

Data-based decision making for everyone



Client Name: **Deutsche Telekom AG**
 Employees: **216,500**
 Revenue: **€108.8B**
 Industry: **Telecommunication**

Challenge

Many internal and external requests have led to a long response time and no capacity for in-depth research from the internal research team at Telekom Deutschland GmbH. Without access to valid data, the employees were dependent on the internal research team. A solution was needed to support both internal analyses and end-consumer strategies by offering a self-service for Telekom employees.



Solution

The platform serves all employees both as an everyday tool and as an encyclopedia for complex day-to-day challenges. By having access to not only dossiers, reports, statistics, and infographics but also to the Consumer Insights, every Telekom employee is able to support their clients in the best way possible. Easy research about customers' needs can be conducted without losing any time. The Company Insights make it possible to keep a close eye on the highly competitive telecommunications market.



Business impact

Overall, Telekom employees saved over 24,000 hours* of research in 2022 by using Statista. Our platform enables the company to use their resources more efficiently by providing access to extensive data and information. This builds a trustworthy data foundation for Telekom and supports their goal of becoming the leading digital telecommunications company in Europe.

“By using Statista, it is possible for us to get quick and valid answers for questions from very heterogeneous fields of knowledge.”



Marco Ottawa, Senior Expert
 Customer Insights

*This model calculates with single content values. Based on visits we provide an internal showcase counter value for all benefits.