


2023-Customer Experience Management Project Charter

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1. Project Information

* indicates that this field is required

Project Name*	Customer Experience Management
IPR Mode*	RAND <div> Explanations of each mode is available at http://www.tmforum.org/IPRPolicy/11525/home.html</div>
Type of Project*	Development Project
Strategic Program	Insights & Intelligence
Previous Project Charter	Customer Experience Management Project Charter 2022
Project Workspace Link	Customer Experience Management
Project JIRA Link	See Section 4 below
Project Sponsor	N/A
Project Team Chair*	Arnold Buddenberg, Enterprise Digital Business & IT Transformation Architect, Orange
TM Forum Staff Support	Aaron Boasman-Patel - VP AI Adrienne Walcott - Collaboration Manager

2. Project Overview / Executive Summary

Mission	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.
Value	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.
Strategy	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 Chair*	Arnold Buddenberg	Orange		
Project Team Co-chair	Derek Chen	HTK		
Subject Matter Expert				
TM Forum Theme Lead	Yvonne Kuimba	TM Forum		
Collaboration Manager	Adrienne Walcott	TM Forum		


4. Project Workstreams and Deliverables

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


Sprint 2023-1

key	type	summary	assignee	status
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Sprint 2023-2

key	type	summary	customfield_12926	assignee	status
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5. Backlog

key	summary	type	created	updated	due	assignee	reporter	priority	status	resolution
<div> Jira project doesn't exist or you don't have permission to view it. View these issues in Jira</div>										

6. Legal Notice

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