



VODAFONE SELF-SERVE VIDEO TRANSCRIPT

ANETA

It is truly ground-breaking.

MATT

I don't think there's anything like this, anywhere in the industry.

BEN

In just seven months we've revolutionised our processes.

STEWART

It's quick, it's innovative, it's exciting.

STEWART

Vodafone's one of the largest telecom providers in the world. The UK business is 19.5 million customers.

ANETA

To stay ahead of the competition, Vodafone needs to make sure that we deliver field-leading, innovative customer service.

STEWART

To do that we need to be nimble, quick, efficient and have streamlined processes. Self-Serve is one of the ways to do that.

BEN

Self-Serve is the one-stop shop for putting all our product cataloguing information into one place.

MATT

Prior to Self-Serve we used to have to make updates into three separate systems.

ANETA

One for our upgrades, one for our website and then the master product catalogue.

STEWART

Trivial change would take days and days and had to be done at unsociable hours.

CHRIS

Self-Serve streamlines that process into a single system and fully automates it.

BEN

It means that we're cutting down on wasted effort, wasted processes, and we're only focussing on what is going to deliver value to our customers.

CHRIS

Vodafone and Accenture have been working together for well over 15 years now. It's a relationship built on partnership and on innovation.

ANETA

There were three distinct phases to implementing Self-Serve.

MATT

Phase One was about understanding the different needs of the business from the system and then realizing how we'd meet those from a technical perspective.

CHRIS

We took each of those business units through a series of sprints to assess the functionality that they needed.

The next phase was working with our teams in India to prototype and iterate the solution to find out what works best for the client.

BEN



And then there was the final phase. Once we selected the prototype, we scaled up and went into full-blown implementation. In the end, we developed eight fully-automated functions, ranging from creating new products to changing the prices, which is something we do very frequently.

ANETA

Self-Serve has had a huge impact on our business.

STEWART

It's reduced the amount of time it takes to do change from days to hours.

BEN

We do it once, we check it once, and it's accurate to all the systems at the same time.

CHRIS

For the recent iPhone release, for example, we delivered 3,000 changes in under a minute.

BEN

The people who were doing all the mundane stuff are now free to explore ideas and therefore actually challenge the business, as to say, "this is the next big thing; we can do this." So, it's given them a whole new lease of life and unleashed the brain power to give the customers what the next big thing's going to be.

STEWART

Self-Serve is really a start of a journey.

ANETA

What has been rolled out so far is product and pricing automation, and what's next to come is a full end-to-end integration with our website as well as with our upgrade system.

BEN

The next step is to give the business the

power to do the changes themselves.

CHRIS

Vodafone trust us to deliver solutions to their most complex problems, and Self-Serve is a fantastic example of that.

BEN

It's been a huge success, and what's more there's nothing like it anywhere else in the telco industry.

MATT

It's really been revolutionary for both Accenture and Vodafone.

STEWART

We have to be customer-first. And to do that, we need trusted partners. There's no question in my mind the work we're doing with Accenture allows us to stay ahead of the competition.

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