

The Digital Brands Suite
Customer Journeys

The Digital
Brands Suite
Support
Journeys

Business Processes
Product Capabilities
Platform Integration
SaaS Ecosystem

The Digital
Brands Suite
Tenant
Journeys

The Digital Brands Suite
for Developers

Digital Brands Suite: User Journeys

Business Processes as-a-Service



End-user

- Register as a new customer
- Subscribe to services and order products
- Use services and pay
- Check account details
- Disconnect and be forgotten ... **and more!**



Product marketer

- Integrate custom user interfaces
- Integrate 3rd party systems
- Consume my data
- Operational and finance reporting
- Implement AI/ML use cases**and more!**



Tenant administrator

- Update interface credentials and certificates
- Deploy new business process flows
- Upload and download files
- Open and manage support tickets
- Monitor service KPIs**and more!**



Customer support

- Assist customer enquiries and orders
- Track customer interactions
- Invoice customers and collect payments
- Notify customers
- Identify and fix service fall-outs ...**and more!**



Business operations

- Integrate financials to general ledger
- Complete financial report
- Identify fraudulent behavior
- Reconcile and identify sources of revenue leakage..... **and more!**



System integrator

- Develop custom UIs
- Develop applications
- Integrate 3rd party systems
- Consume data
- Operational and finance reporting
- Implement AI/ML use cases**and more!**

Digital Brands Suite Customer Journeys



BROWSE & BUY

- User registration
- Prospect orders a wireless service
- Buy Add-ons
- Swap offer



USE

- Customer consumes service
- Customer pays
- Customer checks wireless service balances



ENGAGE & DELIGHT ME

- Loyalty : Earn, Redeem, Transfer points; Balance check
- Bring a friend (incl. social media)
- Next Best Offer
- Customer benefits from a promotion (incl. promo codes)
- Customer manages groups / sharing pools
- Customer manages data balances (trade, transfer)



HELP ME

- Customer reports and checks the status of a problem
- Customer queries service consumption or payments' history
- Customer requests a profile change
- Replace SIM Card
- Change mobile number



KNOW ME

- User login
- Manage Digital Identities
- Customer 360 View
- Customer Interactions



RETAIN ME & DEPART

- Customer receives an award
- Customer disconnects service
- Customer suspends / resumes service
- Delete User