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WORK at LIGHTSPEED

Evolution of Customer Service at Vodafone

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servicenow

Agenda: Evolution of Customer Service at Vodafone

- Objectives and what you'll learn
- Context and business drivers
- Our approach
- Our solution
- How are we doing?
- Lessons learned
- Top takeaways

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Speaker Introduction



Name: Andy Luckham

Title: Operational Design & Transition

Function: Group Enterprise Operations

Company: Vodafone

Experience: 5 years in SI, 5 years in architecture, 10 years in customer services/managed services

Expertise: Customer services, CRM, IT enablement and business processes

Achievements: Delivered consolidated global OSS platform built on ServiceNow

Current Projects: Driving process efficiencies and automation of operational processes

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Speaker Introduction



Name: Paul Myers

Title: Digital Design & Enablement

Function: Group Enterprise Operations

Company: Vodafone

Experience: 8 years in customer operations, 4 years in solution architecture.

Expertise: Customer service management, enterprise mobility, OSS consolidation, product management.

Achievements: Established the digital product management office that supported the launch of ServiceNow into customer operations

Current Projects: Driving 360 view of the customer, process automation and a single digital workspace.

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Our Company

Name: Vodafone Group Enterprise

Industry: Telecommunications

Our objective: Enabling the Ready Business: Supporting our customers to become a ready business today and in the future. We do this by helping them with better operational agility, better connected employees and better customer engagement.

Vodafone's Enterprise business at a glance

- We're a £10.3 billion business, c.28% of the Group's service revenue.
- Serving 1,700 of the world's largest multinational corporations.
- Our global team of 3,000 people operates across 150 countries and in 23 languages.
- Our portfolio includes a range of mobile, fixed, unified communications, Cloud & hosting and Internet-of-Things services.

A truly global footprint



Wired – fixed data solutions

- 72 countries, 270+ direct points of presence [POPs]



Wireless – mobility solutions

- Mobile operations –26 countries
- Partners with mobile networks in 48 more



Cloud & hosting expertise

- 30 data centres – Europe, Asia & Africa

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Objectives and What You Will Learn

- **Objectives**
  - Show how Vodafone is addressing the challenge of supporting complex customer solutions
  - Demonstrate how ServiceNow is enabling Vodafone to transform customer service

- **What you will learn**
  - Understand the environment and challenges facing customer operations
  - Learn how Vodafone is using ServiceNow to empower our people to deliver a differentiated customer service
  - Gather insight on unique challenges we faced during adoption as a service provider

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Context and Business Drivers

- **Industry trends**
  - Service is becoming the only form of differentiation for telecoms providers
  - Growing customer expectations on service, transparency and integration
  - Move to services on demand
- **Competitive pressures**
  - Increasing competition, Enterprise connectivity becoming commoditised
  - Speed to market with new products
- **Corporate transformation**
  - Legacy processes and infrastructures
  - Push for cloud
- **Programme drivers and goals**
  - Push for Agile methodologies
  - Speed to service
  - Business change and organisational alignments



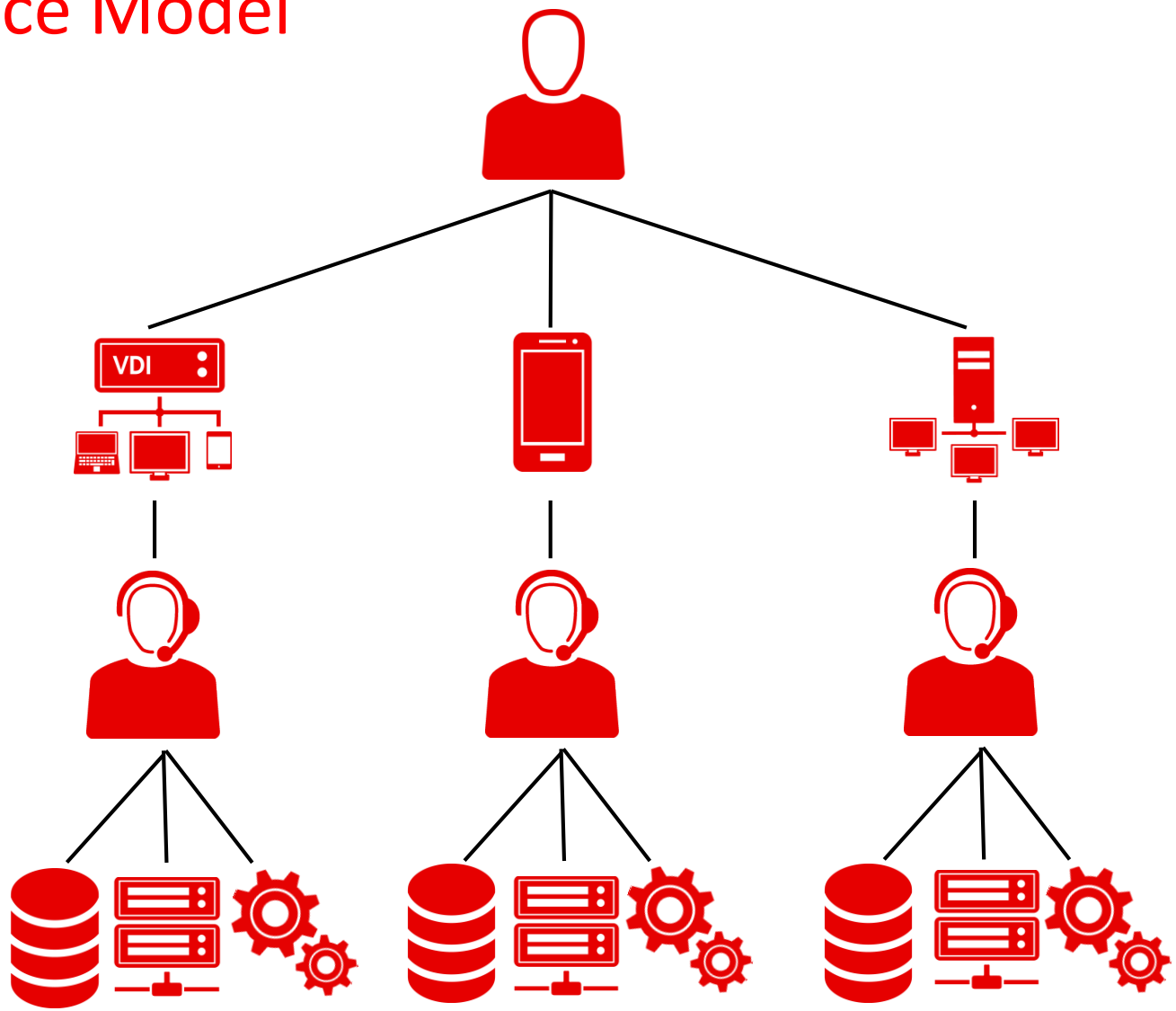
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Historic Customer Service Model

Historically customers were sold individual products

Products were serviced by a specific service desk and had a set service model

Each product/portfolio had specific tools, SLAs and features



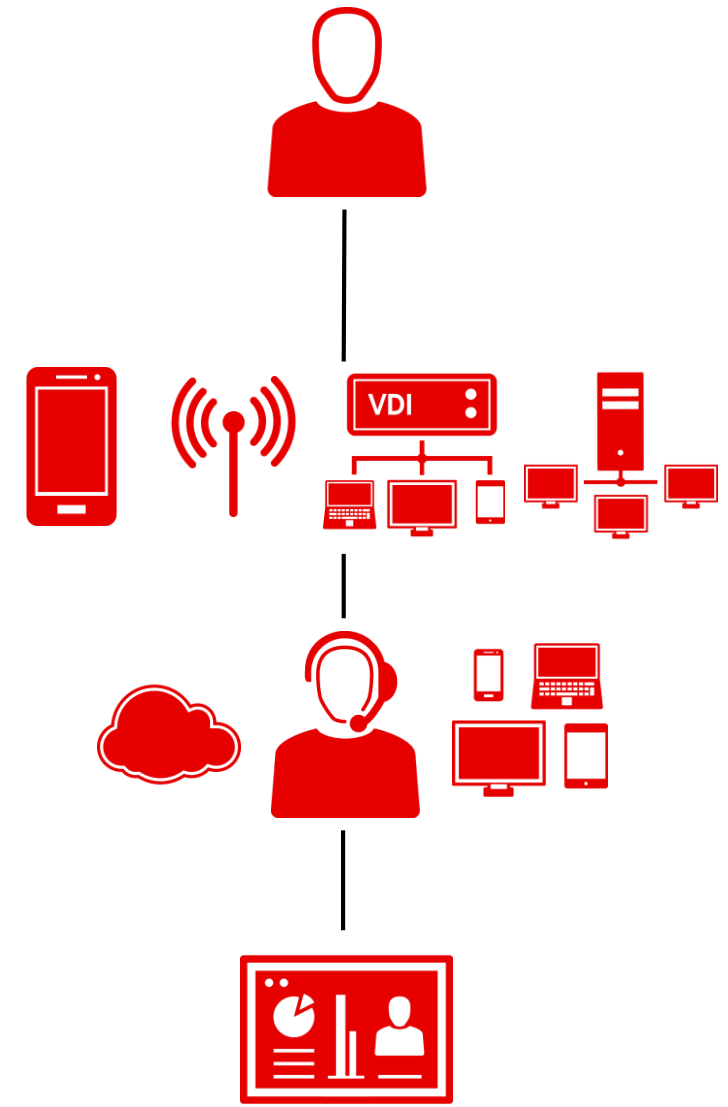
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Desired Customer Service

Customers now are buying solutions

Customers want Single omni channel experience

Service desk needs a single view of service and automation engine



Customer

Solution

Interaction

Platform

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Our Approach



Customer Service



Simplification



Digital Workspace



360 Degree View

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Solution: Customer Service



Customer Service

- Develop from the customer perspective
- Partner with customers and shorten the feedback loop
- Consider what customer value is generated with each action
- Deliver service with transparency
- Think solution – not product
- Think interaction – not request type

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Solution: Simplification



Simplification

- Customer service management
  - Focus on the interaction, not the request type
  - Enable an end to end view of the customer interaction
- Service catalogue
  - Remove ambiguity through guided questioning
- Redefine business rules
- Implement agnostic processes
- Automate the simple repetitive interactions

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Solution: Digital Workspace



Digital Workspace

- Throw out the application interfaces, bring in the workspace
- Empower agents to work in one flexible digital workspace
- Knowledge management
  - Contextually relevant
  - Force retirement of legacy knowledge channels
- Embed training
  - Assessments, articles, tooltips

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Solution: 360 Degree View

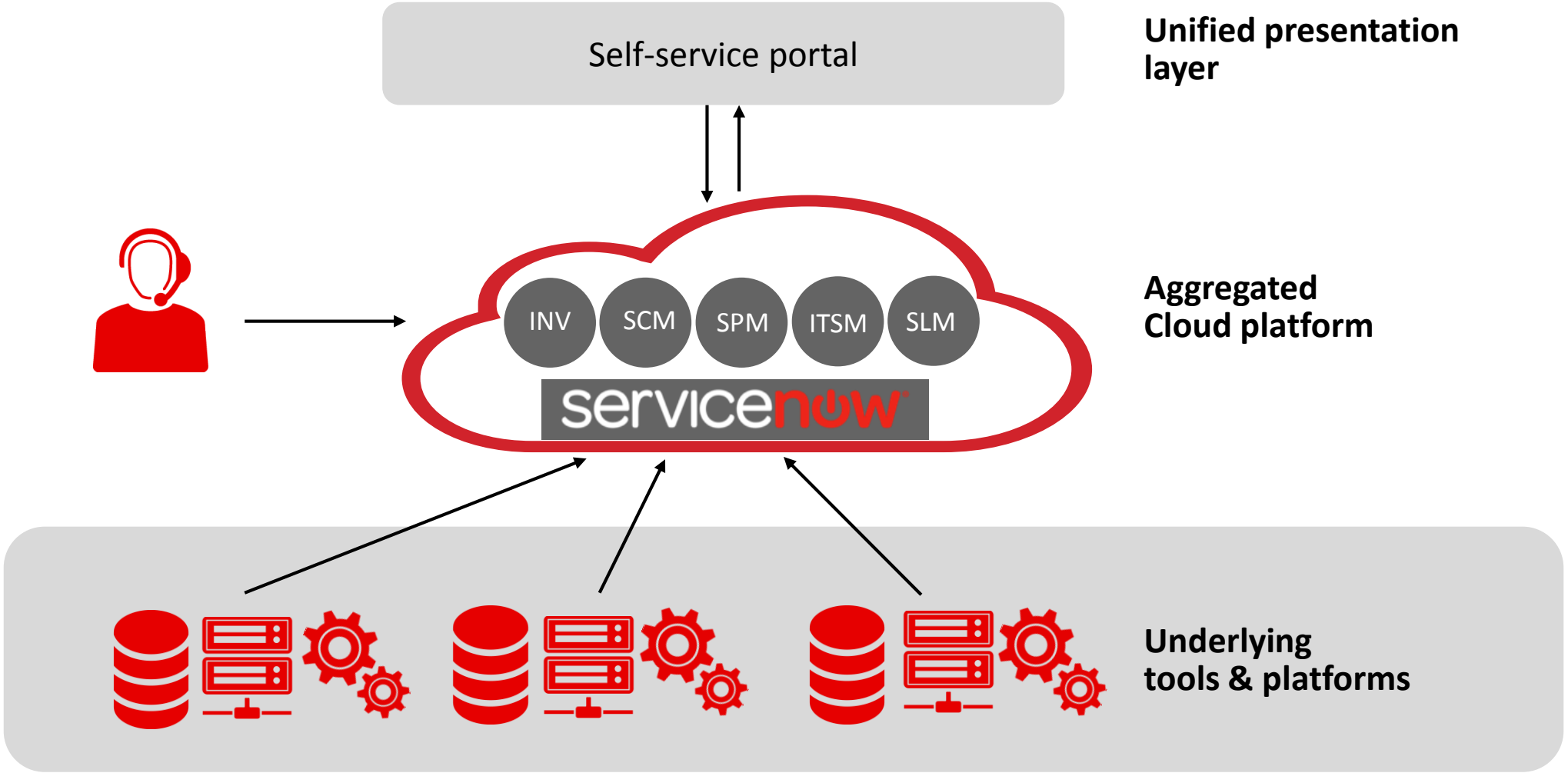


360 Degree View

- Event management
  - 48 million events a month
- Inventory
  - 200k+ connected systems
- Business service mapping
  - Cross system correlation

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Solution – Architecture



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How are we doing?



Customer Service

- “Really like the idea of having real time status as well as being able to check the different stages of the request. The interface is very user friendly and so makes things very easy for our 1st line desk”
- “New portal is a lot quicker, better, easier to manage tickets”
- “The new portal is a massive step forwards and gives us better visibility of our service”

- Real-time status
- Check different stages of request.
- User friendly interface makes things easy for our first-line desk
- Enables quicker, better, easier ticket management
- Gives us better visibility of our service
- Led to 20% increase in customer satisfaction

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How are we doing?



Customer Service



Simplification

- Removed legacy ticketing platform
- Digitised 75% of our processes in customer operations
- Automated event ingestion and triage procedures

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How are we doing?



Customer Service



Simplification



Digital Workspace

- Consolidated end to end customer view
- Single digital workspace for service desk agents
- Contextual knowledge presentation
- Agent personalisation and integrated collaboration

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How are we doing?



Customer Service



Simplification



Digital Workspace



360 Degree View

- E2E service view across the customer lifecycle
- Single data driven engine

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Lessons Learned

1. Enable teams to design just in time to accelerate development.
2. Maintain flexibility in the data model by focusing on logical design.
3. Enable agnostic processes through out of the box capabilities.
4. Identify capability owners who will shape your new business rules.
5. Invest in business user engagement through the development lifecycle.
6. Traditional training methods are not scalable, digitise training as part of the development lifecycle.

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Top Takeaways

1

Think like your customer

2

Empower your people with a 360 degree view

3

Simplify your operation

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Q & A

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Take the Survey

Please take a moment to complete a session survey in the Knowledge17 app.

Thank You

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