

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.”

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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.