


# Customer Experience Management Project 2021 - An Application Project Area Charter

\* indicates that this field is required

<b>Project Name*</b>	Customer Experience Management
<b>IPR Mode*</b>	RAND <div> Explanations of each mode is available at <a href="http://www.tmforum.org/IPRPolicy/11525/home.html">http://www.tmforum.org/IPRPolicy/11525/home.html</a></div>
<b>Type of Project*</b>	Development Project
<b>Strategic Program</b>	Insights & Intelligence
<b>Previous Project Charter</b>	<a href="#">2020 - Customer Experience Management Project Charter</a>
<b>Project Workspace Link</b>	<a href="#">Customer Experience Management</a>
<b>Project JIRA Link</b>	See Section 4 below
<b>Project Sponsor</b>	N/A
<b>Project Team Lead*</b>	Arnold Buddenberg, Enterprise Digital Business & IT Transformation Architect, Orange
<b>TM Forum Staff Support</b>	Aaron Boasman-Patel - VP AI Adrienne Walcott - Collaboration Manager

## 1. Table of Contents

- [1. Table of Contents](#)
- [2. Project Overview / Executive Summary](#)
- [3. Participants](#)
- [4. Project Workstreams and Deliverables](#)
- [5. Legal Notice](#)

## 2. Project Overview / Executive Summary

<b>Mission</b>	To help service providers to create a better customer experience by becoming more intelligent, open, flexible, autonomic and secure, providing hyper-personalized experiences to increase revenues, reduce costs and offer new services across the digital ecosystem. We will do this by continuing to update the current CEM 2025 guidebook which contains new standards and best practices for delivering customer experience in a data-driven AI world. It is our aspiration to also have a newly updated Customer Experience Maturity Model which is fully aligned to the DMM allowing CSPs to use an industry agreed methodology to deep dive into their CEM transformation and understand they key steps they need to take to be successful with their transformation.
<b>Value</b>	To help service providers to create a better B2B and B2C experience by delivering trust through managed, open and secure AI to reduce customer churn and increase revenue through new hyper-personalized services and customer experiences.
<b>Strategy</b>	We will do this by updating the CEM 2025 guidebook which contains new standards and best practices for delivering customer experience in a data-driven AI world. It is our aspiration to also have a newly updated Customer Experience Maturity Model which is fully aligned to the DMM allowing CSPs to use an industry agreed methodology to deep dive into their CEM transformation and understand they key steps they need to take to be successful with their transformation.

### 3. Participants

This section identifies the project team members.

\* indicates that this is a required field or role.

Role	Name*	Company*	Confluence "@" mention	Comments
Project Team Lead*	Arnold Buddenberg	Orange		
Project Team Lead - Backup	Abinash Vishwakarma	Netcracker Technology		
Subject Matter Expert				
TM Forum Theme & Product Owner	Aaron Boasman-Patel	TM Forum		
Collaboration Manager	Jan Lowdon	TM Forum		
Project Team Members	Rohit Batra	Salesforce		
	Mabel Castano	Salesforce		
	Derek Chen	PCCW Solutions		
	Antonio Cuadra-Sanchez	Indra		
	Norihiro Fukumoto	KDDI Research, Inc.		
	Abel Hernandez Rios	Salesforce		
	Jonathan Hopkinson	Huawei Technologies		
	Shankar Kasturirangan	Bell Labs Consulting - Nokia		
	Adolfo Magan	Salesforce		
	Paul Morrissey	Bolgia Ten Limited		
	Harish Kumar N	Excelacom, Inc.		
	Abhi Sur	Salesforce		

### 4. Project Workstreams and Deliverables

The project workstreams and deliverables for this project are introduced in the sections below.

---

[CEM Initiatives and Epics - 2021 Sprint 1 \(29-Jan-21\)](#)

[CEM Initiatives and Epics - 2021 Sprint 2 \(02-Apr-21\)](#)

[CEM Initiatives and Epics - 2021 Sprint 3 \(28-May-21\)](#)

[CEM Initiatives and Epics - 2021 Sprint 4 \(30-Jul-21\)](#)

[CEM Initiatives and Epics - 2021 Sprint 5 \(01-Oct-21\)](#)

[CEM Initiatives and Epics - 2021 Sprint 6 \(26-Nov-21\)](#)

## 5. Legal Notice

Copyright © TM Forum 2021. All Rights Reserved.

This document and translations of it may be copied and furnished to others, and derivative works that comment on or otherwise explain it or assist in its implementation may be prepared, copied, published, and distributed, in whole or in part, without restriction of any kind, provided that the above copyright notice and this section are included on all such copies and derivative works. However, this document itself may not be modified in any way, including by removing the copyright notice or references to TM FORUM, except as needed for the purpose of developing any document or deliverable produced by a TM FORUM Collaboration Project Team (in which case the rules applicable to copyrights, as set forth in the [TM FORUM IPR Policy](#), must be followed) or as required to translate it into languages other than English.

The limited permissions granted above are perpetual and will not be revoked by TM FORUM or its successors or assigns.

This document and the information contained herein is provided on an "AS IS" basis and TM FORUM DISCLAIMS ALL WARRANTIES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTY THAT THE USE OF THE INFORMATION HEREIN WILL NOT INFRINGE ANY OWNERSHIP RIGHTS OR ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Direct inquiries to the TM Forum office:

181 New Road, Suite 304  
Parsippany, NJ 07054 USA  
Tel No. +1 862 227 1648  
TM Forum Web Page: [www.tmforum.org](http://www.tmforum.org)