

GIVING TECHNOLOGY A HEARTBEAT

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T Experience

Seamless connectivity, at home
and on the move



More than ever, customers have increasing expectations when it comes to connectivity, entertainment, and digital home experiences. They want the most intuitive interaction with the digital world and seamless, secure access to everything, anywhere, anytime. They want hyper-personalized, relevant experiences that are tailored to their individual preferences. And, most importantly, customers still require simplicity around controlling the multiple services across the complex home environment. Our MWC 2023 exhibit “T Experience” shows you how we address all these customer needs by making sure they are always ideally connected – both at home and on the move.

Key facts

- Convergent user experience: Use cases include elements of all Magenta services available
- AI and machine learning technology provides a personalized customer experience
- Focus on the family or community rather than the single user
- Engaging Magenta Home Experience across many T-Services for everyone at home
- Natural interface to Deutsche Telekom and partner services with our voice assistant
- Exclusive offers with direct savings and freemiums for our customers





What might a day in our customers' lives look like? The T Experience will take you on a journey to explore our customers' touchpoints with our services through the eyes of the Berger family: Peter, Julia and their teenage daughter Liz.

Technical terms like "connectivity" and "touchpoints" mean nothing to the Bergers. They simply want to stay connected, to be entertained at home and fulfill their daily tasks easily wherever they are. They don't care which firmware version or which Wi-Fi band they are using – they simply expect all the services and gadgets to work.

For us, that means guaranteeing seamless connectivity with services that help to organize, simplify, and enrich people's lives. Our smart systems provide hyper-personalized, convergent experiences that are tailored to individual preferences. And, no matter where you are or what you do, our ever-growing network of partners provides you with relevant offers, free trials, and more.

The focus is no longer on one responsible household member who takes care of all digital matters – we offer simplified and automated experiences that enable everyone to individually take advantage of all things: digital and connected. At home on the big screen via voice control, or on-the-go with your smartphone.

Our services do not stop when our customers leave the house: We enable them to stay connected, both in control and well informed of what is going on, who is at home, and if anything unexpected is happening. We keep our users safe from cyber threats and our predictive support provides proactive solutions to problems they didn't even know they had! All of this magic is made possible with the use of AI, which, with our customers' consent, works tirelessly to provide what is best for each individual, including a range of outstanding offers and seamless services.

With the option to create personal routines, the home acts sustainably and automatically shuts down all systems that are not required if no one is around. We have added a lot of new features that make everybody's life easier. Like shopping, for example: Shared shopping lists can notify everyone who is close to a shop what ingredients are needed for dinner.

What sounds like a future vision is mostly already happening – our customers are enjoying these functions. And loving always being ideally connected – both at home and on the move.



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