



# VODAFONEZIGGO AND ACCENTURE: VISUAL CUSTOMER SUPPORT

## VIDEO TRANSCRIPT

Visual customer support is a new innovative way of customer service, where customers help us by bringing movies and pictures to our offices in such a way that we can help customers easier and faster. Visual customer support is an online based tool which allows us to share pictures with customers, and customers to share pictures with us. And it visualizes for us what they see, so we can see the problem.

It makes it easy for me to assess the whole situation. When somebody describes something, everyone will get a different picture in their head, but with an actual picture, you're all on the same page. The benefits of VCS are quite clear, we see an uptick in first contact fix, we also see a huge uptick in customer satisfactions, and last but not least, we send less technicians to the customers houses.

The rate of the first time fixes is much higher, I need to send less technicians, and besides, the customers are happier. The importance for VodafoneZiggo are very clear. To begin with, customers are more satisfied. We actually bring customers into the analysis process so we are working closely together with the customer to find solutions. This will actually drive down our cost to serve as well.

Last week I spoke to a customer, and his Dutch wasn't so good, so with the tool it helped me to see the problem, so I could help him, even though we didn't speak the same language. The partnership with Accenture was a big success, end to end we worked with them. From the beginning with the vendor, in the middle where we actually changed stuff, brought in training,

implemented the product in many ways, but also after the project ended, we worked on up until we achieved the numbers we predicted.

I think the tool is really innovative because it allows us to use informal communications styles in a professional setting, and that really changes the interaction with the customer and that's great. It's kind of like a family thing. When you help a family member you also send a picture and you can see exactly what's wrong, you are able to help.

Well the next steps are to fully roll out this project over the entire company and reach our goals. But it also turns out that it fit really well with our vision of customers going more digital. And in that sense we actually found out our customers are really willing to help us in this process, and it actually brings the opportunities to the table. The implementation was a big success because we worked very closely together with Accenture and their knowledge in a very agile way, so they helped us bring in an analysis and it really reinforced a cooperation, we saw that reflected in our customer satisfaction. And last but not least, we also changed the way we trained. I think that was one of the most critical success factors in this project.