


TMF658 Loyalty Management API REST Specification R17.0.1


The TM Forum Loyalty Management Open API is documented in this specification. The Loyalty Management API specification references the SID Release 14.5.1 and the Loyalty API R14.0 specification.

The Loyalty API supports the management of loyalty program specifications, loyalty program members, their associated products and loyalty accounts with loyalty balances. The scope of the API also covers the management of loyalty rules and under what conditions the associated loyalty actions must be applied.

The TM Forum Loyalty Program API addresses an area of Communication Service Provider functionality in which a high degree of differentiation is required to set CSPs apart from their competitors. The question can therefore be posed about the merits of standardisation in this area. The API aims to provide a standardized integration interface for the definition of Loyalty Programs and the receipt of events from integrated systems in order to drive integration standardization only. Loyalty Program differentiation will be achieved in program implementation. For example, the BusinessInteraction loyalty execution points represent internal and also program coalition partner business interactions which is seen as one of the main Loyalty Program differentiators.

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It is the intent that future releases will be an online wiki page for the attached deliverable

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