ぷ GENESYS™

Unleashing the power of omnichannel

Vodafone Germany connects with customers across analog, digital, mobile, and social channels

vodafone

Customer: Vodafone
Industry: Telecommunications
Location: Germany
Agents: 8000

Challenges:
- Unify interactions across all customer touchpoints
- Achieve differentiation through superior CX

Solutions:
- Inbound Voice Engagement Center
- Self-Service IVR
- Digital Engagement
- Omnichannel Engagement

Unifying operations in one virtual contact center

One of the country's largest service providers, Vodafone Germany has more than 8,000 agents and handles around five million assisted and 13 million unassisted contacts every month.

"To be a premium brand, we have to be available to our customers 24/7, on all channels, so they can easily reach us every time," said Jörg Knoop, Head of Contact Center and Telesales.

Before, the company's communications were siloed. There were five different voice systems, and 70% of calls were handled by outsourced resources. A customer would call the hotline and follow up with an email, yet receive two different and disjointed responses. This confounded and frustrated both customers and agents. There was no holistic view or single version of the

truth. To address this, Vodafone embarked on a six-year journey to transform its customer experience (CX).

Genesys brought people and technology together, in one virtual contact center. "Moving everyone to a centrally controlled platform has cut 30 seconds of wait time and means the customer is always routed to the best skilled agent," said Knoop. "Our Net Promoter Score (NPS) with the old IVR system was negative 40 or 50. Now it's closer to positive 10 (+10). . And customers love it, especially for simple tasks like allowance top ups."

Building on this solid foundation, the next goal was to make every interaction count. Vodafone implemented Genesys Workspace, which gives agents full transparency of customer interactions, regardless of channel.

"This is the best contact center I could have imagined," said Knoop. "We've been ranked the number one Vodafone contact center worldwide. And with the new innovative channels we've developed, we know there's a lot more to come."

Jörg Knoop, Head of Contact Center and Telesales

"With Genesys Workspace, our agents have one tool to cover everything. They can see previous voice, chat, email, and social media moments. So each interaction is quicker and more concise," said Daniel Baumer, Head of Digital.

Going omnichannel with digital and a mobile-first strategy

Genesys Digital Engagement Center further enriches the CX and provides up-selling opportunities as well. For example, if a customer receives a text notification that they were approaching their data limit, they might use even more of their limited data by browsing the Vodafone website to find a better plan. Or worse, the customer might miss the message altogether, exceed their data limit, and then be unable to access the internet on their mobile device.

But Digital Engagement Center offers deep integration with the Vodafone mobile app, so a customer can click to call or send a chat request to an agent. When an agent accepts the call or chat, their desktop instantly displays the customer's activity across all channels, and the order is completed quickly.

The button can also be dynamically displayed. If the company expects high call volumes, the button can be hidden from general view, yet shown for high-value customers. This powerful

tool helps Vodafone guide customers through more appropriate contact channels and allows the company to display the button if resources are busy.

"Forty percent of our customers are using the app—and that number is growing," said Knoop. "Our Mobile-First strategy means we put everything into our mobile app. No matter which type of contract the customer uses, they can find information about their bill, contract, tariffs, roaming options, whatever."

And the results have not gone unnoticed. With the success of the app, Vodafone won the Website of the Year Award, and their mobile app enjoys the highest ratings in both the Apple and Android app stores.

Extending reach through social media

Genesys helps extend this seamless mobile experience to social media as well, enabling Vodafone to track and intercept customer comments on platforms like Facebook and Twitter. NPS is quite positive in these channels as well, ranging from 50 to 60.

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RESULTS

18 million monthly
cross-channel contacts now handled by one department

86% of customers
routed to the best agent within seconds, irrespective of channel

Average hold time
cut by 10 seconds per interaction

50% reduction
in IVR handling time

ABOUT GENESYS

Genesys® powers more than 25 billion of the world's best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

Visit us at genesys.com or call us at +1.888.436.3797

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