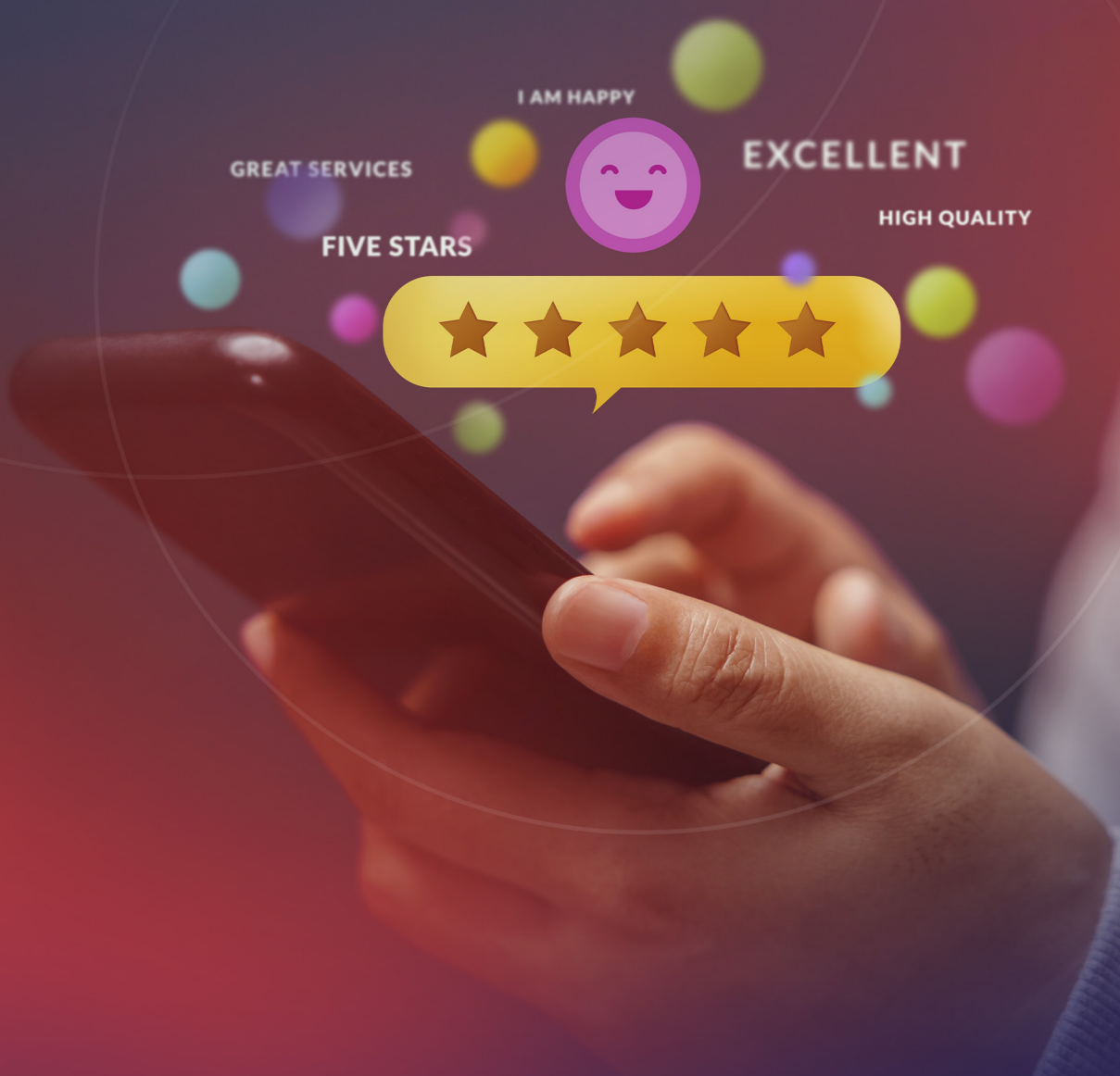


Transforming Customer Experience

Enhancing Vodafone's Service Model and Flexibility for Unmatched Support



Client Overview

Vodafone, a global telecommunications leader founded in 1984, stands at the forefront of innovation and connectivity solutions. Operating across multiple continents, including Europe, Asia, Africa, and Oceania, Vodafone is renowned for its commitment to providing reliable services and cutting-edge technology to millions of customers worldwide.

Situation Analysis/Background

In Cairo, Egypt, Vodafone faced the challenge of managing high call volumes while maintaining service quality and ensuring data privacy and security. With a focus on enhancing customer service excellence, Vodafone sought solutions to efficiently handle customer inquiries and support requests.



Key Challenges



Managing High Call Volumes

Effectively handling a large volume of customer inquiries and support requests while maintaining quality and efficiency.

Maintaining Service Quality

Upholding service quality standards across all customer interactions, including call resolution, technical support, and billing inquiries.

Data Privacy and Security

Ensuring compliance with data protection regulations and safeguarding customer information throughout the support process.

Solution Provided

Inbound:

- Consumer
- SME
- Internet call center (billing – technical)
- Webchat

Outbound

- Customer Value Management (CVM)
- Enterprise business unit (EBU)

Results Achieved



First Call Resolution (FCR) Model

Transformation from per-call to per FCR (First Call Resolution within 7 days) marks a pivotal shift in Vodafone's customer service approach. By prioritizing comprehensive issue resolution within a defined timeframe, we have significantly enhanced customer satisfaction and operational efficiency. With our focused efforts, we successfully elevated the FCR rate from 70% to an impressive 80%, demonstrating our commitment to delivering prompt and effective solutions to our valued customers.



Net Promoter Score (NPS) Improvement

The evolution of Vodafone's Net Promoter Score (NPS) from an initial 27 to a robust 50+ underscores the transformative impact of our collaboration. Through strategic initiatives and dedicated efforts, we have effectively amplified customer advocacy and loyalty, positioning Vodafone as a preferred telecommunications provider in the market. This remarkable enhancement in NPS reflects our unwavering commitment to delivering exceptional service experiences that resonate positively with our customers, driving sustained growth and brand advocacy.



Flexibility and Adaptability

our adaptability and responsiveness, particularly during crucial periods like seasonal campaigns such as Ramadan or pricing adjustments. During these times, our flexibility shines as we swiftly scale our headcount to meet increased customer inquiries and demands, ensuring seamless support during peak periods. Additionally, our efficiency in onboarding new projects stands out, with the time to ramp up agents ranging from two weeks to one month, enabling rapid deployment and operational readiness to address evolving business needs.



Contact us to discover how we can achieve similar results for your organisation:
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