UTILIZING VOICE AND VIDEO FOR COMPANY SERVICE APPLICATIONS

Ingmar Kliche
Mobile Voice Conference, April 20th 2015
DEUTSCHE TELEKOM
PROFILE

CUSTOMERS & MARKETS

- >151 m mobile customers
- >30 m fixed-network customers
- >17 m broadband customers
- Approx. 6.1 m TV customers
- Some 1.6 m managed workplace systems

Markets
- Present in 50 countries
- Germany, Europe and the USA: with own infrastructure
- T-Systems: global presence & alliances via partners

FACTS & FIGURES

Telekom in figures, 2013
- Revenue € 62.7 bn
- Adjusted EBITDA € 17.6 bn
- Free cash flow € 4.6 bn
- Among the top 100 worldwide (#105, Fortune500 list)

Employees & responsibility
- Employees worldwide: 228,000
- 8,000 trainees and cooperative degree students in Germany
- Pioneer of social issues (climate protection, data privacy, diversity, etc.)

Source: DT 2014 annual report/TMUS annual report to shareholders 2014
CUSTOMER SERVICE AS STRATEGIC GOAL
A KEY FACTOR TO DIFFERENTIATE

CUSTOMER SERVICE*

83 million operator-assisted customer contacts per year
70 m calls per year
13 m letters/faxes/emails per year

Customer service in Web 2.0:
"Telekom helps" on Facebook and Twitter feedback platform

*in Germany

TECHNICAL SERVICE*

20,000 technical service employees

Daily workload (ø):
25,000 customer lines provisioned
18,000 customer contacts by phone
7,000 on-site installations
19,000 customer line faults cleared

*in Germany

Source: DT 2014 annual report/TMUS annual report to shareholders 2014
A LOT OF SERVICE CALLS REGARDING FAULTY LINES PROBLEMS ARE OFTEN CAUSED BY THE USER
DSL HILFE APP BY DEUTSCHE TELEKOM
TROUBLESHOOTER TO SOLVE DSL CONNECTION PROBLEMS

MOBILE SELF SERVICE APPLICATION
- Step-by-step troubleshooting guidance for DSL routers
- Ability to check most common sources of error and resolve the problem themselves
- (Initial) router setup via Wi-Fi connection between smartphone and Speedport router (using TR-064 remote management functionalities)
- Support for recent and legacy Telekom router hardware
- Available for iOS and Android
DSL HILFE APP
OPERATING MODE 1: MANUAL ERROR DIAGNOSTIC

Router state is determined by entering the various LED states on the router
Router state is automatically determined via Wi-Fi connection between smartphone and Telekom Speedport router.
DSL HILFE APP

OPERATING MODE 3: SCAN LED STATUS

In case the WiFi connection is not working the mobile app uses the camera of the smartphone to analyze the LEDs automatically.
DSL HILFE APP
BEST RATED MOBILE APP BY DEUTSCHE TELEKOM

EXCELLENT USER FEEDBACK

Average Rating ⭐⭐⭐⭐⭐ 3.024 Ratings

Available on the iPhone App Store
MOBILE APPLICATIONS
TOP TREND FOR CUSTOMER SERVICE

MOST IMPORTANT SERVICE CHANNEL ESTABLISHED IN 2015

- 50% of mobile users prefer to use a customer service app to resolve their customer service issue before calling
- More and more companies add value to customers in a mobile environment, with focused user experiences that allow tasks to be efficiently accomplished

MAGENTA SERVICE APP

- Service offering app launched by Deutsche Telekom end of 2014

MagentaSERVICE
MAGENTA SERVICE APP BY DEUTSCHE TELEKOM
SELF SERVICE AND HELP ONLINE

SELF CARE OFFERINGS
- Latest news
- Information to the most requested topics
- FAQs, videos, check lists, manuals, ...

OPERATED SERVICES IF REQUIRED
- Phone
- Text chat
- Video chat

INCLUDING INFORMATION ABOUT THE EXPECTED WAITING TIME

Telekom Innovation Laboratories
MAGENTA SERVICE APP BY DEUTSCHE TELEKOM
ARCHITECTURE OVERVIEW

COMMUNICATION WITH SERVICE CENTER
- IVR server hotline
- Text chat server
- Video chat server
- Content configuration
- Mobile web pages
- Download of PDF-documents
- User community
- YouTube
- Alert web server
- User tracking

CONTENT

FEEDBACK

INTERNET

APP

Local database

- References to content in local database
- Meta information and content description

PSTN
MAGENTA SERVICE APP
VOICE INPUT WILL BE ONE OF THE NEXT FEATURES

SERVICE ASSISTANT
- Enhanced user interface with speech interaction (input / output)
- Dialogue-based question-answering
- Hybrid approach, since parts of the content is stored locally
CHAT BOT
VIRTUAL INTELLIGENT ASSISTANT

ANSWER TYPICAL USER QUESTIONS AUTOMATICALLY

- Digital customer interaction solution that drives customer service at a radically lower operational cost through more than 70% automation
- We are currently analyzing the most frequently asked questions in text chat in order to automate them
- Transfer a text chat session to an agent only in case the bot is not able to provide a feasibly answer

Text chat = Automated text chat + Operated text chat
TYPICAL SERVICE SITUATION
A CUSTOMER HAS TO DESCRIBE COMPLEX ISSUES

A PICTURE IS WORTH A 1000 WORDS
Utilizing video streaming for customer service

The eyes of the agent at the customer’s site

**Visualisation on customer site conditions**

- Pictures sometimes say more than words. Consequently it can be helpful to make pictures or live video available to the customer agent in parallel to a voice call.
- Unidirectional video connection from customer smartphone (back camera) to agent
- WebRTC powered solution
- Zero installation on customer site
VIDEO SHARING
WEB-RTC VIDEO CONNECTION IS ESTABLISHED
THANK YOU!
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