

Deutsche Bahn

Adoption Case Study



Customer Overview



Deutsche Bahn is a German railway company, headquartered in Berlin. Deutsche Bahn is the largest railway operator and infrastructure owner in Europe. describes itself as the second-largest transport company in the world Deutsche Bahn was the largest railway company in the world by revenue in 2015 and It carries about two billion passengers each year.

The Challenge

Deutsche Bahn operations require the staff and management team to be spread across Germany. Travelling to physical meetings for a geographically widespread leadership team was leading to significant productive time being lost and scheduling clashes were resulting in delays in decision making. They needed a way to improve flexibility of meetings, improve availability of key individuals and to improve the speed of decision making.



The Solution

Taleka was initially engaged to carry out training by Deutsche Bahn's technology partner BT Stemmer. During the initial engagement it became clear that Deutsche Bhan's staff would benefit from a user centric adoption program on how they used the services to change company culture, as well as the how to training.



The Adoption Program

Taleka proposed to drive customer adoption of Cisco Webex Boards and mobile/desktop Webex Teams and Webex Meetings to create DB Workplace by focusing on three business use cases. These use cases allowed Deutsche Bahn to achieve measurable KPIs, increase utilisation, and align to its vision of improving the employee experience.

Taleka carried out surveys and a focus group with the IT support team to uncover use cases. Taleka defined and prioritised the business use cases that would most benefit the company. An adoption best practice program was created that included specific guidelines on the three use cases identified, with project management, training and marketing with the organisation.

The Use Cases

1

Executive Collaboration

Deutsche Bahn utilises Cisco Webex for its executives to enable fast and effective sharing, solution finding, and decision making. The DB Executive Workplace includes Cisco Webex Boards and mobile/desktop “Webex Teams” and “Webex Meetings” applications to facilitate a unified user experience and universal availability.

2

DB Akademie

Deutsche Bahn deployed Cisco Webex Boards for its internal academy (DB Akademie) use. This new leadership program benefited from using Cisco Webex Boards and mobile clients for Webex Teams for new Deutsche Bahn leaders on their journey to embrace new collaborative and digital tools to accelerate business success in their roles and teams.

3

DB Engergie

Deutsche Bahn Systel is deploying the “DB Workplace” with Cisco Webex Boards and mobile clients to teams at DB Energie GmbH (1700 employees), the Deutsche Bahn company providing energy supply and related services to all Deutsche Bahn entities and external customers. The “DB Workplace” at DB Energie facilitated fast and effective sharing, solution finding, and decision making.

The Outcome

These use cases were built into an adoption best practice program including training and marketing into Deutsche Bahn. The outcomes of this adoption program were measured to ensure that it met the improvements agreed when defining the KPIs.

The adoption program delivered a five fold increase in use of Webex Teams and doubled the number of scheduled Webex Meetings. The successful adoption of the Cisco technology reduced travel time savings helping the company toward their target of a reduction of 5,000 hours. The Deutsche Bahn executives were able to join more meetings, reduce unproductive hours travelling and it enable them to increase the speed of decision making.