Business Function Viewpoint

Network Management

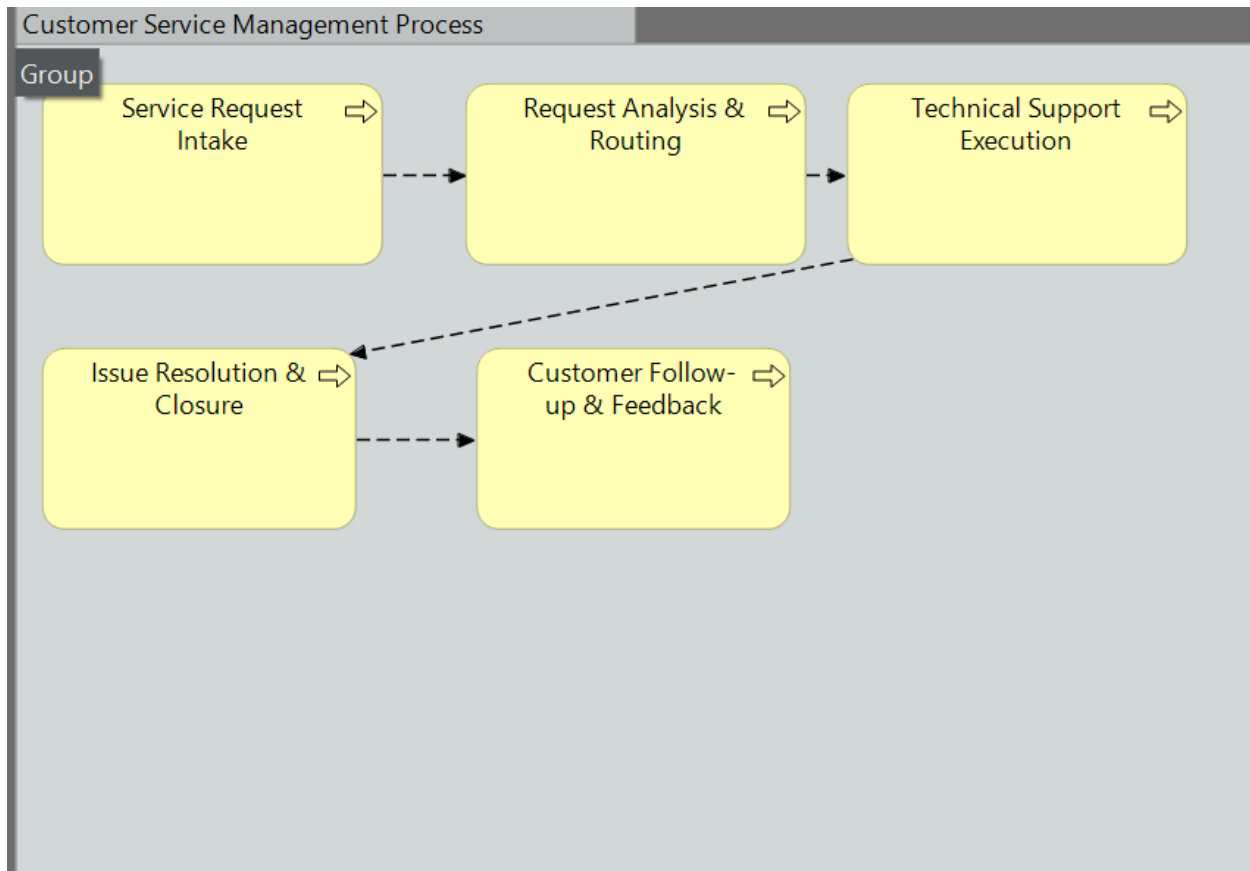Customer Service

Sales & Marketing

Technical Support

Group

This model shows the main business functions of the telecommunications company organized hierarchically. The top-level function is "Telecommunications Operations" which breaks down into four key functions: Network Management (responsible for infrastructure and connectivity), Customer Service (handling support and billing), Sales & Marketing (managing customer acquisition and products), and Technical Support (providing maintenance and troubleshooting). Each function represents a distinct operational area that contributes to the company's ability to deliver telecommunication services to customers.

This viewpoint is crucial because it helps identify the core competencies and organizational structure needed to operate effectively. It clarifies which departments handle specific responsibilities, prevents operational overlap, and ensures all critical business functions are covered. For a telecommunications company, this is essential for managing complex operations spanning network infrastructure, customer relations, and service delivery.

Customer Service Management Process

Group

| Service Request Intake | Request Analysis & Routing | Technical Support Execution |
| Issue Resolution & Closure | Customer Follow-up & Feedback | |

This model illustrates the Customer Service Management Process in the telecommunications company, showing the sequential flow of activities from initial customer contact to resolution and follow-up. The process begins with Service Request Intake where customer issues are logged, followed by Request Analysis & Routing where requests are categorized and assigned to appropriate teams. Next, Technical Support Execution handles the actual problem-solving, then Issue Resolution & Closure ensures the problem is fixed, and finally Customer Follow-up & Feedback collects satisfaction data and closes the service ticket.

The Business Process Viewpoint is essential for telecommunications companies because it reveals how work actually flows through the organization, identifies bottlenecks, and shows opportunities for process improvement and automation.