

# CASE STUDY

60 % Resource savings

100 % Brand coherence

GDPR compliance



## Smart Content, Real Impact - How Telekom reinvented the reference process with AI

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

Nicola Berthold, Marketing Manager Segment Large Enterprise, Deutsche Telekom Geschäftskunden GmbH

**Imagine being able to transform a customer interview into a CI-compliant web text, a social media post, and a sales slide in just a few clicks – no agency, no chaos. Sounds like the future? For Deutsche Telekom Geschäftskunden GmbH, this is already a reality.**

### The Challenge: References, but quickly!

Telekom is not only a giant with over 200,000 employees and a revenue of €115.8 billion (2024), but also is the digitalization partner for business customers worldwide. Yet even for a tech giant like Telekom, the process of creating customer references was anything but digital:

- Sales requests often had to be postponed.
- Resource constraints prevented the preparation of smaller but innovative cases.
- External agencies made the process expensive and slow.
- Email battles and digital paper trails were real – feedback, approvals, versions: scattered everywhere.



**Before the project, we had a (digital) paper trail and many different channels – now we have a central structure that bundles everything.**

Kati Kupetz, Marketing Manager, Segment Midmarket, Deutsche Telekom Geschäftskunden GmbH

### The Solution: DigiWhat – AI meets Content Creation

Together with a startup, the business customer marketing department developed the AI-powered SaaS tool DigiWhat. The vision: A smart, central hub for everything related to customer references.

- **Collect & structure content:** Questionnaires, interviews, notes – everything is centrally bundled.
- **Automatic formatting:** Flyers (PDF), web texts, PPT slides, social visuals, Word documents – all 100% CI-compliant.
- **Iterative editing:** Draft view, last changes, then approval – everything flows.
- **Marketing cockpit:** Reminders, roles, approvals – everything in one place.
- **Multilingual & multiformat:** English translation & versioning for A/B tests included.

### The Gamechanger: Centralization & Speed

The centerpiece? The marketing cockpit. Here, everything comes together – no searching for emails, no waiting for responses. The reminder function ensures that approvals don't get lost in inboxes. And: Even smaller cases that used to be overlooked are now efficiently prepared.

### The Collaboration: Startup Spirit Meets Corporate Structure

The cooperation with the startup was fast, flexible, and hands-on. Requirements were often implemented within a few hours. Agile development in bi-weekly sprints enabled continuous improvements – without corporate bureaucracy.

### The Results: More Speed, More Proximity, More Impact

- **Time-to-market drastically reduced**
- **Less dependency on agencies**
- **Stronger customer engagement through direct communication**
- **Higher quality & authenticity of references**
- **Scalability for different target groups & channels**

### Outlook: Scaling & Customization

The next steps? Rollout to additional departments, integration of new features, and even more personalization. With the generational shift in companies, openness to digital tools is increasing – and DigiWhat is ready to ride this wave.

### Conclusion:

DigiWhat is more than a tool – it's a prime example of how corporate innovation and startup mentality can create real transformation together. For everyone who wants to make content creation smarter, faster, and more human. That's the way to go.