-TMF671-v4.0.0-HTMLReport.html](#)