



Telekom CR-facts

Ideas management

Our employees want to contribute to the further development of the company and identify with it. We get them actively involved, for example by providing a portal where each and every employee can contribute ideas and suggestions.

Ideas Management encourages employees to actively contribute to the constant, ongoing improvement of our products and services. Employees can submit their ideas for innovations. These ideas are then evaluated by our experts. If an idea is successfully realized, the employee is paid a bonus in recognition of his or her contribution.

We continually support the further development of tools and instruments for ideas management. Two IT portals have become well-established in the Group: genial@telekom [1] is a site where ideas that are ready for implementation can be submitted - whereas the Ideas Garden is a portal that supports joint development of new solutions. A third online platform - known as the Jam - was added in 2012. With Jam several thousand employees can work directly and interactively on concrete ideas or questions. Activities are clearly focused on a specifically defined task or issue, which participants must resolve within a specified time with support from a professional moderator.

The collective intelligence of our employees is also of great value for Telekom Prediction Markets. This new tool was introduced in April 2012 to support management decision-making. Employees use a simulated exchange and trading system to provide their market forecasts in response to current or strategic questions submitted by various Group business areas. This data is then analyzed and compiled to produce forecasts that are just as precise as those coming from professional market research organizations.

