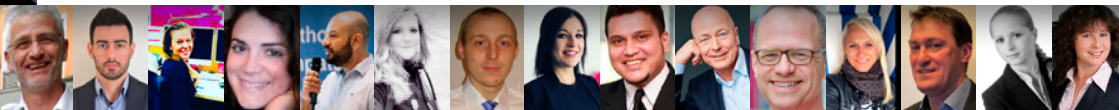




STORIES OF SUCCESS

TELEKOM AMBASSADORS



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In this ambassador special issue some *Telekom Ambassadors* tell you about their stories of success. Everyday situations, which they experienced live and in #magenta. Let yourself be inspired, create more stories of success and share it with your colleagues.



Have fun while reading
wishes you **Steffi Clement-Kriebel**
from the people network
Telekom Ambassadors

The *Telekom Ambassadors* are a voluntary network of people, which are active at many locations throughout Germany. Telekom Ambassadors have a positive basic attitude towards working life within the Telekom and would like to share these. Highly motivated ambassadors create events and actions to show internal as well as external their love for magenta (*#Lovemagenta*). They delight customers, inspire colleagues and thus being the personal face of the Telekom.

The focus is on four concrete goals:



SHOW MY COLORS WITH MAGENTA SNEAKERS

Chic sneakers in shrill magenta color would have been something for trend-conscious, sporty, young ladies years ago. Today, this special fashion trend ensures a lively exchange between the telecom employees among each other. This creates a genuine sense of togetherness – worldwide and across national borders.



On a cruise ship at breakfast in the middle of the Baltic Sea Magenta sneakers suddenly beamed at me. And immediately it was clear to me: A Telekom colleague! We got into conversation and quickly agreed that we had to make our signature feature – the magenta sneakers – a big hit. We took a few pictures and put them online with the YAM article „**Magenta Sneakers Discover the World**“ Our goal: Let's show our colors & share our Magenta Sneakers moments all over the world. And today? Today many Telekom employees have magenta-colored footwear in their luggage to be with them all over the world – **#takepart**.

PHILLIP GOIK,
DEUTSCHE TELEKOM IT HAMBURG

MAGENTA INFLUENCER

In the sportive hiking shoe on the way to become a Magenta Influencer: A dear colleague and I made a small hike on the Ölberg in the Siebengebirge. Of course, magenta sneakers were the common sign of recognition, with which we set another colorful accent in the dreamlike landscape. Arriving at a tavern, a couple at the next table soon flirted conspicuously with our sneakers and suddenly the lady said: „I know exactly which company you work for“.

In the small talk it turned out that she was working in the secretariat of the University of Siegen and is experienced in the field of corporate Ambassador work. Ultimately the result of the Meeting was an invitation to the University of Siegen on the topic of corporate Influencer, which made me proud to work for the Telekom. In Germany we say **#Werkstolz**.

Even though I have not yet accepted the invitation, I still have active contact with this acquaintance via FB and Twitter: My appointment at the university is only postponed, NOT cancelled ... Ambassador's word of honour! Show my colours, create new networks and show **#Werkstolz** – just the right thing for me, in my favorite job as a Telekom Ambassador.

STEFANIE CLEMENT-KRIEBEL,
TELEKOM DEUTSCHLAND BONN



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AMBASSADORS COMMUNITY IN THE SERVICE OF THE CUSTOMER

Customer care via social media is not that rare, but customer solutions via the **Telekom ambassador community** is a completely new (success) experience for the colleagues.

A lady wrote to me on Twitter. She had left us as a customer to switch to a competitor. However, since the beginning of the new contract there, the lady had neither Internet nor telephone service. The competitor claims that the problem lies with Telekom, as they would not have released the line.

I became sensitive to this description and couldn't believe that we just wouldn't give someone access to the line. I went through my contacts to find out what was going on.

Not so easy ... after several calls with different service employees I had found out that the phone number had been ported and now the competitor was on the move. But the competitor continued to flee into excuses, and I found it difficult to find an answer to all the questions.

Then I had the brilliant idea: I asked in our ambassador community if someone could help me. Ela immediately offered me her help, we phoned and quickly had a solution in the customer's interest.

After detailed examination of the line, location and phone number, we were able to rule out an error on the Telekom side. The telephone number had been properly ported, the line released, and I informed the customer of the facts. The lady was very grateful for our efforts and would not have expected such a service, especially since she had already turned her back on Deutsche Telekom. But that changed quickly after the competitor had still not been able to satisfy the customer. She used her special right of termination and **came back to Telekom**.

MARCEL RITONJA,
DEUTSCHE TELEKOM MÜNCHEN

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MICRO GUERRILLA MARKETING

A colorful message for young and old: I successfully set a micro guerilla marketing impulse in my daughter's daycare center by replacing the existing vanilla ballpoint pen with a bright **magenta-colored Telekom model**. This model is now used daily by up to 40 different parents, grandparents and relatives to carry the children in and out. If the pen disappears in the next few days due to its quality and enthusiasm for the Telekom, I will provide for further supplies. Magenta is (almost) everywhere ...

PAWEL DILLINGER,
CORPORATE COMMUNICATIONS BERLIN



WIN CUSTOMERS

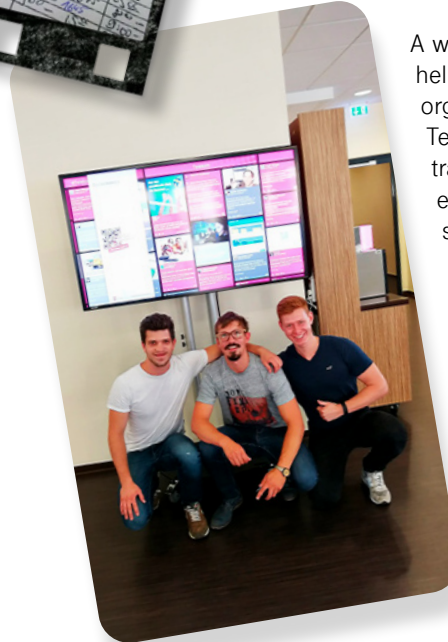


TELEKOMWALL: TRANSPARENCY FOR THE CUSTOMER CENTER

When colleagues **twitter or exchange information on LinkedIn** and nobody in the customer center Brühl notices, it's time to act. On my business trips to Bonn I admired the Telekomwalls there and decided to become active in the customer center Brühl.

A word and a blow: Together with many helping hands, a large TV screen was organized and professionally installed. As a Telekom ambassador, we take care of the transparency of Magenta messages so that everyone is involved (**#takepart**) – a great success and added value for the location.

KLAUS DIECKHÖFER,
DEUTSCHE TELEKOM SERVICE BRÜHL



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AS AN AMBASSADOR I'M ALWAYS ON DUTY

Service is service & Shisha is Shisha – as if! Telekom ambassadors are **always on duty** for their company. Three stories of success show real commitment with Magenta heart in the sense of the customer.

I'm going to make you a magenta offer you can't refuse

One day a friend of mine said to me while my Shisha was blubbing: „Mister Telekom, I am renovating 170 apartments in Halle-Neustadt and I want for this very fast Internet. Make me an offer.“ I replied with a smoky voice: „Dear friend, I'm making you a **#magenta offer** that you can't refuse“.

Of course, I got the order in my free time. But as a dedicated Telekom ambassador, I represent our company in every situation and at every time of day and night. On one of the following Shisha evenings my friend thanked Deutsche Telekom for the fast processing. Now there is FTTH for 170 apartments – because **#everycustomercounts**.



As Ambassador to the Ambassador

I am very active in the migrant community and so I was invited to a reception at the Turkish embassy as a representative of an employers' association. When the ambassador invites, the men appear in black suits. For this outfit I wore a **magenta-colored tie** as a color dot and real statement and after a rich dinner the guests dedicated themselves to small talk. Here several guests asked if I work for the Telekom. The colorful accessory, which I proudly wore as a Telekom ambassador, brought in placements of several products for new customers.

Help for senior citizen on the train

I am quite often on a business trip. Through accessories in magenta or laptop branding with Telekom stickers I am clearly recognizable as a Telekom ambassador. On an ICE ride, I met a senior woman who was trying to enter a combination of numbers into her mobile phone. The recharging of her Telekom prepaid card did not work. I identified myself as a Telekom employee and offered my help.

Since I myself am „not an expert“, **I addressed the problem to the group of Telekom Ambassadors** and received the appropriate contact immediately. The prepaid credit-code with the help of the network a new code was organized, and the lady was helped. Again, a satisfied customer – regardless of time and place.

BARBAROS KAMAN, DEUTSCHE TELEKOM TECHNIK BERLIN

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SWEAT IDEA GOES AROUND THE WORLD: THE T-CANDYTOWER

A real Telekom ambassador is not immune to his passion for his company and his job, even at weekends. Tim Trünkle proved that his heart and soul is magenta through and through with a particularly sweet „Do it Yourself“ craftwork with the Telekom „brand insignia“ in his hobby cellar.

The photos and a video of the unique T-Candytower inspired hundreds of Twitter users. And maybe this invention even brought one or two new customers on the Telekom taste!

The T-Candytower was a completely spontaneous idea. Within ten minutes a first sketch was made and the implementation of the prototype started. Subsequently, the idea continued to mature. For example, how the mechanism for pouring out the chocolate balls works. It was impossible to imagine that the T-Candytower would trigger **such a resonance in Twitter**. Overnight the wave sloshed over to the USA and in the end there were almost 250 likes and over **125,000 impressions**. Hopefully this success also motivates other „Do-It-Yourselfer“ for a few projects.

TIM TRÜNKLE, T-SYSTEMS LEINFELDEN



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WIN CUSTOMERS WITH MAGENTA BACKPACK

When I was at the funfair in Zwickau, I had my Magenta backpack with me. Suddenly someone tapped me from behind. When I turned around, an elderly lady stood in front of me and asked if I was working for Telekom. I nodded in surprise, but quickly asked if I could help her. I was in leisure mode, but as a Telekom Ambassador ***I am there for our customers – anytime!***

The lady told me that she always has problems with her current telephone line and would like to change. Between the children's carousel and the cotton candy stand I gave her my word to personally take care of her concern. Since I work in the technology department and can therefore also book new connections, I asked the woman for her contact details. The very next Monday I contacted her and told her that she could also get a high-bandwidth telecom line, which she then decided to use. As the day of provision approached, I contacted her again to set up the new router. Everything worked right away and we won a new and happy customer. A real gain due to my involvement in the **beloved ambassador network carousel**.

CHARLENE PARUS,
DEUTSCHE TELEKOM TECHNIK BONN



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NETWORK OPTIMIZATION THANKS TO TELEKOM AMBASSADOR

Telekom customers are not the only ones to struggle with large and small network problems. As an employee and an avowed ambassador for Deutsche Telekom, I always keep my eyes and ears open, and my cell phone is always on. But it was precisely here that I had been plagued for a long time by daily disconnections when entering the Godesberg tunnel.

Through the Telekom Ambassador Network, I learned from a colleague who deals with network planning and optimization. He said we could approach him if we had network problems. So I took advantage of this offer and thanks to the research of his colleagues, it was actually possible to carry out a network optimization on the software side. The result: **no more call interruptions when driving through the tunnel**. I'm thrilled – thanks to the Telekom Ambassador Network I was able to help make our best network a little bit better.

For me, this is good proof that human networks such as **Telekom Ambassadors actually help to solve customer problems less bureaucratically**. We need more of them!

ALEXANDER LUYKEN,
CORPORATE COMMUNICATIONS BONN



MAGENTA LEMONADE FOR A GOOD CAUSE

Not just talking, but acting: Telekom Ambassadors help wherever and whenever they are needed. And so it was a matter of course that we made our contribution to a **charity campaign in Leipzig** in December 2018. On this day, 170 volunteers who were committed to the good cause were supplied with magenta lemonade and full snack bags by diligent ambassador hands. A smile or supportive words from person to person were given for free as well.

Together with the ambassadors' human network, we supported the supply of the campaign participants by purchasing in the wholesale market and donating Magenta Lemonade. The lovingly packed bags with the specially designed Magenta stickers made many internal and external people happy and infected them with the **positive spirit**.

Cross-divisional cooperation on a short path is therefore quite simple: **Life is for sharing. (Erleben, was verbindet ... passt nicht so 100%).**

EMMY ARENDT,
TELEKOM AUSSENDIENST LEIPZIG



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TELEKOM AMBASSADOR: HOW IT ALL BEGAN

When we started with our idea of Telekom ambassadors, we were a handful of magenta-enthusiastic Telekom employees with our hearts in the right place. At our **first workshop in 2016** we met for the first time in Bonn. None of us knew exactly what to expect. But we looked at each other and felt immediately: our **Magenta heartbeat** had the same beat.

That was the start of our steadily growing community. This was followed by the first creative Telekom ambassador campaigns, regular exchange among each other, ever stronger networking, and a growing level of awareness. And what about today? The Telekom Ambassadors are known internally, and we are becoming more and more visible externally. Our Group is growing, and **what would Deutsche Telekom be without me, you or US?** We are the magenta heart of the company! Do you feel the pulse? If you want to be part of the next Onboarding-WebEx, you will find more information in the YAM ;).

DOROTA BUCZYNSKI,
DEUTSCHE TELEKOM TECHNIK
KARLSRUHE



DARLING OF THE AUDIENCE THANKS TO TELEKOM ATTITUDE

When crowds of people storm the stand at a trade fair, it's a real success. Having this in mind, I planned Telekom's appearance at the APEX Expo 2018 in Boston, the world's largest passenger experience event for the aviation industry. As a Telekom Ambassador with magenta in my heart, I paid particular attention to the look of the stand crew: sneakers, socks or handkerchiefs – everything glowed magenta. The outfits in RAL4010 together with the employees made the exhibition stand an **eye-catcher and a magnet for the public**.

How much the Telekom employees burn in their magenta outfits for their company did not go unnoticed and attracted unexpected media attention. „See and above all be seen“ was the motto: The trade fair newspaper reported on the Telekom stand and the social media networks were full of pictures of branded stand personnel with an ambassador's heart.

These circumstances brought many successful customer conversations to our digital offer. In short, the event developed into a real high flyer with a crowning finish – winning the **„APEX Cool Award“**.

TIM SCHILLER, QUALITY MANAGEMENT BONN

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TECHNICAL RESCUE IN THE EMERGENCY

Call from the boss lets cash registers ring again

When the boss rings on Friday evening ... for a Telekom Ambassador this means work in the service of the customer. On my day off, my boss called me at 8:40 pm to see if I had all my PC equipment at home and if I could provide my LTE equipment (private router and an external antenna) for a cable damage at a large furniture store.

In the furniture store the cash register systems have not worked since lunchtime. Due to the weather conditions, the technicians could only start repairing the systems in the morning hours and therefore had to find a replacement solution. I went straight to work and did the technical preparatory work. That night, my family had a visitor at home, but **fast assistance was needed here**. Meanwhile my „ambassador's wife“ took care of the guests and turned a blind eye when I retired to work.

The result of my evening work was then picked up by the field service at 22:15 o'clock and installed at the customer's side in the early morning hours. Thanks to the efforts of a Telekom Ambassador, **another happy customer** could be credited to the Telekom account.



Fast & unbureaucratic

A few weeks ago a friend called me who has a large carpentry workshop with an affiliated funeral home. Since three days the internet access of the company would not work or would be so slow that error messages would appear when sending the funeral announcements and print orders. Multiple calls to the Telekom hotline and a local IT company did not solve the problem. The router simply wouldn't do it!

Quick and above all unbureaucratic help was needed – a clear case for me as a Telekom Ambassador.

In the evening after work I drove right by and got a picture of the disturbance. Actually nothing worked there anymore. I checked some corner points (IP address, ping times, DNS ...) and quickly identified the error. I reported the DSL failure further and was able to cancel an SSD (SpeedStepDown) with the business laptop by booking a passport.

Already in the early evening my girlfriend reported that now all funeral announcements and print orders **had arrived just in time** at the appropriate receivers and now all funerals could take place on schedule. As sad as the context in which I was able to record this success may be, that was good news from the customer, for whom the extra-service ambassador's commitment once again paid off.

MICHAEL RODE, DEUTSCHE TELEKOM TECHNIK HANNOVER

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#LOVEMAGENTA IN BLOOD

After a new neighbor had moved into my house, she asked me about my favourite ambassador accessory: „You walk around every day with a Telekom bag, don't you? Do you work for Telekom?“ I was **spontaneously invited for a cup of coffee**, then the Telekom bills were fished out of a shoe box and the round of questions was opened. I was able to clarify many questions directly. And since we already sat together so nicely once, I immediately **convinced my neighbor of Magenta-TV**. She was very enthusiastic about Telekom's offer and said literally: „I've never seen anyone get so involved in their free time in the name of their employer. **You must be a real fan.**“

For sure I am a real Telekom fan, a true Telekom Ambassador, who has **#Lovemagenta** in her blood.

STEFANIE HIERMÜLLER,
DEUTSCHE TELEKOM SERVICE AUGSBURG



BOOM MY ROOM – OFFICE RENOVATION ON OWN INITIATIVE

Desolate, grey offices, a building in which little reminds of the modern world of Telekom – this is the building in the Inner Kanalstraße 98 in Cologne, into which our team had to move two years ago. The motivation of the employees and the feeling of belonging to a large modern company were increasingly lost. As a Telekom Ambassador, I could not let this development continue. In order to **increase employee satisfaction**, the idea arose of renovating the offices on my own initiative.

Taking care of my new task, I collected ideas and suggestions from the YAM staff, coordinated them with my managers and then went on to implement them. It was bought, ordered and then built in two half working days **by the whole team**. Photos were taken and hung up as a collage, a pinboard heart spun onto the wall from magenta wool and much more. We had a lot of fun in the team, the cost center was only slightly burdened, but the satisfaction of the employees increased considerably. This was shown not only in personal feedback, but also in the last pulse survey.

MARINA HOPF,
DEUTSCHE TELEKOM SERVICES EUROPE KÖLN



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DO YOU ALSO WANT TO BECOME A TELEKOM AMBASSADOR?

Become a part of this dynamic network of people. We Telekom Ambassadors have a positive attitude to working life and share this passion.

If we have aroused your curiosity, please contact our YAM Group Telekom Ambassadors or telekambotschafter@telekom.de.

SUCCESS STORIES AT A GLANCE

1. Working differently
2. The guides tell the story
3. The clay layer crumbles
4. The Guides:
Lead to Win Award Special
5. Stories of failure: „Shi* happens“
6. Agile working
7. 80/20: Horizontal cooperation
8. Good digital collaboration
9. Telekom Ambassadors



HR INNOVATION AWARD WINNER TELEKOM AMBASSADORS



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