



VODAFONE IMPROVES ITS CUSTOMER EXPERIENCE THANKS TO SABIO



Vodafone, one of Spain's leading telecommunication firms, was able to improve the experience of its clients in the Professional and Small companies segment thanks to a consultancy project in which Sabio used its know-how and experience to capitalise on the Verint Speech Analytics solution. Vodafone has been working with Sabio for over two years to increase user satisfaction across a range of stages and products.

OBJECTIVES

One of Vodafone's main objectives with this project was to explore what customers think about the company, what their needs are and what is most important to them. According to Juan Manuel Montero, Vodafone's Head of Micro-enterprise Client Operations, said: "There is no better way to find out than by listening to the customer. Only by listening to them and obtaining first-hand information can we know what they expect of us, what works and what we need to improve. We can then take major business decisions and implement actions with the aim of improving user satisfaction."

Aside from listening to customers, Juan Manuel highlighted that another priority was related to conversations on a scorecard so as to "analyse and evaluate the clients' content and thus act accordingly to improve the service."

Vodafone's Head of Growth Platforms Marcos Rodríguez emphasised that another of the project's objectives was continuous improvement of its customer service agents. "It's essential for us to know where our weaknesses lie when responding to customers. That way, we can focus on the correct pitch when training agents, so that they can answer queries and respond to customers' needs in a single interaction."



NPS 27%

NET PROMOTER SCORE

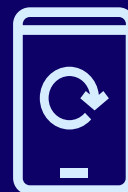
Takes into account customer loyalty based on recommendations.



FCR 5%

FIRST CALL RESOLUTION

The percentage of calls resolved during the first interaction improved by 5%



FOC -36%

FREQUENCY OF CONTACTS

The number of calls made by customers fell by 36%

PROJECT DEVELOPMENT

The project created a complete and perfectly categorised scorecard which helped the company gauge customer opinions, identify strengths and determine areas of improvement. “We integrated the solution into our own Contact Centre. At the end of the day, it is not just Vodafone management who use Verint Speech Analytics but also our contact centre agents who use it to analyse problems and establish their root cause more effectively. For example, when it comes to resolving issues, we can detect areas for improvement and inform these co-workers so that they can focus on them”, says Juan Manuel.

He stressed that this year’s main challenge was one common to all businesses. He said, “The Covid-19 pandemic has had an impact on everyone. Initially, things were complicated, but we continue to provide a high-quality service and ensure that the pandemic does not affect it.”

What we are most proud of is being able to give customers what they ask for. This helps to improve their experience with us and their overall satisfaction.

Marcos Rodríguez: Vodafone’s Head of Growth Platforms

RESULTS

Superior customer experience is one of Vodafone’s main priorities. Like many companies, it measures customer satisfaction using the Net Promoter Score (NPS) indicator, which takes into account the level of customer satisfaction across different stages and products.

In the Professional and Small companies customer project, a 27% improvement in Net Promoter Score (NPS) was achieved. This metric takes into account customer loyalty based on recommendations. Furthermore, the percentage of calls resolved during the first interaction – First Call Resolution (FCR) – improved 5%, whilst the number of calls made by customers – Frequency of Contacts (FOC) – fell by 36%.

TRANSFORMING CUSTOMER SERVICE

“Customer Experience has been transformed and improved,” says Juan Manuel. “We have amalgamated several platforms into a single service composed of highly qualified teams managing portfolios of customers. This means that each customer has their own team assigned to them to meet all of their needs. Our customer service is based on four key elements: peace of mind, trust, attentiveness and assessment.

“Simplified processes represent an important improvement. But what we are most proud of is being able to give customers what they ask for. This helps to improve their experience with us and their overall satisfaction.”

WORKING WITH SABIO

Marcos Rodríguez explained: “I would recommend Sabio to any company from any sector with a Contact Centre, looking to understand what customers are requesting, how to assist them, what their needs are or how to anticipate these needs.”

Juan Manuel confirms that they entrusted this project to Sabio thanks to the company’s reliable and professional approach and above all, ‘the confidence that came across when we met with the project team’. He said, “In the initial meeting, they had done their homework, they put our minds at rest and they demonstrated that they knew exactly how to get our ambitious project up and running. Sabio enables us to effectively measure and develop the information received.

“We also needed a way to assess the information once we had accessed it. It was vital that the information ‘landed’; that we had a complete scorecard to be able to correctly classify everything recorded.”

Commercial Director of Sabio Spain, David Sánchez de Miguel, explained that working with Vodafone was a great opportunity to harness the Sabio team’s extensive experience and know-how and help the company make the most of a solution like Speech Analytics. He said: “One of Sabio’s aims is to help companies to identify ways to improve with actionable data obtained via leading solutions like Verint. This allows them to improve both customer experience and their balance sheet. This is something we have achieved with Vodafone and that makes us very proud as a company.”