

How Deutsche Telekom Drove Up to 20% Sales Growth Across Its Retail Partner Network

TIME TO VALUE

6 months

NUMBER OF USERS

1,000 partner salespeople

REGION

Germany

Goal

Build a direct connection with salespeople across 900+ partner stores to drive sales growth through improved brand engagement and product knowledge.

Challenge

Deutsche Telekom operates a large retail partner network of stores across Germany. While the company maintained strong relationships with shop managers, it had no direct line to the frontline salespeople. Product knowledge, promotion updates, and brand connection all passed through intermediaries, making it impossible to see whether training was actually landing or where skill gaps existed. Data governance added another layer of complexity: with multi-brand partners also selling competitor products, any engagement solution had to respect strict information boundaries.

Solution

Deutsche Telekom partnered with Central to build the Telekom Partner Hub, a mobile-first engagement and enablement platform for its external retail workforce. The platform gave frontline salespeople direct access to personalized learning, performance visibility, and gamified challenges tied to real selling behaviors. Shop managers gained real-time visibility into team progress and skill gaps. A peer-to-peer kudos system created a culture of recognition that grew organically across stores. For the first time, Deutsche Telekom could reach its frontline directly: sharing updates, celebrating wins, and collecting feedback.

Results

+19%

overall sales across mobile, fixed lines & TV

+32%

streaming platform subscriptions

89%

seller satisfaction rate

“The salespeople use Central every day, not because their managers tell them to, but because they feel motivated, better informed, and valued. If people are motivated and learning, the sales come automatically.”

D. García Catalán, Channel Expert Telekom Partner