PegaWorld iNspire

JUNE 9-11, 2024 | LAS VEGAS

Beyond the Obvious
How Deutsche Telekom Generates Value from Pega Customer Service

Daniel Wenzel
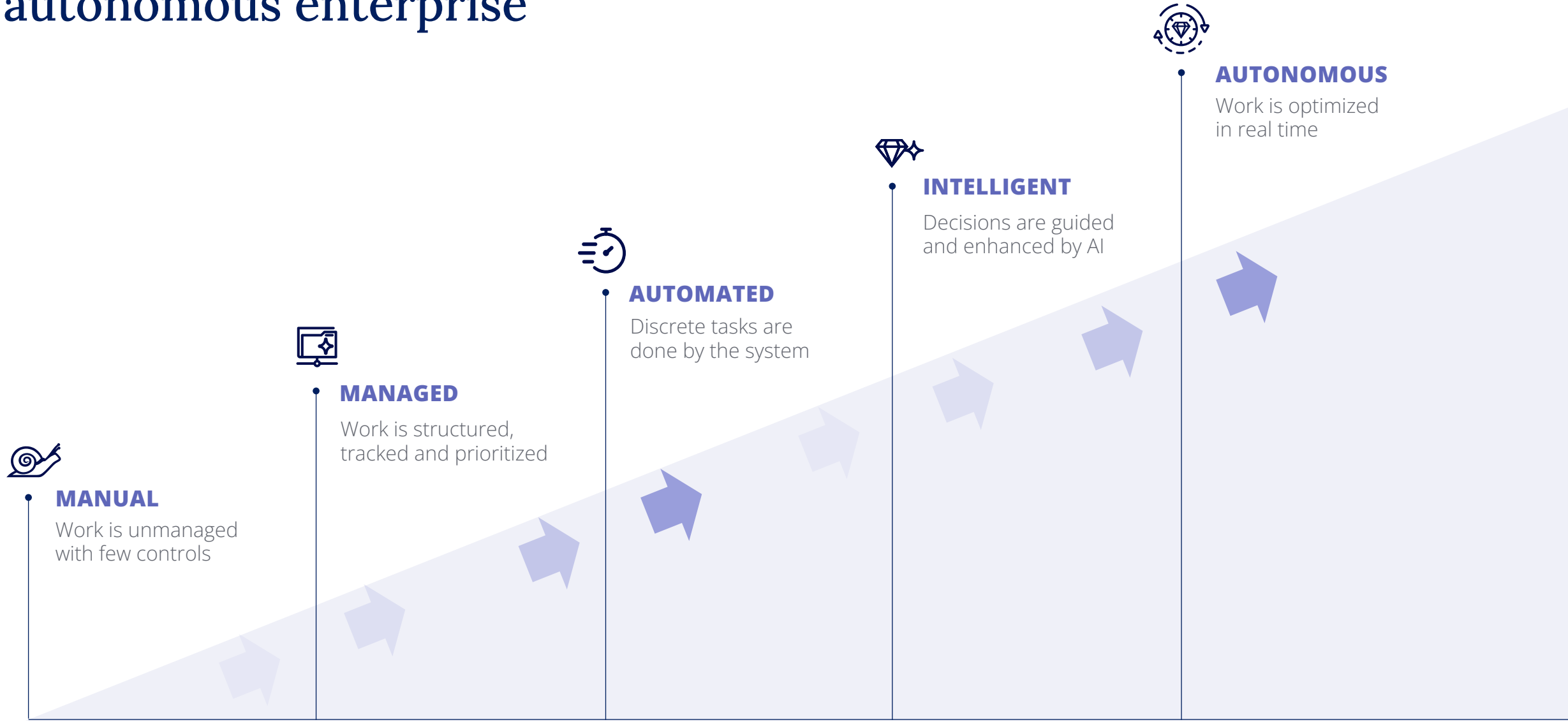SVP Design Authorities
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Pega

The path to an autonomous enterprise

AUTONOMOUS
Work is optimized
in real time

INTELLIGENT
Decisions are guided
and enhanced by AI

AUTOMATED
Discrete tasks are
done by the system

MANAGED
Work is structured,
tracked and prioritized

MANUAL
Work is unmanaged
with few controls

Proactive Engagement

Self Service

Contact Center

Back Office

WORK VOLUME

Structured and managed work is the key
… to unifying the front and back-office

Proactive Engagement

Self Service

Contact Center

Back Office

WORK VOLUME

Structured and managed work is the key
... to unifying the front and back-office
... and unlocking self-service

Proactive Engagement

Self Service

Contact Center

Back Office
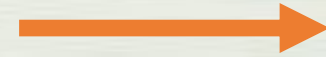
WORK VOLUME

Let's start with storytime

How to fill a jar

first with
large rocks
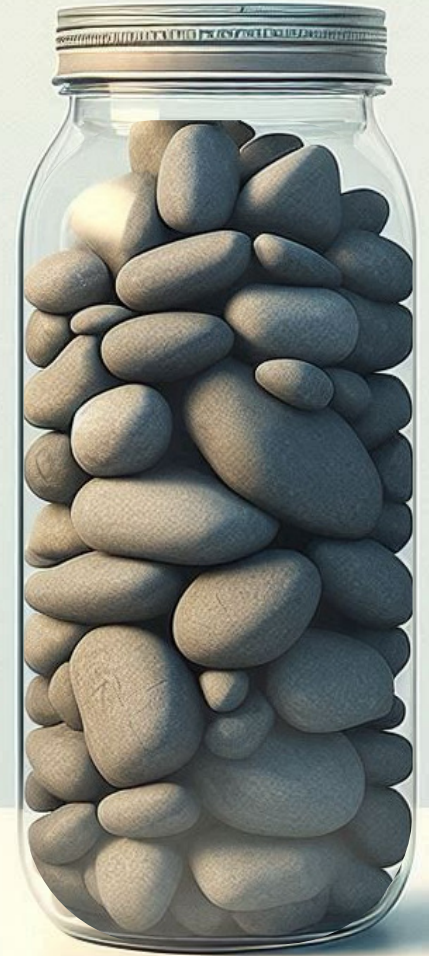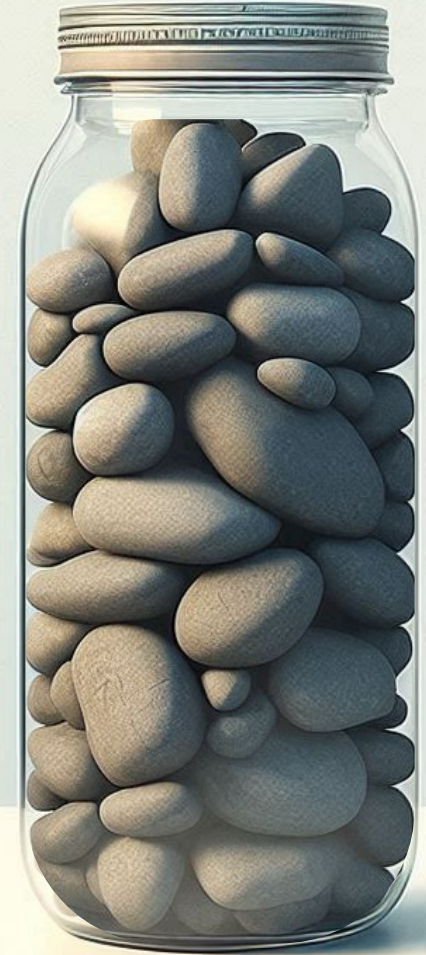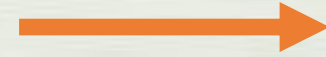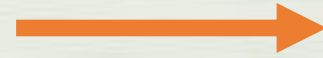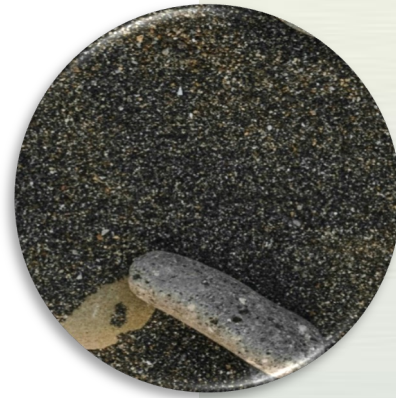
first with
large rocks

then with small rocks

then with
small rocks

and then
with sand
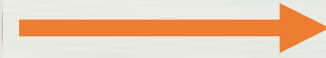
and then
with sand

... always room
for a beverage

Definition of value

Definition of value

Value in business involves maximizing benefits, efficiency, and differentiation to optimize overall worth, competitiveness, and sustainability.

– ChatGPT

Deutsche Telekom Services Europe – Who we are

DTSE
Integrated Services

Accounting | HR Services
Procurement | Reporting
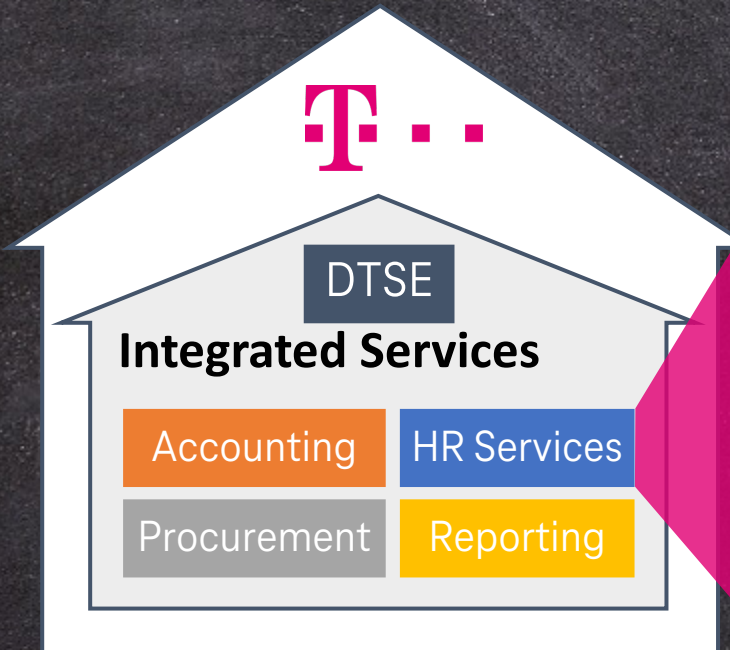
HR Services

350	International employees
900	National employees
250	HR Products
> 800	processes
50,000	International customers
120,000	National customers
25,000	Civil Servants
180,000	External Customers
30,000	contacts per month
230,000	HR Tickets per month

Our challenge is an ambition project while realizing efficiencies

- 800+ HR processes

- Fixed retirement deadline in 2025

- Ongoing legal challenges that MUST be incorporated in processes on short notice

- An efficiency target of 35%

- While realizing 8.4 out of 10 points in customer satisfaction

HRCULES IS MORE THAN JUST THE REPLACEMENT OF AN OLD PROCESS ENGINE – WE SET THE BASE FOR A SUSTAINABLE HR SERVICE

INTUITIVE & SELF-SUFFICIENT ONLINE-SELF-SERVICES

focus on the capability to fulfil your needs by the largest extend independent in self-service

NEWLY DESIGNED AND OPTIMIZED PROCESSES

build E2E customer journey on one platform with omnichannel functionality

END-TO-END CUSTOMER & EMPLOYEE EXPERIENCE

improve first resolution rate by implementing skill- and push based work routing
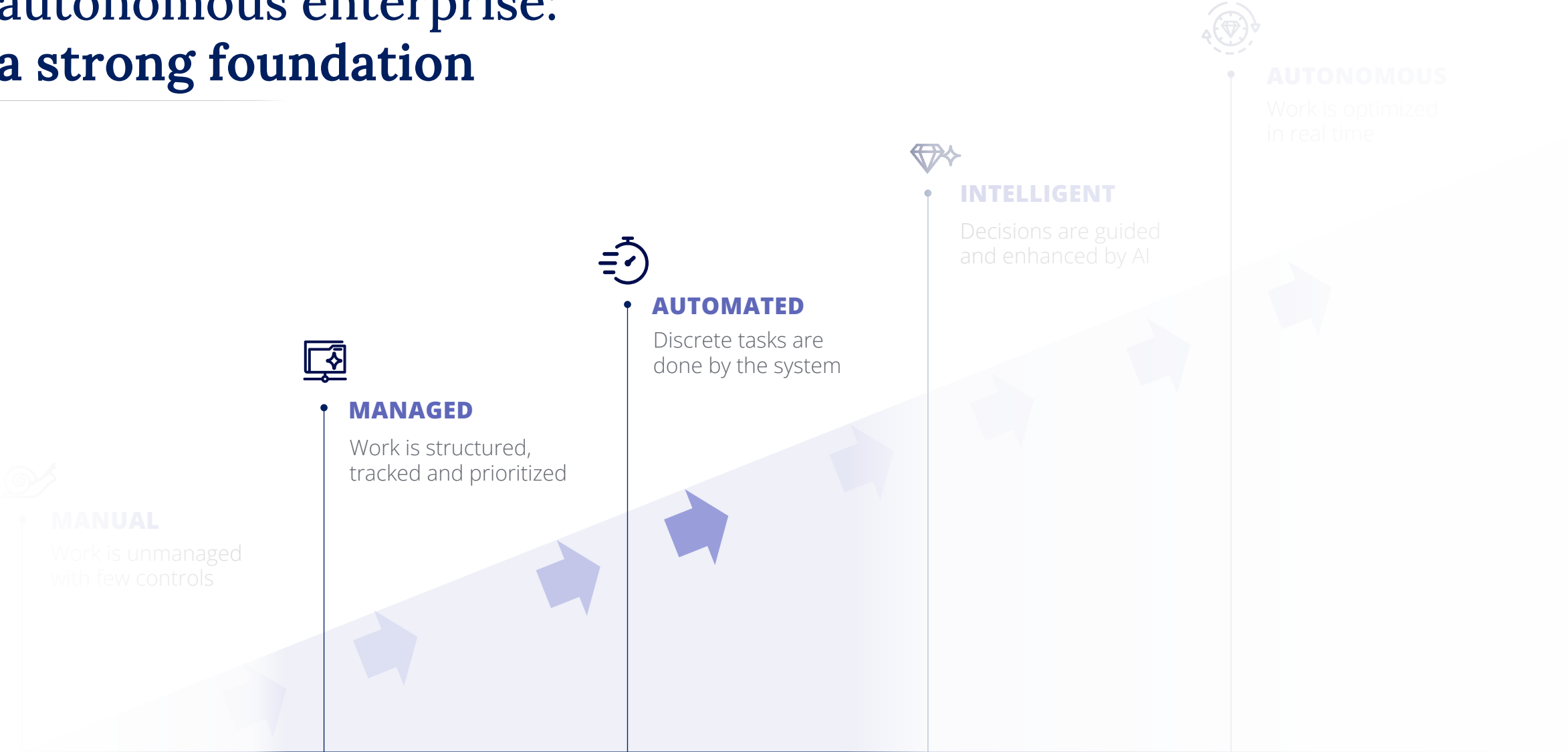
HR OF THE FUTURE – #WEAREDIGITALIZATION

design optimized, automated and customer centric HR processes (and beyond)

IMPROVED FUNCTIONALITIES FOR ALL USERS

like the presentation of all information at a glance and build for reuse

The path to an autonomous enterprise: a strong foundation

MANUAL
Work is unmanaged with few controls

MANAGED
Work is structured, tracked and prioritized

AUTOMATED
Discrete tasks are done by the system

INTELLIGENT
Decisions are guided and enhanced by AI

AUTONOMOUS
Work is optimized in real time

1

The right modular structure

HRCules – Entreprise Class Structure build to grow beyond today's scope

HR DE SHS
- HR Service Cases

DE
- Local Master Data

HR SHS FW
- Foundation Topics
- Interaction Cases
- Customer

HR
- Customer

Customer FW for Communications

APPLICATIONS & PLATFORM

DT
- Identity Management
- SSO
- Customer

- **DT:** Enterprise specific layer
- **HR:** Enterprise HR specific layer
- **HR SHS FW:** HR Shared Services specific global framework layer
- **DE:** Specific layer for Region DE
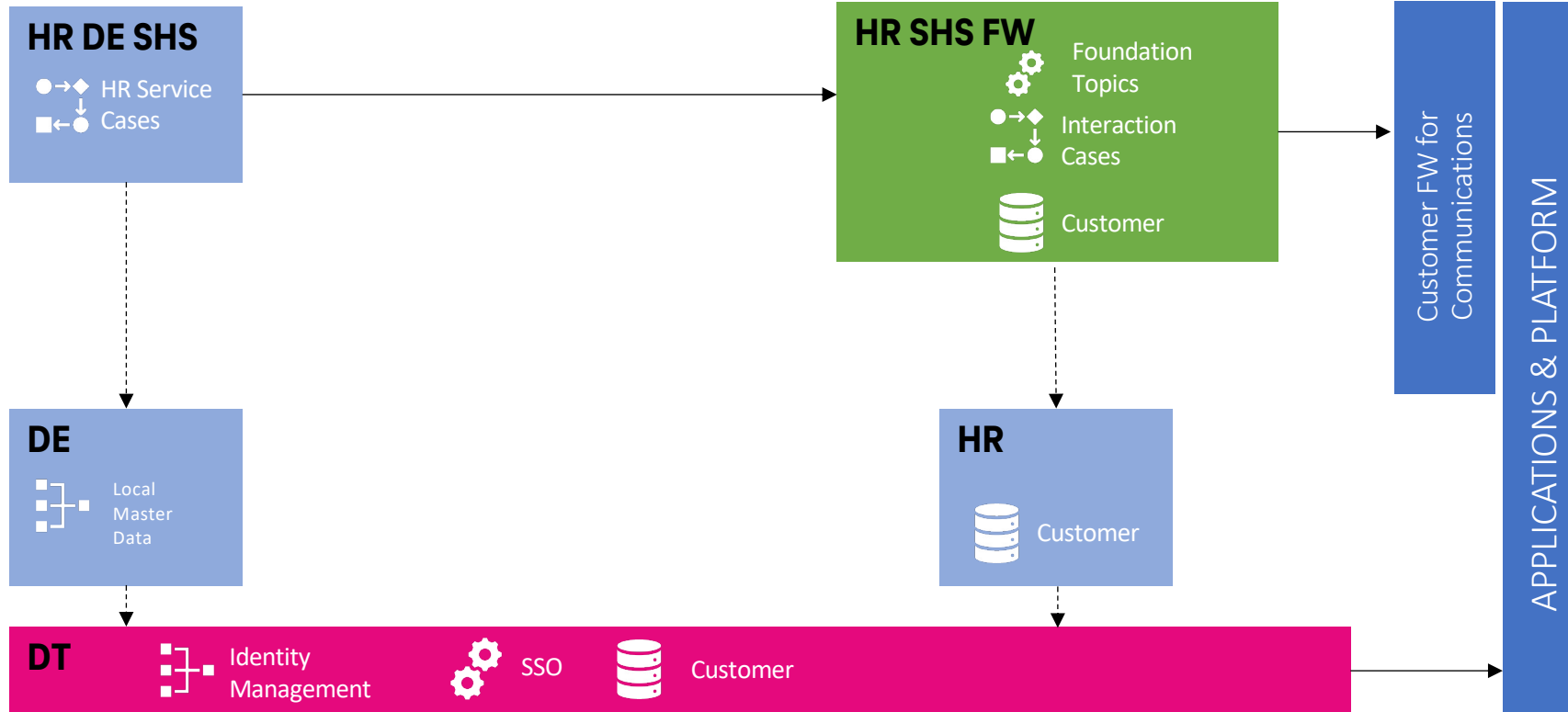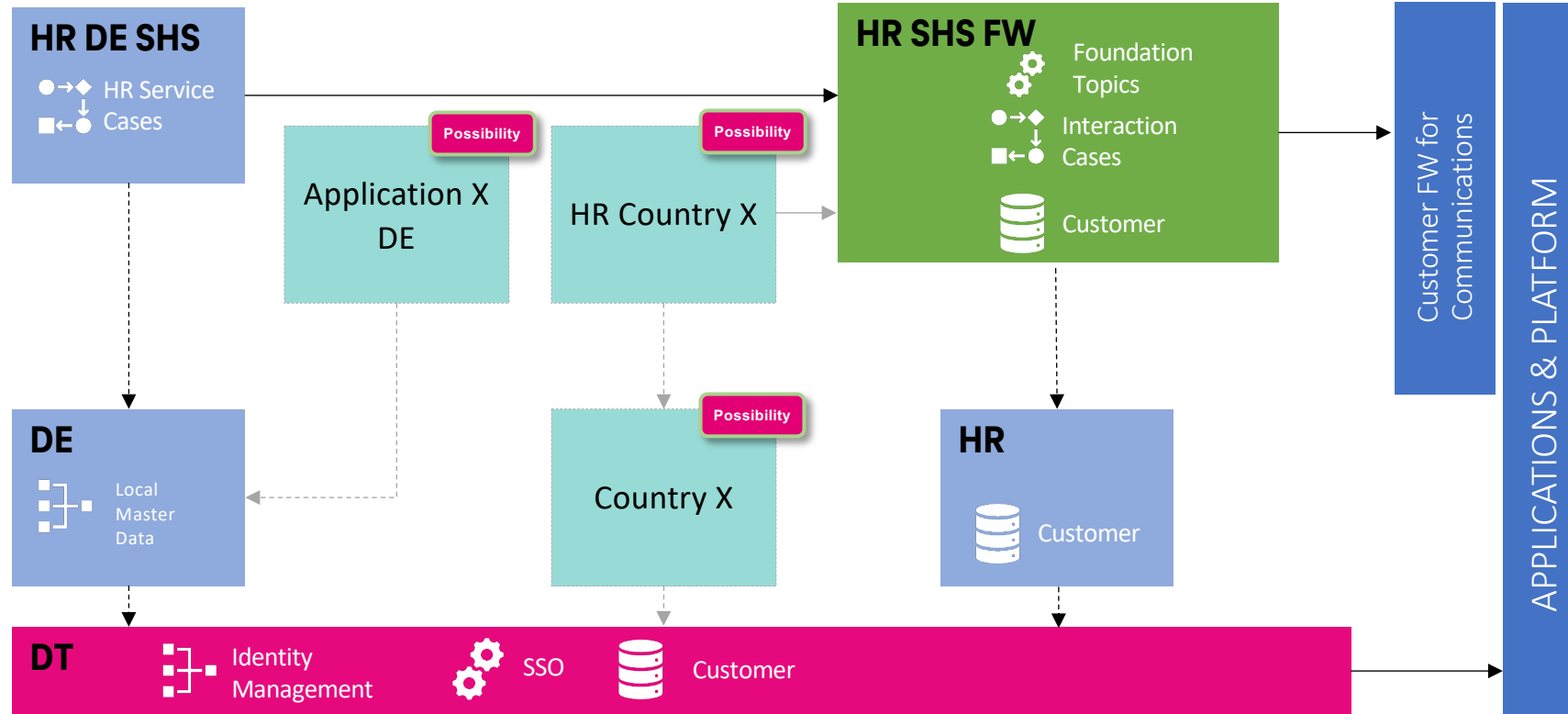
HRCules – Entreprise Class Structure build to grow beyond today's scope

- **DT:** Enterprise specific layer
- **HR:** Enterprise HR specific layer
- **HR SHS FW:** HR Shared Services specific global framework layer
- **DE:** Specific layer for Region DE
- **Possibility** to build layers for other regions
- **Possibility** to build extended regional applications

Spending money well

2

What do YOU think?

Where does the major value come from?

Automation

9 out of 10 interview participants

Where does the major value come from?

A day in life of a typical HR process

- Customer interaction & Consultation
- Assure Production Readiness
- Research and investigation
- Data input & calculation
- Document creation
- Order Tracking & Follow up

We need to consciously invest to be fast while realizing the majority of savings: Implementation time/effort is an equally important currency as savings

PRICE

VALUE

Lessons Learned:

Even though Automation always offers the highest efficiency promise, it is outperformed by easy leverages like document creation and production readiness

	Efficiency	Implem. effort	
Customer interaction & Consultation	Medium	High	
Assure Production Readiness	High	Low	← Do always!
Research and investigation	Low	High	
Data input & calculation	Very High	Very High	← Calculate carefully
Document creation	High	Low	← Do always!
Order Tracking & Follow up	Medium	Low	

Good is good enough

3

**Repeat & resell
your innovation**

The first PEGA platform in a corporate group creates value... others are willing to pay for:

examples

- Eliminate ramp up costs to a marginal amount

- Dev ready in less than 14 days

- Drop Single Sign On connection costs to <10%

- Standard connectors for middleware

- Reusables for concrete business problems

- Connections to business warehouse

T

To summarize: Set your priorities

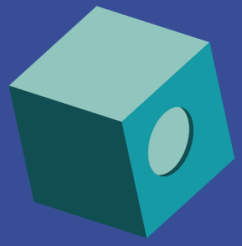1. **The right modular structure: Build for reuse, speed and scale**

2. **Spending money well: Focus on value and effort**

3. **Get creative: Repeat & resell your innovation**

Questions

Thank you!

Customer interaction & Consultation

The challenge – before PEGA

- Identify the topic
- Ideally, keep customer away from email and telephone
- Identify the right agent
- Understand customer history and parameters

Impact: Medium

PEGAs contribution

- Provide Omni-Channel Services (Voice, Email, Chat, Web-Self-Service) in one tool
- Strong, skill-based routing
- Reduce research effort through customer history and 360° view
- Fast answers with "phrases"

Assure Production Readiness

Research and investigation

The challenge – before PEGA

- Some processes up to 30% redundant tickets
- Entry fields are not understandable
- No field controls
- "Loop of death" for agents when reaching out to customers to finalize parameters
- Customer information spread across many systems and "hidden" in documents

Impact: High

PEGAs contribution

- Prefilled fields
- Field validations
- Duplicate check
- Eligibility rules (are you allowed to request)
- Central point of information
- Pulse allows easy information share

Data input & calculation

The challenge – before PEGA

- **All data to be transferred manually between systems (robots are the only automation)**
- **Parallel work in many systems**

Impact:
Very
High

PEGAs contribution

- **PEGA is "the spider in the web" and orchestrates subsystems**
- **Easy to integrate with other systems**
- **Provides various automation methods**

To consider: Production readiness is a precondition for automation

Document creation

The challenge – before PEGA

- All documents to be filled manually
- Often formatting issues
- Multiple documents create one customer output
- Complex document handling

Impact:
High

PEGAs contribution

- Leverage knowledge management component
- Autofill documents
- Preview for agent
- Consolidate documents
- Print "ready to ship"

Order Tracking & Follow up

The challenge

- **Only few services provide information about realization date**
- **No progress information**
- **A lot of customers calling "where is my ticket"**

Impact: Medium

PEGAs contribution

- **Nice order tracking portal**
- **Responsive design**
- **Ongoing update**
- **Customers stop calling about their ticket inquiry**