Order Management for Telecommunications

The Order Management challenge

With unprecedented events across the globe, customer demands are changing rapidly for the telecommunications industry. Most telecommunications service providers receive millions of customer requests every day, and those numbers are increasing in the current environment. As a result, many service providers find their order management systems can’t meet the challenge:

• Multiple ordering systems and processes reduce agent productivity
• Significant order fallouts lead to manual processes and revenue leakage
• No streamlined workflow for order capture through fulfillment
• Inconsistent customer experiences due to lack of self-service and omni-channel services
• Inability to keep order management systems and CMDB synced for effective service assurance

These challenges can lead to late or unfilled orders, and worse, to lost customers and revenue. In order to offer differentiated services to their customers, telecom service providers need to have streamlined order management.

The ServiceNow solution

ServiceNow® Order Management for Telecommunications transforms order management from being an inherently fragmented and complex process into a streamlined, automated workflow that orchestrates all the systems and tasks involved.

Service providers can create and roll out new products faster with a centralized product catalog that complies with the TM Forum data model. Catalog-driven order management workflows enable dynamic decomposing of orders and orchestrating of tasks. Once a customer order is fulfilled, the CMDB is updated to drive automated service assurance via telecom-specific workflows.

Order Management for Telecommunications empowers service providers to reduce operational costs and increase customer satisfaction. Working together, Order Management for Telecommunications and ServiceNow® Field Service Management can connect field service agents with service fulfillment teams to speed order delivery and resolution of issues.

Benefits

Reduce time to launch new services
An industry-aligned product and service catalog helps simplify configuration of complex offerings and improves ability to respond quickly and efficiently to market changes.

Enhance enterprise customer service
Enterprise customers of service providers who use eBonding can submit orders and requests seamlessly from their own ServiceNow instance, and get status updates without the need to call the provider.

Improve agent productivity
A streamlined and automated workflow process drives organization-wide efficiencies. Agents can focus on more important tasks, like serving customers.

Lower order fall out
A unified product catalog and automated workflows allow faster order cycle times and lower order fallout rates, resulting in higher customer satisfaction.

Integrated service assurance
By combining order management with service assurance in the same platform, discrepancies are eliminated and end-to-end customer experience is consistent through order fulfillment.

Deepen customer relationships
Faster order delivery times and proactive communications via a self-service portal and omni-channel experience increase customer satisfaction.
**Product catalog**

ServiceNow Product Catalog Management Core is a TM Forum-aligned data model that can capture product, service and resource specifications and characteristics. With an integrated product catalog, new services can be launched quickly and accurately. Systems are always in sync and operational costs are reduced.

**Order decomposition and orchestration**

Customers can submit orders based on a specific location and site. The order capture process is supported via multiple digital channels including TM Forum APIs and eBonding for Telecommunications feature.

Using catalog-driven decomposition, a customer order is decomposed into product, service, and resource orders based on the selection. Automated pre-built workflows and tasks kick in for order orchestration, fulfillment, and support.

The entire process of order capture through fulfillment is optimized and streamlined on a single platform, improving agent productivity and their ability to serve their customers. This approach eliminates custom-built, hard-coded order processes, and facilitates changes to the workflow with no-code configuration.

In addition, agents can see a visual guide of the sequenced tasks required to fulfill the order.

**Update installed base**

Fulfilled customer orders are updated in the service-aware CMDB. When there is an outage with the service, an incident gets created.

The incident references back to identifying which services and customers are correlated to the impacted network resources, care agents can proactively notify the impacted customers via their channel of choice, improving quality of service and reducing SLA time.

**TM Forum standards to enable interoperability**

Order Management for Telecommunications leverages TM Forum APIs to interact with external BSS and OSS systems.

The APIs consist of a simple set of operations that interact with CRM/Order Negotiation systems in a consistent manner via REST.

By aligning with standardized TM Forum Open APIs, interoperability with existing ecosystems becomes much more seamless and cost effective for service providers.

Find out more about ServiceNow Telecommunications Service Management at https://www.servicenow.com/products/telecommunications-service-management.html or learn more about ServiceNow solutions for communications service providers at https://servicenow.com/telecom.