CASE STUDY
APPLIED INTELLIGENCE AT WORK FOR T-MOBILE CZECH REPUBLIC AND SLOVAK TELEKOM

Automation helps multiple stakeholders and improves workers’ lives
Overview

Unified management across T-Mobile Czech Republic and Slovak Telekom alongside new technologies in customer service and back office management offered the companies an opportunity for impressive efficiency gains. In addition, competitive labour markets with a shortage of top-quality customer service professionals demanded those efficiencies. To stay successful, the companies needed to provide better customer service and have employees focused on higher value work.

Accenture helped the companies deploy Applied Intelligence into their customer services processes by introducing Robotic Process Automation (RPA). This innovation helped front-office contact center workers do their jobs more easily while automating more tedious and repetitive back-office tasks. As a result, T-Mobile Czech Republic and Slovak Telekom use their resources more strategically, employees enjoy more fulfilling jobs and customers receive faster and more accurate service.

Relationships were just as critical to success as technological expertise. Process experts from T-Mobile Czech Republic and Slovak Telekom worked with Accenture as a highly cooperative project team, slipping easily into the partnership, building on the long-term, trusted relationship that already existed between the companies.

“Millennials are digitally savvy. They want fast-paced roles where they can use technology wisely and make a difference. If we were going to attract and retain the best, we knew we needed to use technology to automate the boring bits and make our human roles more significant.”

KATERINA SUVARINOVA
Director of Back Office & Technical Care, T-Mobile Czech Republic
Abundant challenge, big opportunity

T-Mobile Czech Republic, Slovak Telekom and Accenture joined forces in Accenture’s Innovation Studio in Milan to delve into the potential of RPA. They studied all available data, investigating the nuances of the customer information flow throughout the business. Together, they identified which processes, when fully automated, would have the biggest impact on company performance and formulated a plan to integrate the processes within all of the companies’ customer information systems. The companies pinpointed IT deficiencies, which, once corrected, could vastly benefit from RPA solutions, such as direct integration with CRM and Front End technical development for call center agents. Once implemented, the opportunity gains (for efficiency and ROI) would be impressive.
RPA Implementation ROI

RESOURCES
Reduce the need for hard-to-find service reps, re-deploy talented staff into more strategic roles

COSTS
Find cost efficiencies in augmented operations, contributing to the bottom line

ACCURACY
Engineer errors and bad data entry out of the system

TECHNOLOGY
Identify, test and implement best-practice technologies

EFFICIENCY
Streamline redundant processes, making order processing easier

FOUNDATIONS
Transfer skills to in-house team, laying foundations for future automation
Customer First

The transformation program targeted twelve processes. These covered specific points in the customer service journey and the aim was to identify repetitive and redundant actions and opportunities for improvement.

The team analysed every step in the journey, from the customer’s first point of contact to the completion of their requests. The old system required employees in the contact centers to manually enter data, time better spent giving customers thoughtful sales support. This manual entry also created opportunities for data errors. Once orders entered the back office for fulfilment, workers often had to repeat data entry and sometimes revert back to the original contact center representative for clarification. Both sides could be more efficient with better data quality and simpler processes.

Accenture started by automating eight core, complex back-office processes linked to six applications within the CRM system. The automated processes originated in different parts of the business, giving the total program a broader impact.

A further four RPAs followed. Overall, processes were r-designed to work better together. Contact center professionals now work on a re-designed interface with easier access to existing information and more drop-down menus to take orders and provide consistent service.

The most visible automation impact took place in the back office, where the least interesting and most repetitive tasks are now done by machines. The overall process flow is now delivering more accurate service to customers with shorter fulfilment times.
Automating Processes

T-MOBILE CZECH REPUBLIC

01 | B2C Online Orders

Customer visits e-shop to activate or modify services

Transaction was previously completed by BO agent

Now completed by robot

02 | B2B T-Mobile Program Activation

B2B customers’ employees want to activate personal residential benefits

03 | B2B Hardware Sales

B2B customer wants to buy HW on HW subsidy

04 | B2B SIM Activation

B2B customer wants to activate new SIM

SLOVAK TELEKOM

01 | B2C Online

01 | B2C Online Prepaid Activation

Customer visits Slovak Telekom e-shop to activate new prepaid service

02 | B2C Online Postpaid Prolongation

Customer visits Slovak Telekom e-shop to extend/prolong existing postpaid service

03 | B2C Online Fix Activation & Prolongation

Customer visits Slovak Telekom e-shop to either activate new or prolong existing Fix services (Internet, TV and/or Telephone)

04 | B2C Contact Center Fix Activation & Prolongation

Customer calls Contact Center to activate or prolong existing Fix services

Transaction details were gathered via free text field and sent to BO agent for processing

Now transaction details are gathered via structured input and processed by robot
Integrated Process

SLOVAK TELEKOM

01 | B2C Fix Online Sales transactions

Customer visits e-shop to activate new service
Use lead was sent to Sales agent for processing and upsell and then sent to BO for processing
Now Lead is transformed to Order by robot sent to Sales agent for upsell and then amended and processed easily

02 | B2C Online Postpaid Prolongation

Customer wants to activate new Mobile Postpaid service or port-in his Mobile number from different provider

03 | B2C Contact Center Mobile Activation & Prolongation

Customer calls Contact Center to activate new or prolong existing Mobile service
Transaction is now gathered via structured input and processed by robot

04 | B2C Terminations

Customer sends letter to terminate their services from Slovak Telekom
Center of Excellence

Knowing that automation will play an increasingly important role in their business, T-Mobile Czech Republic and Slovak Telekom wanted to use this opportunity to develop RPA as a core competence for their future growth. Therefore, all the work happened in partnership between the two companies.

Accenture developed solutions, then coached the clients on how to implement them in their own organization.

All of T-Mobile Czech Republic and Slovak Telekom’s newly-honed automation resources came together in a new Center of Excellence. Today, the resources are employed beyond the original project, continuing to optimize and drive further automation without having to rely on external help.
Paying for itself

The automated systems delivered targeted OpEx savings and a return on investment in less than 18 months, and the team expended 60-90% less manual effort for select processes. In addition, the systems leave less room for error and front-line workers have better client conversations and more satisfying jobs. Accenture acted as a true partner in the project, sharing risk by basing 80% of their remuneration on results and benefits delivered. The automation literally paid for itself.

45+
FTEs freed for redeployment
12
Processes automated

“Accenture didn’t just help us complete one project. They introduced the whole idea of robotic process automation. Then they helped us build the infrastructure, strategic processes and skills that will allow us to continue on this journey. We’re a much more sophisticated and innovative organisation now, confident in our ability to use RPA in ways that will have a proven impact on the broader business.”

PETER SKODNY
Chief Customer Experience & Transformation Officer, T-Mobile Czech Republic & Slovak Telekom
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