



CASE STUDY

DEUTSCHE TELEKOM
GESCHÄFTSKUNDEN GMBH

#B2B Marketing
#References

+ Drastic reduction in creation time

+ 100% brand coherence and fast
response time to changes

+ GDPR-compliant solution with
server locations in the EU



"The introduction of the AI function has taken the creation of our reference materials to a whole new level – both in terms of the time-to-market of the materials and the time effort for us marketers, sales colleagues – and also the reference customers. This is truly 'marketing-life-changing' for us!"

Nicola Berthold, Marketing Manager, Segment L.
DEUTSCHE TELEKOM
GESCHÄFTSKUNDEN GMBH

Reference Marketing: A profound change behind the scenes

DEUTSCHE TELEKOM GESCHÄFTSKUNDEN GMBH modernizes its reference process with an innovative AI-supported solution. A look behind the scenes of a department in transition.

In the business customer marketing department of Telekom Deutschland GmbH, there is constant activity. It was not uncommon to receive emails with the subject: "Urgent: Reference needed for sales!" An employee would then search the system for older project documentation while on the phone. She says: "We still have something from 2021, but you would have to decide if this case is current enough for you to use."

This was the everyday reality in business customer marketing for a long time. The desire for high-quality customer references was great – but the path to achieving them was often rocky.

"We spent a lot of time on coordination, formatting, and approvals," recalls Nicola Berthold, Marketing Manager in the Large Enterprise segment. "And in the end, there was often no time left for the small but equally important stories."

Today, a look into the marketing office reveals a completely new picture. Where piles of paper, email chains, and manual coordination once dominated everyday life, digital clarity now prevails. On a colleague's screen, the dashboard of **DigiWhat** is open – the AI-supported tool developed in collaboration with a startup. Instead of scattered information, there are structured workflows. Instead of time-consuming coordination, there is a central marketing cockpit that connects all participants.

One click is enough – and the content flows. Whether flyers, web texts, or social media visuals: content is created in minutes, not days. Processes are clearer, decisions are faster, and the energy is redirected to what really matters – good stories about successful customer projects.

“This is our game-changer,” says Nicola Berthold and clicks on “Export.” Within seconds, a CI-compliant flyer is created, ready for distribution. “Previously, this would have taken us days – now a morning is enough.”

What DigiWhat can do – and why it is more than just a tool.

DigiWhat is not just another tool that promises to make everything better. It *does* make it better. It collects content from interviews, questionnaires, or notes, structures them, translates them into English if desired, and transforms them into ready-made formats: from social media visuals to sales slides.

“I was skeptical,” admits Kati Kupetz from the MidMarket segment openly. “But when I saw how quickly we could adapt, test, and approve content – I was convinced.”

Closer to the customer – despite (or precisely because of) AI.

What sounds paradoxical is a real gain in practice: By automating administrative tasks, there is more time for genuine conversations with customers. “We are closer than ever before,” says Nicola Berthold. “And we can also make smaller projects visible that would have been overlooked in the past.”

The collaboration with the startup is described by the team as “refreshingly direct.” Requirements were often implemented within a few hours. “It was almost like a wish concert – only the wishes were actually fulfilled.”

Conclusion: When technology empowers people.

The story of Deutsche Telekom's business customer marketing shows how digitalization and the use of AI can succeed – when it is understood not as an end in itself, but as a tool. DigiWhat is more than a tool. It is a symbol of change: away from paperwork, toward agile, creative, and customer-oriented work.

Before:

- **High Effort:** Content was gathered from emails, notes, and interviews.
- **Missed Opportunities:** Smaller, thematically similar references were often not implemented.
- **Dependence on Agencies:** Less direct customer contact.
- **Slow Time-to-Market:** Weeks or even months often passed between requests and completed references.
- **Lack of Flexibility:** Content could not be quickly adjusted.

After:

- **Automated Creation:** AI converts content into CI-compliant formats at the push of a button.
- **Fast Time-to-Market:** References are created in days or a few weeks.
- **More Flexibility:** Different versions for target groups are possible.
- **Independence from Agencies:** More control over timing and content.
- **Scalability:** Smaller and larger references can be efficiently implemented.



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