

INDUSTRY:  
Telecommunications

## T-Mobile Powers Integrated Voice and Mobile Self-Service Strategy with VoiceObjects



For **T-Mobile International**, **Voxeo's VoiceObjects technology** is the first choice for creating and managing customer self-service portals in Austria, Czech Republic, and Poland (PTC Era).

### Highlights

- ✓ Personalized Self-Services
- ✓ Design Once-Deploy Anywhere Architecture
- ✓ Multichannel Approach for a useful mix of service channels
- ✓ Cost effective Self-Services Architecture

### Background

T-Mobile International will deploy VoiceObjects software as part of its “self-service in your pocket” customer service initiative for delivering voice-controlled and other mobile services. Based on an international proof of concept, T-Mobile has chosen VoiceObjects as an ideal technology provider for creating and managing customer self-service portals in Austria, Czech Republic, and Poland (PTC Era).

### Why Voxeo VoiceObjects?

The “design once - deploy anywhere” technology approach of Voxeo VoiceObjects is important to T-Mobile’s initiative because it enables the one-time development of an application which can run on every available phone channel: voice, video, text or mobile Web. This multi-channel approach ensures T-Mobile that a useful mix of service channels is available to customers which can be accessed on-demand. As a result, T-Mobile customers will experience a fast, personalized self-service over a mobile portal, SMS service, or a voice portal with touch-tone (DTMF) or speech recognition.

T-Mobile International had two key criteria for the project. First, they wanted to provide customers with easy and intuitive self-service options that the customer would adopt as their preferred channel. Second, the team needed to optimise the efficiency of deliver affordable services through a range of channels.

*“With VoiceObjects, we have found an ideal technology partner to provide us with a simple, yet cost-effective self-service architecture.”*

T-Mobile International  
Program Manager,  
Daniel Hendling,

# Customer Profile: T-Mobile International



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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](http://www.voxeo.com), [blogs.voxeo.com](http://blogs.voxeo.com), or [twitter.com/voxeo](http://twitter.com/voxeo).

The medium- to long-term strategy at T-Mobile International is to develop a self-service environment that incorporates a range of phone channels and makes best use of the merits of each channel to provide its customers with the best service possible.

T-Mobile International's initiatives highlight VoiceObjects' unique ability to enable personalized phone self-service across a variety of popular phone channels. The solution not only enables T-Mobile to lower costs, but to do so while improving the customer experience.