

Deutsche Telekom MNC improves its Service Quality Management with Digital Fuel



Customer Profile

"The world is mobile" – under this claim Deutsche Telekom Multinational Corporations (MNC) supports collaborative people in a mobile world. Being committed to mobilizing business, MNC offers international mobile access and a wide variety of mobility management services to internationally operating companies using the mobile telecommunication network of Deutsche Telekom Group.

Deutsche Telekom, the leading German telecommunications company is headquartered in Bonn. Its internationally operating corporate customers profit from a global presence that is based on the mobile telecommunication network of Deutsche Telekom Group in 14 European countries and the US. Over 130 regions worldwide are covered by alliances with other multinational providers and the cooperation with national carriers. MNC serves the majority of Fortune's Top 50 list of European companies – including automotive supplier Continental, law firm Clifford Chance and software manufacturer Microsoft.

Deutsche Telekom MNC realised it needed a software based solution for an improved Service Quality Management in order to ensure transparency in operator's performance and provide high visibility for customers.

Comprehensive Service at a Great Price

The services MNC offers to its corporate customers go far beyond basic mobile access. Dr. Frank Seyl of the Business Excellence, MNC Sales and Service business unit at Deutsche Telekom MNC explains: "Our service portfolio has been massively extended to mobile managed services, to application services, to outtasking services and to specific expert services."

Together with his colleagues, Dr. Seyl is responsible for ensuring that all offered products are supported by adequate processes and standards. Additionally, they provide the customers with regular service reviews to report the availability and quality of the booked services. He adds, "Deutsche Telekom is renowned for its ability to deliver high quality services to customers at a fair price. Therefore, it's crucial to us we have an efficient service level management in place that also allows to directly present the service performance to our customers."

This enables Deutsche Telekom MNC to offer its customers a dedicated SLA management service called "ISLA - International Service Level Agreements". Many network related key performance indicators (KPIs) are included in this offering, such as coverage and availability, as well as call setup and termination rates, and the percentage of successfully delivered SMS messages and emails. These KPIs are reported on a monthly basis.

Key Highlights

Industry

Telecommunications

Location

Bonn, Germany

Key Challenges

- Transparency on mobile operators' service performance
- Web-based access to SLA reports

Solution

Deutsche Telekom Multinational Corporations deployed Digital Fuel, for creating a central Service Quality Management reporting portal.

Business Benefits

- Higher efficiency in Service Quality Management process
- Better transparency and high visibility
- Demonstrate quality of service with sophisticated customer reporting
- Instant web-based access to Service Quality Performance Data for all stakeholders

The importance of Service Quality Management is even more crucial in the current business environment where mobile communications go far beyond just making a call with a mobile phone.

As Dr. Seyl explains, "In machine-to-machine (M2M) communication, i.e. the automated exchange of information between devices such as machines, robots, vehicles or containers, mobile networks today are being used far more frequently. A delay in transmission or even a temporary network breakdown will cause significant losses within a short period of time. If, for example, the M2M communication of a MNC customer's production site or logistics process is affected or, even worse, interrupted." Service performance records together with the verification that all agreed service levels have been fulfilled are therefore key requirements for a successful customer relationship at Deutsche Telekom MNC.

Service Quality Management: More than "Colourful Pictures"

Already in the past, MNC delivered comprehensive service level reports to its customers. These showed the compliance of agreed KPIs on a quarterly basis. The generation of these reports used to be a cumbersome affair. In practice, the data was extracted from a variety of disparate and incompatible monitoring and reporting tools. Afterwards the data was consolidated in one giant central Excel spreadsheet. Taking this as a basis, customized SLA reports were produced. The consolidation was additionally made difficult due to the company's international focus and its partnerships with various service providers in countries around the world – all of which were using their own specific reporting techniques. Dr. Seyl remembers, "The job had become more of a Sisyphean task than actual SLA management."

Deutsche Telekom knew it needed to find a way to make this reporting process more efficient and, ultimately, to find a way to make these reports available to customers online in the future. Therefore, Telekom MNC decided to deploy Digital Fuel. Dr. Seyl explains, "We conducted a thorough review of the various solutions available on the market and it became clear that, in comparison to conventional BI and data-mining tools, the Digital Fuel solution was the only tool available that could cover the complete Service Quality Management process, while at the same time taking into account the specific contractual situation with each customer."

"Another key factor in our decision to implement Digital Fuel was its Vendor Management functionality. Due to its comprehensive partner network, MNC receives a wealth of services that are underpinned by SLAs from several partners. These services are enriched by us and delivered to our customers with a further SLA. The details of these interlinked SLAs need to be in sync in order to avoid a break in the contractual relationships along the chain supplier- Deutsche Telekom MNC - customer."

The Service Quality Management component of Digital Fuel allows to steer both internal and external service providers by efficiently managing their business and contract-relevant obligations. The gain in transparency directly insures the success of the service relationships with the customers.

Digital Fuel gives MNC an IT Business Management solution that is proving helpful in a number of every day situations. Dr. Seyl concludes: "Our goals – to gain higher efficiency and create a web-based reporting portal – have fully been reached with the implementation of Digital Fuel."

"Our goals – higher efficiency and web-based reporting portal – could fully be reached with the implementation of Digital Fuel"

Dr. Frank Seyl,
Business Excellence, MNC Sales and Service Deutsche Telekom MNC

Learn More

To learn more about how Digital Fuel products can help your business manage the cost and value of IT, visit www.digitalfuel.com

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