

INDUSTRY:  
Telecommunications

## T-Mobile Czech Republic Customers Rate Phone Self-Service nearly as Good as Live Agent Support



**T-Mobile Czech** is the leading mobile operator in the Czech Republic and serves more than 5.5 million customers in that region.

The company uses **Voxeo's VoiceObjects Application Lifecycle Suite** to power a state-of-the-art self-service phone portal

### Highlights

- ✓ Multi-channel applications using same structure for all channels
- ✓ Flexible, simplified application development management and reporting features
- ✓ Quickly develop and implement new apps for marketing and promotional campaigns
- ✓ Cost effective self-service architecture
- ✓ Seamless integration with existing call center and IT infrastructure

T-Mobile is the leading mobile operator in the Czech Republic, serving more than five million customers. Several years ago, the company built a multi-site, multimedia contact center and moved to a VoiceXML interactive voice response (IVR) system. Once complete, they began evaluating solutions for developing and deploying self-service applications on the new system. T-Mobile Czech Republic has chosen Voxeo's VoiceObjects Application Lifecycle Suite to power their self-service phone portal.

Using Voxeo's VoiceObjects technology to develop, deploy and manage personalized, self-service 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.

### Solution

Voxeo's VoiceObjects Application Lifecycle Suite was chosen because of its flexibility, simplified application deployment management and reporting capabilities. Today, the phone portal based on Voxeo's leading VoiceObjects technology handles more than 1.4 million calls every month and enables customers to accomplish a number of tasks entirely within the automated self-service portal. As a result of this self-service, the customer service costs are decreased and the number of live agents who are available to handle more complex customer inquiries increased.

One of the first applications that T-Mobile Czech deployed was a survey app. T-Mobile surveys customers served by the phone portal and live agents on a continuous basis to determine their level of satisfaction and overall experience.

Results show respondents who used the automated phone system report satisfaction levels on par with or better than those customers served by live agents.

## Key Benefits

- ✓ Increased call center efficiency
- ✓ Increased Revenue
- ✓ Reduced hold times
- ✓ Agents free up to work on more complex requests
- ✓ Lower customer service costs
- ✓ Increased service automation rate
- ✓ Significantly decreased number of calls to agents
- ✓ Improved customer experience

## At-a-Glance

- ✓ Customers: 5.5 million
- ✓ Technology: VoiceObjects
- ✓ Calls / month in IVR: 850.000
- ✓ Call / months in USSD: 500.000
- ✓ Integrated with SAP BusinessObjects

VoiceObjects' scalable and flexible deployment environment allows T-Mobile to rapidly respond to customer needs and business priorities by changing the applications based on caller behavior and system usage. All new applications developed for one of their self-service channels can easily be deployed on other channels, including voice, video, text – such as USSD, and the Web, saving significant time and resources.

In the past, T-Mobile's IT staff spent several days deploying marketing campaigns within the call center. With Voxeo's VoiceObjects, T-Mobile's marketing department is now able to make changes to these campaigns in a matter of hours without the need to involve the IT department.

The VoiceObjects Application Lifecycle Suite integrated seamlessly with the existing call center and IT infrastructure, saving valuable time and resources. T-Mobile is now able to run reports and analyze system performance using VoiceObjects Infostore.

## Benefits

T-Mobile Czech takes advantage of the multi-channel approach delivered by Voxeo's leading technology. Using VoiceObjects, the company is able to provide a consistently superior caller experience through every available phone channel. It is very easy to develop, add or change applications and to make them available across all channels.

Due to the reporting capabilities of VoiceObjects, T-Mobile Czech is able to obtain deep insight into customer behavior, call completion rates and many additional performance indicators. This enables T-Mobile to make changes within a very short timeframe based on customer behavior. Thereby they increase automation rates and deliver an automated self-service portal that perfectly fits customer requirements.

*"Voxeo's VoiceObjects technology helps us maintain our leadership position in a highly-saturated market by raising the bar for our customer service. Our goal is to deliver world-class customer service to all of our customers in line with our corporate vision to mobilize personal, business and social networks, being a most highly regarded service company. VoiceObjects provides us with the platform to create personalized, voice-driven applications that are necessary for us to meet this objective."*

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