


Better Customer Engagement

For enhanced, consistent customer experiences
across all channels

The future is exciting.

Ready?





“ We’re now using 400 tablets in the field. We can show video to customers, run through a demonstration of a new product, take orders or book appointments. It’s so much easier and more visual, and it’s only possible thanks to the Vodafone connectivity. ”

Head of ICT Infrastructure Services, Bayer S.p.A. (Italy)

Better Customer Engagement

Growing business by delivering consistent customer experiences that increase loyalty

Your customers' experience of your brand is now more critical than ever for gaining a competitive edge. Customers remember their experience with your organisation above anything else. Vodafone can help you deliver memorable experiences to your customers.

We'll ensure you are confidently connected so that you can give your customers an integrated and consistent experience across all contact channels. We'll also help you take full advantage of the latest communications technology so that you can develop attractive and rewarding new products, services, routes to market and business models

Market trends driving the need for customer engagement

Today's customer experiences are becoming the basis for choosing between competitor businesses. They are now just as decisive as the features, functionality and cost of a product or service. But with the emergence over the last 10 years of new channels for communicating with customers (including mobile, social and video), many organisations have been left behind. Too many businesses still have fragmented and disconnected way of working, leading to failures in delivering the experience their customers expect.

At the same time, customers have become evermore demanding. They are intolerant of delays (whether they're trying to find information on a website or waiting for delivery of an online order) and they expect personalised, customised experiences. Customers will now simply switch suppliers if they don't get what they want, when they want.

Yet the rise of digital communications and the ability to capture vast amounts of data enable businesses to gain new insights. Insights into the way their customers behave and what their preferences are. All of which can be used to achieve a competitive advantage.

The ready business

As well as the trends we can foresee today, businesses need to be ready for the unforeseen changes they will have to face in the future. A Ready Business needs to be flexible, fast-moving and responsive to the changing needs of its customers. This means having the right culture, the right processes, the right people and the right technology. Building better ways of engaging with customers will be a vital element in creating a business that is ready to tackle any challenge and seize every opportunity.

The business issues our solutions can solve

We are focused on helping our enterprise customers become confidently connected and so deal successfully with a number of fundamental challenges. The leading questions we can answer for you include:

- With my customers expecting to interact with me in more and more different ways, how can I make their experience seamless and consistent across every communication channel?
- How can I protect and grow my business by giving my customers a more personalised and differentiated experience that keeps them happy and singing my praises?
- How can I be sure that the ways I keep my customers happy are as efficient as possible, and that I'm investing in the areas that will deliver the greatest return?
- How do I ensure that I protect my customers' data and comply with all relevant legislation concerning my interactions with customers?
- How do I take advantage of the vastly increased amounts of data available about my customers to develop new insights into their needs, preferences and behaviour?
- When I don't fully understand how technology and the ways people use it are evolving, how can I identify opportunities to use that technology to give my customers new products and services?



93% of businesses believe that continuous innovation to keep offerings appealing and competitive is an imperative for their business over the next 5 years

Source: Business Readiness Study, Vodafone, 2014

How we can increase your customer engagement

Our 6 pillars for growing business through consistent customer experiences

“Using a tablet in the retail environment to process store card applications is a flexible, secure, convenient way to carry out what has traditionally been a time-consuming process. It’s a win-win-win outcome for the consumer, the retailer and the finance provider alike.”

Michael Poonan,
Innovation Champion,
Business Solutions
Manager, Australia

Winning customer strategies

Giving you the expert advice and tools you need, our expertise ranges from Professional and Advisory to Design, Delivery and Optimisation services. Together, we’ll help you understand the current issues and opportunities within your customer communication channels.

Then we’ll work with you, first to define your strategy for giving your customers a differentiated experience, and second to put that strategy into practice securely and reliably.

For example, the telephony system we recommended to Carole Nash Insurance Brokers resulted in a rise of 5.3% in unitary income, a reduction of 31% in employment costs and a 57% increase per agent in Right Party Connect.

Integrated communications channels

Our customer interaction solutions enable you to combine email, messaging, social media, online, voice and mobile communications with traditional brand and store experiences.

This will not only give your customers a more consistent and rewarding experience, but will also cut your costs to serve your customers.

Working with Vodafone gives you over 15 years’ experience of delivering contact centre services for enterprises such as AVIVA, RSA and Shop Direct. We support over 50,000 agent seats worldwide, including two of the world’s largest IP contact centre deployments. You can trust us to ensure you’re confidently connected.

Technology-enabled innovation

We can help you gain an innovative, competitive advantage by combining our expertise with your understanding of your customers’ needs. Expertise that spans areas such as mobility, mAnalytics, telematics, and machine-to-machine (M2M) communications.

With experience that includes providing real-time traffic updates for TomTom customers, we’ll show you how to use technology in order to create products and services that stand out from the competition.

We can increase your efficiency with services such as Asset Tracking plus remote monitoring and control. We’ll help you find new routes to market.

“

The solution has been really well received by homeowners, they appreciate being able to see their energy consumption in real-time.”

Lonneke Driessen-Mutters, Smart Metering Operations Manager, Enexis

Richer customer interactions

Improving your customers' satisfaction and generating additional income, we can help you deliver richer and more rewarding customer interactions.

Our solutions enable you to enhance the customer experience across mobile devices, online channels, contact centres, in-store, in-branch and in the home.

A recent example is our work with Boots in creating their new, customer-facing web platform that increases personalisation and interaction.

Keeping your customers informed and engaged, we can also help you deliver proactive outbound communications with tools such as our Process Tracker solution, used by Barclaycard.

Deeper customer insights

We'll enable you to create more relevant and targeted offerings, as well as more personalised and responsive customer experiences. Our storage solutions let you securely combine customer data from different sources.

And our reporting and analytics tools – such as Customer Interaction Performance and mAnalytics – help you understand who your customers are, how they behave and how your various contact channels are performing.

Assured security and compliance

Our Network, Regulatory and Compliance solutions ensure that your online and mobile channels are always available, performing robustly and secure.

We'll also safeguard the integrity of your valuable customer data. With capabilities such as our Media Recordings, we'll make it easier for you to comply with regulations governing customer interactions.

Vodafone's extensive security accreditations include ISO 9001/27011.

We are accredited to deliver secure services to the UK government, who trust us to run parts of the National Critical Infrastructure.

50,000

50,000 Contact Centre agent seats supported worldwide

The key benefits for your business

“
The return on our investment is very clear. We now have real time control of our fleet and much more information about and for our customers.”
Carlos Acha, Managing Director of Organisation & Services, ALSA*

*(part of the National Express Group)

Our checklist for your sustained growth

The new need to be confidently connected – achieving a competitive advantage and ongoing growth through enhanced, more consistent customer experiences – brings a range of business opportunities.

Simply ask yourself, would your company benefit from:

- Increased customer loyalty and retention?
- New revenue streams?
- A competitive advantage through innovation?
- Lower costs to serve customers?
- A protected brand reputation?
- Easier customer acquisition?
- Reduced risk of compliance failures?

With Vodafone, you can tick all the boxes.

Why Vodafone?

The enterprise partner that delivers on every front

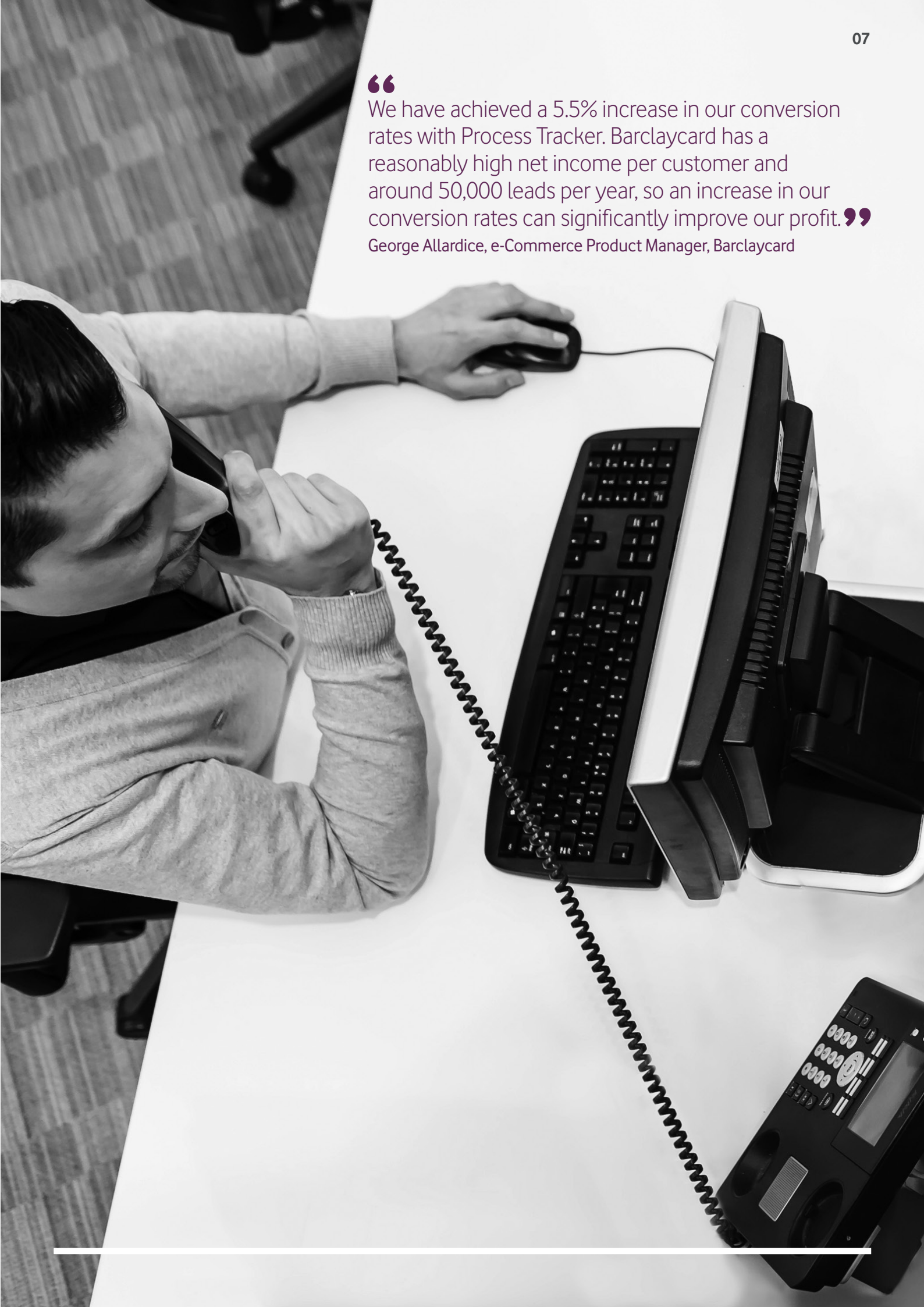
Expertise and experience. Scale and reach. Commitment and vision. We bring everything you need from a partner – and more.

- Our **unique breadth of capability** enables us to support and enhance every customer-facing channel, including contact centres, online, mobile, email, video, in-store and in-person.
- Our experience and **insight gleaned from our 407m consumer and enterprise customers** means we are perfectly placed to help businesses adapt to changing consumer behaviour in order to engage with their customers in rewardingly innovative ways.
- We have extensive **contact centre experience and expertise**, supporting more than 50,000 agent seats worldwide and having set up two of the world's largest IP contact centres.
- Our **track record of innovation in mobility** is continually being recognised through our numerous awards for innovation.
- We're recognised as a **market leader in M2M communications** by analysts such as Current Analysis, and as a force for innovation in such sectors as automotive, health, utilities and logistics.
- We're **trusted to deliver** highly-scalable, customer-facing online solutions for a wide range of enterprises, including Bravura, Ladbrokes, Prudential Health and Boots.

“

We have achieved a 5.5% increase in our conversion rates with Process Tracker. Barclaycard has a reasonably high net income per customer and around 50,000 leads per year, so an increase in our conversion rates can significantly improve our profit.”

George Allardice, e-Commerce Product Manager, Barclaycard



Find out more.

Visit our website at www.vodafone.com

www.vodafone.com

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