VODAFONE SPAIN CASE

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SUMMARY

• VODAFONE SPAIN CASE INTRODUCTION

• CONTINUOUS IMPROVEMENT PROCESS

• RESULTS OBTAINED

• CONCLUSIONS
VODAFONE SPAIN CASE
INTRODUCTION
Since DTMF... Natural dialogues DTMF ASR IVR
AUTOMATED SERVICES NOWADAYS

- Promotions and marketing campaigns
- Pricing plan managements
- Bank account change
- Duplicate bills
- International call unblocking and use of some international services
- Voice mail
- Missed calls
- PUK codes
- Credit limits
- Loyalty points program
- Other Vodafone Spain services...
BEGINNING...

Since DTMF...

Natural dialogues

Mobile Web Application

... To the new 3G IVR

vodafone

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VIDEO IVR

3G IVR
MAIN CHARACTERISTICS

1. 1800 ports
2. An average of 250,000 calls/day with peaks of up to 330,000 calls during promotional campaigns
3. 62% of the calls are completely managed within the IVR
4. 11,500,000 clients using the IVR
5. 88% of clients using the IVR / total Vodafone clients
6. Over 850,000 on-line transactions
7. Simple and proactive dialogues and completed management options
CONTINUOUS IMPROVEMENT PROCESS
HOW CAN WE MAKE THE CUSTOMER BE THE QUALITY BASE?...

... Bearing in mind customer satisfaction as the main indicator of all continuous improvement processes
HOW MUST WE MEASURE OUR PROCESS?

- Quickly
- Continuously
- Not bothersome
- With a cheap system
- With a flexible system
- Keeping a statistic representative sample

1 hour after their call to the CSC

- 95% Easy
- 89% Quick
- 96% Not bothering
- 93% Will repeat the survey

13,000 successful surveys/day

Applying to calls managed by an agent
Applying to calls managed by IVR
Applying to customers who have problems
Applying to web channel users
CUSTOMER SERVICE SURVEY PROCESS

FASE I

Obtain PUK code

28568526

IVR

SURVEY FILTER

FASE II

1 hour passes

IVR SURVEY

1 hour (1 hour after their call to the CSC)

CRM

CAN WE EXECUTE THE SURVEY?

YES

CRM

DID WE ASK THEM BEFORE?

NO
AUDIO EXAMPLE
For example, we decided to focus on Promotions because this service had **high call volumes** and **lower resolution and satisfaction values** than average.
LISTENING OUR CUSTOMERS

The IVR team reviews the answers and what the customer responded in the IVR menu, and completes this information listening to samples of calls in this IVR menu. Finally after the analysis the IVR team make changes on the IVR menu based on this.
REACHED RESULTS
We can see in the graph the **prepaid customer satisfaction** for clients who finished their **call** on the **IVR-ASR** in relation to clients whose queries were solved by an **agent**.

For example, at week 3 IVR-ASR obtained better satisfaction results than via agent, a 16%.

% calculated in relation to Agent satisfaction
CONCLUSIONS

Technology works!! But the real key is to design good dialogues.

Listening to Customers

MEASURE PROPERLY

Learning lessons

IVR is an adequate measuring tool
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006

Empower

Thank You