3. CUSTOMER RELATIONS

3.1. Customer satisfaction
3.2. Management of customer complaints
3.3. Informing our customers
3.4. Involvement of our customers

Magyar Telekom conducts complex customer satisfaction measurements on a quarterly basis that include ongoing, detailed monitoring of the overall satisfaction of customers (and at the same time the satisfaction of competitors’ customers), as well as the perception of service elements that impact satisfaction (e.g. network quality, product choice, customer service).

The measurements can be related in terms of both their methodology and results separately to the fixed line and mobile customers of Magyar Telekom, and also can be broken down to residential and business customers. (They can even be broken down to further, more targeted customer segments, when requested.)

These surveys produce a composite index reflecting customer satisfaction that enables tracking and easy interpretation of the changes over time. Detailed analysis of service elements enables the detection of the current perception of factors impacting customer satisfaction, identifying the fields where Magyar Telekom delivers outstanding performance, according to the customers’ opinions, and the fields where actions are needed to improve quality in line with our own earlier performance or even against the standard of competitors.

Customer satisfaction is measured by an independent research firm with experience in market research. The compilation of the questionnaires, the data entry itself, the processing of the database, the preparation of summary analyses and presentations about the findings, as well as their interpretation, are the responsibility of the research firm in cooperation with the Business Intelligence Department.

The surveys are conducted by eliciting answers via telephone and personally, in the form of standard interviews, encompassing samples of a justifiable size, composition and weighting. The content of the survey questions remains substantially the same from year to year to enable the tracking of changes over time, but the methodology and the structure of the sample is reviewed and updated from time to time, due to the changing expectations of the company or group, as well as the changes in the product structure and the market.

Residential customers

The downward tendency that characterized the Hungarian residential mobile market in 2012 stopped in 2013, and in 2014 the results of both Magyar Telekom and its competitors improved. Compared to the European benchmark, the company’s results in 2014 were slightly better than the average.

Customer satisfaction in the mobile market is generally very balanced, with no major differences. However, in 2014 – mainly in the second half of the year – Vodafone’s results were slightly better, while Magyar Telekom’s results stagnated and Telenor caught up. Thus Magyar Telekom lost its usual first place and it can be said that Vodafone took over the market-leading role in 2014.

Customer experience training

There are more and more service providers in the market offering similar products and services. The prices can be different but what is really important is the quality of the service and together with that the quality of the provision of the service, because these are the factors that form a lasting impression on customers.

It is very important for me to provide services to our external or internal customers in an away that I would also expect as a customer. Demand for quality service has now shifted to basic requirements too, so we have to generate such a positive experience during the entire lifecycle of contracts – almost reading the thoughts of our customers – and give them something unexpected in order to create the “Wow” factor.

Not only do I believe in the success of the programme, I took it upon myself to do the customer experience trainer assignment as a volunteer, because earlier, as a participant, I experienced that the training has a significant view-shaping impact, which is very useful. As a trainer I get acquainted with colleagues from other professional areas, thus now I have a greater oversight of the operation of the entire company, while I expanded my boundaries by recognizing links and connection points. I think it is a success when I receive positive feedback on the above efforts, and that the participants of the programme undertake various commitments that they will pursue to enhance customer experience.

ISTVÁN POLEFKÓ
Technical customer service support manager
Volunteer customer experience trainer
Looking at the individual elements of the service, you can see that the perception of Magyar Telekom’s earlier main strengths (e.g. network elements and coverage) was worse than before and currently they are perceived to be the weakest in the market. Looking at network coverage, the difference between Magyar Telekom and Vodafone increased to the benefit of the latter.

Regarding the perception of prices Magyar Telekom’s, results improved in comparison to 2013, but the company is still behind its competitors, in particular Vodafone.

Magyar Telekom’s specific advantage over its competitors is the handset portfolio and handset upgrades. Similarly, Magyar Telekom also has a competitive edge in the field of new product offers. Perception of Magyar Telekom’s customer experience, customer information and mobile internet also improved in comparison to 2013; however, in the latter case Vodafone is still ahead of Magyar Telekom.

The satisfaction index measured among Magyar Telekom’s residential customers using the home service also reflects high standards in the field of fixed services that were similar and measurable to mobile services.

The satisfaction figures for the mobile and the fixed services harmonized and became equal in 2013/2014. In the long-term comparison the fixed-line market shows a slight growth.

Similarly to the mobile market, the operators’ results are close to each other in this field. Looking at the annual average, Magyar Telekom is still on top with a slight advantage over its competitors. The figure registered in 2014 was in the Top 10% to Top 33% range of the European industry benchmark data.

Compared to 2013, in 2014 Magyar Telekom improved its results in all important areas. The principal strength was the entirety of the product and service portfolio and their continual renewal, as well as the wide network coverage. However, satisfaction with customer service at shops and call centres decreased, mainly due to lengthy waiting times, and as a result perception of Magyar Telekom is at the same level as that of its competitors and it is slightly worse than UPC’s in the area of shops.

In summary, Magyar Telekom’s fixed-line customers are more satisfied with prices and the value for price ratio than the customers of mobile services.

The market of mobile services for businesses was stable in 2014. Regarding the satisfaction index there is no significant difference between Magyar Telekom and its competitors, the perception of their services being practically the same, although Magyar Telekom’s index is slightly higher. In European comparison Magyar Telekom is slightly behind the European benchmark.

Magyar Telekom’s main strength is the quality of the network for telephone calls, coverage and roaming. Magyar Telekom also excels in value for price and the perception of its existing and new product offers. The only area where Magyar Telekom performs weaker than its competitors is the area of telephone helpdesk service.

In 2014 Magyar Telekom maintained its lead over Invitel in the field of fixed-line services, but UPC reached the same level as Magyar Telekom. In European comparison the results are nearing the lower 10% in the case of SoHo and SMB customers.

Magyar Telekom is distinguished from its competitors mostly by the wide scope of its product and service portfolio. The company’s strengths also include its reliability, the appreciation of its loyal customers and that our customers feel safe at the operator. The areas for improvement include the speed of serving our customers in shops and shorter complaint management response times.

In addition to the traditional measurement of overall satisfaction, we also measure the satisfaction of our customers with given customer service cases throughout the year in the framework of the Next Generation International Customer Contact Analysis (NG ICCA) research. The purpose of the survey is to monitor the quality of our customer care service as experienced by our customers and collect information about their satisfaction and experience with our service.

The research is transaction-based: we poll our customers within 24–48 hours of their customer care event. The research extends across both the residential and business customer bases.

Channels involved in the research:
- residential and business call center
- automated telephone menu and self-service system (IVR)
- shop network
- installation and fault clearance of home services
- business partner network
Within the frame of a ‘voice of the customer’ survey, following the ‘waterfall’ model, we ask 4 closed questions – the first 2 are the same in each questionnaire and the second 2 are selected randomly to assess the anticipated quality of certain elements of our customer care efforts.

In addition to this, we give customers the opportunity to submit free text responses about our service by asking an open 5th question. One-fifth of the respondents do submit explanatory answers. Most of these responses are given in areas involving personal customer care activities.

The results of the answers are available to the relevant business areas and the employees of the Customer Experience department, too. Evaluation is performed on a daily/weekly basis at an operative level and the leaders of the involved channels elaborate and submit action plans and development needs if they detect results that stand out. The Customer Experience department prepares the quarterly channel-comparison analysis based on a uniform methodology. Based on the research one can see which colleague may need training, where one can reduce waiting times or what is working differently to how it should, etc.

The Customer Experience department’s insight team manages our customers’ pain points and requirements as well as their prioritization, and presents them to the management in a separate pain point report (+CEX DashBoard indicators and analysis results).

The direct manager of the business area where deficiencies are revealed takes action, sets up an action plan with the CEX team and makes a pledge to remedy the problems.

Customer satisfaction research has a long history at Magyar Telekom. In addition to the indicators presented in the area breakdown, one of its main indicators was for years the NPS (Net Promoter Score) that was replaced from the summer of 2013 with the CES (Customer Effort Score). This was due to the fact that we think the loyalty of the customer is most closely related to the personal effort they had to invest to solve their problem. The CES can be measured on a five-grade scale by a single question: “How much effort did you have to make to solve the problem?” Both the overall satisfaction and the CES indicators are measured on a scale from -200 to +200. The overall customer satisfaction, the CES indicator and the free text responses are continuously analyzed in their context, thereby creating even more value for both our customers and the company.

Overall satisfaction results in 2014:
- Among the channels surveyed the customers of home services (installation, fault clearance and shop services) are the most satisfied with the services, although they find the fault clearance process a bit difficult.
- Transactions related to mobile services are generally evaluated better than those related to home services.
- The major strength of the call centre is its competent and helpful staff, but the majority of customers found the menu system too complicated and complained about long waiting times.
- The IVR (telephone menu system and self-service customer service) proved to be the least favoured channel, because the customers considered the waiting time too long and often failed to get to an operator because of the complicated menu system.

T-Systems conducts customer-satisfaction surveys according to the ‘M015 . Customer Satisfaction Survey’.

T-Systems currently performs a 4-level customer satisfaction survey:
- Project-based survey: At the end of each month a web-based project-satisfaction survey questionnaire is sent to the commercial and project implementation contact person of those projects where the final invoice issued in the given month exceeds the value of 5 million HUF.
- Satisfaction survey of small and medium service customers: At the closure of each quarter a web-based customer satisfaction survey, applicable to BMB services, is sent to 150 customers.
- Key customer service satisfaction survey: Every six months a web-based customer satisfaction survey questionnaire is sent to 50% of customers with a key service contract, in rotation.
- Fault repair related satisfaction survey: A brief web-based rating questionnaire is sent out after each closed trouble ticket with questions regarding the fault repair.

After statistical processing, data from the completed customer satisfaction survey questionnaires is received by the leaders of the areas involved in the survey concerned, and they incorporate the results and experiences into the work of their organisational unit.

If a customer’s response to a question is 3 or worse on a scale of 6, or a negative text remark is provided, a complaint ticket will be created automatically, and the case will be specifically investigated to find the reasons for the exceptionally low values and, if necessary, improve customer satisfaction.

Summarized results of the respective surveys (on a scale of 6):
- project-based survey: 5.02
- satisfaction survey of small and medium service customers: 4.82
- key customer service satisfaction survey: 4.92
- fault repair related satisfaction survey: 5.45

T-Systems’ Competitiveness Development department conducts a satisfaction survey at the end of each year among strategic customers, and commissions the market research firm Bell Research to analyze customer satisfaction. The research covers customer satisfaction related to T-Systems’ services, TSMS’s image and whether they would recommend the company to others.
The customer satisfaction survey of the Data Centre Branch for 2014 was completed in January 2015. The results were determined on the basis of the questionnaires sent to customers. Crnogorski Telekom uses two values for its customer satisfaction measures: TRI*M and NG ICCA.

- TRI*M T-Com and TRI*M T-Mobile are measured quarterly, through phone interviews.
- Method: fieldwork agency (interview method), data processing (short, medium, long waves)

**Residential segment (fixed and mobile):**
- Increased on a yearly basis (from 68.7 to 70.0)
- The main drivers of the improvement are Prices and Tariffs.

**ICCA target value in 2014**
- CC: 115 points
- Dedicated pilot: 135 points
- Field staff: 165 points

**ICCA scores in 2014**
- CC: 119.7 points
- Dedicated pilot: 156.5 points
- Field staff: 184.1 points

The survey approaches decision-making customers using web-based questionnaires (around 600) and personal deep interviews as well (around 100). The results of the survey are also shared with leaders of the organisation to enable them to take measures to address any shortcomings revealed in the course of the survey.

The Corporate Customer Support Branch (VÜK) conducts the ICCA survey and involves an external partner. The essence of the method is that the external firm (Szociográf) uses a telephone interview to ask the customer to rate the administration. Survey results are analyzed in detail monthly by the leaders and managers of the Direct and Dedicated Competence Centre. This element is part of the monthly performance review. Employees are regularly trained with a view to customer satisfaction improvement. Internal training sessions are organized with the help of training firms.

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The Next Generation ICCA program is being implemented across DT subsidiaries with the goal of obtaining a more accurate and timely assessment of the customer experience and customer satisfaction with the specific subsidiary’s touchpoints (CS, Sales, TCS, Self Service). Customers are surveyed once every 90 days. Surveys used are SMS and IVR.

All channels showed an increase or a stable score on a yearly basis:
- CS stable on 92.6 ICCA points
- TCS increased by 2.7 ICCA points
- Shops increased by 10.3 ICCA points
- Self Service increased by 14.1 ICCA points

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**Security Service**

**General**
- Handling of problems connected directly to the colocation environment: 4.80 (2014), 4.80 (2013)

**Contact with the Data Centre**
- Customer focus: 4.80 (2014), 4.80 (2013)

**Technology environment**
- Availability of electronic systems: 5.00 (2014), 4.90 (2013)
- Availability of engineering systems: 5.00 (2014), 4.90 (2013)
- Physical availability of the transmission systems built into the framework of the colocation service: 4.90 (2014), 4.90 (2013)
- Availability of technology personnel: 4.80 (2014), 4.60 (2013)
- Contact with technology personnel: 4.80 (2014), 4.80 (2013)

**CUSTOMER SATISFACTION SURVEY OF THE DATA CENTRE BRANCH FOR 2014**

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**CUSTOMER RELATIONS**

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| Technology environment                                      | 4.80         | 4.60         | Physical availability of the transmission systems built into the framework of the colocation service: 4.90 (2014), 4.90 (2013) |
|-------------------------------------------------------------|--------------|--------------| Availability of electronic systems: 5.00 (2014), 4.90 (2013) |
| Availability of electronic systems                          | 5.00         | 4.90         | Availability of engineering systems: 5.00 (2014), 4.90 (2013) |
| Readiness of technology personnel                          | 4.80         | 4.60         | Availability of technology personnel: 4.80 (2014), 4.60 (2013) |
| Contact with technology personnel                          | 4.80         | 4.80         | Contact with technology personnel: 4.80 (2014), 4.80 (2013) |

**GENERAL**

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3.2. MANAGEMENT OF CUSTOMER COMPLAINTS

We do believe that the adjustments that we make on the basis of our customers’ feedback and requirements will make us more successful than our competitors and enable us to provide seamless services.

Our approach is that complaints are useful signals from our customers, which help us identify potential process and other deficiencies. Based on recent years’ experience we find it important to listen to our customers’ voice, complaints, comments, and pinpoint areas where we have to improve our customers satisfaction with Magyar Telekom’s services.

Based on the experience of the Customer Feedback Management program, launched in Q3, 2013, we further developed our operation, and from October 2014 we manage the CFM as a separate business area. The most important objective of the CFM is the deep analysis of all feedback and complaints coming from our customers in order to find root causes of problems. Based on the results we may elaborate short- and long-term experience based development and training plans and implement process improvements.

To be able to offer prompt solution, we have enhanced the knowledge and competence of our sales point and call center staff, determined the scope of those complaints which we can address immediately, so as to save our customers the inconvenience of waiting.

From the autumn of 2014 our colleagues working in customer front areas have been granted broader competences and authority so that they can promptly serve a wider scope of customers. Besides expanding competences of the customer front areas swift and effective complaint management is further enhanced by close cooperation with peer organizations thereby preventing instead of retrospectively managing–questions and complaints.

As a result of our efforts in 2014 the average complaint response and complaint management time has been further improved. We think that besides fulfilling our objectives it is also very important to provide customer experience that is unparalleled by other operators.

Typical complaint causes:
- impact of the economic changes–our customers are more sensitive and less tolerant;
- increase of consumer consciousness–demand for quality services;
- complex services–more complicated bills, wide product portfolio, occurrence of administration errors.

In 2014 we performed our activities in strict compliance with the provisions of NMHH Decree 13/2011. 27. on ‘The requirements of the quality of electronic communication service and the protection of the subscribers and users, and the integrity of rating’, always keeping the rules specified by the authorities for the protection of the consumers. Our complaint management process was certified and we published the relevant quality target values on the following sites:

http://www.telekom.hu/about_us/about_magyar_telekom/principles/quality_guarantees
http://www.telekom.hu/about_us/about_magyar_telekom/principles/quality_guarantees

T-Systems received in 2014 a total of 57 customer complaints. All of them were analysed individually (even involving staff of the professional areas concerned). The results of the investigation and the measures taken are described in the Fault Management Annex of the Service Activity Review Report (in a quarterly breakdown).

In case of the Corporate Customer Support Branch (VÜK) the number of customer complaints recorded in ICCM system in 2014: 19 817 (contains billing complaints: 12 701).

In 2014 we handled 157 911 processes, so the ratio of billing complaints to the total of complaints are 8.04%, ratio of other complaints to the total of complaints are 4.51%, total complaints ratio altogether are 12.55%.

Initiatives in 2014:
- Cashflow conscious operation: education for VÜK and T-Systems, with about 150 participants.
- Actions aiming at decreasing billing failures eg. Magyar Hővágó workers, process handling description for shops.
- Symposium: participation in preliminary works: forcing registrations, sending invites, customer information were our tasks.
- Creativity and innovation: education and innovation application at VÜK.
- Start moving, VÜK: to increase performance and care the health of our colleagues, we introduced weekly gymnastics.

Any customer complaint arriving directly to the Data Center first meets the customer support manager, who defines the area concerned. When the complaint affects a colocation situation, examination starts immediately, let it be any physical element of the colocation service, the related administrative, invoicing, customer handling processes, or the communication of these areas. In case of physical elements of the colocation services the problem is delegated toward the head of the competence center and the colleagues managing the operation of the services. In case of an invoicing, accounting, contract management complaint, the relevant department is immediately informed, together with appropriate proposals based on the revealed information.

In case of a communication problem, following a thorough identification the necessary steps are taken to solve the problem.
In 2014 we continued with the process of unification of complaints handling processes for mobile and fixed services. Due to new organizational setup (consumer/business), the process for approvals based on complaints was changed. For this year we also have increased number of visits (more or less daily visits) from government regulatory body for telecommunication market compared to previous years.

At Crnogorski Telekom the number of complaints per 1000 customers by different services (fix/ mobile telephone, internet etc.), Methodology: for all complaints (written and verbal), comparing with no. of customers EDY 2014 (non-cumulative):
- 57 for fix line
- 76 for post-paid
- 13 for pre-paid

In 2014 we took several steps, concerning customer complaints:
- Company Directive on resolving claims and complaints was adopted on August 7, 2014.
- ‘One billing and CRM’ project: Active role in One billing project and Improvement of customer complaint resolution process.
- Continuously improve of complaints and claims handling process.

The tariff package Magyar Telekom has created for people living with disabilities was a key talking point during the roundtable discussion at the European Day of People with Disabilities.

Magyar Telekom has specially designed, in cooperation with experts from the non-governmental organisations concerned, the hello holnap! tariff package, targeted at people living with disabilities. Taking part in its development have been the Hungarian Association for the Deaf and Hard of Hearing (SINOSZ), National Federation of Disabled Persons (MEOSZ), Hungarian Federation for the Blind and Partially Sighted (MVGYOSZ), and the Hungarian Association for Persons with Intellectual Disability (ÉFOÉSZ), whose professional cooperation is a guarantee that the service has been adapted to the needs of the total pool of people living with disabilities.

The offer can be adapted to those living with impaired vision and hearing by selecting from the differently-sized packages of calls, SMS and data, depending on their individual needs. Each of the various arrangements is accompanied by some kind of special tariff discount.

At Makedonski Telekom the total number of complaints received from customers with fixed services are 14,122, in 2014, which number compared to 2013 is decreased 25%, primarily due to lower number of service faults. Number of complaints per 1000 customers for different types of services in 2014 is as follows: fixed lines: 30, primarily due to mobile data packages and penalties for premature terminations. 85% of received complaints are from post-paid customers, 15% are from pre-paid customers.

Number of complaints per 1000 customers for mobile services in 2014 was the following: pre-paid: 773,305 and post-paid: 2,364,200 customers with voice services: 236,420; customers with IPTV services: 98,690.

In 2014, which number compared to 2013 is increased by 11%, primarily due to mobile data packages and penalties for premature terminations. 85% of received complaints are from post-paid customers, 15% are from pre-paid customers.

Number of complaints per 1000 customers for mobile services in 2014 was the following: pre-paid customers: 4.7, post-paid customers: 50.5. Number of mobile customers at the end of 2014: pre-paid: 773,305 and post-paid: 423,937 customers.

3.4. INVOLVEMENT OF OUR CUSTOMERS

hello holnap! tariff package offers people living with various disabilities special discounts and optional modes of use that can be aligned with their particular situations.

The European Day of People with Disabilities is an important step in our work processes related to creating our advertisements is to have them aligned with consumer protection aspects and the guidelines of the Competition Authority (GVH), as well as to making sure of their legal compliance. We render our current offers accessible to all, using the highest possible number of communication tools, and exploiting, as far as possible, the possibilities of the advertising medium concerned. In this manner we can ensure the possibility to acquire the broadest available information and, thereby, to take responsible decisions.
Mobile devices are the most immediate and easy tools to open the gates to the internet, without which we seem to be almost unable to live, but how readily available are government services, media, information and communication channels to a vision-impaired, deaf or disabled person?

This was the subject of the round-table discussion Magyar Telekom organized on the European Day of People with Disabilities.

One of the most popular sport events of spring was held on 13 April 2014: the 29th Vivicittá City Supporter Run. As usual, charity was part of the activity, with donations being gathered by the organizers and the participants. UNICEF Hungary and Gézengúz Foundation were the non-profit organizations supported by the runners. Each organization put forward their case for support to the runners.

A joyous moment occurred when Kinga Albert, after recovering from cancer, also took part in the race. Kinga applied to Life.hu’s ‘Begin your new life!’ programme and her mission was to complete the race as an example and motivation to others who are also planning to change their lives by being more active and living more healthily.

Many journalists from the Sustainable Media Club also joined the event in order to promote a healthy lifestyle and running, as well as to support Kinga and her fellow sufferers.
Such digital tools support the work of teachers in providing assistance for children to stay in touch with their schools, schoolmates and friends, and to make schoolwork a bit more interesting.

A giant LEGO tower was put up in front of Saint Stephen’s Basilica for Children’s Day. The construction was organized by LEGO Store Budapest and sponsored by Magyar Telekom. The tower was built in five days by primary school students and tourists visiting the Basilica, but some official LEGO constructors came from Denmark to also take part in the creation.

Unfortunately, some children were unable to be there at the Children’s Day weekend events because of their serious illnesses. Magyar Telekom showed it cares by donating laptops to the Hospital Teachers’ Association, which helps children continue their studies while they are ill and enjoy some computer games to have a more complete childhood. The donation ceremony was held in Gottsegen György Cardiological Institute’s Paediatry Department, where approximately 500-600 heart operations are carried out each year.

This was the third year that Magyar Telekom and Sustainability Media Club announced the winners of the sustainability press award.

Materials published after 2013 could apply in one of three categories: ‘View from the bottom’ category for content about private experiences or smaller communities; ‘Panoramic view’ category for insights into the country’s social, environmental and business worlds with relevance to green topics, innovation and education; and the ‘e-world’ category for blogs by responsible thinkers that was introduced for the first time this year.

Applications for the sustainability press award arrived in a similar proportion to the two different approaches. In-depth articles and stories about individuals or small communities were published primarily in magazines or featured in lifestyle programmes on television channels; whereas ‘Panoramic view’ content is more typical on media platforms and news portals focusing on economics and politics.

The number of sustainability-themed blogs is increasing year on year, not only those run by NGOs but also those operated by engaged individuals.

The winner of the ‘View from the bottom’ category was Zita Kempl, journalist for Nők Lapja Café, who gave a thorough and natural picture of everyday life of people living with disabilities. Richárd Hegyeshalmi of index.hu won the ‘Panoramic view’ category for his shocking status report on climate change. The award for each of these categories was 500,000 HUF, while 300,000 HUF was given in the ‘e-world’ category to Nóra Hagan-Nagy, blogger of Propolisz: metropolis green feeling.
Hello Holnap! mobile app

Users of the app – which can be downloaded via Google Play or on the Apple App Store – can get involved in fulfilling different tasks (e.g. sharing economy, waste management) to earn points and the participant chooses which ones to commit to. Game partners of the hello holnap! app include 30km.hu, Oszkár Telekocsi (Car Pool), Szatyor (ShoppingBag) shoppers’ community, as well as supporters like Ökoszolgáltatás Eco-Services, Democratiakis Bűnöket Alapítvány (Foundation for Democratic Youth), Zöld Fiatalok Kft (Green Youth association), Civil Költségügyi alapítvány (Civilian College Foundation) and Korlátos Építészeti Központ (Contemporary Architecture Centre).

Magyar Telekom has been organizing sustainability roundtable discussions for interested parties since 1997, with participation from representatives from the governmental, scientific and non-governmental spheres.

The exchange of ideas is aimed at promoting dialogue, shared thinking and cooperation towards building a sustainable future and at exploring the requirements set for Magyar Telekom.

As part of the Sustainability Roundtable Discussion the DELFIN Prizes were handed over again (Prize for a Committed, Sustainable and Innovative Generation). Any business operating in Hungary had the opportunity to apply for the main prize, which eventually went to Sopron and its Surroundings Environmental Protection and Waste Management Kit for building awareness and education with its ‘New Street: rubbish bin festival’. The jury recognized its outstanding endeavours for innovation in the heating technology system that created energy efficiency and less environmental load for one of Magyar Telekom’s suppliers, Vasi FULL-TÁV Kft.

With this thought in mind, Magyar Telekom created and launched the hello holnap! mobile phone app, the essence of which is that while performing certain tasks supporting sustainable development, the app users can earn points that can be redeemed into forests and given as donations.

Users of the app – which can be downloaded on both Android and iOS – become participants in an extensive game in which they can get involved in fulfilling different tasks (e.g. participation at Magyar Telekom events and those of the partners) as well as other actions and tasks. Points earned by overcoming challenges can be converted into forests using the app, and the amounts can then be donated by the user to organisations fighting for sustainability-related objectives. The application includes various challenges and the participant chooses which ones to commit to.

Game partners of the hello holnap! app include 30km.hu, Oszkár Telekocsi (Car Pool), Szatyor (ShoppingBag) shoppers’ community, as well as supporters like Ökoszolgáltatás Eco-Services, Democratiakis Bűnöket Alapítvány (Foundation for Democratic Youth), Zöld Fiatalok (Green Youth association), Civil Költségügyi alapítvány (Civilian College Foundation) and Korlátos Építészeti Központ (Contemporary Architecture Centre).

The sharing economy is a business model built on sharing resources and tools, enabling users and customers to use anything when they need it, without having to buy it. Thanks to broadband internet even immediate needs can be matched with the actual supply – in addition, platforms enabling sharing are available to many more people in structured ways. Using a smartphone with GPS you can see exactly where the car you are renting is parked, while by using community services we can check beforehand in whose home we will be spending a few days, with payment and invoicing implemented on the secure site of the agency. Communities that are organized online play an important role in creating the community economy, as they are established by people wishing to assist each other and better utilize the products they own, hence lowering the risk of over-production and decreasing the ecological footprint.

On the www.telekom.hu/kozosssegereje website you can read about many companies and organizations who like our ideas, like private persons, associations, funds and various social organizations. We are very happy that in 2014 be found a partner, Telekom that is not only open to our initiatives from the big enterprise sector but also has its own initiatives. The opportunity to present our services at the Sustainability Day and the inclusion of our app among the hello holnap! mobile application services or the Power of Community (Közösség ereje) campaign, organized at group level, all helped us to convey our message to the target audience that otherwise we, as a small company, would not have access to.

Power of community (Közösség ereje) was the special campaign in 2014

The economy based on community level sharing was the theme of a special marketing communication campaign. Telecommunication networks and smart tools are key in establishing a new lifestyle, and the success of enterprises built on them is also largely dependent on them. Therefore the company created a platform that is also available on mobile devices to make Hungarian enterprises more popular.

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Sharing economy with Magyar Telekom