

VOICE EVERYWHERE

VOICIFIED ECOSYSTEM TO ENRICH USER EXPERIENCE



Voice is a key enabler for a seamless, personal and intelligent assistant that offers the right support on a daily basis, with the appropriate attitude. Voice is becoming more mature as an interaction layer. Deutsche Telekom is in a unique position to integrate it in all existing services, such as Smart Home, MagentaTV and Customer Care, but also to support its partners in voicifying their services and products. Deutsche Telekom Voicification Suite offers telco operators, business customers and interested parties a Voice Platform as a Service and digital assistants to bring back the joy of use for their customers.

KEY FACTS:

- „Magenta Voice Assistant“ as an interface to Deutsche Telekom and partner services
- Intuitive way of interaction
- Multiple user touchpoints
- „Voice Platform as a Service“ – cloud-based, scalable, customizable
- Data privacy made by Deutsche Telekom
- The European solution for voicification services



LIFE IS FOR SHARING.

YOUR SERVICES. YOUR CX. YOUR VOICE ASSISTANT. THE VOICIFICATION SUITE FROM DEUTSCHE TELEKOM.

Humans are always at the center of Deutsche Telekom technology. So natural language should always be the first option in interacting with products and services to provide the best user experience.

Deutsche Telekom has introduced the Smart Speaker and the Magenta Voice Assistant to provide a seamless voice-controlled experience across products, devices and touchpoints. Just by saying "Hallo Magenta," customers can easily operate products like Magenta SmartHome, Magenta TV and telephony, and access partner services.

Voice control simplifies the use of any product and this creates a superior customer experience. People are becoming more and more accustomed to voice assistants as their capabilities steadily increase in everyday life. This is a strong signal that companies should start to voicify their products and services by creating their own digital assistants and voice applications.

As a telecommunications provider Deutsche Telekom has a deep understanding of user interactions with new and traditional telecommunications services. They are keen in evaluating and understanding existing complex infrastructures, aiming for an easy

integration to enable the joy of use. Deutsche Telekom is the first ecosystem with natively integrated telecommunication services such as telephony. Thus, they know exactly how to support a telco proposition with a wide range of services and even beyond.

Deutsche Telekom's solution allows for an individual level of customization: from a fully-managed white-label solution for companies with limited resources up to a fully-customized assistant for the more demanding client. This can boost user activation and engagement, thus increasing customer lifetime value. Moreover, Deutsche Telekom sees the handling of data for its customers as a commitment of trust and applies this philosophy to all the products and solutions they offer.

Therefore, Deutsche Telekom is introducing the Voicification Suite, consisting of a Voice Platform as a Service technology layer and various voice applications. As one of the leading telecommunications groups in Europe, Deutsche Telekom is the best partner to support their customers voicification strategy.

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