



Collab.



# Vodafone

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# About Vodafone

**V**odafone Group is worldwide market leader in mobile telecommunications, with 446 million customers, mobile operations in 26 countries and fixed broadband operations in 17 countries. In **1992** the company started to operate in **Portugal** covering almost 57% of the territory and 83% of Portuguese population. One year after, Vodafone Portugal established an **international record** for the **fastest installation** of a **GSM network**. Vodafone is bringing the benefits of the mobile and digital revolution to consumers and businesses across the world, offering 4G services in 18 countries.

- **Vodafone Group** started its activity in 1985 as small mobile operator in Newbury UK
- The **first mobile phone** call on Vodafone's UK network was made **30 years ago**
- Vodafone was the **first company** in **Portugal** to provide **Customer Support Service 24hours a day, 365 days a year**



## Vodafone's Challenges

○ Vodafone Portugal embarked on a mission that consisted in **migrating their voice system** and **core components to Internet Protocol (IP)**, in order to support **2G** and future **3G** networks. At the time, these new mobile services offered high quality, digital and multimedia communications, so it was crucial for Vodafone to continue innovating.

○ During this process, the company also realised the importance of having their **communication services** based on **Session Initiation Protocol (SIP)** and started to rethink its contact center architecture aligned with the same IP Strategy.

Over the last decade, the telecommunications industry has been **converging** their **services** into one single offer. The telecom providers started proposing “double play” packages, which included fixed line telephony and broadband services, until “quad-play”, with fixed, broadband, paid TV and mobile. Vodafone Group has been in the forefront of this new commercial positioning and according Marktest latest statistics “quad-play” is one of the **new trends** of the moment. Almost 1.000.000 Portuguese families own these communications packages, with four services. For many, this type of solution brings considerable benefits, such as access to **new content** and **more services** at a reduced prize, with just one bill to worry about. Additional services translate into new customers’ demands.

Therefore, Vodafone needed to guarantee that their contact centers were prepared to: handle an **increase in calls traffic**; maintain a **clear view** of the profile and **history** of all **customers’ interactions**, independent of the package service they subscribed and are calling about; and assure high standard service in all communication channels (omnichannel management).



## OneContact CC

### The Ultimate Client Engagement Center

OneContact CC is an IP based contact center solution that offers full contact management across communications. This solution allowed Vodafone to launch voice and mobile video campaigns running in Vodafone’s contact center, namely:

- **inbound service center;**
- **a fully optimized service** for people with hearing impairment.

Implemented in Vodafone's contact center in 2012, this is still an **innovative service**, with many unique components in Portugal. It provides **free video calls** answered by a team of assistants fully able to communicate in Portuguese Sign Language (PSL), supported by a **next generation contact center** capable of multimedia interactions. Vodafone recruited a team of assistants, fluent in PSL, who, during their training period, were supported by a professional interpreter and by the honorary President of the Portuguese Association for the Hearing Impaired. The assistants helped Vodafone to prepare and convert all the customer service modules into sign language, thus improving communication and helping to meet the special needs of the hearing impaired community. The project was created to **eliminate all communicational barriers** formerly posed to the hearing impaired and also to allow them to be autonomous and solve their issues without needing any help.

The ability to **handle mobile video calls**, with all the features normally reserved for voice calls, are one of the distinctive features of **OneContact CC**. The whole flow is optimized, from the initial welcome message (IVVR - Interactive Voice and Video Response), that visually indicates that the call is on hold, to the agent's ability to perform PUSH VIDEO that shows a pre-recorded illustrative video to the client.



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*“Collab offered us a complete solution for contact center and also video technology. This gave us a market differentiator and allowed us to deliver a new and innovative customer experience.”*

*Mário Reis, IT Manager at Vodafone*

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This solution provides great **flexibility** in the deployment and management of the contact center, thanks to its geographical distribution facility, inherent to the IP infrastructure on which it is based. Because they are **100% IP-based**, the **contact center sites may be geographically dispersed** and still allow agents to interact with customers via video calls (or any other channel) requiring only a computer with Internet connection and a webcam.

This service helped a universe of 900.000 people with special needs. (watch here the video of this project <https://www.youtube.com/watch?v=BgRHZyIpjvw>)

# OneContact CC

## Powering up Vodafone's contact center

Since then, **Vodafone** has been using **OneContact CC technology** and has evolved recently to 2.5 version. This update includes advanced features like **Intelligent Routing, Auto-Dial, Multisession Chat**, among others.

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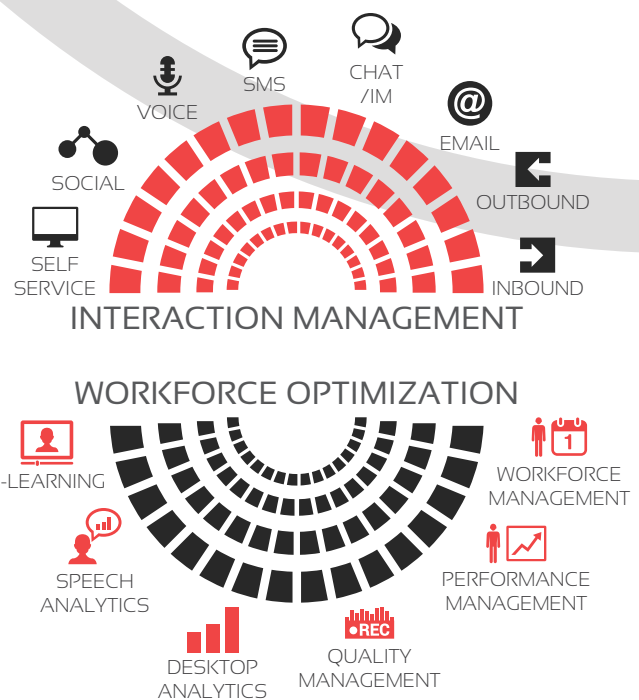
*"OneContact ensures great performance and consistency in our contact centers. With OneContact capabilities our teams can work in an agile and productive manner."*

*Bruno Alves, IT Manager at Vodafone*

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In Portugal, contact centers must follow legal purposes defined in **Diário da República** and specifically regarding **customer support**, they must obey to **Law 134/2009**. It states that once a call is answered, the waiting time cannot be superior to 60 seconds. Should it not be possible to comply with this, the consumer must be provided with an alternative contact and identify the call's purpose. Vodafone (and all companies) must answer to their customers no later than two business days.

Facing this scenario, Vodafone implemented an option that asks the customer if he wants to continue waiting or if he prefers to be contacted later on. In a call-back decision, the customer must then be reached during a 48 hour period (never before 09 a.m. or after 10 p.m., article 7º) or he can explicitly choose the most desirable time, from three available possibilities.



**OneContact CC** also ensures the implementation of **new business models**, including on premises and hosted model, as a network service. In the **Hosted model**, the Network Service Provider allows all the enterprises linked to this network to **benefit from the infrastructure and features**. This way Vodafone does not need to invest in dedicated software and hardware, their agents are linked to the contact center infrastructure, owned and managed by the NSP, through an IP link. Furthermore, by having all outsourcers connected to Vodafone's private cloud system, it is possible to trigger the competition among them. OneContact CC has **intelligent algorithm mechanisms** that allow to deliver the call / interaction to the outsourcer who has, for instance, the smallest average waiting time or the cheapest call offer. The system is **fully configurable** in order to suit the company business needs. It can also detect, if an outsourcer is cheating about the indicators and can automatically (de)cue it and deliver to other supplier.

OneContact CC supports media servers in remote sites connected over the internet. This allows supervisors or business administrators to listen and manage recordings stored in a remote site. The software and hardware architectures are **fully redundant**, with no single point of failure, delivering an **always-on solution**.

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*“One of the main advantages of OneContact is the simplicity of its architecture. We can easily manage our network, services and daily operations. With OneContact we are able to launch new services in less than 24 hours and respond efficiently to our competitors’ offers.”*

*António Veiga, Director / Head of Contact Center at Vodafone*

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## Humanising Customer Experience

In the past, brands assumed that in order to succeed they needed high quality products and great customer service. However, this philosophy has been evolving... They concluded that this was not enough and needed to create a more effective relation – a **true Customer Engagement**.



OneContact CC offers Vodafone a **unified** and **omnichannel client service** that allows getting a consistent, complete and **contextual view** of all **customers’ interactions**. This way it is easier for Vodafone to personalize their communication. When a customer calls the contact center, an IVR evaluates which segmented he belongs and if he has an account manager. In positive case the call is delivered to the respective account, who receives a detailed view of the contact. If for some reason he is not available, the customer can choose either if he wants to proceed the call with an automated agent or if he prefers to be called back later when his account is available. This system is **fully integrated** with **Vodafone’s CRM** which saves all interactions, keeping all the records updated, inbound or outbound, without losing context. Besides this, it also sends notifications to the responsible account manager with all the missed communications so that he knows the actions he has to perform. Due to the architecture of OneContact CC it can be completely integrated with other corporate CRM tools.

In order to continuing improving **Vodafone's customer experience**, **webchat** was implemented in Vodafone's website and mobile app, allowing clients to initiate a **chat session** whenever they need, on their **computers, smartphones or tablets**. This service is an **easy way** to offer **quick access to online** support and specially appreciated by younger generations, who prefer to start a chat session than to make a phone call. Vodafone's agents work on a **multisession** environment, with "N" simultaneous chats, one distributed automatically by the system and the other pulled by the agent (Vodafone can configure the different parameters of this service). **OneContact CC** keeps all the chat interaction history and provides a fully consolidated multichannel view.

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*"With Collab technology we are well positioned to continue providing an excellent customer service."*

*António Veiga, Director / Head of Contact Center at Vodafone*

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## Success Factors

- Simplicity both on Technical and User side
- Easy to manage. It allows to add services without needing an integrator, so Vodafone reacts in a minute to its competition
- Unified platform that delivers an efficient and highly personalized experience
- Multichannel platform allows to handle inbound and outbound voice, video, chat
- Tasks in a single front-end
- Integration with Vodafone's applications (CRM)
- Agile Reporting (media interactions historic, real-time reports, OLAP cubes)
- Flexibility in adapting to Vodafone's requirements
- Multi-session in Omnichannel management

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*"Collab is always committed to solve any issues efficiently, in order to meet with our high standards."*

*António Veiga, Director / Head of Contact Center at Vodafone*

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Vodafone will continue designing the **future** with their **innovative solutions** always tailored to their **customers' needs**. What will be the **contact centers** of the future? Well, there are many predictions about this... but we do not know which will prevail... Anyway... if we consider the past and the present, we can for sure affirm that **technology** will still play an important role in helping companies **overcome** their **challenges** and accomplish **successfully** their **goals**.

### Contact us for more information

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