[Client] – [Project]
[Process name]

CELFOCUS

BSMO – [Scenario Name] | BSMO – [Scenario Name]

CUSTOMER SEGMENT
- Enterprise (scen: bsac)
- Corporate

OFFER TYPE
- Mobile Pre-Paid (scen: bsac)
- Mobile Post-Paid
- Fixed Post-Paid
- Mobile Hybrid
- Fixed Hybrid

CUSTOMER FACING CHANNELS
- Store (scen: bsac)
- Sub-dealers
- Distributors
- Field Service

PERSONAL CONTACT CHANNEL
- Account Manager (scen: bsac)

DISTANCE CONTACT CHANNELS
- Customer Support (scen: bsac)
- Back Office
- Social Network
- Outbound Communications

SELF SERVICE CHANNELS
- eCustomer Care (scen: bsac)
- IVR
- USSD
- In
- SMS
- Kiosks
- Explorer

Customer Experience

Look & Feel

Functionality

Integration

Customer

Telco Operator

Front Line (e.g. Field Service, Attendance, Self-Care)

Back Office

3rd Line

Systems Automations / Validations

System 1 (in scope)

System 2

System 3

System 4

System 5

System 6

System 1 (out of scope)

System 2

System 3

System 4

System 5

BSAP [Phase Name]

MARY
Walks into the store

Hi I want to change to a post paid offer with a new fixed service, and also perform a new portability .

New

Assisted

Process

Wizard name

Screen Name

Screen Upload

Right Click and choose 'Change Picture'

Start from Activity XX WA #XX; BS #XX (Name)

Text System Actor

Text System

Entity Status

Yes

No

RSCP_REQ_0000

Step name

Invitation N – 2 days

Text System Actor

Text System

Action on a Screen related to an activity in the Functionality layer

Activity WA #00; BS #00

Wizard

Reference to other Business Scenarios or other Work Areas

Process

Reference to a process not detailed (e.g. out of scope)

Squares represent a jump to activity.

Circles represent an activity.

Outline connectors and circles represent alternative routes.

Outline hexagons represent and alternative routes.

Rhombus represents a decision point

Pending step

Order management system action

Integration system action

Synchronous step connection

Asynchronous step connection

System action

No returning point

What do we need to clarify?

What are the highlights?

What do we need from you?

What are the impacts?

Type text here

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