



CASE STUDY

ABOUT VODAFONE

- British multinational telecommunications company headquartered in London
- Vodafone has 434 million subscribers world wide.
- The name Vodafone comes from voice data fone.

SCOPE AND TARGET

- Increase sales in B2B - SME segment.
- Facilitate sales of complex products.
- Reach 70% customer satisfaction.
- Provide simple connectivity wherever the customer is located.
- Assist business segment in one and the same customer channel.

RESULTS

- High number of executed LiveShop sessions
- Customer satisfaction exceeded 85%.
- High conversion rate



OVERVIEW

In October 2015 Vodafone introduced LiveShop as a customer channel for new business customers. The underlying cause is the knowledge that business customers are less inclined to make time-consuming trips to carry out the kind of business that Vodafone normally provides in-store. This is the implicit issue that needs a solution and the reason Vodafone is the first Czech Telco to offer their customers expertise service in a designed video-call with LiveShop. The main focus is on sales and acquiring/converting new business to business customers from small to medium enterprises - online. With LiveShop Vodafone now offers tailored solutions that matches the customers requirements, providing the best in-store experience online, in the simplest way possible.

Vodafone started off with one LiveShop station to examine the impact that comes of combining personal care/expertise and sales online and understand the new possibilities when managing the business segment in LiveShop. This information has been translated into ideas about how to expand the LiveShop solution with more offerings in other areas of Vodafone's business.

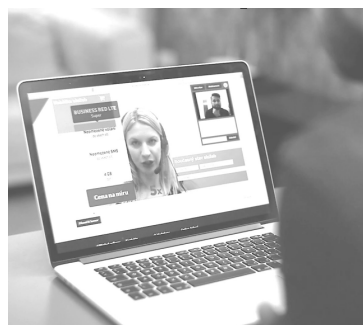


THE LIVESHOP POWER CONSIST IN THE COMBINATION OF DIGITAL AND PERSONAL EXPERIENCE.

-This is exactly the customer communication channel which drives and supports our exclusivity in the approach to our customers on the market.



Jan Šmidt
senior online & E-commerce specialist



STRATEGY

As always, the business segment is highly valued and the strategy is simple; develop LiveShop content that is easy to understand and easy to present to customers without further explanation. The barriers that stands in the way of getting customers apt to convert must be as low as possible.

To arrange a virtual appointment with Vodafone-LiveShop the customer simply books an appointment at www.vodafone.cz/liveshop. 30 minutes prior to the scheduled appointment the customer receives an email notification with a friendly reminder and the link to the LiveShop call. On the appointed time the customer clicks on the link and get to meet Vodafones specialists. In just a matter of seconds the meeting is started. The customer can choose to participate in the call via either video, and/or voice and text chat.

Vodafone is staffing the LiveShop station with their callcenter specialists who are experts in Vodafones product range and have long experience in selling the products. The agents are also natural business representatives which is perfect for this solution. The training took two weeks including lots of testing and dry rounds before going live, but the training is also the key factor behind the success that Vodafone has experienced in this implementation.

OUTCOMES

Vodafone is the first Telco in the region to launch LiveShop as a customer channel, which means they have a competitive advantage. Since the project started Vodafone have accomplished:

- The ability to visualise products in real time with a specialist -online.
- Impressive score on the conversion rate
- New innovative ways of presenting products and offers
- Very high customer satisfaction

LiveShop has opened up a broader perspective of how Vodafone can benefit from this solution in the future, the journey has just begun.



THANKS TO LIVESHOP I'M THE PROUD WINNER
OF THE PRESTIGEFULL AWARD

-LiveShop helped me to expand my sales skills.
Thanks to my satisfied customers on LiveShop I won the prestige award
"Vodafone On-line Hero of the Month"!



Aneta Štenglová

Vodafone LiveShop Channel
Operation Team leader