

# THE FUTURE IS TOUCHLESS

**Voice as a key to success**



LIFE IS FOR SHARING.

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**We shape the future of human-to-machine interaction with Voice as a key enabler for seamless processes and personalized experiences for your business.**

#### **WE PUT HUMANS AT THE CENTER OF TECHNOLOGY**

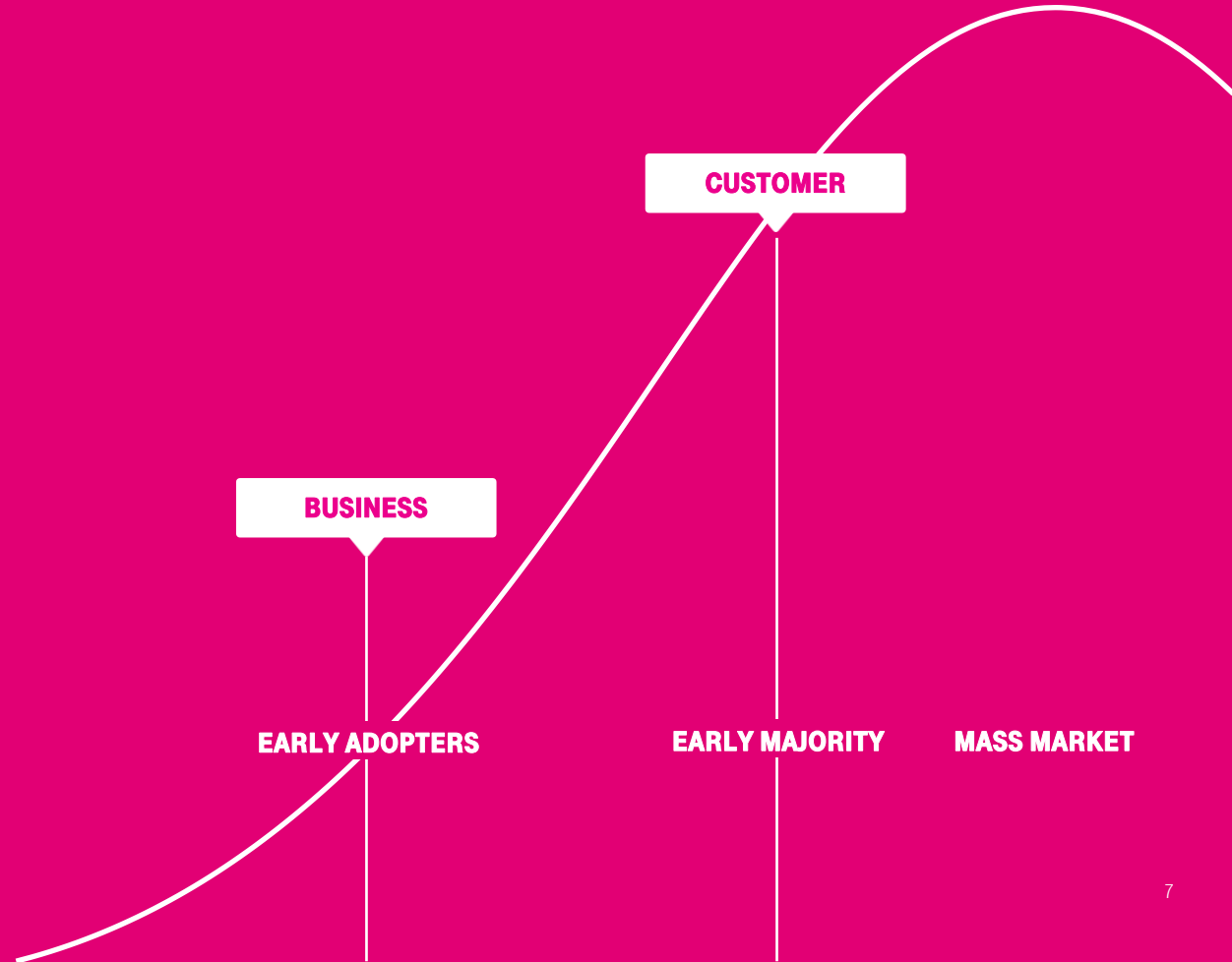
Whether humans are at home, at work or on the go, Voice is the most natural way to communicate. From augmenting existing human talent, and enhancing consumer personalization through to optimizing productivity, there are limitless growth possibilities for companies to make the lives of their customers more enjoyable using Voice-based interfaces enhanced by Telekom Voicification Suite.

#### **VOICE IS THE NATURAL WAY FOR PEOPLE TO ASK FOR WHAT THEY WANT**

Enabling technology to use the human Voice as an interactive medium can transform the way devices and services are used while meeting the needs of successful businesses.

**BECOME A DISRUPTOR. BOARD THE VOICIFICATION TRAIN WITH US TO BUILD A MORE INTELLIGENT AND INTUITIVE FUTURE.**

**The acceptance of Voice technology is moving beyond the early adopter stage**



## THE CUSTOMER PERSPECTIVE

Voice assistants make it easier to use existing services and applications, thus raising active usage of them in general.

1.8<sub>B</sub>

1.8 billion end consumers will have a digital Voice assistant in the near future.

[Tractica]

82%

82% of consumers see Voice assistants as the smarter, faster and easier way to perform daily activities.

[PWC Consumer Intelligence Series survey]

3x

The number of Voice assistants will triple by 2023.

[Juniper Research]

55%

55% of households are expected to own smart speaker devices by 2022.

[Comscore]

## THE BUSINESS PERSPECTIVE

In the business context, usage is still at an early stage, but it's becoming increasingly important. Organizations that have implemented Voice technologies within their business are already seeing huge benefits.

95%

95% of CIOs and C-level managers say that Voice data is either "valuable" or "very valuable" to their business.

[Computerworld]

76%

76% of organizations have achieved quantifiable benefits from their Voice and chat initiatives.

[Cap Gemini Conversational Commerce]

70%

70% of business buyers say: "Voice assistants are revolutionary."

[Salesforce Research]

58%

58% of organizations say that the benefits have met or exceeded their expectations.

[Cap Gemini Conversational Commerce]

# USE VOICE TO UPLIFT YOUR BUSINESS

## SAVE COSTS

- Customer services that use Voice technology have proven to be cost efficient: For many one-on-one interactions, service agents can be replaced by intelligent Voice applications.

## BOOST PRODUCTIVITY

- Voice technology significantly reduces the effort required for routine tasks, such as writing reports, scheduling and documentation.
- No staff required – The handling of typical telephone enquiries from customers can be widely automated and accelerated.

## ENHANCE BRAND PERCEPTION

- Voice services can help you tap into new target groups, such as those who previously experienced entry barriers.
- Hence your brand will be perceived as an innovative player and can clearly set itself apart from the competition.

## IMPROVE SECURITY

- Voice brings unique biometric characteristics that can be used to identify, authenticate and authorize customers and/or employees.

## INCREASE SATISFACTION

- Enable your customers to easily engage in daily use cases with the most natural human-machine-interface: Voice!
- The use of Voice-controlled services improves customer experience and thus strengthens customer loyalty.

## UPGRADE PRODUCTS

- 'Hands-free!' – equip and upgrade your products and services through Voice features and functionalities.
- Skim potentials for upsell and/or cross-sell.
- Create privacy-protected, future-proof products and services with potential for upsell.



# VOICIFICATION USE CASES



# Patricia

Patient

She would like to make an appointment with Dr. Frederick's practice by phone.

Hello, I'd like to schedule an appointment with Dr. Frederick.



Ok. Please state your desired date.

Next Wednesday would suit me best.



Ok. 9 o'clock in the morning?

Yes.



May I remind you in advance via SMS?

Thank you. That would be great.





Show me the verdicts of the Administrative Court of Munich from yesterday.



Ok. Three results found. Shall I read them out?

Show details of case one.



Case one details displayed.

Copy case to my account.



Case copied to Laura's account.

Add personal note.



Recording started.

The present judgement can be regarded as a landmark judgement in the matter of transfer of ownership [...] Stop recording.



Recording stopped. Play back or proceed?

Proceed. Inform Dr. Rother about this update.



E-mail sent to Dr. Rother.

## Laura Lawyer

She would like to review a recent court decision and add personal remarks to it.

# Jessica

## Mobile nurse

Jessica is returning from a house call to Mr. Black. Now she is on her way to her next patient, Mrs. Smith.

Take notes from my visit to John Black.



New report for Mr. Black started. Recording started.

Blood pressure at 135/88, arthritis symptoms worsened, severe pain in left hand joint. Save report.



Report saved.

What's my next appointment?



Next appointment is Caroline Smith at 9:30.

Read me the latest report on Caroline Smith.



Ok. Latest report on Caroline Smith: Blood sugar level was at 210 mg/dL. 1.4 units of insulin administered.



Start checklist for delivery 56745.



Checklist for delivery 56745 started.

Item one received in quantity of 185. Start recording.



App displays "185" with a checkmark.

Recording started.

15 planks show impact damage on the wood. Unfit for further processing. Request replacement delivery as soon as possible. Stop recording.



Recording stopped. Play back or proceed?

Proceed. Send report.



Currently offline. Report will be sent when online again. Proceed with next item?

Yes. Item three received.



App is online again. Uploading report.

**Ben**  
Construction site manager

He wants to check deliveries of materials and document comments to the checklist.



## VOICIFIED AUTOMATION

Show stock level of product ID 879584.



Product ID 879584 is out of stock. Reorder or proceed?

Reorder.



OK. State order quantity.

200.



Order quantity 200. More specifics?

Yes. Request express delivery by next Tuesday.



Ok. Requesting express delivery by next Tuesday. Please wait ... Express delivery confirmed. Execute order?

Yes, execute.



Order executed. Confirmation sent to your e-mail account.

**Tarik**  
Logistics manager

He wants to check the stock levels and reorder products.

Banu gets in the range of the terminal's proximity sensor.

Hello, I am your assistant. How may I help you?

How do I get to Dr. Fisher's office?



Dr. Fisher's office is on the 5th floor, room 512. Take elevator C to the 5th floor. Register at the nurse's station. Shall I repeat or do you want to continue?

Continue.



Ok. Can I help you with something else?

No. Thanks.



## Banu

Hospital visitor

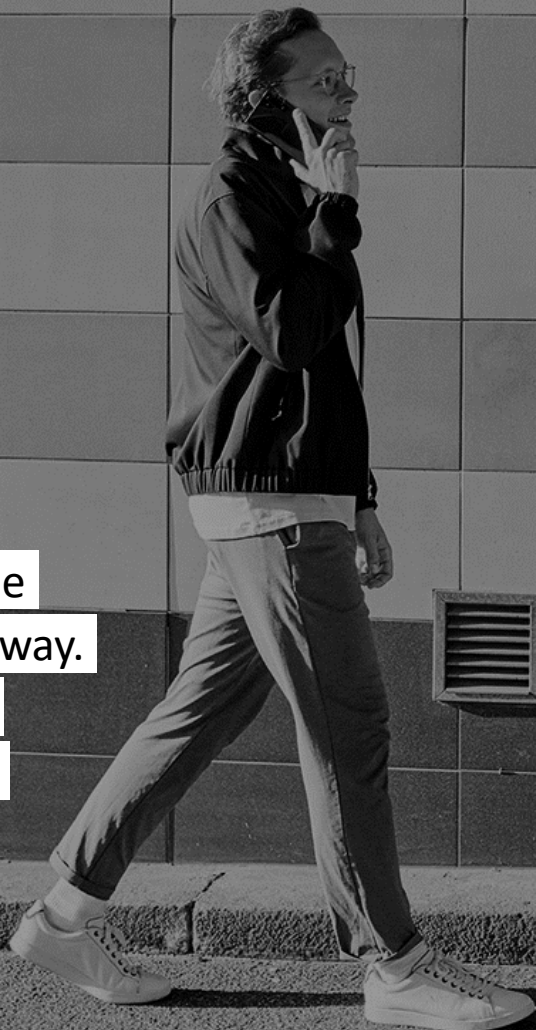
She has just entered the hospital and wants to find her way to Dr. Fisher's office.



# Peter

## Bank customer

He is outside his home  
on his way to the subway.  
He wants to increase  
the daily payout limit  
on his bank account.



Peter dials the number for customer care.

Good afternoon. How can I help you?

I want to increase my daily payout limit.

Peter is recognized by his Voice profile.

Ok, Peter Ligowski. Your current daily payout limit is 400 euros. What new limit do you want?

800 euros.

800 euros. Please confirm with yes.

Yes.

Your daily payout has been changed to 800 euros. Do you have another request?

No.

# Silas

## Insurance customer

Silas wants to report an insurance claim regarding a car repair. He is in the park and does not have any logins or passwords with him.

Silas dials the number of his insurance company.

Good afternoon. How can I help you?

I would like to report an insurance claim regarding car damage.

Silas is recognized by his Voice profile.

Ok, Silas Kolhoff. Please let me know the exact circumstances of the car damage. Recording has started.

31st of March I found my car scratched at this address [...]

Silas describes the damage in detail. Then he pauses. The Voice assistant recognizes this.

Recording paused. Continue or stop recording?

Stop recording.

Ok. Play back or proceed?

Proceed.

Ok. Your case has been submitted. Written confirmation will be sent to your agent and to your e-mail address.



# INDUSTRY- BASED EXAMPLES



## HANDS-FREE ASSISTANCE FOR HYGIENE STANDARDS

Supports the user in following hygiene regulations via Voice-assisted handling and hands-free operation (e. g. in laboratory or cleanroom settings).

Read out Monika's lab report from yesterday.



Joshua is recognized by his Voice profile.

Hello Joshua. Here's Monika's lab report from yesterday [...]  
Add personal note or proceed?

Add personal note ...



## HANDS-FREE MEDICAL DEVICE CONTROL

Supports the user in situations in which he is restricted from using his hands, or for example, during disinfection procedures.

Zoom in.



Ok. Zoom factor set to 3.

Take photo. Send it to Frank Rother via email.  
Subject: 'Review'.



Send e-mail with photo to Frank Rother. Is that correct?

Yes.





## SYSTEM INSPECTION & CHECK

Any employee can be guided by Voice to conduct a systematic check according to protocol.

Monitor the observation ports and check the marked deviations.

Start recording. Observation port 10. Deviation outside normal range. How to proceed?

Repeat: Observation port 10. Deviation outside normal range. Correct?

Yes.

According to the inspection protocol, the following is now initiated ...

e.g., a request for maintenance could be issued or a spare part ordered depending on the machine and individual protocol to be followed.

## INDUSTRY BOT FOR CONSTRUCTION

Supports the architect in fulfilling documentation requirements as part of a legally binding performance obligation.

Start protocol for building site.

Protocol started ...

Example: For construction supervision within the scope of service phase 8 HOAI, the responsible architect must prepare a structured list of plans and other related documents.



## SMART VOICE SERVICE TERMINAL

An in-store Voice-assisted terminal enhances the customer's shopping experience and provides further information on the spot.

Hi there, where can I find prepaid vouchers for my mobile?



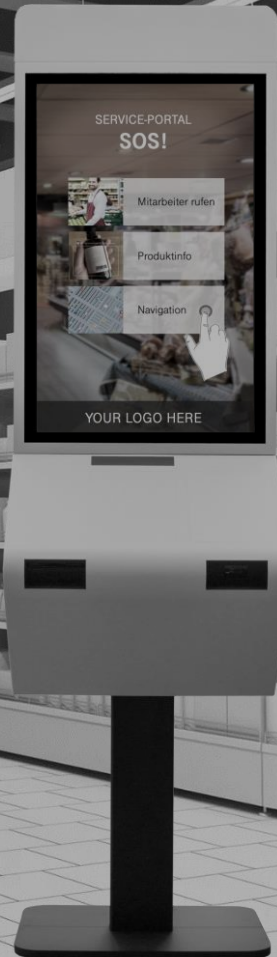
Elena is recognized by her Voice profile.

Hi Elena, you can purchase the voucher right here. Would you like to use your loyalty program bonus points for that?

Yeah, alright. Please continue ...



Voice recognition can be used to identify and address customers appropriately – and to encourage them to register for future activities.



## PRODUCT & SALES ASSISTANT

The Voice assistant guides customers through the sales process, provides shopping support and executes transactions.

Good morning, and welcome to our shopping center. I can help you define your shopping route efficiently. What are you looking for today?

I need a new pants suit for a trade fair.

And I need a new slim-fit suit from Hugo Boss.

Ok. Comma has a new suit collection in a variety of colors. You'll find the Comma store at location A4. Hugo Boss has a new navy blue slim-fit suit in a shiny soft virgin wool. You'll find the Hugo Boss store at location B2. Repeat or proceed?





## ASSISTED PICKING & ROUTING

Voice-enabled coordination regarding delivery details, pick-lists, compilation and routing.

State number of boxes  
on pallet 7801.

Pallet 7801 contains 6 boxes.

Ok. Instruct on pallet 7801.

Load pallet 7801 onto truck  
with number plate SL-TR-57.  
Truck is parked in front of hall  
7. Repeat or ok?

Ok.

## OCCUPATIONAL SAFETY & HEALTH COMPLIANCE TRAINING

Supports employees through audio-guided training and recommendations, e.g., documenting compliance with mandatory training intervals to ensure OSHA compliance.

Good morning. I'm ready to guide  
you through the PSDI operator  
training. Are you ready?

Yes. Start training procedure.

**A one-stop-shop platform  
enabling all Voicification use  
cases through**

- **smart Voice applications**
- **customizable, self-learning  
Voice processing chain**
- **Voice tools to build, run,  
analyze & improve**



CONVERSATIONAL USE CASE ON ANY TOUCH POINT

Voice is the ultimate technology aggregating all services at a single point: via a smart device, a voicified mobile app, custom hardware, on a website or in a phone call.



VOICIFY EVERYTHING

We can rapidly voicify your products and services, making them easily accessible and much more convenient to use for your customers.

VOICE APPLICATIONS

Our portfolio of the most popular Voice applications for daily routines, whether at home or at work, keeps the touch point to the customer open, enabling and strengthening the customer relationship.

TELEKOM VOICIFICATION SUITE (TVS)







WE ARE GREAT TO WORK WITH

# 6 REASONS TO WORK WITH US

## **1 FUTURE-PROOF PLATFORM**

Build and scale your own tailored solution – from specialized voice features to enterprise applications. With our open APIs, you can integrate existing systems.

## **2 PRIVACY AND SECURITY**

Your customers, your data: Data sovereignty is an integral part of our product philosophy – GDPR, C5 compliance are fully taken into account.

## **3 ONE-STOP SHOP**

Integrate all your Voice touch points on one platform with one user experience and benefit from a growing ecosystem of Voice services.

## **4 EXPERT TEAM**

Gain access to in-depth know-how from our team of Voice engineers and platform experts, incl. governance models for ethical AI.

## **5 CO-CREATION**

Co-create your Voice-enabled solution with us. Select from a wide range of apps, tools & services and decide on the integration depth.

## **6 TRUSTED BRAND**

Humanize technology with one of Europe's Top Five valued brands and the largest European telco.



**YOUR touch points**

seamlessly  
connected with:

**YOUR data**

carefully handled and  
fully accessible on:

**YOUR customers**

delighted by enhanced  
products with:

**YOUR business**

future-proofed by:



## WE INVITE YOU TO PILOT WITH US

### THE CO-CREATION PROCESS: SIX STEPS TO SUCCESS IN AN AGILE APPROACH:



**FIRST EXCHANGE:** What is the scope?



**PILOT SCOPING:** What are the main use cases and objectives?



**DETAIL PREPARATION:** What's the customer journey and detailed scope?



**SETUP & IMPLEMENTATION:** What to integrate into the IT landscape?



**CUSTOMER FEEDBACK:** What to learn from the customer feedback?



**EVALUATION:** What to evaluate and to coordinate for implementation?

Do you face a challenge not listed in the previous use cases? Let's discuss and evaluate a co-creation!

## BECOME A DISRUPTOR

## BOARD THE VOICIFICATION TRAIN WITH US

## TO BUILD A MORE INTELLIGENT AND INTUITIVE FUTURE

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