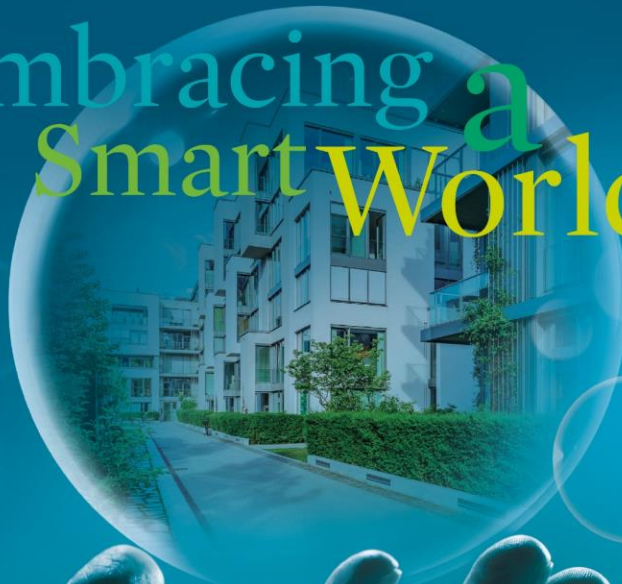


Embracing a Smart World.



VONOVIA

Capital Markets Day 2019



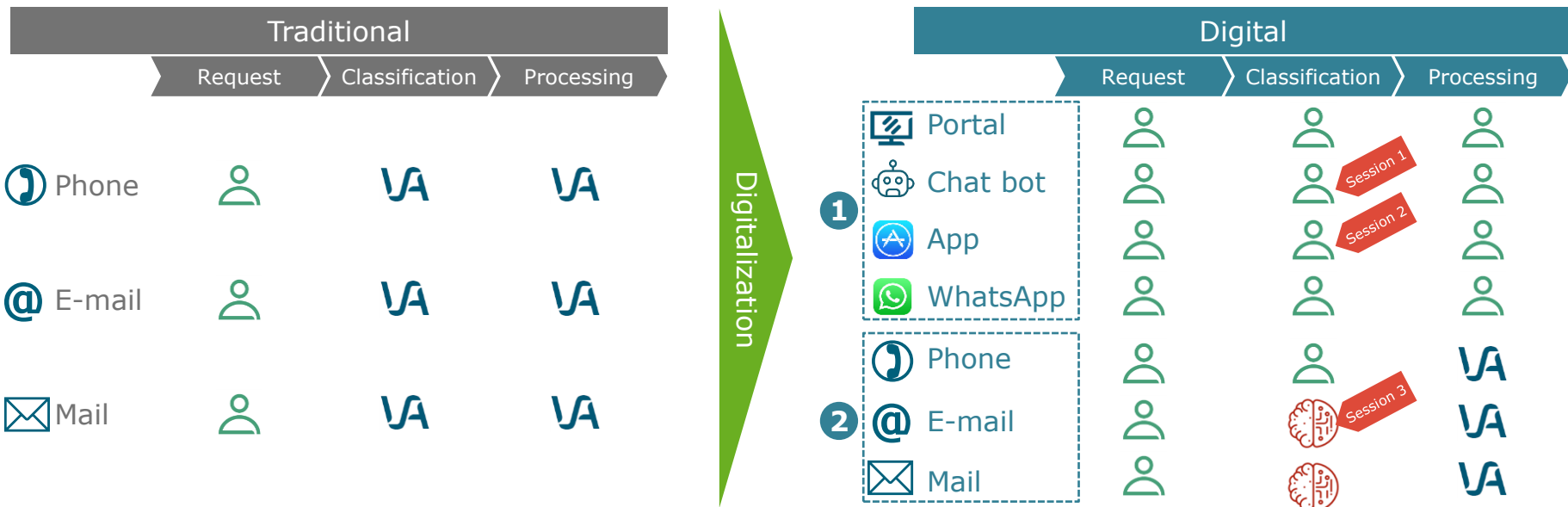
Embracing a Smart World.

Capital Markets Day 2019

Digitalization – Customer Oriented Services

Frankfurt
June 05, 2019
Malte Hollstein, Dr. Karsten Rech

Workload reduction by customer self service via digital services



- 1 Creating new communication channels with customer self service
- 2 Enhancing traditional communication channels with AI

Showcases

Live demo of digitalized mass processes

Rental process

Digital journey from apartment search to signed contract documents.

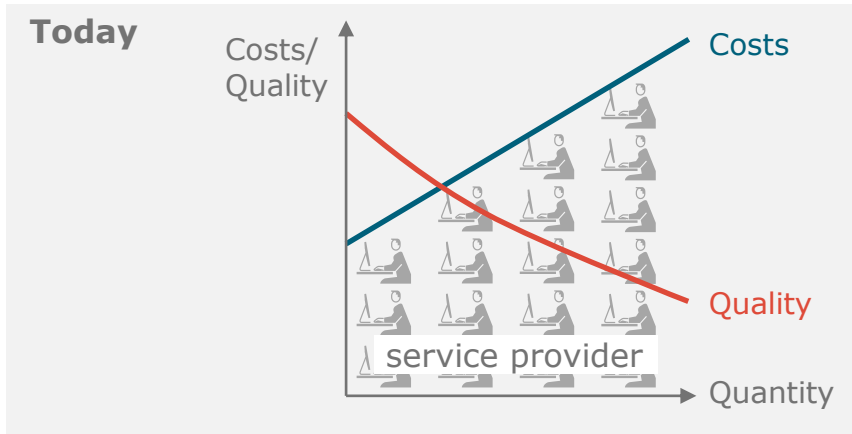
Repair process

Scheduling a repair appointment via brand new Vonovia Service App.

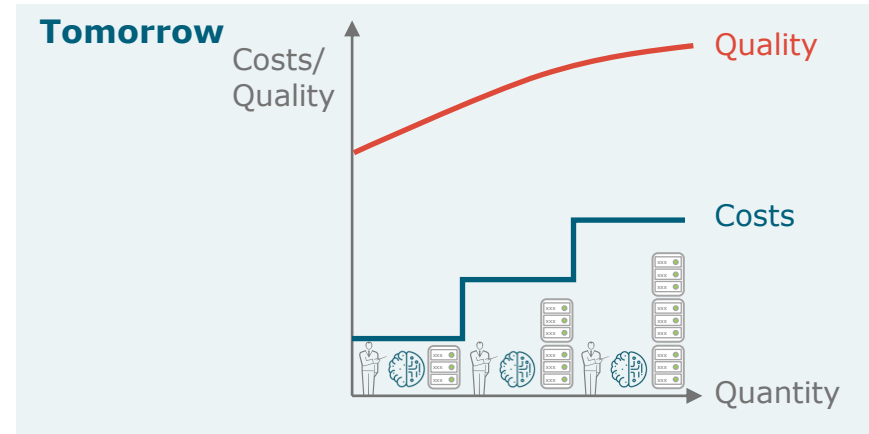
Document classification

AI approach for document classification.

Using AI and machine learning to increase quality by quantity and to convert variable costs into fixed-step costs



- ! Higher quantity → increasing manual workload for the service provider
- ! Bigger workload → increasing risk of failure and higher variable costs



- ✓ Higher quantity → more training data → increasing quality
- ✓ Fixed costs: AI and trainer
- ✓ Step-fixed costs: Computer capacity



PoC Successful

AI reaches comparable accuracy after just a few weeks of training

Big Picture

Today



- ! Manual processing of incoming documents
- ! High risk of errors
- ! Linear operating costs

Tomorrow



- ✓ Automatic processing of incoming documents
- ✓ Enhanced quality level
- ✓ Reduction of operative costs

PoC Setup

- Task: choose right category out of 200+ options
find & fill 10 data entities (name, address, ...)
- Training Setup: 25.000 data sets / 6 weeks
- Technical Approach: Self-learning algorithm via neural networks

Result

- 90% accuracy (comparable to current service provider after 10 years)
- guaranteed high service level
- 50% decrease of unit price per document

Wrap up

Digitalization enables...

› Connected systems

› Automated processes

› Customer friendly shift of workload






› Opex reduction

Backup

Show Case 1





Rental process – from viewing appointment to rental contract

	Process Stage	System	Person involved
1	Apartment search / scheduling appointment	Vonovia real estate portal / Chat Bot 	Customer → Mobile
2	Viewing Appointment	iPad – Easysquare App 	Rental agent → On-Site
3	Reservation	iPad – Easysquare App 	Rental agent → On-Site
4	Reservation + Rental Contract	SAP ERP 	Customer Service → Back Office
5	Contract Signing	Customer Email Account 	Customer → Mobile

Show Case 2

Repair process – schedule repair appointment via service app

	Process Stage	System	Person involved
1	Repair classification	Vonovia service app 	Customer → Mobile
2	Scheduling repair appointment	Vonovia service app 	Customer → Mobile