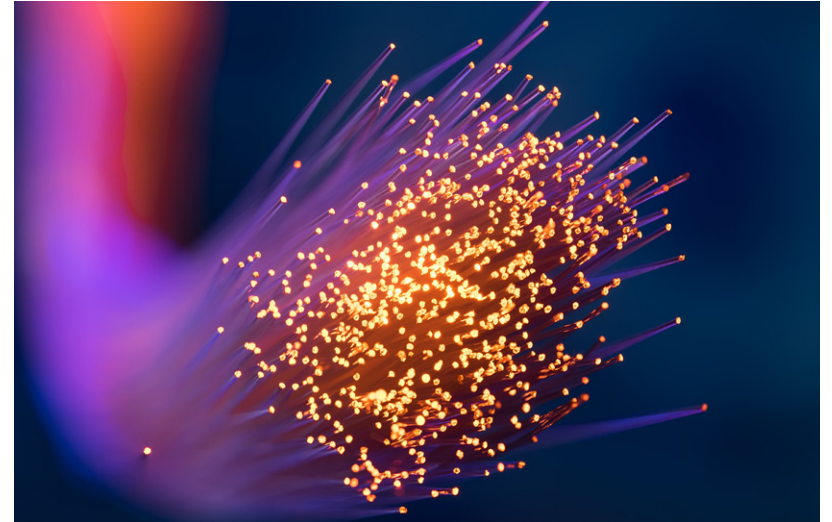**Intershop**

E-commerce
connects

40
million customers

5,000
products

15,000
orders placed every day

CHALLENGE

- Significantly improve service quality and optimize customer management processes
- Refresh the web design and improve maintenance options for individual pages
- Connect a variety of distributed systems—including product and inventory databases, CRM systems, and other software

SOLUTION

- Intershop Commerce Platform with strong personalization features, transaction management, and high-performance infrastructure
- Dynamic process management and integration of web services
- Multiple, diverse systems are integrated on a single digital customer portal: new customer information flows automatically to all relevant areas
- Support for complex bundle offers
- Marketing campaigns are managed centrally using an integrated content management system

Germany's biggest provider of broadband and residential phone services, T-Home (Deutsche Telekom), has redesigned its online shop based on the Intershop Commerce Platform to further enhance the quality of its service. Now, www.t-home.de helps more than 40 million customers quickly and easily find the products and services they are looking for.

The goal: consolidate, modernize and accelerate T-Home's e-commerce channels

The goal of this project was to optimize customer management processes and to significantly improve service quality. The web design needed to be updated, the editing facilities required enhancement, and operational cost savings needed to be achieved. Further challenges came from the need to integrate a number of disparate systems with multiple sales channels for consumers, business customers, and sales to employees. Various product and inventory databases, CRM solutions, in addition to a number of custom software systems required consolidation on a central platform.

The project: Intershop builds the technical foundation for success

Intershop's commerce solution provides the single consolidated platform on which T-Home has built all of their online channels reducing operational costs and streamlining business processes. The online store, which provides sales channels to retail and business customers and internal employees, are all centrally managed and integrated with all internal areas of the business, integrating various external systems. This was accomplished using dynamic process handling and by incorporating high-performance web services. Other features include personalization functions, transaction management, and an architecture built on a powerful network infrastructure. Newly aggregated data is transferred immediately to all respective departments. For example, an order for changing an existing telephone jack into a DSL-connection directly updates shipment, servicing, contract change, and billing. The online system initiates all the required changes automatically. Since going live with the first version of the store, the online offering has been continuously improved, utilizing current trends and technologies.
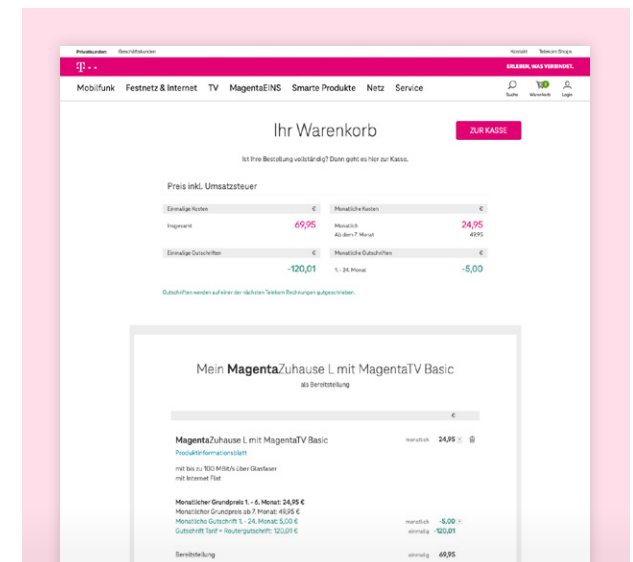
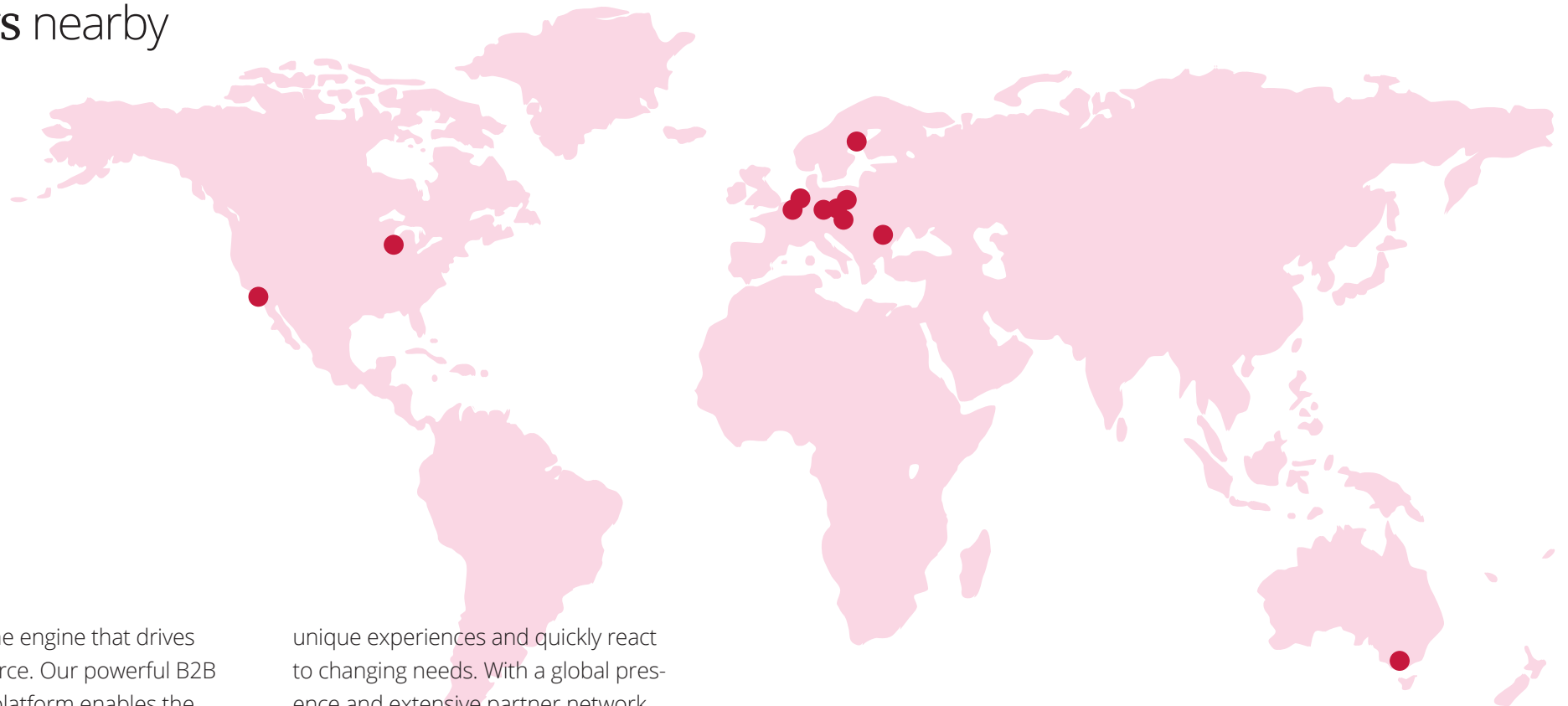## The result: Customers can find exactly what they are looking for – quickly, conveniently and in a personalized manner

Customers can now access the complete offering of fixed network services at www.t-home.de. The stylish T-Home website offers visitors information on phone lines, internet access, and hardware in a straightforward and user-friendly manner. The complete range of services—from individual rates to bundled products—is personalized for the customer. They can now choose between different plans and order the most cost-effective option for their particular needs. To improve brand recognition, T-Home's corporate design is applied consistently across all pages and the content can be easily updated with Intershop Commerce Platform's storefront editing system.

The T-Home customer management processes have been optimized and all departments have access to one consolidated database. Beyond the underlying architecture, the web site also has a completely redesigned and stylish front-end where approximately 5,000 products are available and 15,000 orders are placed every day. The high scalability of the Intershop Commerce Platform allows T-Home to meet current demand requirements and enables future growthw.

ABOUT INTERSHOP

Always nearby

Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

SPEAK DIRECTLY WITH ONE OF OUR EXPERTS

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