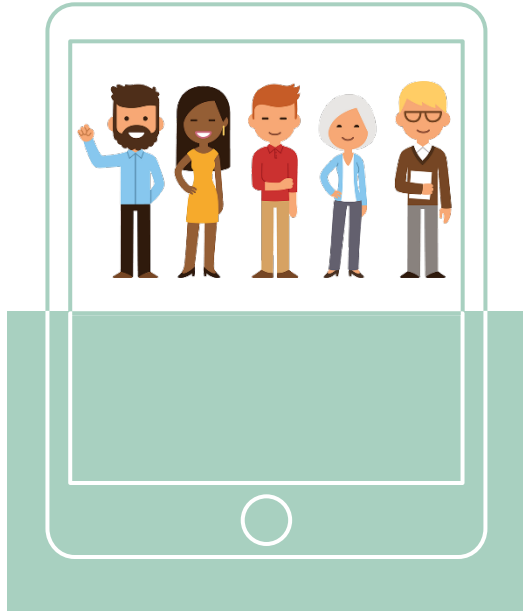




# UPC'S HOLISTIC DIGITAL TRANSFORMATION

PegaWorld iNspire

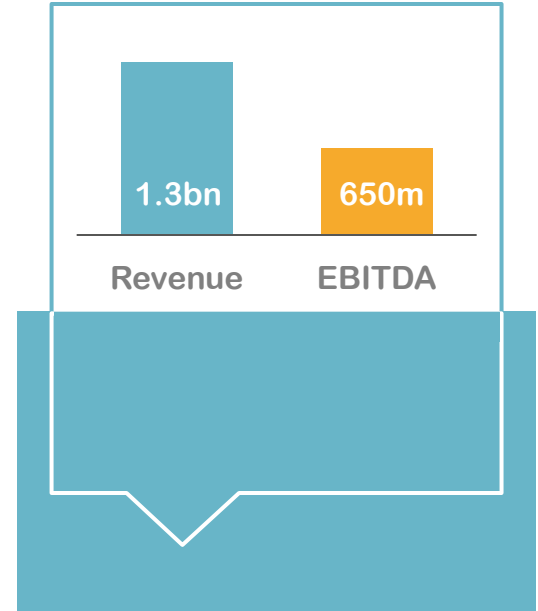
# UPC IS SWITZERLAND'S CABLE OPERATOR



1m customers



Internet, TV,  
Telephony, Mobile



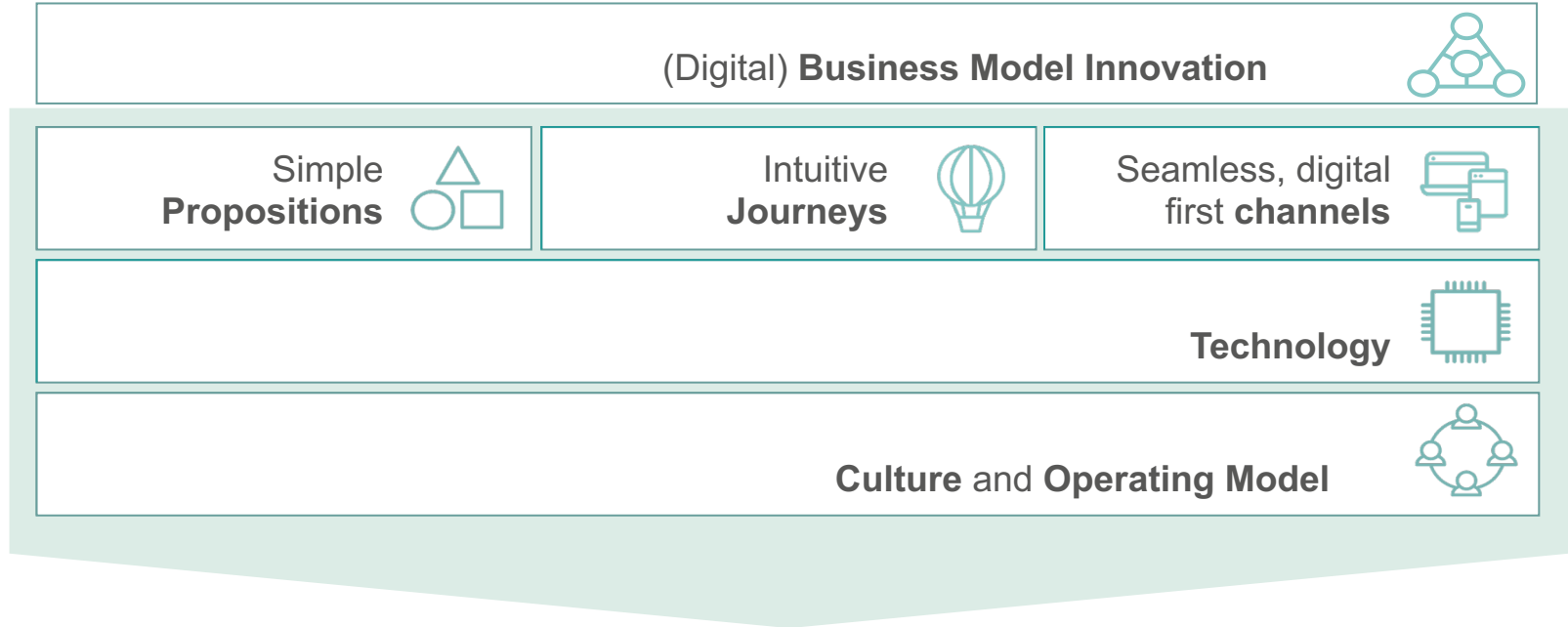
USD 1.3bn revenue  
USD 650m EBITDA



## URS REINHARD

CHIEF DIGITAL & CUSTOMER OFFICER,  
MEMBER OF EXECUTIVE BOARD

# UPC'S DIGITAL TRANSFORMATION



# THE JOURNEY NEEDS TO BE SIMPLE AND INTUITIVE



If you digitize a shitty process, then you will have a shitty digital process

Thorsten Dirks  
former-CEO  
Telefónica Germany

1  
Simplify



2  
Digitize

Intuitive, Concept of “Effort”

## TARGET IS TO MAKE IT EASY FOR THE CUSTOMER



### Enter new address



#### Where are you moving to?

Please enter the destination address

12 Freie

Freie Str. 12, 4001  
Basel, Switzerland

Freie Pl. 12, 6501  
Zurich, Switzerland

Freie L. 12, 7805  
Geneva, Switzerland

### Enter moving date



#### When are you moving?

Please select when we should activate your Connect 300 service at Freie Str. 12

Move in date [I've already moved](#)

April 2019

S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### Done



#### You're good to go!

All you need to do now is plug in your hardware at the new address.




# DIGITAL FIRST AND OMNI CHANNEL




**Digital  
First**




Web



App



Chat &  
Messaging




Social /  
Community




**Omni channel**




UPC shop



Call Center



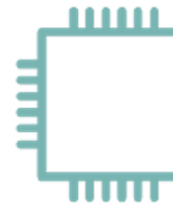
3<sup>rd</sup> party shops



Technicians

# Technology

# 360° CUSTOMER VIEW IN THE CALL CENTER IS ADDING VALUE FOR EVERYONE



Yesterday

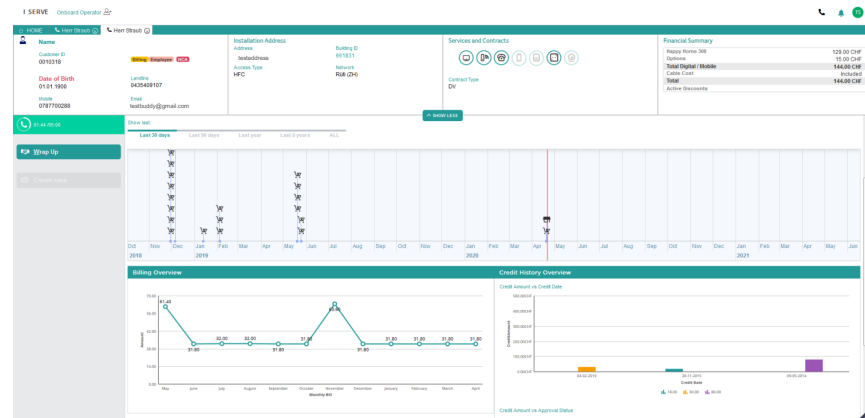
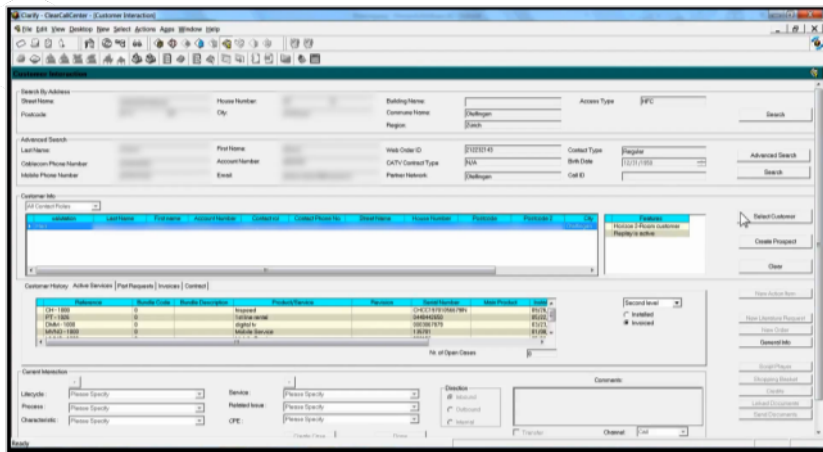


79 clicks  
1.5 min

Today



0 clicks  
5 s





# NEEDS TO BE ADJUSTED AS WELL TO WORK



## New ways of working: Agile und Scrum

2 week sprints  
Cross-functional Teams  
(Squads)



## New skills and cultural change

Trainings  
New employees  
Communication



## Adjusted Organization

Agile Organization versus  
traditional Organization

