



Optimizing Sales and Service with C4.



Since February 2006 the Deutsche Telekom is successfully using C4-advanced communication, a correspondence solution of the eC4u Expert Consulting AG with which templates and text blocks can be centrally organized and automatically combined to standard letters.

CUSTOMER

Deutsche Telekom AG

INDUSTRIAL SECTOR

Telecommunications

INITIAL SITUATION

- Complex sales- and service letters are created manually

ROLE OF EC4U

- Software producer and distributor
- Implement trainings

ADVANTAGE

- Saving of print-, shipping- and hardware costs
- Simple and easy maintenance of the service documents in business department
- Reduced overhead per central administration/organization of text blocks
- Seamless integration of the documents into CRM-processes

TECHNOLOGIES

Software:

- Siebel Communications 7.05 and 7.82
- C4 1.9

Data base:

- Oracle
- DB 2

Operating system:

- IBM AIX

eC4u Expert Consulting AG
 Karlsruher Str. 88
 D-76139 Karlsruhe
 Tel.: +49 (0) 721 46476-100
 Fax: +49 (0) 721 46476-299
 www.eC4u.de/C4

SHORT PORTRAIT DEUTSCHE TELEKOM AG

As a global acting telecommunications company the Deutsche Telekom AG offers widespread IT and telecommunication services as a one-stop shop. This includes the fixed net telephone network, broadband internet, mobile phones as well as complex ITC (Internet Telecommunications) -Solutions for business customers.

THE CHALLENGE

30.000 users from the Deutsche Telekom AG create up to 8000 service documents from 200 templates daily. The application confirmations alone sum up to approximately 40 million letters per year.

Since the Siebel Standard was not able to cover the complex correspondence sufficiently, the company was looking for a new solution.

ADDED VALUE

The company decided in favour of C4-advanced communication. With this application confirmations for allocation, relocation and cancellation can be created in compliance with CI/CD. Further examples are credit history listings, contract templates, preliminary information, forms, service writing and other letters.

The advantages of the new solution are manifold:

1. Integrated Processes

The departments of the company design and organize integrated processes. C4 supports the user with the creation of the necessary letters.

2. Customer friendly Letters

The letters feature a distinct arrangement and an improved readability. Additional to that, the complexity was reduced to process-relevant contents.

EC4U AS A COMPETENT PARTNER

After looking for a competent partner with a correspondence solution tailored to the needs of the telecommunication industry, the company decided for the eC4u Expert Consulting AG and their answer to correspondence: C4-advanced communication. The consulting company eC4u Expert Consulting AG implemented the solution and supported training of end-users.

HIGHLIGHTS

C4 enabled the Deutsche Telekom AG to create their correspondences faster and easier as well as seamlessly integrating them into their remaining CRM processes. The administration and maintenance of the text blocks and templates are handled by the respective business departments. Programming is not necessary. Alongside minimizing print and shipment cost the hardware costs could be considerably decreased.

„We are very satisfied with the strategic decision for C4. Our high expectations have been completely fulfilled and we are optimistic that we are prepared for the future.“

*Klaus-Jörg Seifert, project director
 Deutsche Telekom AG*

C4 has been effectively in service since February 2006.