

# Our digital transformation story of HR services

deutsche telekom services europe

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LIFE IS FOR SHARING.



# Facts about DEUTSCHE TELEKOM

## Customers & Markets



### Customers

- 178.4 mn mobile customers
- 27.9 mn fixed-network lines/  
20.2 mn broadband lines
- Approx. 8.2 m TV customers



### Markets

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

Source: DT 2018 annual report

## Facts & Figures



### Telekom in figures, 2018

- Revenue € 75.7 bn
- Adjusted EBITDA € 23.3 bn
- Free Cash-Flow € 6.2 bn







### Employees & responsibility

- Employees worldwide:  
215,675
- 5,713 trainees and  
cooperative degree students  
in Germany
- Pioneer of social issues  
(climate protection, data  
privacy, diversity, etc.)

# Deutsche telekom services Europe – the service provider for DT


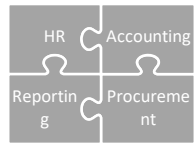
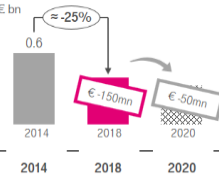
### Our start

Before 2015

 PROCUREMENT	 REPORTING
 HR	 ACCOUNTING

### Our path

2015 - 2016

Year	Revenue
2014	0.6
2018	~ -25%
2020	€ -50mm

### Our goal

Since 2016



## DTSE 2.0

2018 – 2020+

**OUR AMBITION: LEADING EUROPEAN TELCO**



**GROW**

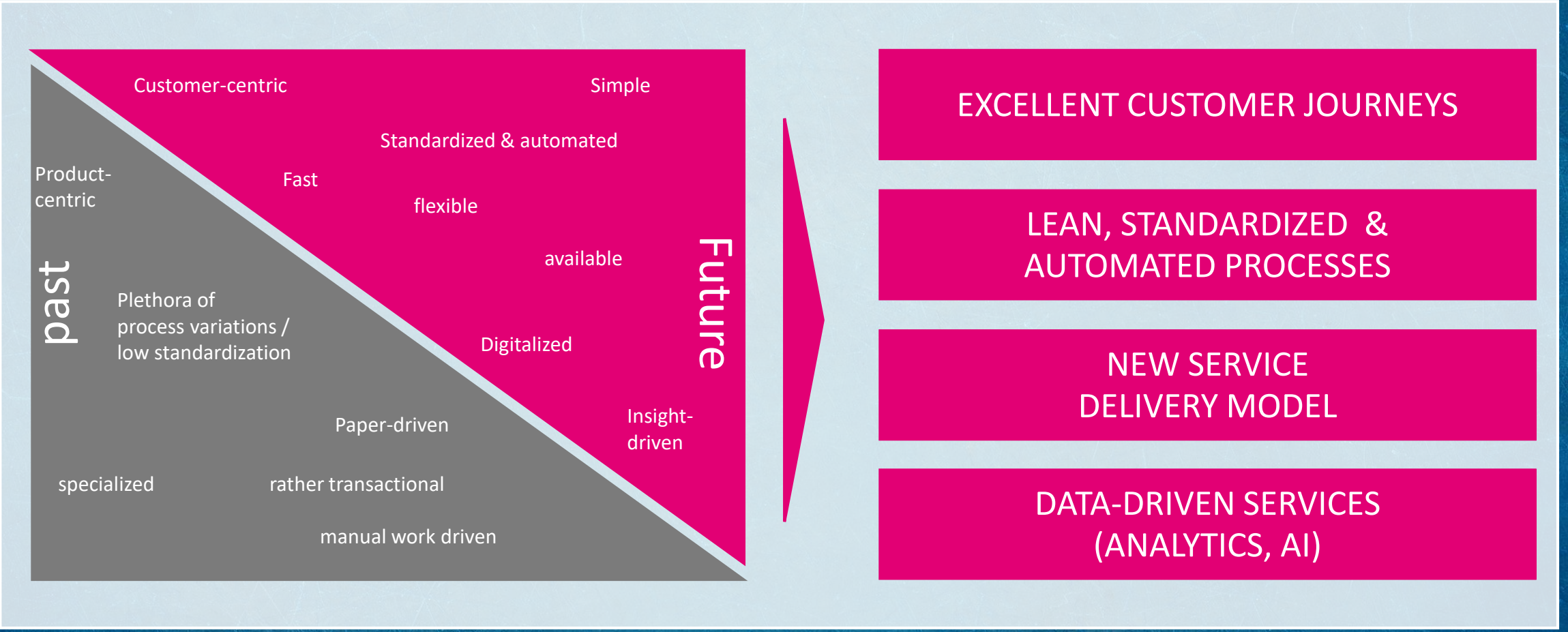
- LEAD IN CUSTOMER EXPERIENCE: ONE CONNECTIVITY & PERFECT SERVICE
- LEAD IN TECHNOLOGY: INTEGRATED GIGABIT NETWORKS
- LEAD IN BUSINESS PRODUCTIVITY: SECURE ICT SOLUTIONS & BIG IOT

SAVE FOR GROWTH INVESTMENTS

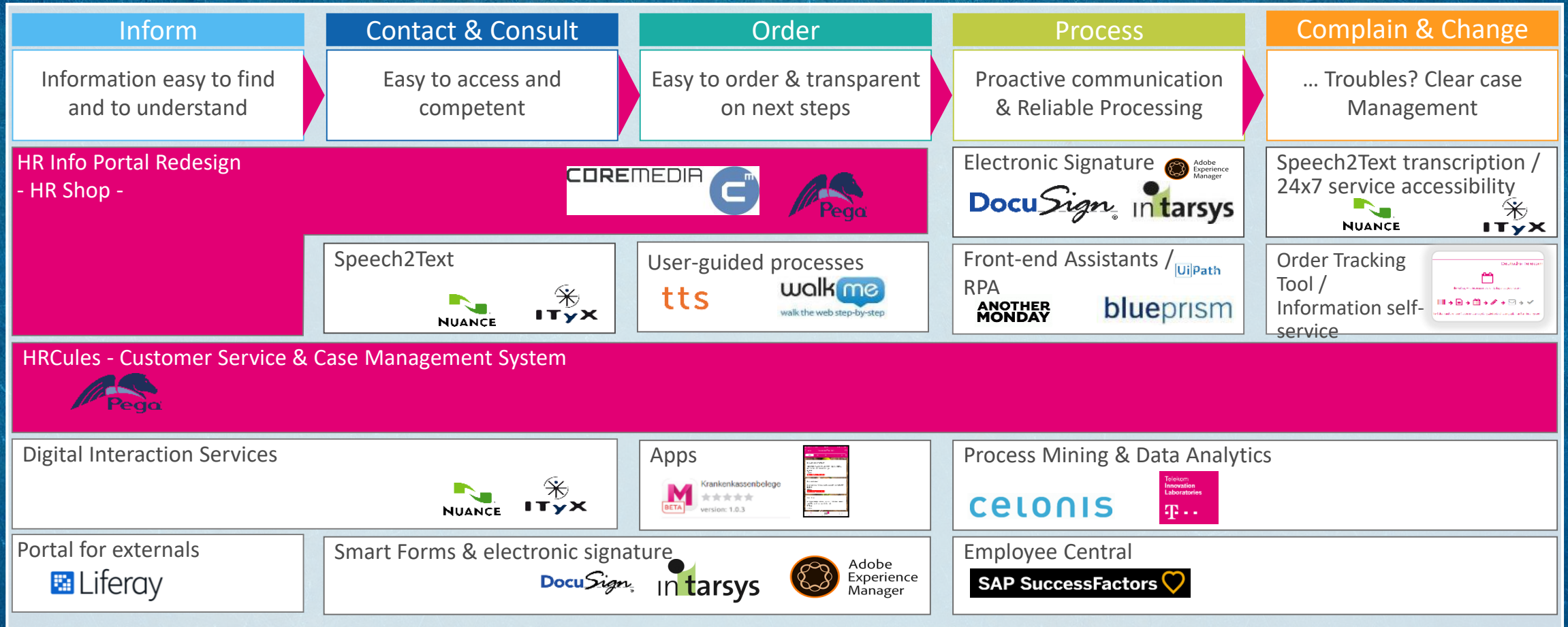
SIMPLIFY, DIGITALIZE, ACCELERATE

**Growth**

# Our vision: fast and easy hr services

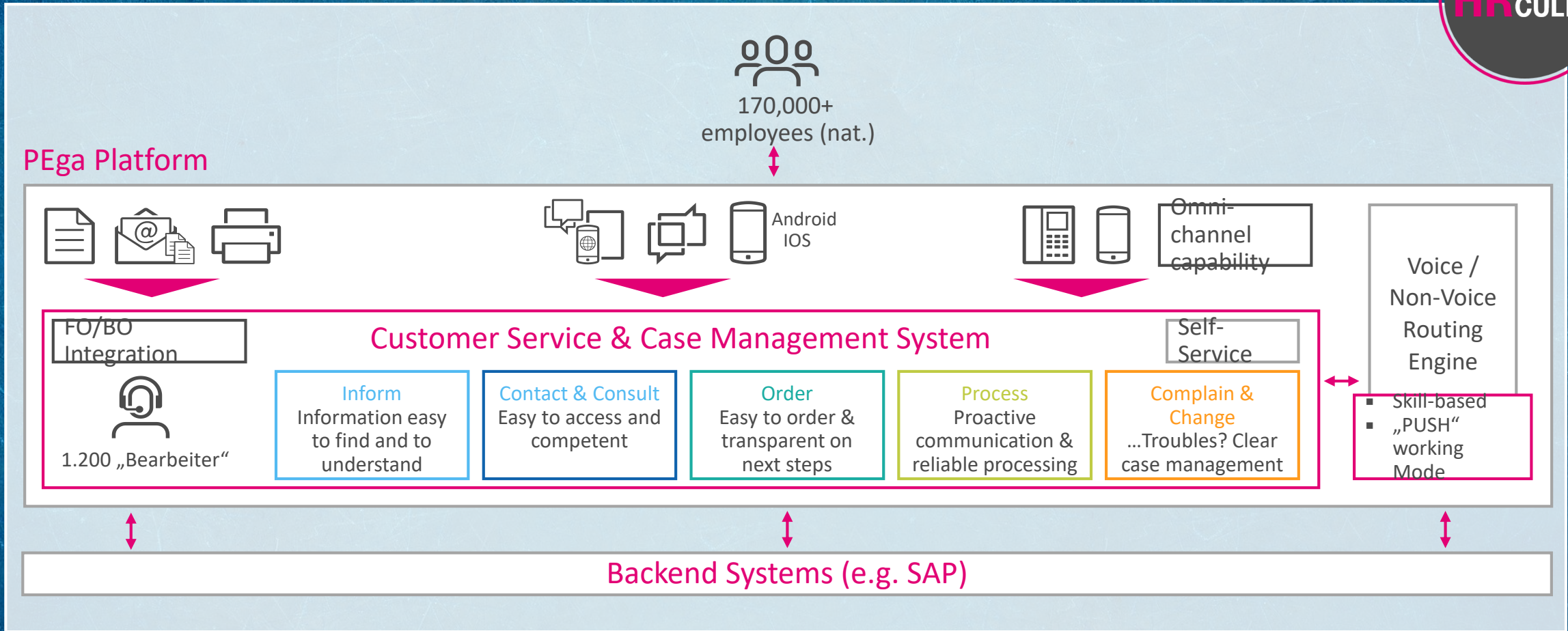


# Our roadmap for digital transformation



# Hrcules platform based on pega creates the foundation of end-to-end Journeys of customers

HR CULES



# 12 tasks of hrcules



1

Design & optimize  
Customer-centric  
hr processes



5

Provide full  
transparency on order status



9

Modernize user screens  
by state-of-the-art user interfaces / User  
experience



2

Redesign hr portals, intuitive  
online service functionality



6

Improve first-resolution rate  
by front- & back-office  
integration



10

Established automated back-end (SAP)  
interfaces



3

Provide Modern and intuitive contact  
channels, assure highest order quality



7

Implement an  
intelligent, skill- & push- Based  
work routing



11

Provide functionality for ad hoc  
customer feedback and interaction



4

Build e2e customer journeys on one  
platform, provide omni-channel  
functionality



8

Implement state-of the art monitoring  
and reporting functionality for real-time  
ticket prioritization



12

Gain speed in process  
implementation „low code“  
Functionality  
(model-driven software development)

# The major Building blocks for this Tasks

1

## Foundation

### On Premise System

- Pega platform 7.4: Integration into current HR landscape with 11 interfaces to 9 applications
- International rollout: multi languages
- Functions: chat/ roles& authorizations/reporting/UI/UX

2

## Contact center

### Contact Channels including Voice

- Routing Engine Non-Voice: Email, contact forms, letters/scan, chat
- Routing Engine Voice (Avaya): calls and integration Pega Call

3

## Processes implementation

### Implementation of the first 7 Products

- Preparation of the first 7 HR Product with 48 Processes
- Use DCO methodology for the recording of the requirements
- Set up as Proof of Concept for the evaluation of possible time tables, methodologies, resources and efforts



# Lessons Learned. What we have learned so far...

## Technical Learnings

APPROACH and Tooling: use flexible tools, provide trainings (e.g. Testing)

Routing Engine Non-Voice: Email, contact forms, letters/scan, chat

**Understand each other:** Not only speak the same language, but also Have SAME understanding

Integration into current HR landscape with 11 interfaces to 9 applications

Routing Engine Voice (Avaya): calls and integration Pega Call

Challenge Accepted: **Agile World** meets **Waterfall World**

## Business learnings

**Documentation** is still needed

First Foundation, Than the Rest

Right people, in right place, at right time

Mix it: IT & Business view right from Start

Best preparation in class for high speed

Take your Time for evaluation phase

**Done** Beats perfect