AI | INTELLIGENT CUSTOMER CARE AT VODAFONE

VIDEO TRANSCRIPT

Phil Goss, Head of Digital Care, UK
At Vodafone, we want to deliver outstanding customer service

Neil Blagden, Director of Customer Operations & Digital, Vodafone UK
Every year we receive around about 15 million calls, from general billing enquiries to technical issues with a device or home broadband queries.

Charlie Crowson, Intelligent Care Program Manager Vodafone
Obviously that's a huge number for us and we want to reduce that down

N: By using Intelligent care we're able to do that quickly and seamlessly, and with great customer sat results.

Chris Meads, Vodafone UK Client Account Lead Accenture
Intelligent Care works out which customers are going to call and then pro-actively reaches out to those customers will all the information they need.

CC: That often means that they don't have to contact us. But when they do they'll be steered to the best possible channel.

P: At Vodafone we define our customer care in two ways: pro-active and re-active. Thanks to the power of Intelligent Care, we can serve our customers in both ways. much better.

Mark Farbrace, Managing Director, Applied Intelligence, Accenture
Pro-active engagement is where we predict you're going to contact us and also understand why you're going to be contacting.

P: A typical example might be when a customer goes roaming overseas. Sometimes, they may encounter a larger bill than they normally expect.

CM: We send them a text. This is personalised to them as individuals to let them know why the bill is higher so they don't experience bill shock.

CC: Reactive engagement is when a customer calls, but we're just not sure why. We can use data to understand what it is they're calling about, and route them to the right place.

M: The first thing that we do is use voice analytics to establish why you're calling. We then link that together with everything we know about you as a customer, and we select the best channel to serve you through.

CM: We then send the customer a link through text, straight away, while they're on the phone, so that they're encouraged to move into digital channels.

CC: The benefit of that is that it gives our customers great service, as well as encouraging them to use online rather than voice calls.

M: The secret to the success of Intelligent Care is two core ingredients. The first is data and analytics.

CM: What that enabled us to do was to identify which customers were likely to call us, when they're likely to call us, and why they're contacting us. But that's only half the battle.

M: We marry that with a deep understanding of our customers' behaviour. That allows us to steer customers to the best channel for them to provide exceptional customer service.

N: Intelligent care for us is a win-win

P: We deliver great service to our customers, but we do that in a really cost-efficient way, by steering them in to our self-service capabilities.

CC: Our customer service agents are no longer taking some of the simple stuff, so they can help our customers with the really complex things they want to speak to an advisor about.

M: It's no exaggeration to say that this has completely revolutionised the way that customer experience works at Vodafone.

N: Working with Accenture on Intelligent Care has been a very valuable relationship. And that balance of skills, challenge and real focus on customer experience is exactly what we need to be able to push the boundaries forward for our own customers here at Vodafone.

Facts that appear on screen:
Inbound calls down 1.5 million
Digital channel use up 26%