

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.