



Employees of a telecom giant learn to think like competitors

The challenge

Deutsche Telekom, Europe's largest communications company and formerly a monopoly, required a tool that would enable its employees to better understand the industry in which it operates, and adapt faster to change.

The solution

TATA Interactive Systems consequently provided a competitive, Internet-based, management simulation game. This solution not only introduces Deutsche Telekom's employees to all of the relevant aspects of their industry, but also promotes an understanding of managerial decisions that need to be made, and encourages them to think like the competition.

Technical employees of Deutsche Telekom have played the management simulation games in workshops, and with the help of online facilities (such as file sharing, chats, and telephone and videoconferencing over the Internet). These employees often had little business knowledge and thus learned a significant amount about their industry, their company's situation, and managerial decisions involved.

The result

The simulation has been used to train 150 of Deutsche Telekom's junior management through a pilot run, and 50 employees of the management program per year for two consecutive years.

CASE STUDY



TATA INTERACTIVE SYSTEMS

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They realize the role of technological change in their fast moving industry, and recognize how price affects the level of competition and the competitiveness of their own company in trying to gain market share. They are also engaged in capacity planning and determining the right levels of service, and they take a real look at customer satisfaction. All of these elements of the telecommunications industry are well understood by Deutsche Telekom's participants once they have been through the management simulation. They come to know their competitors and their business, and they realize the need for flexibility and change.

