



T-Mobile Czech Lifts Customer Satisfaction to 90 Percent with Phone Application Server Software

Challenge

Move to an open, standards-based infrastructure to reduce administration time while decreasing overall service cost

Solution

Deploy a scalable, open standards-based VoiceObjects phone application server to rapidly respond to customer needs and business priorities

Key Benefits

- 90 percent customer satisfaction
- Customers rate self-service as good as or better than live service
- Two thirds of overall customer calls being solved by the automated dialog system
- Hold times reduced
- 27% Customer Service revenue now being generated by the IVR
- Agents free to up-sell and cross-sell additional products and services

The Company

T-Mobile Czech Republic is the number one mobile operator in the Czech mobile market with more than 5 million customers. A key business objective is to keep this market position in a saturated market with the penetration more than 110% and deliver on the vision to be the most highly regarded service company on the Czech mobile market. T-Mobile views customer service as an excellent opportunity with the every day contact with customers as an opportunity to influence the success of this vision. It is why each customer interaction must be connected with a positive emotional experience on the customer side. And in this context, an Interactive Voice Response plays a key role since it is the gateway to the T-Mobile Contact Center and it serves more than 2 million callers every month. At the same time, the IVR is significantly influential in the reduction of customer service costs.

The Challenge

Several years ago, T-Mobile decided to build a multi-site, multimedia contact center and moved to a VoiceXML-based Interactive Voice Response (IVR) system for several reasons. The proprietary IVR platform made administration and modification of voice applications extremely time-consuming and cost-intensive. Furthermore, the IVR presented only a fraction of the entire service portfolio and consequently, most customer service interactions required a live agent contact to complete a transaction. Lastly, T-Mobile Czech was also unable to integrate the proprietary IVR with other enterprise applications in the backend such as CRM or ERP systems. Once the move to a VoiceXML-based IVR was completed, they began evaluating self-service phone platform offerings for developing and deploying applications on the new system. With more than 70,000 service calls per day, T-Mobile Czech needed a solution enabling quick and easy development and deployment of automated customer self-service without the need for cost-intensive external integration support. The new solution should also contribute to deliver on T-Mobile's vision of being a highly regarded service company maintaining their number one position in a highly saturated market.

The Solution

T-Mobile Czech turned to VoiceObjects Phone Application Server software for a highly scalable solution that could manage thousands of voice applications, ensuring high availability and flexibility for customers and helping to keep existing and future development and change costs under control. VoiceObjects' scalable deployment environment allows T-Mobile to rapidly respond to customers' needs and business priorities by changing the applications based on caller behavior and system usage. In addition, all new applications developed for their voice self-service channel can easily be deployed on other channels, including video, text and the Web, saving significant time and resources.

The VoiceObjects platform runs on Genesys Voice Platform in this implementation and features a graphical objects-based development environment, eliminating the need for proprietary programming skills. The entire implementation process was hassle-free and took just a few weeks. By implementing the active IVR ports across the three call center sites in the Czech Republic, T-Mobile is now able to serve 480 customers over the voice portal simultaneously, sustainably reducing hold times.

USSD – New value for an existing technology

The USSD-based text interface for phone applications now plays an important role at T-Mobile when it comes to customer service. As an existing feature of GSM networks, USSD has minimal impact on network capacity and reduces overall customer care costs – by up to 90% versus and IVR-based self-service call. And because T-Mobile had existing voice applications with VoiceObjects, it was easy to leverage existing applications and simply re-deploy them as USSD-based text applications.

USSD gives T-Mobile an add-on customer service solution that offers long-term savings, without sacrificing service quality. Applications leveraging USSD are as easy for customers to operate as

“VoiceObjects helps us to maintain our leadership position in a highly-saturated market by raising the bar for our customer service.”

— Jan Safka
Senior Head of Voice and Mobile Service
T-Mobile

Customer Self-Service Phone Portal

- Customer authentication
- Roaming information
- Messaging services
- Account information
- Billing
- Tariff (Service Plan) pricing and changes

At-a-Glance

Deployment Data

- Customers: 5.1 million
- Call volume per day: 70,000 service calls
- Ports: 480
- Integrated with Genesys, Jetty and Oracle

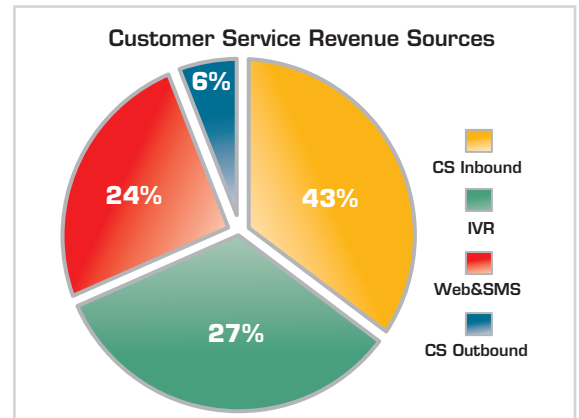
popular SMS text-messaging services. T-Mobile has already completed a pilot project for its prepaid customers using the USSD offering. First results clearly imply customer adoption on a very large scale. Based on these practical values T-Mobile has decided to initially go live with the USSD-based solution in the Czech Republic successively rolling-out to additional regions later on.

The Benefits

Using VoiceObjects software to develop, deploy and manage personalized, self-service voice applications in their contact center, T-Mobile can rapidly respond to customer inquiries, quickly develop and implement new applications for marketing and promotional campaigns and evaluate caller behavior to continually improve system performance. In the past, T-Mobile's IT staff spent several days to deploy marketing campaigns within the call center. With VoiceObjects, T-Mobile's marketing department is able to make changes to these campaigns in a matter of hours without the dependency on the IT department.

VoiceObjects was also chosen because of its flexibility, simplified application deployment management and reporting features. Now serving over two million calls every month, the

VoiceObjects-based phone portal enables customers to accomplish a number of tasks entirely within the automated system, resulting in lower customer service costs and an increase in the number of live agents who are available to handle more complex customer inquiries. About two thirds of the overall customer calls can now be solved by the automated dialog system. That helps T-Mobile Czech to deliver on its vision of being the most highly regarded service company in the market.



Source: T-Mobile Czech presentation at Genesys G-Force 2008

T-Mobile Czech Republic customers rate phone self-service as good as or better than live agent support

T-Mobile surveys customers served by the phone portal and live agents every two months to determine their level of satisfaction and overall experience. Results show respondents who used the automated phone system report satisfaction levels on par or better than those customers served by live agents.

Phone self-service drives revenue at T-Mobile Czech Republic

Customer service now drives half of the revenue for T-Mobile. With the phone self-service applications such as topping off minutes and adjusting tariffs or service plans, the IVR is contributing 27% of the customer service revenue to the company. T-Mobile's success with revenue programs dispels the myth that phone self-service cannot contribute to a company's top line.

Seamless integration with call center and IT infrastructure

The VoiceObjects software integrated seamlessly with the existing call center and IT infrastructure, including the Genesys Voice Platform, Oracle databases and CRM assets, saving valuable time and resources. In addition, T-Mobile is now able to run reports and analyze system performance using VoiceObjects Infostore.

Providing the evolutionary path for next generation voice portals

As one of their next milestones in the scope of continuously improving customer self-service over the phone, T-Mobile Czech plans to evaluate the implementation of advanced speech recognition (ASR). VoiceObjects' standard based infrastructure paves the way to easily integrate new, innovative solutions, thus preserving T-Mobile Czech's technology investments.



VoiceObjects

VoiceObjects is the phone application server company. VoiceObjects works with carriers and enterprises around the world to deliver a personalized customer service experience to more than 500 million callers every year. VoiceObjects Server, the company's flagship product, supports phone-based applications at more than fifty leading companies, including Adobe, T-Mobile and Volkswagen Financial Services. For more information, please visit www.VoiceObjects.com.

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