

>> Deutsche Telekom AG

Diagnosing and Reporting Errors via Internet



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Customer profile

As one of the world's leading telecommunications and information technology service providers, Deutsche Telekom AG is setting international standards. Deutsche Telekom offers millions of private and corporate customers all over the world the entire spectrum of modern information technology and telecommunications services – whether fixed-network, wireless and broadband or complex IT and telecommunications (ICT) solutions for business customers.



Initial situation

Since its technical customer services portal went into live operation at the end of October 2006, Deutsche Telekom has been offering its customers a vastly superior internet portal. Besides the simple request recording function which has already been available since June 2006, all customers are now able to analyse, diagnose, search for solutions or submit a prioritised trouble ticket online with Deutsche Telekom.

Implementation

Together with its implementation partner, MATERNA, Telekom launched a complex portal project to optimise its customer service. A J2EE business logic on IBM WebSphere forms the technological basis. So that as many customer requests as possible can be handled entirely via the self-service feature, seven existing backend systems were integrated under a uniform portal interface in phase 2. This includes the central Workflow Management System (WMS) of the technical customer services, also developed with the help of MATERNA. The biggest challenge of the project was to carry out the step-by-step update in all backend systems with optimum timing.

The result of phase 2 of the technical customer services portal is that customers now have an efficient, user-friendly system at their disposal which enables them to diagnose incidents themselves. A workaround assistant helps with problem-solving. Self-service functions suggest appropriate solutions so that the customer can resolve simple problems him- or herself. If the workaround assistant is unable to help, the customer can submit a prioritised request via the portal. The system navigates the customer through the incident diagnosis, adding any technical

values entered by the customer to the request which is then transferred directly to the Workflow Management System of the technical customer service. Consequently, these requests are usually categorised upon reaching the customer service technicians.

Customers can track the status of their requests via email, text message or in the status monitor of the portal, avoiding unnecessary follow-up calls. Depending on the request status, the customer can also send additional messages, change agreed deadlines or cancel the entire request. Several thousand customers use the facilities every day.

Advantages

- Web self-service available 24 hours a day
- Integration of complex backend systems under a single user interface
- Customers can check the status of their open requests
- Reduced workload for service staff by cutting down on routine tasks