

Efficient reference processes with AI

The goal was to modernize the reference creation process of Deutsche Telekom Geschäftskunden GmbH, a leading digitalization partner in Europe.



Challenges before modernization

- Repeated requests from sales highlighted the need to prepare and utilize references more efficiently.
- Resource constraints meant that smaller or thematically similar references were often not processed.
- The desire for independence from external agencies, closer contact with customers, and control over timing became apparent.

Situation today

- Fast, cost-efficient, and professional creation of references for various communication channels.
- Central platform for efficient process management, consolidation of feedback, and coordination of approvals.
- Flexible adaptation to different customer structures and sizes as well as accelerated time-to-market.

Creation time **Resources**
from months to days - 60%