



Breakout | The future of Customer Service

Community Forum

**Evolution der Mitarbeiter Services durch
Deutsche Telekom Services Europe**



Evolution of Employee Services

Deutsche Telekom Services Europe SE



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05

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OUTLOOK

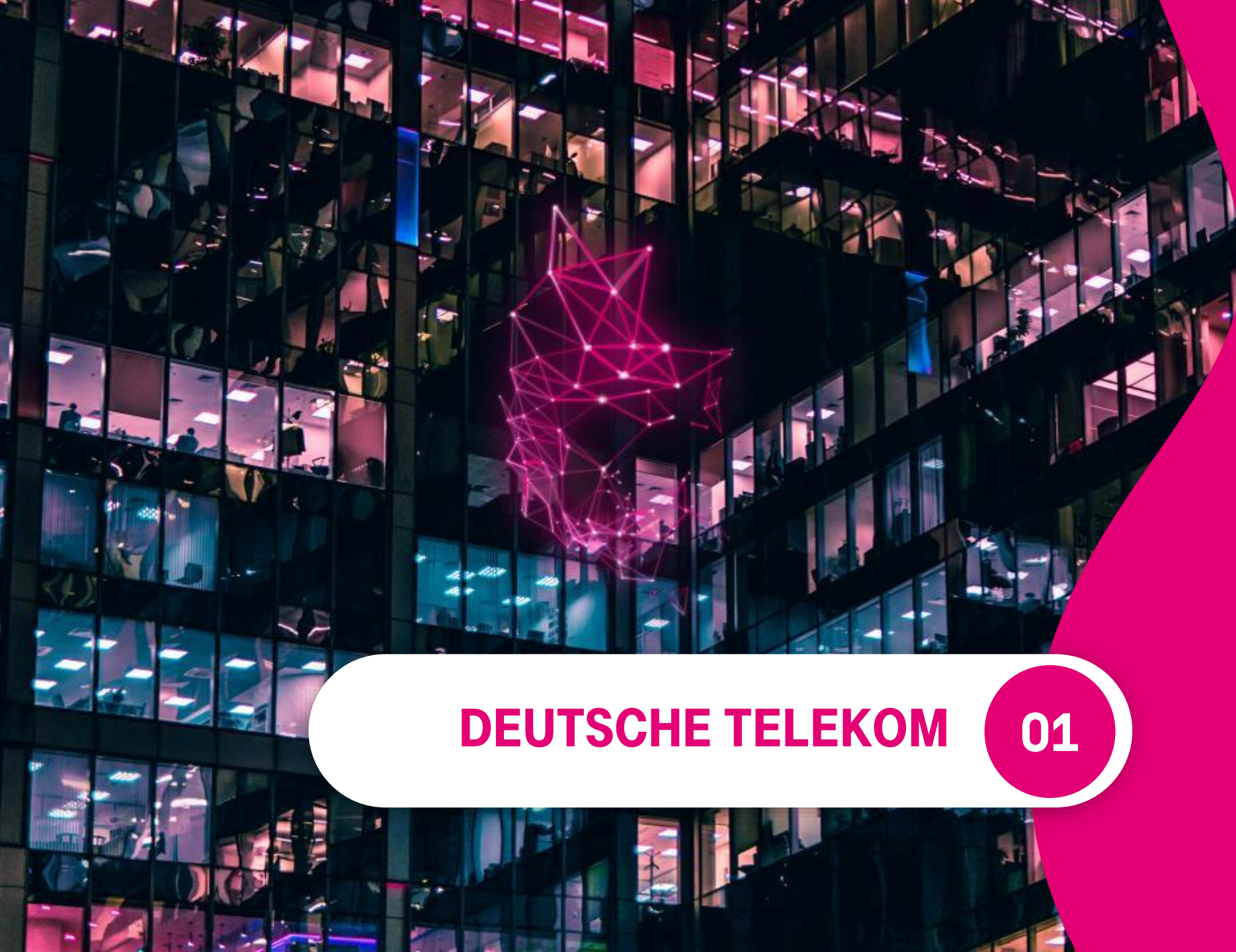
May we introduce ourselves?



Karina Jäger



Timo Romero-Soria



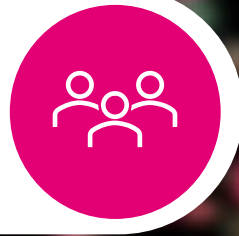
DEUTSCHE TELEKOM

01



At Deutsche Telekom, we stay curious & grow

The number of employees comprises 216,528 worldwide and thereof >100,000 in Germany



Telekom grows and leads in digital life, work and business productivity and creates new business models based on our assets



Deutsche Telekom is present in more than 50 countries worldwide



Telekom builds and scales Telco as a platform as we provide cloud-based customer and network-service platforms and best-in-class network infrastructure



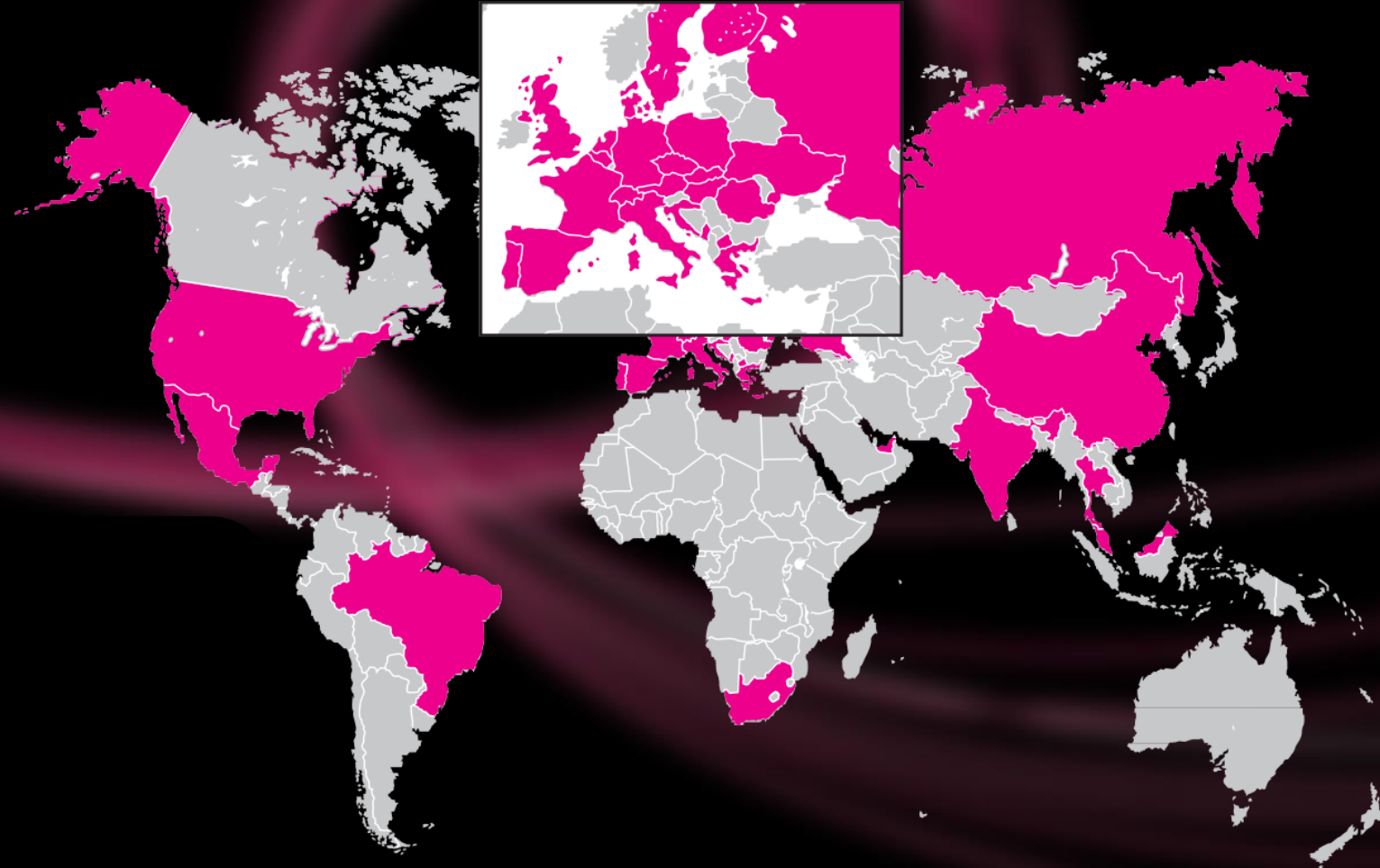
Deutsche Telekom provides fixed-network/broadband, mobile communications, Internet, and IPTV products and services for consumers, and information and communication technology (ICT) solutions for business and corporate customers



Deutsche Telekom is future-oriented as we save for growth investments and simplify, digitalize, accelerate and act responsibly



Deutsche Telekom operates internationally whereas DTSE focusses on the European footprint





**DEUTSCHE TELEKOM
SERVICES EUROPE SE (DTSE)**

02



DTSE is part of the leading European Telco

DTSE is
the international shared service center for entire DT Group with 3,500 employees in Europe



DTSE Strategy: We make it happen

by engaging employees, growing with innovations and improving our competitiveness



DTSE is
the first-choice service provider by realizing the Leading Digital Telco and driving business profitability



DTSE provides

high quality inhouse end-to-end services throughout Europe and focusses on digital solutions using AI, Robotics, and Process mining



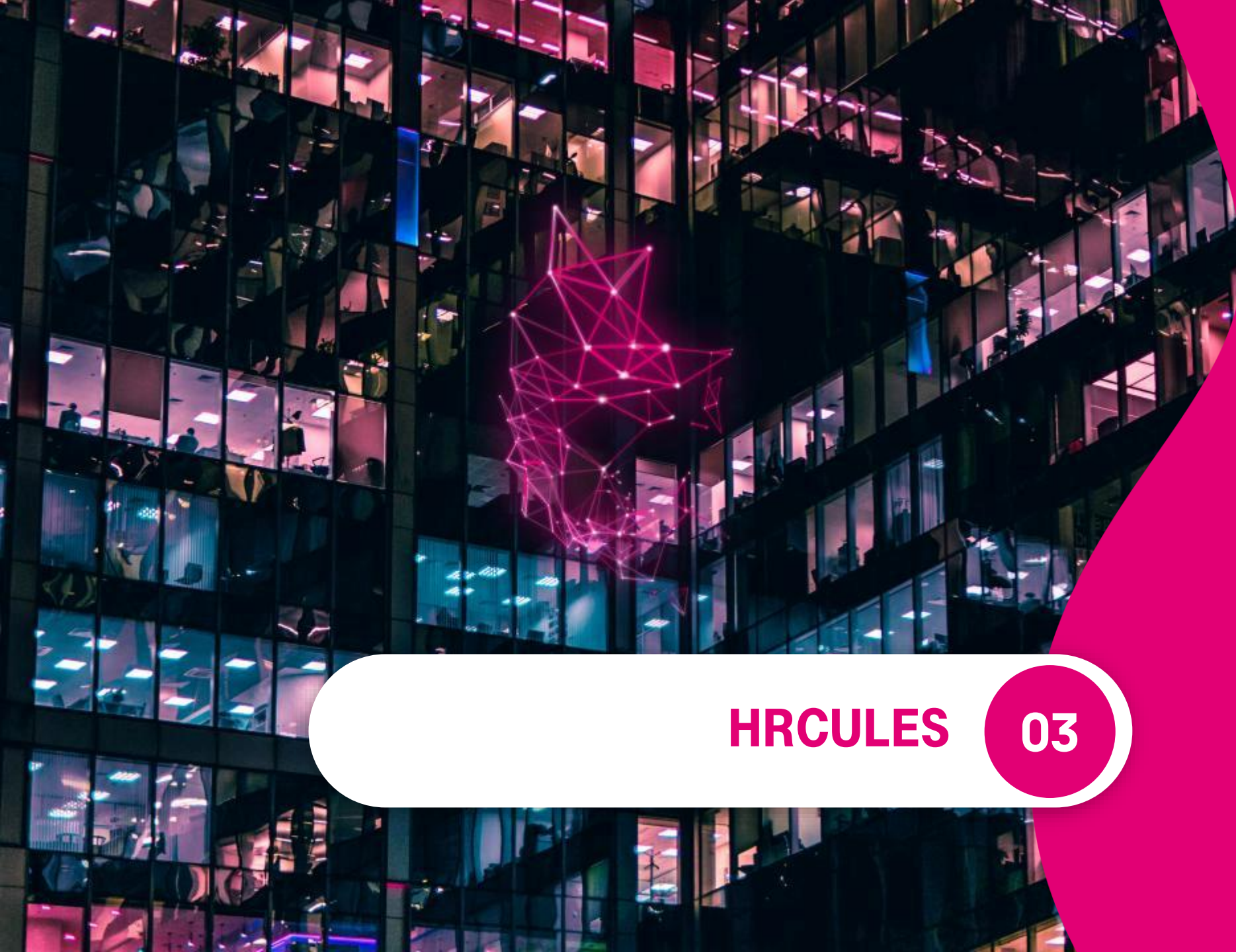
DTSE serves
80 companies, the management and 135,267 employees (entire DT groups' s employees) through 4 services lines: Finance, Reporting, Procurement, HR



HRcules

as the new and improved end-to-end service through use of digital tools and low coding





HRCULES

03



HRcules is the new HR order management system of Deutsche Telekom



stands for: **HR customer low effort system**

Future-oriented

HRcules is to replace outdated order management system (AMS)

Jointly created for all

The new HR system is intended to enable everyone at Deutsche Telekom to easily and simply carry out HR matters

PEGA

HRcules is based on the software from manufacturer PEGA

Process and product transfer

Transfer of >200 HR products and >700 HR processes to HRcules, and thus use of >135,267 Telekom employees

Development process

All HR processes are checked, changed and optimized in order to significantly improve processing for customers and HR employees

HRcules in a nutshell is ...

Customer-centric, modern, transparent, intuitive, user-friendly, and fast



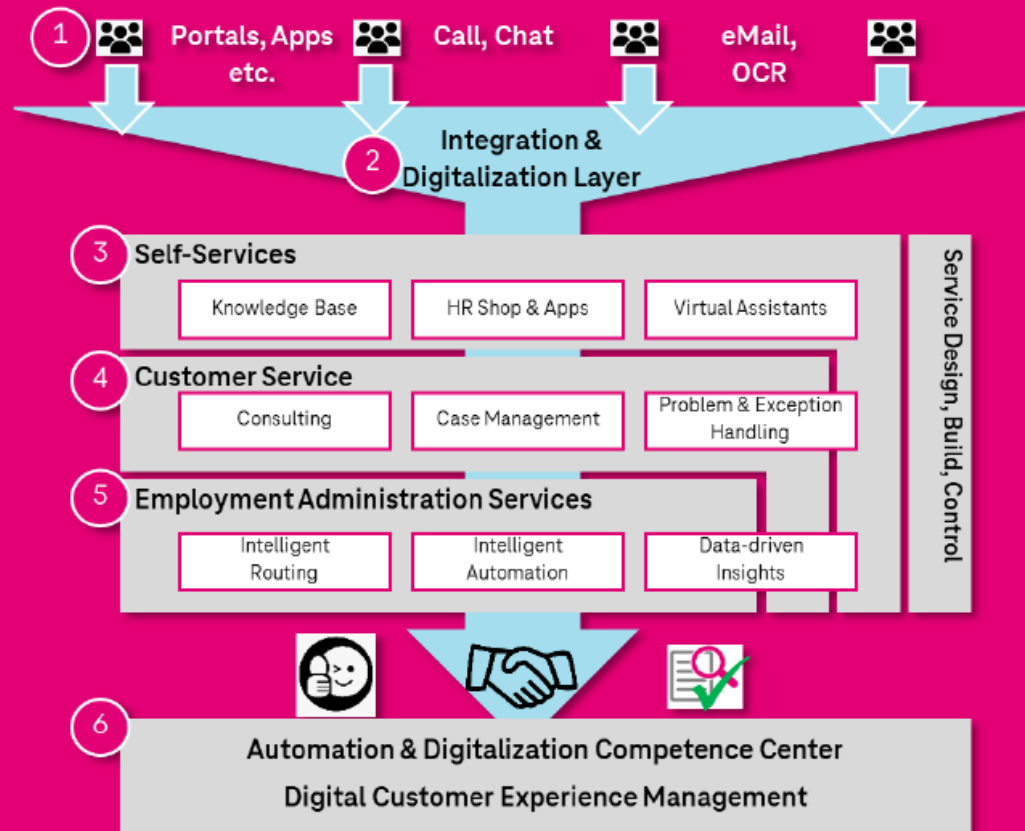
CUSTOMER VALUE

04



Service, really unlimited

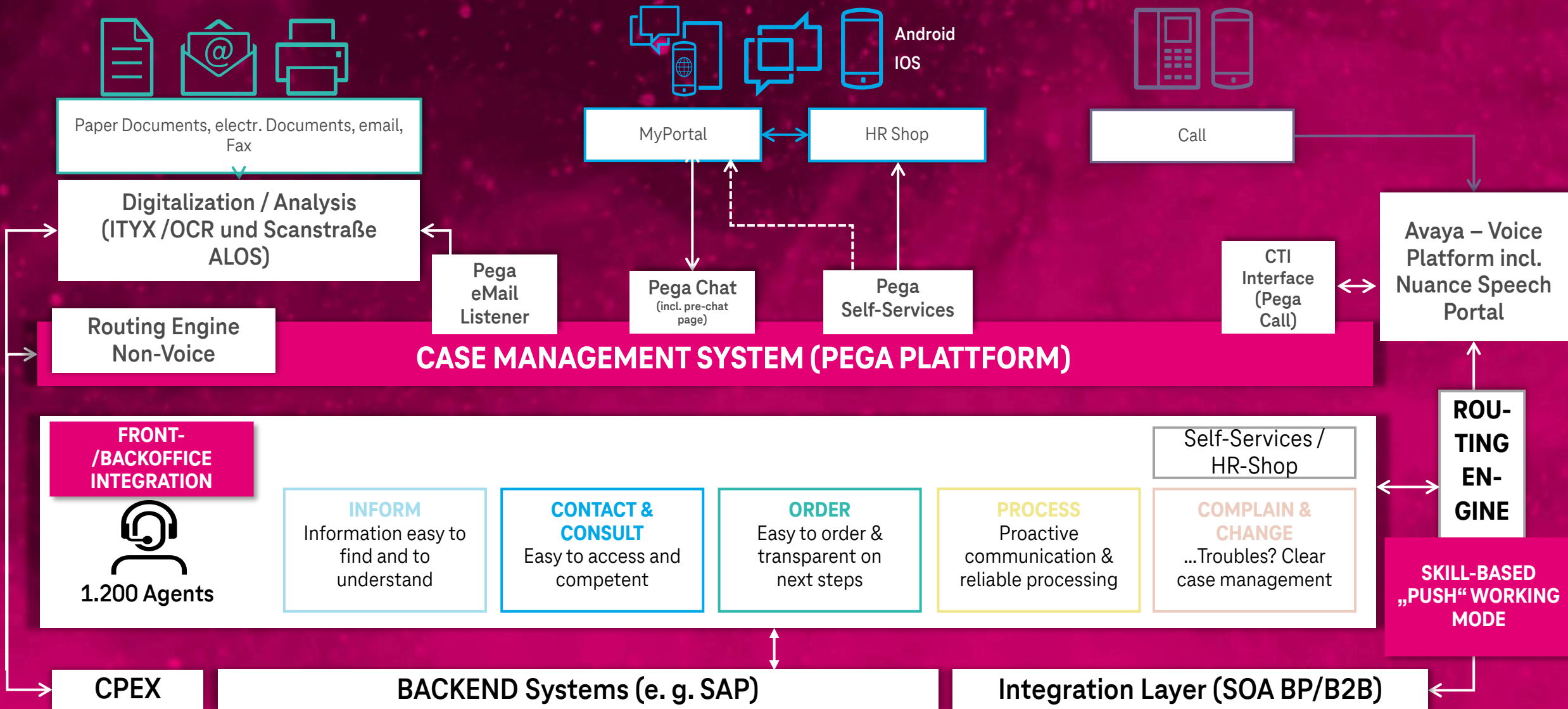
CUSTOMER-ORIENTED DELIVERY MODEL



What we are aiming for

- 1 Effortless touchpoints, Omnichannel-based customer experience
- 2 Lean and automated processes
- 3 Digital tools to support better self-assistance for customers
- 4 Dedicated customer services for complex customer cases and inquires
- 5 Robust and flexible operations for remaining manual work
- 6 Profound competencies to support the broader HR function to digitalize and innovate

How and what we communicate





USE CASE

05



Zero Touch Process – leave of absence sick child

Automated E2E process for complex business process LEAVE of ABSENCE SICKNESS CHILD

MEIN HR AUFTRAG

Freistellung - Erkrankung des Kindes
Freistellung beantragen

Persönliche Angaben

Für welches Kind möchten Sie die Freistellung beantragen?*

Fynn

+ Kind hinzufügen

Wie ist Ihr Kind krankenversichert?*

Gesetzlich Privat

Sind Sie Alleinerziehend?*

Ja Nein

Zurück

MEIN HR AUFTRAG

Prüfen und Absenden

Bitte prüfen Sie vor dem Absenden ob alle Angaben korrekt sind.
Um Angaben zu ändern nutzen Sie bitte die „Zurück“- Funktion.

Sie haben folgende Angaben gemacht:

Alleinerziehend	Name des Kindes
Nein	Hans Kiefer
Krankenversicherung des Kindes	Zeitraum der Freistellung
Privat	11.01.2021 - 11.01.2021

Für diese Buchung werden 1 Tage verbraucht

Ihr Gesamtkontingent 2021	Bisher beantragte Tag(e)
65 Tag(e)	3 Tag(e)
Aktuell verfügbares Kontingent	Restkontingent nach der Buchung
62 Tag(e)	61 Tag(e)

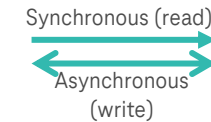
Wichtige Hinweise

Die beantragte Freistellung **erfolgt unbezahlt!**

Sofern beide (Sie und das zu betreuende Kind) gesetzlich versichert sind, können Sie einen **Antrag auf Kinderkrankengeld** bei Ihrer Krankenkasse stellen. Ist eine der Parteien privat versichert, klären Sie bitte selbstständig mit Ihrer Versicherung, eine mögliche Zahlung von Kinderkrankengeld.

Zurück **Absenden**

▶ intelligent usage of PEGA process implementation with the usage of SAP interfaces



- Synchronous operations used directly in WSS to fetch structured and appropriate data (Display children, avoid concurrent absences, calculation of working days affected)
- Asynchronous operations used to replace backoffice actions (Post absence, run payment simulation, post certificate to health insurance)
- Supporting business rules and law regulations are implemented in PEGA Application (contingent calculation, calculation of wage losses)
- Usage of DEVOPS Portal to solve SAP failures and start RETRY mechanism

▶ Main Benefits

- Error rate decreases
- Optimized workload for backoffice
- Avoid orders for concurrent periods
- Inform stakeholders with targetgroup oriented emails

Web Self Service & extended Consulting Cases

Customer WebSelf-Service for Consulting Inquiry

The screenshot shows a web interface for submitting a consulting inquiry. At the top, it says 'MEIN HR AUFTRAG' and 'HR-Kundenservice'. The main heading is 'Anfrage stellen'. A greeting reads: 'Hallo Saskia Kolb, zur Bearbeitung Ihrer Anfrage benötigen wir einige Informationen von Ihnen.' Below this is a section 'Auftragsdetails erfassen'. It includes dropdown menus for 'Thema Ihrer Anfrage' (with 'Arbeitszeit & Abwesenheiten' selected), 'Bereich' (with 'Abwesenheiten & Urlaub' selected), and 'Themenbereich' (with 'Elternzeit' selected). A blue box provides information: 'Ihre Elternzeit beginnt frühestens mit der Geburt Ihres Kindes. Befinden Sie sich vor der Geburt im Mutterschutz, dann beginnt die Elternzeit erst nach Ende der Mutterschutzfrist.' There are input fields for 'Auftragsnummer' and 'Ihre Nachricht (Mindestens 10 Zeichen)'. A 'Dateien hinzufügen' section lists supported file formats (tif, tiff, xls, png, jpg, jpeg, msg, pdf) and a 'Datei anhängen' button. A 'Absenden' button is at the bottom right. A red callout box on the right says 'Eine Beratungsanfrage stellen' with a 'Jetzt starten' button and a link 'zu meinen Services hinzufügen'.

▶ Lean and simple WebSelfService via prefilled formular for our Customers with valuable hints and automated extended Consulting Case-Start.

- Uniform appearance within Self Service for Inquiries
- Prefilled Topic Suggestion within formular and identical Topic Structure with nomenclature of the Personal Portal Telekom
- Easy Choice between Inquiry Service & Order Service via Directlink
- Bilingual Service based of Customer Profile
- Standardized Order Confirmation and Communication DE/EN
- Transparent Stati via Order Tracking Portal

▶ Main Benefits

- Processing all inquiries uniform in PEGA in NEW: one Consulting TP ID (before: 25 TP IDs)
- Uniform Communication out of all Inquiry Cases (Layout, Text, Order ID, Sender)
- Easy Correction and Routing/Transfer of orders with wrong topic suggestion & Flexible special Routing, SLA Handling for all Agents within all topics and specifics

PEGA Push Principle & intelligent Skillbased Routing



Customer Inquiry



Via Call

Starting Voice Interaction



Via Chat

Starting Chat Interaction



Via Mail

Starting Mail Interaction

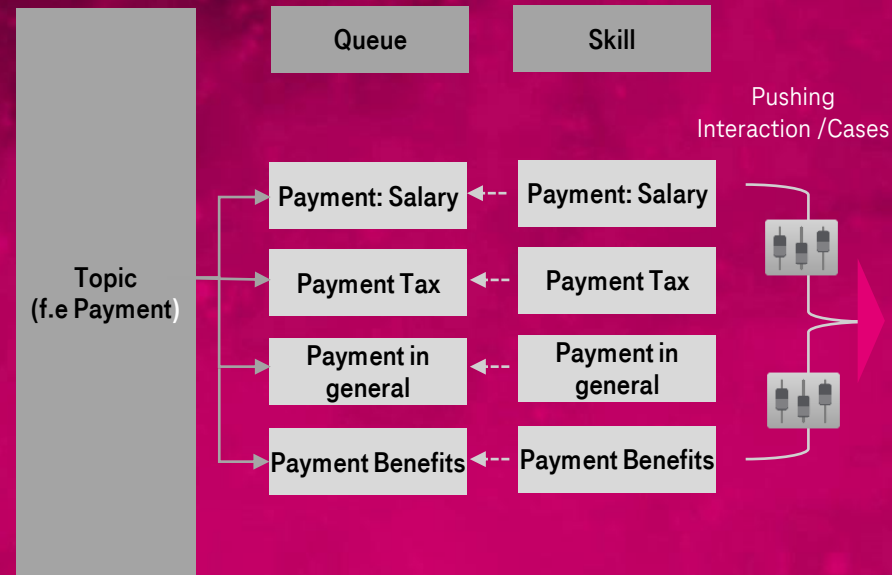


Via Web-Self-Service

Starting Consulting Case directly



Routing
Decision Table / virtuelle TP ID



Casemanager

- Expert Consulting via available Agents based on Skills /Expert-Knowledge and specific Routing
- Processing up to 50 Topics within 1 extended Consulting Case



OUTLOOK

06



With PEGA-based HRcules, we set the base for a sustainable HR service



Now that we are ready, we can make everyone else happy!



Carolin Buchwald
Teamleiterin

"As a team leader, I only take on emergencies, the prioritization runs completely through Pega - this frees me up for other tasks and there is no more cherry picking - each employee automatically gets what has the appropriate priority - I like."



Markus Spengler
Casemanager
HR Contact Center

*"Finally ONE tool for everything!!!
Telephone, chat, email and order processing."*



Jeanette Maaß
Casemanagerin
HR Contact Center

"I think the chat is really well done 🍷 I think it's great that I can design my Pega myself using different display settings. It's just easy to use, movable and not rigid. I like the whole look and feel and believe that once all the processes are in place, Pega is a mega thing."



Sarah Strätz
Casemanagerin
Complex Requests &
HR Cules Multiplikator

*"The biggest benefit for me personally is that I can easily switch between orders, customers and the search window. So, I can look at several orders at the same time and process them faster-
Unthinkable in the old system."*