



Breakout | Customer Service

Community Forum

How to generate value from Pega
Customer Service? A Deutsche Telekom
success story!



How to generate value from Pega Customer Service



What do YOU think?

Where does the major value come from?



LIFE IS FOR SHARING.

Automation

9 out of 10 interview
participants

Where does the major value come from?



LIFE IS FOR SHARING.



Automation is always good, but
a) expensive &
b) often does not solve the root cause

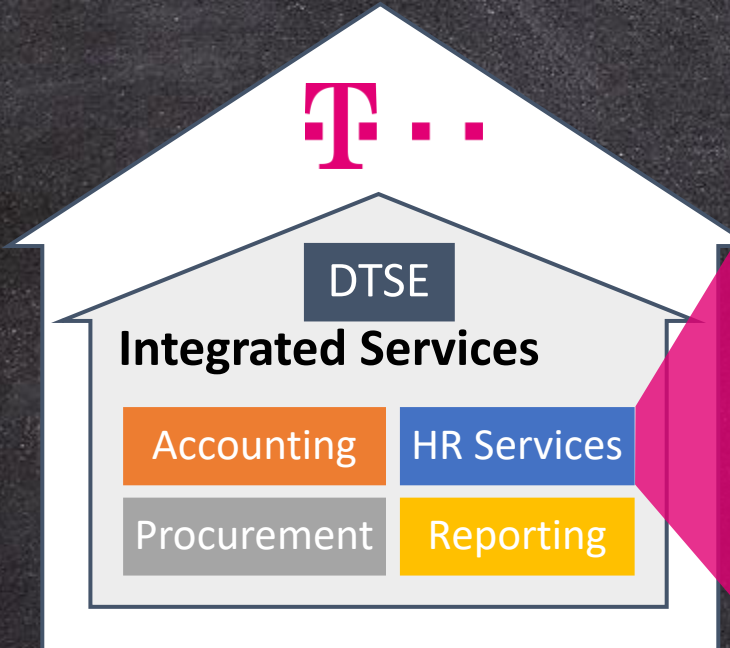
Automation

9 out of 10 interview participants

Where does the major value come from?



Deutsche Telekom Services Europe – Who we are



HR Services

-  350 International employees
-  900 National employees
-  250 HR Products
-  > 800 processes
-  50,000 International customers
-  120,000 National customers
-  25,000 Civil Servants
-  180,000 External Customers
-  30,000 contacts per month
-  230,000 HR Tickets per month

Our challenge is an ambition project while realizing efficiencies

- 800+ HR processes
- Fixed retirement deadline in 2025
- Ongoing legal challenges that MUST be incorporated in processes on short notice
- An efficiency target of 35%
- While realizing 8.4 out of 10 points in customer satisfaction



A day in life of a typical HR process



LIFE IS FOR SHARING.





Customer interaction & Consultation



The challenge – before PEGA

- Identify the topic
- Ideally, keep customer away from email and telephone
- Identify the right agent
- Understand customer history and parameters



**up to
15%**

PEGAs contribution

- Provide Omni-Channel Services (Voice, Email, Chat, Web-Self-Service) in one tool
- Strong, skill-based routing
- Reduce research effort through customer history and 360° view
- Fast answers with “phrases”



Assure Production Readiness

Research and investigation

The challenge – before PEGA

- Some processes up to 30% redundant tickets
- Entry fields are not understandable
- No field controls
- “Loop of death” for agents when reaching out to customers to finalize parameters
- Customer information spread across many systems and “hidden” in documents

**up to
50%**

PEGAs contribution

- Prefilled fields
- Field validations
- Duplicate check
- Eligibility rules (are you allowed to request)
- Central point of information
- Pulse allows easy information share



Data input & calculation

The challenge – before PEGA

- All data to be transferred manually between systems (robots are the only automation)
- Parallel work in many systems

up to
80%

PEGAs contribution

- PEGA is “the spider in the web” and orchestrates subsystems
 - Easy to integrate with other systems
 - Provides various automation methods
- To consider: Production readiness is a precondition for automation



Document creation

The challenge – before PEGA

- All documents to be filled manually
- Often formatting issues
- Multiple documents create one customer output
- Complex document handling

up to
80%

PEGAs contribution

- Leverage knowledge management component
- Autofill documents
- Preview for agent
- Consolidate documents
- Print “ready to ship”



Order Tracking & Follow up

The challenge

- Only few services provide information about realization date
- No progress information
- A lot of customers calling “where is my ticket”

**up to
30%**

PEGAs contribution

- Nice order tracking portal
- Responsive design
- Ongoing update
- Customers stop calling about their ticket inquiry

We need to consciously invest to be fast while realizing the majority of savings: Implementation time/effort is an equally important currency as savings

PRICE

VALUE

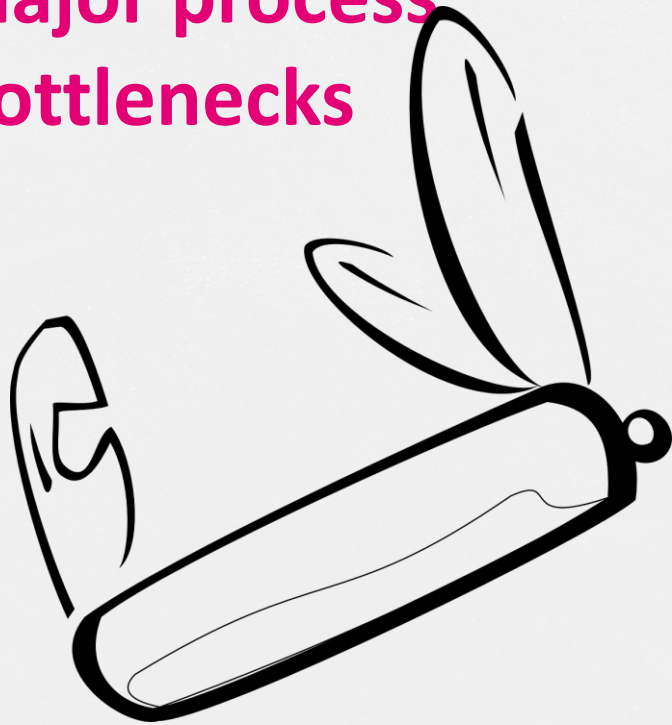


Biggest bang for the buck

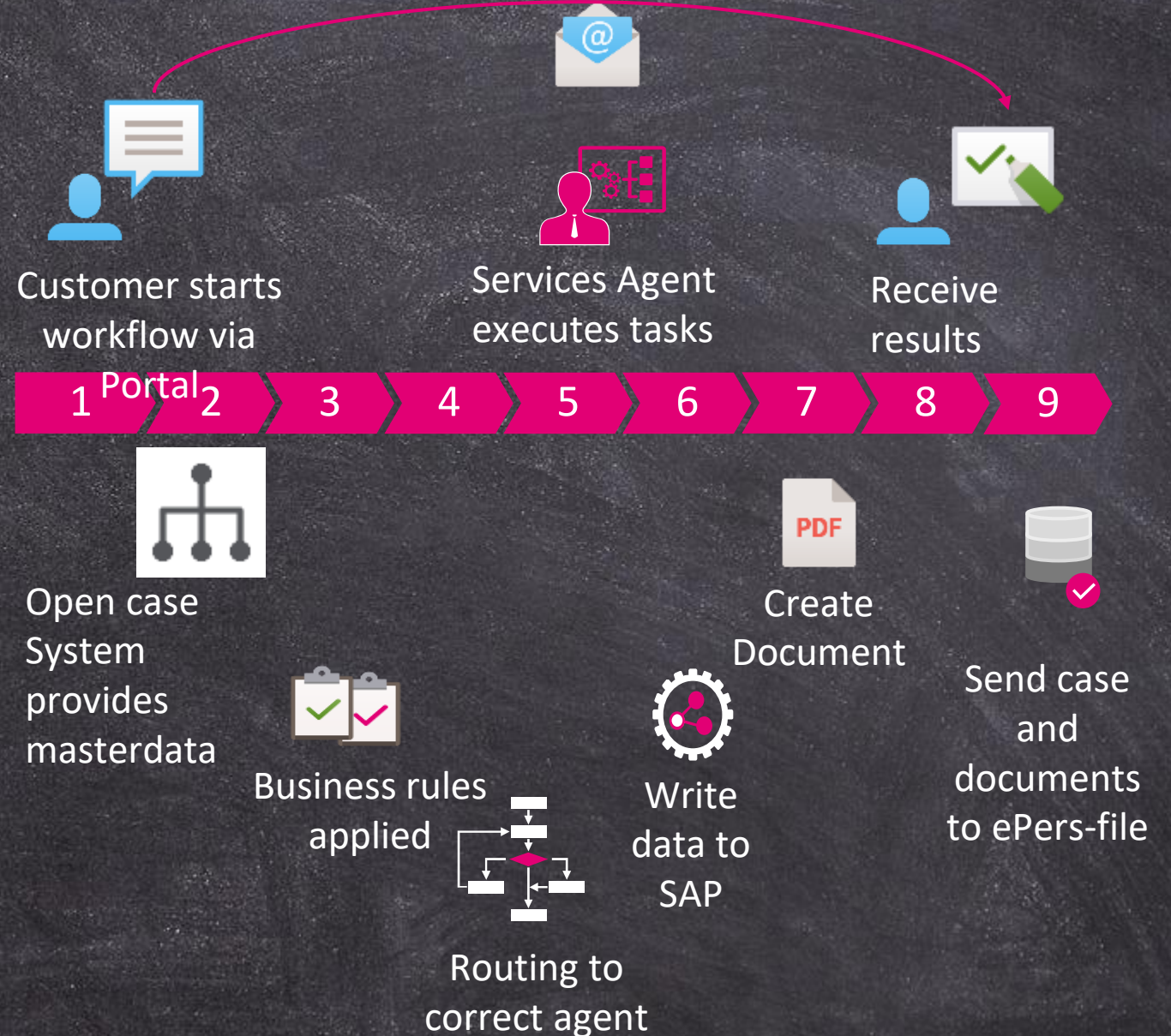


LIFE IS FOR SHARING.

Pega is our Swiss Army Knife to overcome our major process bottlenecks



End-to-end transparency via Order Tracking



LIFE IS FOR SHARING.

Lessons Learned:

Even though Automation always offers the highest efficiency promise, it is outperformed by easy leverages like document creation and production readiness

	Workload share	Efficiency	Implem. effort	
Customer interaction & Consultation	Medium	Medium	High	
Assure Production Readiness	Medium	High	Low	← Do always!
Research and investigation	High	Low	High	
Data input & calculation	High	Very High	Very High	← Calculate carefully
Document creation	High	High	1 time	← Do always!
Order Tracking & Follow up	Low	Medium	1 time	



Questions



Contacts



Ralf Lillig
ralf.lillig@telekom.de
Digi-Hub HR Enabling, Business Owner



Karsten Fröschke
k.froeschke@telekom.de
Digi-Hub HR Enabling, Lead Architect

