



VODAFONE INTELLIGENT SERVICE (EVE) PROJECT

VIDEO TRANSCRIPT

James Hebblethwaite:
**Project Eve has been
challenging**

**Gary Adey: Ambitious
Una Whelan:
Collaborative**

**Abby Thomas:
Transformational**

G: Successful

U: Project Eve has been fun

A: Vodafone Business serves some of the world's biggest businesses. We have 20000 people serving our customers in over 25 countries.

G: We provide a whole spectrum of services from connectivity, through to cloud and security, and we bundle these things together to help our customers succeed in the digital world.

A: Our customers need communications to be delivered for them absolutely seamlessly.

G: Previous to this transformation we found that our customers had quite a fragmented experience. Sometimes they would contact us through email, or through telephone calls, or through chats, but the experience wasn't a consistent one.

A: What we wanted to achieve through Project Eve was a way of helping our customers at their first point of contact.

G: We had very clear objectives for the transformation, which was around driving simplicity for our agents and refreshing the technology stack so that we could deliver this fantastic customer experience. And we rolled all of that up into a programme called Eve, which we partnered with Accenture to deliver.

U: Vodafone and Accenture have a really long-standing history. They work really well together, because we bring that problem-solving, innovative approach.

A: We needed to focus on three things: technology, people and data migration.

U: Vodafone were very clear that they wanted digital-first, leading technology. And it was a multi-vendor environment so essentially, the role that we as Accenture were playing was coordinating and making sure there was a consistency across all of those different elements.



G: Once we had identified the key outcomes that we wanted, the real challenge was understanding how we get there, and that's how we really worked with Accenture. We went through a series of design sprints.

J: The design sprints were about getting the business people, the technology people and the IT delivery people in the same room so that we could work on what the real things that the business needed to resolve for their customers.

U: We recognised very early on that it wasn't just about Agile ways of working in delivering the technology. It was also about working really collaboratively, and with the teams on the ground actually supporting customers.

J: There are hundreds of agents working across multiple countries serving Vodafone's business customers

U: So getting them involved in the project, making sure that they were helping in solving, testing, solutioning, being innovative about the right way to go about things in the design of the programme

G: We shared a vision of the end game with our people at the start of the programme, and we encapsulated the values and what was really important to our success in our identity, which was called "The Red Line". And it's there to really engender a culture of ownership and trust and illustrate the strength of that one team in one strong, global identity.

G: We had lots of legacy data that we had to clean, check. And then migrate into the new systems, and then we had to do all of that making sure there was no disruption to customer service or customer experience.

U: The agents in Vodafone were absolutely critical to the success of Project Eve.

Agent 1: The best part of Eve is it's more streamlined. It's just straight-forward, more modern

Agent 2: It's just one system, so it's great

A: We wanted our transformation partner to create a fully-digital, cloud-based customer service platform that was driven by data and insight.

G: The feedback from the customers has been very, very positive. They've noticed a difference in our speed of resolution, and they've noticed a change in the agents and the skill of the agents, in order to not just be proactive, but also start to pre-empt and predict issues before they happen.

A: We've significantly improved customer satisfaction, and employee satisfaction, too. We have 2,500 multinational customers that are now migrated on to the platform and, as a result, we've reduced our operational cost by 45%.

Agent 3: Is there anything else I can help you with today?

A: This project has been a huge step-change for us.

U: It's not an exaggeration to say this is generally pioneering in the business space.

G: Project Eve has been a trend-setter. So in that sense we've broken the mould, and with Accenture I think we can now move on to bigger and better things, building on that platform we've created.

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