



pds

# 2024 Case Study

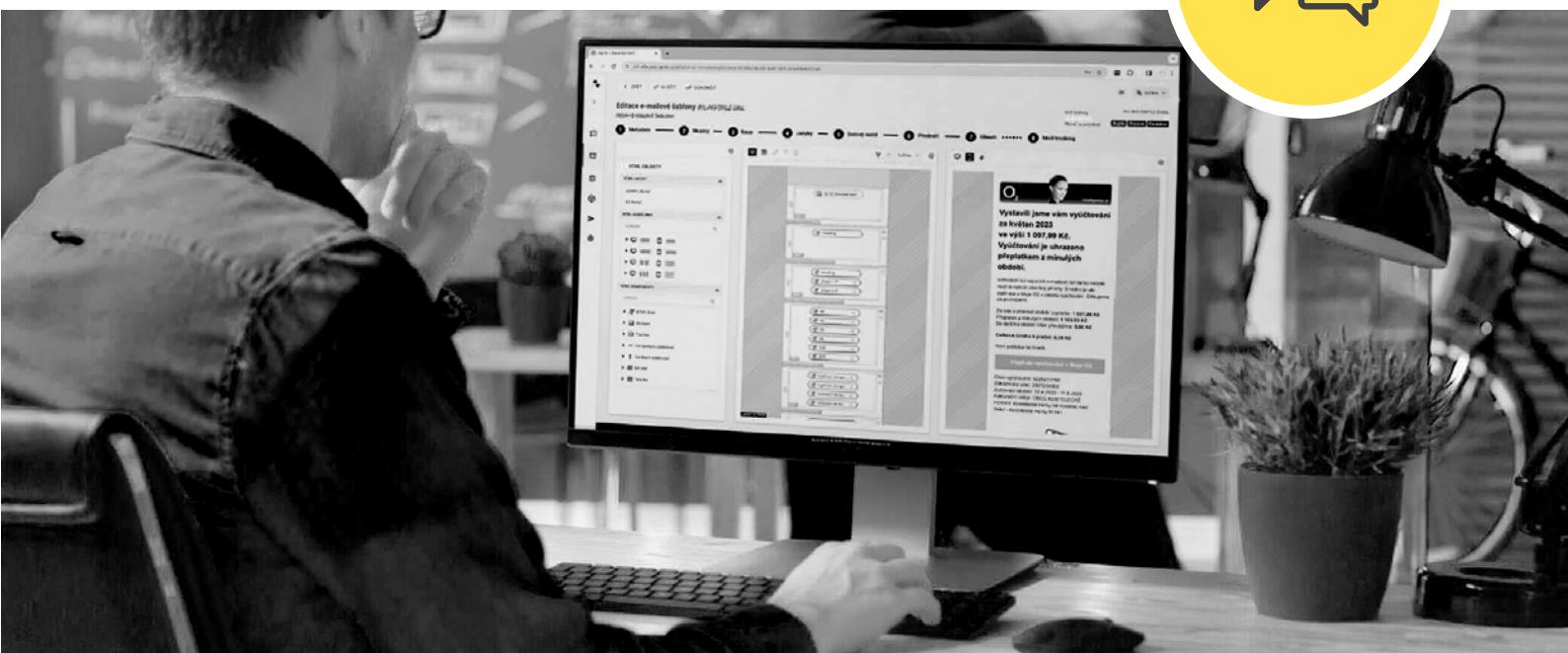
Digitalization of Customer  
Communication at O2  
Czech Republic

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## I Digitalization of Customer Communication at O2 CZ

O2 is the undisputed leader in the Czech telecommunications market. It has achieved the same position in the quality of services provided to its customers.

This success is due, among other things, to the successful implementation of the Simple Online Company program, which includes a centralized customer communication solution delivered by Pro Document Services.



### Leadership means building on success with further success

Being a successful leader in customer communication requires continuous innovation in response to the rapid evolution of customer expectations and requirements, as well as the ability to fully leverage the benefits brought by digitalization trends, omnichannel communication, and the widespread use of smartphones.

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# **For the digitalization of its communication, O2 defined the following priorities**

- No. 1    Maximizing the benefits of digital communication, including the specific characteristics of individual channels and their formats**
- No. 2    Maximum personalization and individualization of content**
- No. 3    Optimization of content readability and clarity for mobile devices**
- No. 4    Maximum interactivity of communication**
- No. 5    Acceleration of processes for designing and managing digital communication content**

## Implementation of the ALFA CRM system

To achieve O2's objectives in the digitalization of communication, we extended the customer communication solution with our latest ALFA technology. ALFA combines innovation in digital format generation with capabilities that significantly accelerate and streamline content creation and management.

ALFA enabled the transfer of responsibility for content creation and management to business users, including advanced personalization and individualization features. The involvement of IT specialists is no longer required—even for responsive design, optimization for mobile reading, or ensuring compatibility and correct rendering across all commonly used client applications, webmail services, Windows and Mac environments, as well as iOS and Android devices.



In the first phase, ALFA successfully enabled O2 to meet its digitalization goals for the SMS and email channels, which are currently the most widely used by O2 customers.

The content of SMS messages sent by O2 to its customers is fully personalized and tailored to each individual recipient and specific message. Messages include links that allow customers to respond with a single click. Requirements for the use of email in O2's digital communication represented a generational shift. Content was moved from attachments directly into the body of the email, including transactional data, supported by a fully responsive modern design and interactivity. For example, customers no longer need to open an attached document to view billing summaries or make payments—they can see everything clearly and intuitively both on large desktop screens and small mobile displays, and respond immediately via a link or by using a QR code for mobile payment.

“The digitalization of communication represents a generational shift that requires at least the same level of innovation and adoption of new technologies as earlier transitions from printed to electronic communication. It is not merely about changing formats and channels, but about applying entirely new principles and approaches. The ALFA technology from Pro Document Services provides us with a unique capability to fully leverage the benefits of digital communication, combined with the speed and flexibility required to build and strengthen a market-leading position in a highly competitive telecommunications environment.”

**Lukáš Uhrin**

Moje O2 Manager

## The success of the ALFA project provides a strong foundation for the next phase.

The rapid progress achieved in the digitalization of SMS and email communication gives O2 the opportunity to take further digitalization steps, leverage additional digital channels, and align objectives across customer care and sales.

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# ... About Pro Document Services

Customer communication is a key part of every business. Any contact with a customer provides an opportunity to create a long-term loyal relationship.

Modern technologies and digital communication trends provide us with new tools to improve customer service and meet their needs.

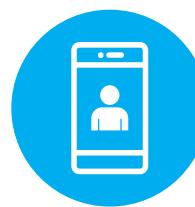
We help formulate, implement, and develop successful communication strategies for companies with their customers, utilizing the possibilities of modern technologies and digital communication trends. Using extensive market knowledge, innovative technologies, and the professionalism of our IT experts, we develop effective communication solutions and thus contribute to building our customers success.

## How to gain a competitive edge with us?



### Omnichannel customer communication

Customer expectations are much higher than before – they require relevant content prepared exactly according to their needs, delivered in their preferred printed or digital form, sent exactly at the time they need it. The solution is an effective combination of communication channels with maximum use of their possibilities.



### Digital transformation

Digitalization moves customer communication to the next levels. The use of interactivity and mobile device support provides the possibility of servicing delivered services and closing deals online, quickly and efficiently. The share of customers who use and prefer digital communication is growing rapidly.



### Time to market

Being competitive today means being able to react quickly. With digitalization and the use of Omnichannel principles, the number of documents and digital communications that need to be designed and managed is also growing. This requires entirely new approaches in customer service processes and the use of modern technologies.



### Cost reduction

The use of digital channels, our modern technologies, and the shift of responsibility for content creation, management, and communication channel control from IT to business owners all create opportunities to reduce the costs associated with customer communication. This allows you to deliver higher-quality services at a lower cost.

# Contact



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