

TINKA
REINVENTING
DIGITAL
SELF SERVICE

T-Mobile Austria | Marvin Peters | 4 May 2017



SAY HELLO TO TINKA.

SERVICE YOU LOVE – AND MORE.

#FRAGTINKA

- „T-Mobile's interaktive neue Kommunikations-Assistentin“
- **Reinventing** the digital assistant
- A real **character!**
- With **superpowers** beyond Q&A
- helping our customers **via dialogs** with a human touch



DT PROGRAM ELIZA

- **Self-care eco system**
- **Single, unified source for DT eCare**, incl. 3rd party offers)
- From **pilot at TMA** to **group-wide** digital assistant
- **Agile** development with permanent **user feedback**
- **Collaboration** across DT

CHANGE THROUGH ELIZA.

CUSTOMER PERSPECTIVE.

STARTING POINT

- **Fragmented service/eCare experience**, as help sources and access points are siloed
- Static, prefabricated content – presented in „**service manual experience**“
- Assistance and self-care **experiences differ** in product categories



TOMORROW

- **One assistance layer** for all use cases through all product categories.
- AI-based, context-sensitive & personalized content – **answers with real time context**

CHANGE THROUGH ELIZA.

BUSINESS PERSPECTIVE.

STARTING POINT

- **High costs:** large volumes of repetitive, simple inquiries in customer service
- **Growth friction:** limited room for human agents to focus on new/complex products
- **Limited strategy impact:** low-tech way to tackle "Best Customer Experience"



TOMORROW

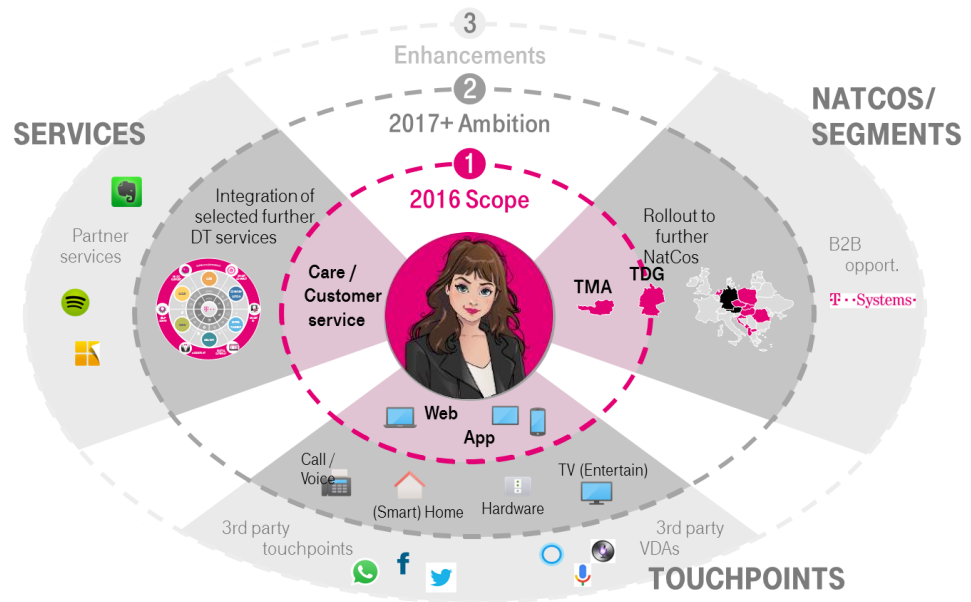
- **Lower costs:** automation of repetitive inquiries in customer service
- **Growth support:** human agents focus on (new) products with more growth potential
- **Strong strategy impact:** "Best Customer Experience" via innovation, truly differentiating

ELIZAS APPROACH.

COLLABORATION IS MORE THAN COOPERATION.

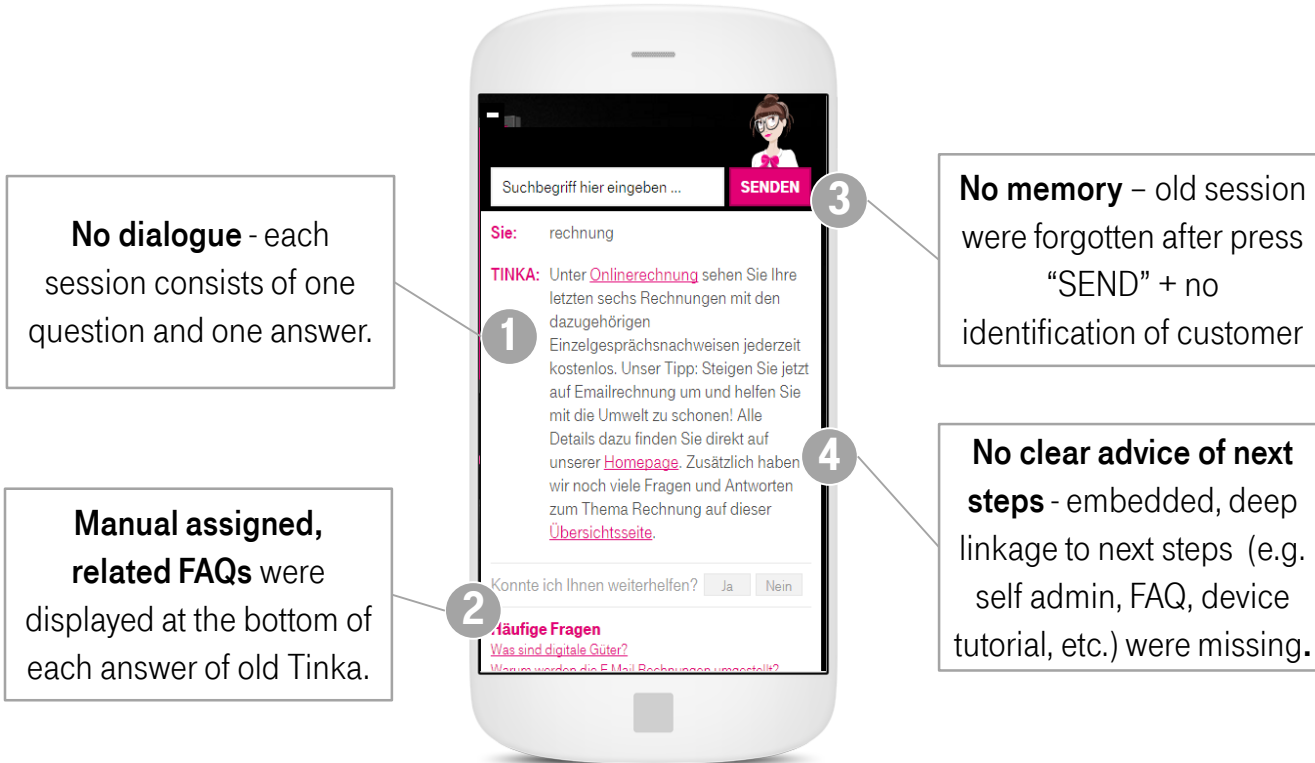
360° CUSTOMER PROFILE

- Optimizing **digital assistant** as entry point for all (service) queries, incl. Facebook Messenger (bot)
- **Integration of 3rd parties** such as Handyhilfe (Qelp), Community (Mito) and Chat (LivePerson)
- **2017 focus on AI and Big Data** – public beta-version already live



ELIZA AT T-MOBILE AUSTRIA.

YESTERDAY: STATIC, LACK OF EXPERIENCE.



ELIZA AT T-MOBILE AUSTRIA.

TODAY: DYNAMIC, LIGHT AI-BOT.

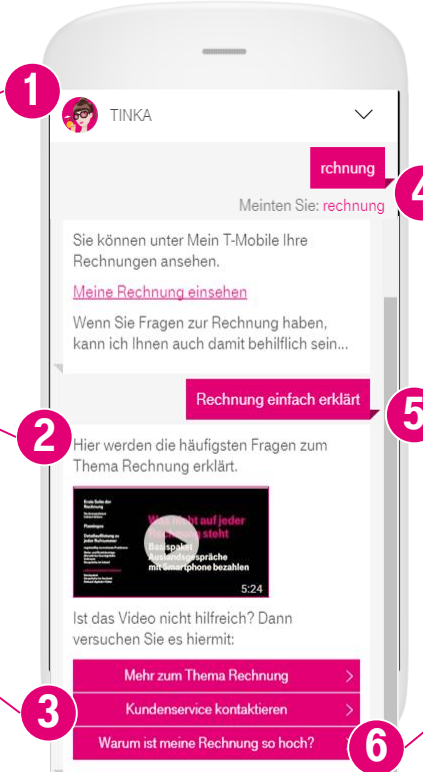
Well-known user design

from other chat based services, e.g. Facebook Messenger, What's App.

Enrichment by embedded multimedia

(video, pictures, gifs, etc.)

Handover to embedded live chat (agent assisted service)



Flexible understanding

via spell checking (algorithm based)

Memory function, remembers

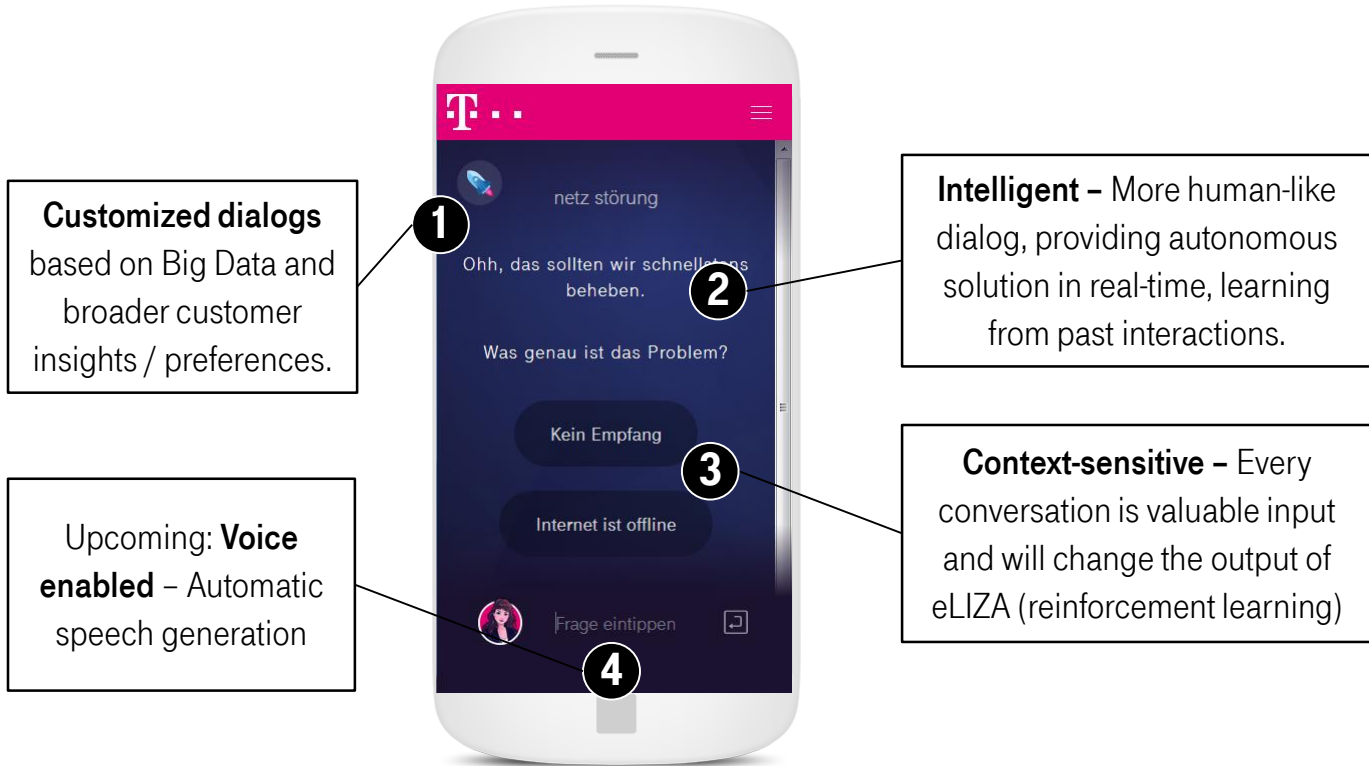
customer chat history, across multiple sessions (big data / tracking integration)

Media continuity and integration of knowledge sources

(FAQ, Community) within the conversation flow

ELIZA AT T-MOBILE AUSTRIA.

FUTURE IS NOW: PUBLIC BETA VERSION LIVE.



CUSTOMER ADOPTION.

SIGNIFICANT ACCEPTANCE RATES IN SELF SERVICE.

SELF SERVICE USE

- Answers given tripled in one year
- Digital assistant with recognition quote >85%
- Interaction increases: more questions/dialogs per user
- Character based not really relevant

Tinka and FAQ usage (2016 FY)



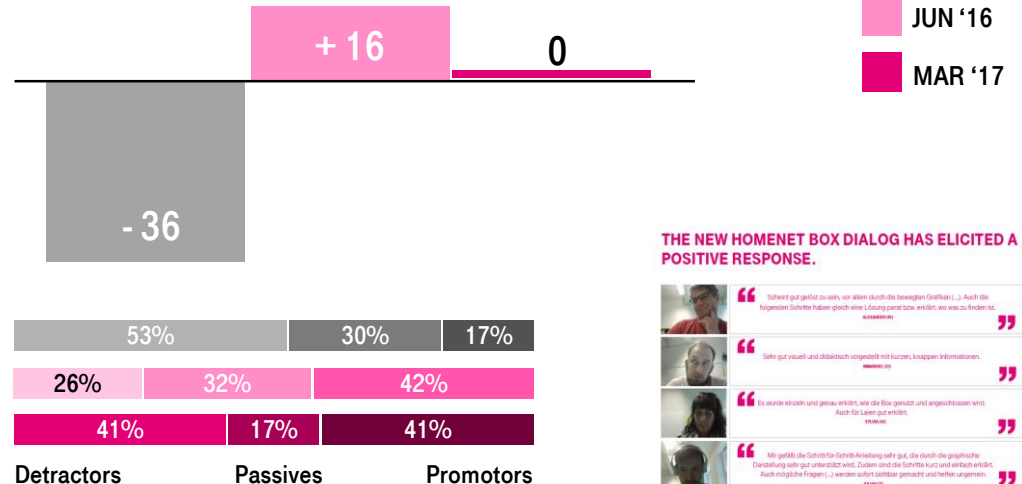
CUSTOMER SATISFACTION.

STRONG IMPROVEMENTS IN CUSTOMER EXPERIENCE.

RECOMMENDATION

- The nps of Tinka improved remarkably from -36 to +16 in the first wave
- Initially, Detractors were converted to Promoters
- Now Tinka seems to polarize as the amount of Promoters and Detractors are equal

Net Promoter Score (NPS)



THE NEW HOMENET BOX DIALOG HAS ELICITED A POSITIVE RESPONSE.



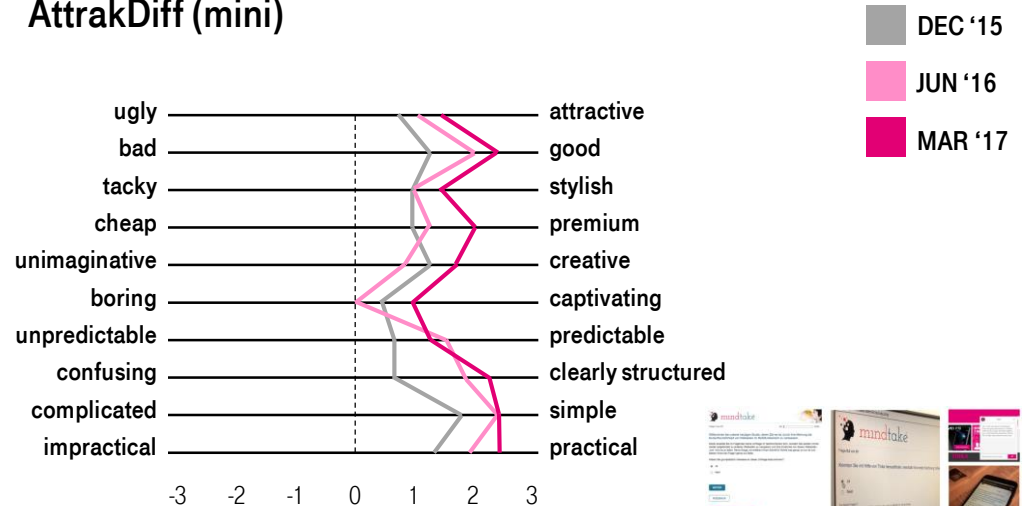
CUSTOMER ATTRACTIVENESS.

SIGNIFICANT IMPROVEMENTS IN CUSTOMER EXPERIENCE.

APPEARANCE

- Comparative Measurement of UX by Direct Customer feedback
- Rating of Tinka improved significantly almost all areas: highest scoring in simplicity and practicability

AttrakDiff (mini)



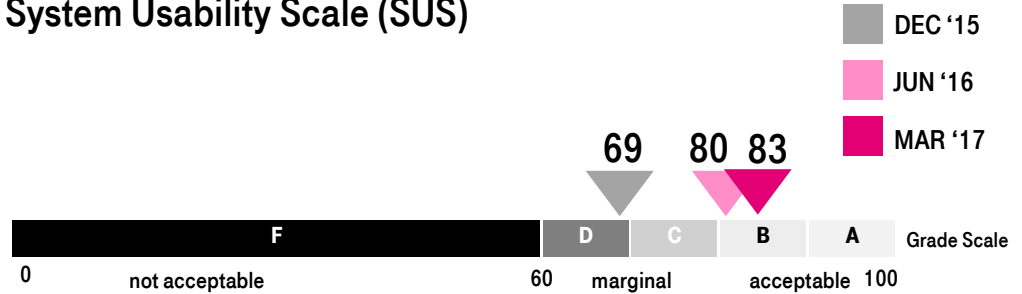
CUSTOMER USABILITY.

SIGNIFICANT IMPROVEMENTS IN CUSTOMER EXPERIENCE.

EASE / EFFORT OF USE

- Comparative Measurement of UX by Direct Customer feedback
- SUS score above a 68 would be considered above average. Truly superior products score > 90
- The usability of Tinka increased substantially from 69 to 80 in the first wave and increased again - from 80 to 83

System Usability Scale (SUS)



Welcoming and Introduction



Study Set-Up



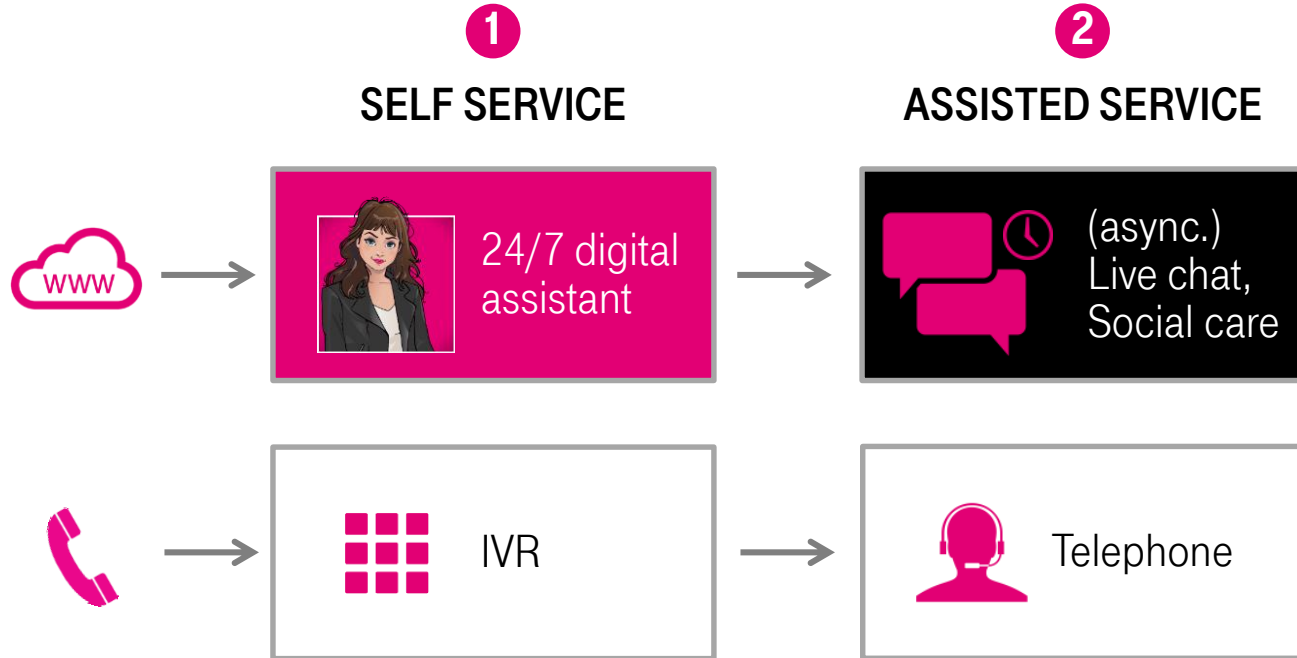
Online Questionnaire



Concluding Discussion

DIGITALIZING SERVICE STRATEGY.

EXCELLENT EXPERIENCE IN MOST EFFICIENT WAY.



THANK YOU!

