

Objective

- ❖ Achieve fundamental improvements to **customer experience**
- ❖ Unify customer profiles & services across all channels
- ❖ Avoid sales cannibalization between channels
- ❖ Realize substantial TCO savings
- ❖ Increase % of online B2C leads & sale
- ❖ Create mechanism for attributing sales credit to appropriate sales channel
- ❖ Provide ability to capture leads which would otherwise be lost
- ❖ Increase % of eCARE transactions online vs call center
- ❖ Migrate all forms of customer communication to electronic media
- ❖ Consolidate channel silos thus significantly reducing OPEX cost of online landscape
- ❖ Establish a fully Omni-channel Model Delivery

Strategy

Emeldi Commerce evaluated as better fit for T-Mobile over Oracle ATG (DT Group Standard) meeting 100% of stated requirements delivered within the target business case

- ❖ Utilize Emeldi Commerce® Omni-Channel solution in order to make the transformation journey shorter and more economical
- ❖ Provide an Omni-channel solution rationalising all touch points and providing channels for corporate site eSALES and eCARE



Results



- ❖ Decommissioning of multiple disjoint touch-points(silos)
- ❖ Customer experience improvement, cost reductions, and product launch process streamlining
- ❖ Fully unified user-engagement platform focused on CX: corporate site, eSALES and eCARE
- ❖ New products, bundles and offers are rapidly introduced via configuration by business administrators
- ❖ More flexibility and reduced costs in platform maintenance and evolutions

Customer Measured Results

- ❖ Financial project return 1€ invested generates 15€ DCF over five year period, plus significant TCO reduction
- ❖ Operational Productivity: Saving 80+ FTE over five year period
- ❖ Customer experience: 25% fewer pages browsed when ordering, resulting in an average saving of 40 seconds per order
- ❖ Product Management: Consistent reduction in time to launch new products, bundles and offers- reduced by 50%