

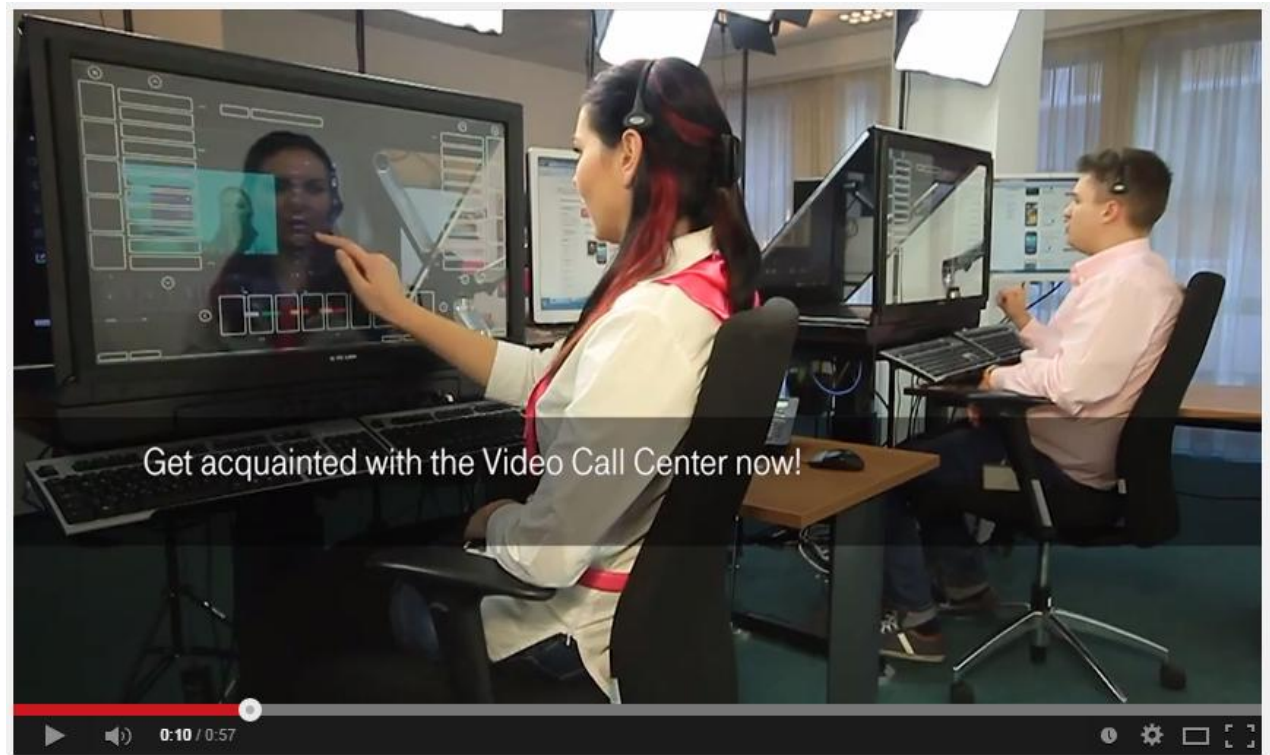


THE FUTURE OF CUSTOMER SERVICE DEUTSCHE TELEKOM

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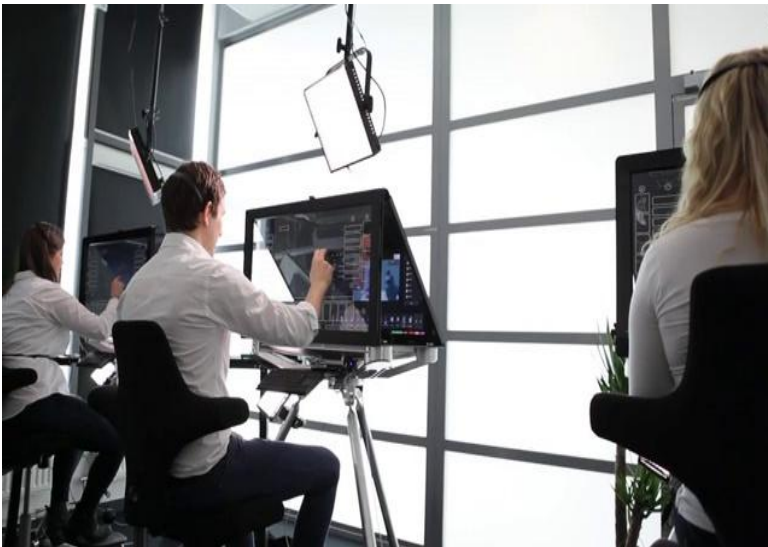
NEW CHANNELS FROM SCIENCE FICTION

- Using modern technologies to enhance customer experience: example: Video Call Centre
- Launched in 2014 in Hungary as a pilot project for the group



VIDEO CALL CENTER RESULTS

- The satisfaction ratio is stable: 94–96% satisfaction with the agent, positive feedback on the structure of the surface in 93–95% cases
- Time: similar as in the contact centre
- Status: not suitable for masses, but very popular with the target group of customers
- Next steps: launch across the DTAG group in the next years

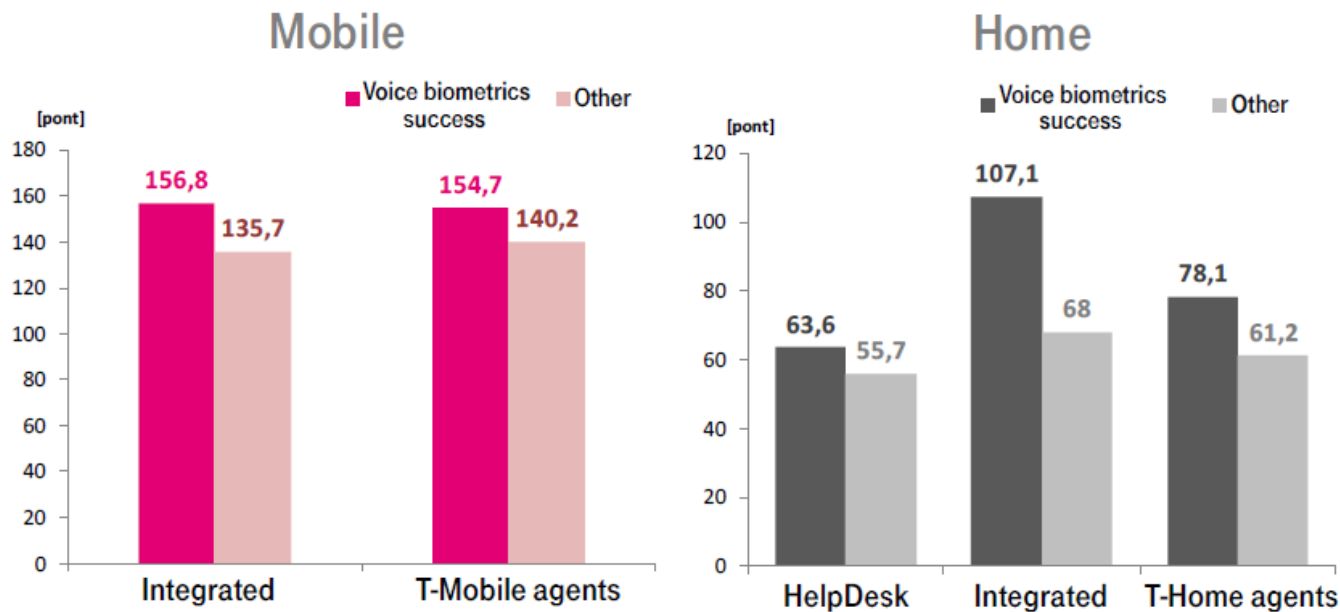


VOICE BIOMETRICS

„MY VOICE IS MY PASSWORD“

SATISFACTION RATE OF AUTHENTICATED CUSTOMERS

After successful voice authentication the customers' satisfaction rate is much higher: Home +17; Mobile +15 points!



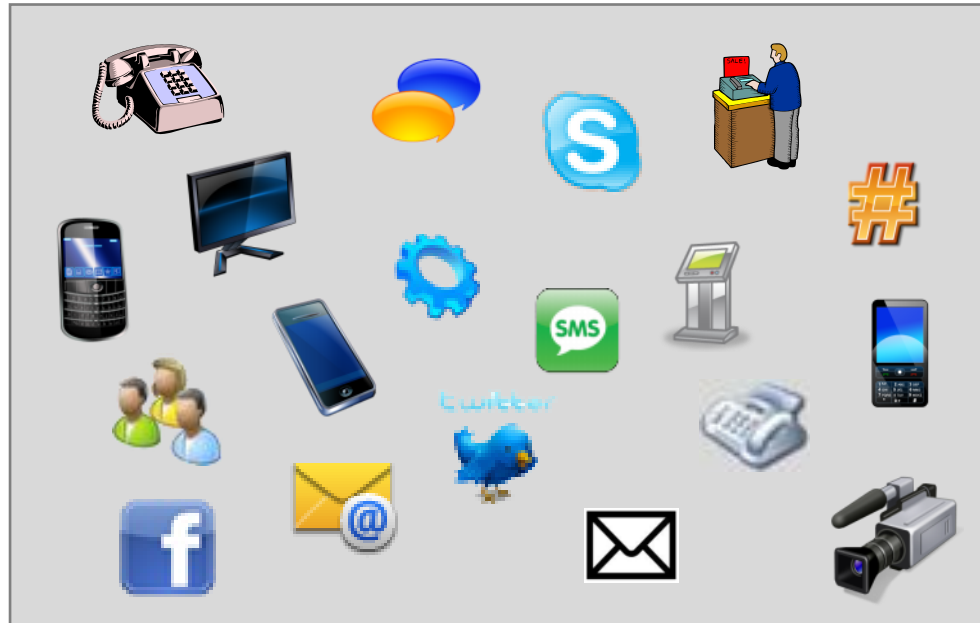
- Next steps – launch across DTAG group in next years

SPEECH RECOGNITION

- Voice biometrics – authentication of customers
- Speech recognition – what the customer said
- Future – combination of speech recognition and voice biometrics
- Speech recognition :
 - Closed dialog – say tariffs for tariffs, say invoice for invoice (low satisfaction)
 - Open speech – “How can I help you?” higher satisfaction
- Testing of speech recognition regularly in the group:
 - Technology can understand ca 90% of input when well tuned
 - Higher effort for speech portal maintenance
 - Customer satisfaction is reasonably lower than with DTMF
- Current usage where selection would be too complex (e.g. roaming)

THE FUTURE IS OMNICHANNEL

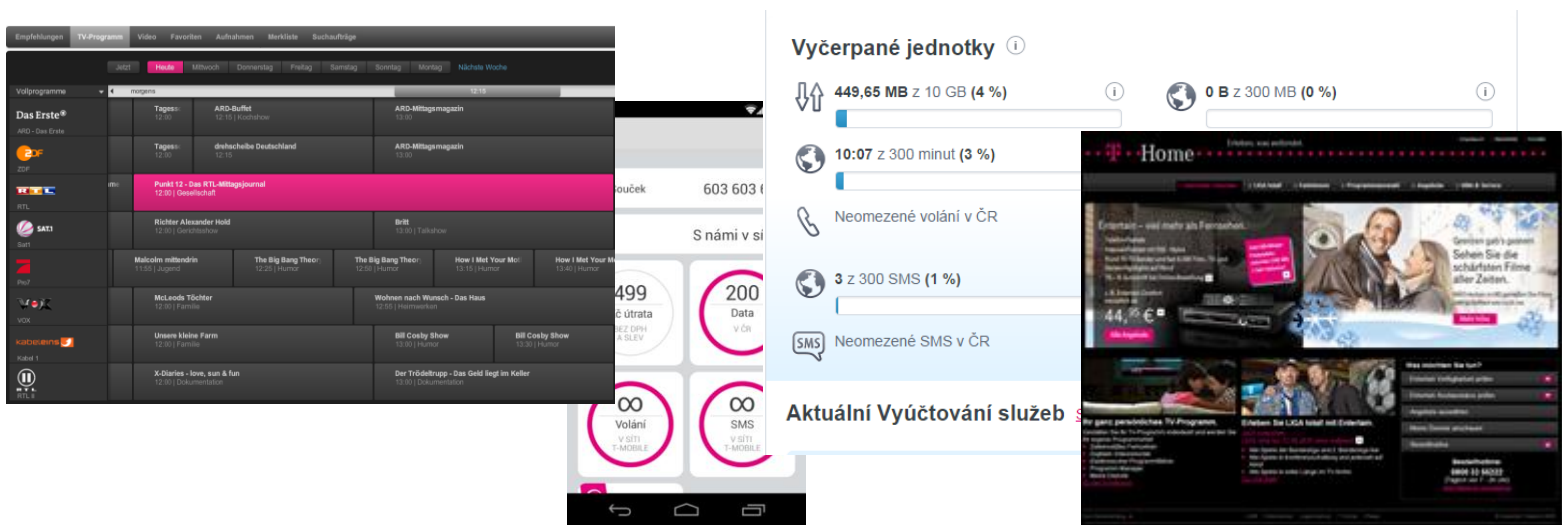
BE THERE WHERE THE CUSTOMER IS



- Service available in every channel (incl. set top boxes, watches, glasses etc.)
- Seamless menu in all channels
- Channel switch and multimodality possible (start in one channel, continue in another)
- Proactive service (minimise time you need to get to the service you need)

THE FUTURE IS OMNICHANNEL: EXAMPLE

- Change recording settings on your Telekom TV from your mobile phone while flying over the Atlantic
- Start adding a TV subscription bundle in your living room, continue on the web and get support via a phone call
- While calling, the relevant topics are always communicated first – your phone is under repair – the first information in every channel is the status of the repair



**THANK YOU FOR YOUR
ATTENTION!**

T-Mobile

LIFE IS FOR SHARING.