

INDUSTRY:
Telecommunications

T-Mobile Czech Republic Customers Rate Phone Self-Service as Good as or Better Than Live Agent Support



T-Mobile Czech, the leading mobile operator in Czech Republic with more than 5 million customers, uses **Voxeo's VoiceObjects technology** to power their self-service phone portal.

Highlights

- ✓ Flexible, simplified application development management and reporting features
- ✓ Quickly develop and implement new apps for marketing and promotional campaigns
- ✓ Cost effective self-service architecture
- ✓ Lower customer service costs
- ✓ Seamless integration with existing call center and IT infrastructure

Background

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 phone application server to power their self-service phone portal.

Using Voxeo's 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.

Why Voxeo VoiceObjects?

VoiceObjects was 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.

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.

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Voxeo unlocks communications. We loathe the locks that make voice, SMS, instant messaging, Twitter, web chat, and mobile web unified communication and self-service applications difficult to create, manage, analyze, optimize and afford. Every day we work to unlock the neglected value of these communications solutions with open standards, disruptive innovation and a passion for problem solving-- fueled by a company-wide obsession with customer success. We do so for more than 100,000 developers, 45,000 companies, and half of the Fortune 100 from our headquarters in Orlando, Beijing, Cologne, and London. Visit us or join our conversations on the web at www.voxeo.com, blogs.voxeo.com, or twitter.com/voxeo.

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. 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 VoiceXML-based IVRs and features a graphical objects-based development environment, eliminating the need for proprietary programming skills.

"VoiceObjects 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."

Roman Št'astný
Vice President
Customer Services Development
T-Mobile Czech

In the past, T-Mobile's IT staff spent several days deploying 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 dependency on the IT department.

Seamless Integration with Call Center and IT Infrastructure

Voxeo's VoiceObjects technology also delivered significant advantages to the team responsible for maintaining the new self-service phone portal. 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.