

# Vodafone Italia

## Improving customer loyalty

### The Challenge

Since 1995, Vodafone Italia has grown at an impressive rate, acquiring both consumer and corporate clients. This rapid growth led to an urgent requirement to restructure its Customer Care Department. This restructuring was split into two areas; customer acquisition and customer management. In terms of operational processes, the customer acquisition department was more complex to set up due to the high number of SIM cards linked to each contract and to the different needs of each client. It had to be able to meet customer requests as quickly as possible but this was managed in paper driven and un-synchronized processes.

The importance of implementing a workflow system also stemmed from the need to guarantee fast and efficient management of customer applications. This involved a high number of activities often carried out simultaneously by different people. For example, the sales process agent needed to fax the completed application form to the Customer Care Department for activation. At the same time and in order to validate and record the entire customer acquisition process, all paper documents associated with the contract needed to be in electronic format.

### The Solution

Together with Global 360's certified partner Altran CIS, Vodafone Italia implemented a workflow solution used for corporate client SIM card activations and customer correspondence. When the agent transfers customer data to the Customer Care department for activation, the information is recorded at the same time. The operation is carried out by a dedicated system that converts paper documents into PDF files and names them in order to guarantee accurate identification of the client and the contract date. This is all executed prior to sending the files to the central system, where they join the correspondent cases previously created from the data sent by the sales agents. The solution is integrated and aligned accordingly with all CRM systems.



**vodafone**

#### Customer Overview

Vodafone Italia was originally founded under the name Omnitel in Italy in 1995. In 2000 the company became part of the Vodafone Group, the largest mobile telecommunications operator in the world. Vodafone Italia currently has more than 26 million clients with total revenues in excess of 8 billion euro. The company employs around 10,000 people in eight major offices across the country.





### Impact on Participants

Today, all relevant data from each application form is transferred directly to Vodafone Italia through sales agents. The information is immediately integrated into the workflow system, and becomes instantly accessible to the Customer Care Department. This department can then start processing each single customer file whilst accurately synchronizing all various phases and guaranteeing a fast response to customer requirements. Key parts of the process covered include the quantity of SIM cards, the type of contract purchase of connect cards, activation of international roaming service, number portability, usage of handsets and devices and carrying checks on risk levels (which are different for each request).



### Impact on Managers

Vodafone Italia can now set accurate targets to reach. Through specific internal KPIs, they monitor every phase of the activation process, which includes taking into account workloads and available resources. In the next phase of the project, Vodafone Italia plans to extend the solution to give extra visibility to everything that happens during the process. This will include dashboards showing in real time how many people are involved and their allocation of work and why bottlenecks are occurring. As a result, the company will be able to intervene at the right moment to achieve its operational goals.



### Impact on IT

The solution automates the entire process of managing customer contracts from the acquisition of paper documentation through scanners and faxes, to the processing of activation and accounting procedures. It is also synchronized with the SIM card solution enabling activation immediately the application is processed.

## Impact on the Business

Since implementing the Global360 solution, a considerably higher number of SIM activations have been achieved. The removal of manual steps and removal of paper in the process has improved the efficiency and productivity tremendously, resulting in an increase in operating margins.

Vodafone Italia is now able to satisfy the market's requests and adapt to changes in the business when required. All acquisition processes are updated and flexible enough to adapt as the introduction of new products become necessary. Customer loyalty has been enhanced as a result of the improved service the Customer Care Department now provides. Furthermore, the process is fully compliant with current legislation as it now allows traceability of the SIM card at all times.