4. CUSTOMER RELATIONS

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4.1 CUSTOMER SATISFACTION

Magyar Telekom conducts complex customer satisfaction measurements on a quarterly basis that include ongoing, detailed monitoring of the general satisfaction of customers as well as the perception of service elements that impact satisfaction (e.g., network quality, product choice, customer service, etc.). The measurements can be related in terms of both their methodology and results separately to Magyar Telekom’s fixed line and mobile customers, and also can be broken down to residential and business customers (even if they can be broken down to further, more targeted customer segments, when requested).

These surveys produce a composite index reflecting customer satisfaction that enables tracing and easy interpretation of the changes over time. Detailed analysis of service elements identifies the fields where Magyar Telekom’s performance can be broken down to further, more targeted actions needed to improve quality against earlier own performance or even against the standard of competitors.

The survey is conducted by eliciting answers via telephone and personally, in the form of standard interviews, encompassing samples of a justifiable size, composition and weights. The content of the survey questions substantially remains the same from year to year, to ensure tracing changes over time, but the methodology and the structure of the questions are reviewed and updated from time to time, due to the changing expectations of the customer.

Residential customers

Based on the customers’ perception Telekom’s performance in 2015 is in line with the industry’s European benchmark.

Satisfaction with the operators is very balanced in the mobile market and there is no significant difference between the service providers, however, in general, the satisfaction rate of postpaid customers is slightly better than that of prepaid customers.

Looking at the individual elements of the service one may see that Telekom’s main strengths are the general network elements and coverage, new product propositions, emotional attachment to the brand and the loyalty program. Telekom’s further strength in comparison to its competitors is the handset portfolio and the handset upgrade options.

The satisfaction figures of the mobile and the fixed services approximated and equalled in 2013 whereas in 2014/2015 the perception of fixed services was slightly better than that of the mobile market. The results of the fixed market have shown a slight growth in recent years.

Similarly to the mobile market certain operators’ results are close to each other in this field too and they generally provide high quality services.

In 2015 Telekom’s average annual performance was close to the top 10% of the European benchmark.

The principal strengths of Telekom include the entirety of the product and service portfolio and their permanently renewing choice, as well as wide network coverage. Further strengths include the information of customers, the expertise of the staff and the perception of the company’s website. Similarly to the mobile market there is a very strong commitment and emotional attachment to the brand and the perception of the loyalty program is very strong too.

Business customers

The market of mobile services to businesses was stable in 2015 and the perception of the individual operators is almost identical.

Telekom’s main strengths are related to the network and coverage, mobile internet as well as the perception of existing and new products.
In addition to general satisfaction measurement, we also measure the satisfaction of our customers with the 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 customer service and self-service channels.

The research is transaction-based poll our customers within 24–48 hours of their customer care event. The research extends to the residential and business customer base as well.

Channels involved in the research:
- shop network
- connection and fault clearance of home services
- telephone helpdesk service for residential customers
- telephone helpdesk service for business customers

Besides general satisfaction another important indicator of the survey is the CES (Customer Effort Score). Based on the Delight Your Customers study published in the Harvard Business Review, in the case of transaction-based questions the loyalty of customers was very closely related to the degree of personal effort that they had to make when solving a problem. The CES can be measured on a five-grade scale by a single question: “How much effort does it take to solve the problem?”

Both the overall satisfaction and the CES indicators are measured in a scale from -200 to +200. The annual customer satisfaction, the CES indicator and the free text responses are continuously analyzed in their context thereby being implemented across DTAG NatCos touchpoints (Customer Service, Sales, TCS, Self Service).

The results are presented in respect to the entire T-Systems company, service areas and other areas and are presented to the representatives of the relevant professional areas. The problems related to the implementation of the new billing and CRM system. The market satisfaction rate in the mobile segment decreased in general (including competitors) which is mainly attributable to the general economic situation and the increased price sensitivity of the customer base.

It is our prime objective to provide unimpaired quality services through solutions and developments that are based on our customers’ feedback and needs and thereby make the “I’m a Telekom customer” experience sustainable in all phases of customer contacts. We believe that besides fulfilling our objectives it is also very important to provide customer experience that is unparalleled by other operators.
Our approach is that complaints are such useful signals from our customers, which help us identify the process and other deficiencies therefore we deem it especially important to hear our customers’ voice, be it a complaint or an expression of their opinion and find those areas that need to be improved to increase our customers’ satisfaction with Magyar Telekom’s services.

In recent years we experienced an increasing demand to enhance customer experience in the field of complaint management and customer satisfaction. That’s why we strive to apply complaint management solutions that resolve all problems of our customers and by way of providing a customized, high quality and comforting solution we turn the complaint into customer experience.

4.2 INVOLVEMENT OF OUR CUSTOMERS

Digital bridge

Within the frame of the Digital Bridge in Small Settlements program almost 5000 persons attended Magyar Telekom volunteers’ lectures in 198 small settlements accompanied by famous Hungarian media personalities, like Novak, Lovette Harsányi or Péter Galambos.

Further information on Digital Bridge in Small Settlements program is in 2.1. Closing the digital divide chapter.

Earth Hour

The Earth Hour worldwide voluntary community event was organized on March 28, 2015, from 08.30 pm to 09.30 pm. In 162 countries around the world, including Hungary, many people joined the initiative, which was simply to turn off the lights for an hour. In Hungary 10 Telekom shops took part in the effort and used candles instead of electric energy for lighting and projected Earth Hour material on displays in the company’s shops.

hello holnap! mobile application

The application made its debut on the Sustainability Day in 2014 and by the end of 2015 it had been downloaded almost 7500 times. Based on the ratings of various software stores the hello holnap! application is rated as one of the best Telekom apps.

Users may collect points through the application that can be exchanged into money then donated to non-profit organizations available in the application.

The first donation period of the hello holnap! application was closed on April 22, 2015. Users collected a total of 6135 points and donated 1132 points, i.e. 113200 HUF to the beneficiaries. The donation period was restarted on June 12 with the involvement of new NGOs.

Vivicittá

The 30th jubilee run was extended into a 2-day event. The Vivicittá attracts tens of thousands of people as all family members may find a challenge corresponding to their actual level of fitness: Vivicittá (10 km), Midicittá (7 km), Minicittá and walking (2.5 km), 3-member relay (3x2 km), Family Run (750 m) and half-marathon (21 km) that requires serious training and preparation. At the two-day running event Telekom welcomed children with a smart digital playground where, together with their parents, they could try the latest smart devices of the company, solve digital challenges, familiarize with skill development applications and play with various logic games.

The Sustainability Media Club (FMK) also joined the initiative and several members of the editorial panel completed various distances to call attention to the importance of preserving the physical and mental health of our children while popularizing running as a sport.

The Telekom Vivicittá Run for the City event visited two more Hungarian cities, Nyíregyháza and Pécs, where runners could complete a 2.8 km long course in the nicest parts of the two cities.

hello holnap! points at the Vivicittá Run for the City!

Both the cheering spectators and runners could collect 5 hello holnap! points at the event, while participants of the special Subway run could collect 5 extra points if supported the runners of the civilian organizations.

The biggest community garden of the capital was opened in Telekom’s property

The biggest community garden of Budapest was opened on May 27 by Katalin Szomolányi, head of the Corporate Sustainability Center, Sándor Finta, Chief Architect of Budapest and Monika Kertész, trustee of the Contemporary Architecture Center (KEK). The 2600 square meters, formerly unused Telekom property is located in the corner of Soroksári and Határ street in Budapest. Local residents may grow vegetables, fruits, herbs, spices in the fields with the professional support of KEK. There are approximately 100 fields in the Kertháti Community Garden out of which 60 was already occupied at the time of the opening, thus several families, approximately 150 people, could start growing their own vegetables here.

Besides the Kertháti Community Garden two more Telekom properties give home to other community gardens in the Criszlódi Garden and the Királyvárosi Community Garden.

The greatest experience for me is to see the excited faces waiting for the start of the race, lining up hundreds of meters long, cheering, encouraging each other - or themselves. No matter if one goes for the half-marathon, the 7 km or 10 km distance, we have a common goal to overcome the distance and prove the strength of willpower. My objective, as a runner, is the same and somehow I always manage to perform better among several thousands of other runners at the Telekom Vivicittá. Running is joy and I’m proud to take part in the organization of the Telekom Vivicittá run.

Magyar Telekom has been a naming sponsor of the event for almost 20 years. We helped its development and work together with the organizers to make it the biggest mass sport event in Hungary. We did it because sustainability, environment protection and the health of city dwellers are important for us alike. And last, but not least, the event adds to the value of the Telebrand.

As the project manager of the Telekom Vivicittá run I’m always excited as I start working on it each year. As there are numerous challenges in this work, more than 10 departments help me year by year and I still see the same enthusiasm on their faces. Who would not like to work for a good cause, that brings happiness to tens of thousands of people?

In 2015, the year of the 30th event, we built our efforts on a 360 degree communication campaign. As part of the campaign runners could buy 30 types of smart accessories (smartwatch, cell phone ambiant, sport earphone, etc.) for 30 days at 30% discount with which they could measure their performance and make sports in an even more pleasant experience. We set up Vivicittá corners in 7 Telekom shops across the country where customers could buy all these products. After several years of suspension we again organized the event in the countryside too: there were several thousands of runners in Nyíregyháza and Pécs. We built Smart Digital playgrounds in the start area where we educated participants on the safe and conscious use of the internet, familiarized parents with content filtering software and presented skill development applications. The members of the Sustainability Media Club helped us to promote internet security by calling their readers’ attention to this topic in their articles, reports published in connection with the Telekom Vivicittá run. We further developed and built new functions into our own “Running Male” application which is the only Hungarian language application that helps to prepare exercise plans and register runners’ results. Users can collect hello holnap! points with the application that can be donated to any of the NGOs listed in the Running Male app. We encouraged runners to train for the event through our social media sites with motivation videos, posts of Hungarian sportmen while we followed a family with three children how they prepare for the event. As a result of our internal communication efforts almost 1500 employees and their family members took part in the run.

We managed to significantly increase national awareness on the Telekom Vivicittá run and researches prove that this effort has a positive impact on the Telebrand as well.

4.3 FÖLD ÓRÁJA

egy alyva világnézeti kieztanával és a három világháború és a németolonte és a beöltözés halála közötti irányítója a hajóban és az akciókben a kötelesség egy érme kezépségével a világháború.

A Magyar Telekom 2005-ben minden általános és akcióhely.

GÁBOR PENDERT

COMMUNICATION SENIOR MANAGER, MAGYAR TELEKOM

Telekom Vivicittá City Run – the first running event of the year. The Vivicittá was organized for the 30th time in 2015! All runners were preparing for it. Not only runners, but all those who like sports as well.

The sustainability and communications team made a detailed plan for the event and presented it to the Telekom Vivicittá management.

Gábor Pendert is the Communications Manager of Magyar Telekom. Before taking up this position, he worked on the Business Communication Department. He is a graduate of Political Sciences from the University and holds a postgraduate degree from the Hungarian Social Sciences and Cultural Institute.

Magyar Telekom is the leading mobile and fixed-line operator of Hungary. The Telekom Vivicittá City Run is one of the most popular and widely-attended events in the country. This year, the event was held on May 27th, attracting thousands of participants.

The event was accompanied by various activities such as family runs, children’s activities, and exhibitions. The participants also had the opportunity to collect points that could be donated to non-profit organizations.

The Hello Holnap mobile application was also launched during the event, allowing users to collect points and donate them to various causes.

The Vivicittá run is a sustainable event, with participants encouraged to use public transport or walk. The event also promotes healthy lifestyle choices, such as running.

In conclusion, the Telekom Vivicittá City Run is a successful event that promotes sustainability, community engagement, and healthy living. It is a great example of how companies can use their resources to create positive social impact.
Sustainability panel discussion and DELFIN Award

In 2015 any Hungarian enterprise could apply for the DELFIN Award (Award for a Committed, Sustainable and Innovative Generation), established in 2008, with already implemented projects or operating programs. Further information on DELFIN Award and Sustainability panel discussion is in Stakeholders chapter.

The Sustainability Day 8’s earth ball was exhibited in Sopron and Velence!

Festivalgoers of the VOLT and EFFOTT festivals were given some insight into the Sustainability Day’s atmosphere. Simon Szabó, screenwriter and film director “threw” the earth ball into the partying crowd that was enthusiastically holding up planet “Earth” in their caring hands.

MAGENTAXI - success story in Kapolcs

The 25th Kapolcs Festival offered outstanding programs to visitors who are open to new cultural impulses. One could “recharge his batteries” by visiting the programs organized in Kapolcs, Taliándörögd and Vigántpetend: there were concerts, theatrical performances, discussions, films, tale telling, yoga, handicraft sessions and many other programs. Telekom supported the event with network coverage which was quite a challenge in the undulating terrain.

There were not only technological challenges, as it was not easy to travel to and from the three villages. The traffic was so heavy that it was quite a challenge even to cross the road on foot and the cars were recognizably polluting the air. This is where Telekom came into the picture: between July 30 to August 2 the company offered free electric car rides to the visitors of the festival between the villages. In return of the lift the company only requested passengers to tell their ideas on sustainability to an actor from the Momentán theatre.

Telekom’s green cars were a tremendous success. During the entire festival the cars were used at full capacity and everybody was enthusiastic about the noiselessly rolling vehicles. When talking with the festivalgoers about sustainability it turned out that they are much aware of the topic and some of them consciously lead a sustainable lifestyle.

Electronic customer service with e-signature!

Printed documents are now replaced by electronic docs: customers may electronically sign documents in Telekom shops. Shops manage almost half million transactions per month and print almost 3 million pages. In order to reduce costs and simplify processes the company reorganized the shops’ operation. By the end of 2016 Telekom transformed 100% of its customer service activities into electronic processes, the first step of which was the implementation of e-signature on tablets. The objective is to reduce the amount of printed documents as well as printing, archiving and storage costs to a minimum thereby accelerating and automating document management and administration processes.

Closer to paperless operation - Telekom implemented the electronic General Contract Conditions (GCC)!

Upon the implementation of electronic signature, at the beginning of November, the company started to deliver the e-GCC tablets to its shops to replace the printed version of the General Contract Conditions. Upon changes of the document the tablets are automatically updated and thanks to the online operation almost one ton of paper and printing costs can be saved per year, also, the document is now accessible for people with physical disabilities too.
The first intelligent lighting pole joins five systems and functions. The smart electric car charger, built on the ELMŰ Budapest Electric Systems and functions. The smart electric car charger is installed in a public lighting pole in Budapest on November 12, integrating several ÉMÁSZ and T-Systems Hungary the first smart street lighting pole has been installed in Budapest. The intelligent lighting pole has a modular structure thus further system components can also be integrated into the device.

Carbon neutrality

Magyar Telekom Group (including foreign subsidiaries, Makedonski Telekom and Crnogorski Telekom) is the first Hungarian company, and is among the first European leading telecommunication operators that has become entirely carbon neutral.

One of the biggest challenges of our age is climate change which is mainly attributable to carbon dioxide emission. Telekom recognized the importance of climate protection back in the 90s and now it is an integral part of the company’s day-to-day operation. In line with the Sustainability Strategy and implementing innovative solutions the company continuously decreased its energy consumption and increased its energy efficiency.

By modernizing the network and data centers and increasing the proportion of hybrid and electric cars in its vehicle pool the company applies more and more efficient tools and solutions. Several telco infrastructures are supplied with wind and/or solar energy sources and the company’s emission from fossil energy has been neutralized with the support of green projects.

Support of talented hard-of-hearing young people

The initiative of the Hearing Fund the joint effort of Belsoft, selling Beltone hearing aid equipment, Samsung Electronics, Telekom and Auditec.Net helped hard-of-hearing young people to successfully attend higher education institutions with a donation of 10 million HUF. As a result of the joint effort 5 young persons were given aid in 2015. The internet access of the devices was provided by Magyar Telekom while the hearing aid device was provided by Belsoft and Samsung.

Similarly to previous years, in March 2015, Crnogorski Telekom participated in the Earth Hour and Earth Day global campaigns with the aim of raising awareness about climate change issues. The company invited customers through mobile broadcast to support the campaign and raise awareness of importance of environmental protection. Crnogorski Telekom is constantly promoting usage of sustainable solutions among its customers and employees, e.g. promoting e-mail mailing lists, online registration, etc. instead of using printed forms, documents.

4.3 INFORMING OUR CUSTOMERS

Magyar Telekom Group is making ongoing efforts to simplify its propositions as much as possible and to make them available to the widest possible scope of customers.

You can read more about the services and tariff packages of Magyar Telekom Plc.’s business units on the below websites:

https://www.telekom.hu/lakossag/english
https://www.telekom.hu/lakossag/english/plans/mobile
http://www.telekom.hu/uzleti/main

Information about the services of our most important member companies is available here:

- T-Systems: http://www.t-systems.hu/home-page
- KalászNet: http://www.kalasznet.hu/
- Makedonski Telekom: https://www.telekom.mk/
- Crnogorski Telekom: http://www.telekom.nv/oneuser-users.ninx

Customers can inquire about Telekom tariff packages and services or even request modifications 24 hours a day through the consumer customer service call center, which can be called free of charge from Telekom’s Hungarian mobile network at 1430 or the 1777 (Domino center) number in case they hold top-up card.

We have made Telekom website more user-friendly, among others through highlight search keywords and developing the webpage service to enable quick, simple purchase. The services are available on the following website: https://www.telekom.hu/lakossag/english/plans.

The integrated servicing of T-Systems customers is provided through the 1400 telephone number and the TS_sugelkapcsolat@t-systems.hu e-mail address.

Magyar Telekom considers it top priority to communicate its advertisements to the existing and prospective consumers in compliance with the relevant regulations. We do everything to ensure that our advertisements carry our proposals accurately and clearly, excluding any deception. In view of the above, compliance with the consumer protection and GWH (Competition Office) guidelines, and checking regulatory compliance are important requirements of the work processes of producing advertisements. We convey our proposals to everyone by using the greatest number of communication tools possible and with maximum exploitation of the possibilities offered by the given advertisement carrier. In this way we provide everyone the possibility of gaining all-around information and also the option to make well-contemplated and responsible decision.

I started my career at Telekom at the beginning of 2013. First I worked as the member of the General incoming call center team and I took calls wearing a headset. After that came the Video Call Center project where I experienced truly-interactive discussions with customers because in this position we talked face to face through a webcam. From this position I was transferred to my current workplace, to the Online channels team, where we communicate with customers through chat. Based on our customers’ feedback it works great!

In the meantime I saw an internal opportunity to apply for a Mobile Scientist blogger position. I instantly submitted my application together with my first draft articles that have been followed by many more by now. It is an interesting work, mainly for me, and it feels as if it was Christmas every day because we are the first to test the latest devices and applications. I could experience HTC’s Vive VR headset and could look around in the virtual world. While I’m writing this I’m preparing for the Smart Mobile 2016 conference. We share our insight in Telekom’s Facebook and Twitter site where we already have our own reader community with whom we are in continuous contact. I do love this work because while questioning my thirst for new technologies I also develop professionally. Thanks to our blog posts Telekom’s customers do not only receive dry technical data on their phones but also receive detailed explanation on their features too.