



# Vodafone Germany – An Outsourcing Decision

**“VIS, the Best Off-Shoring Centre for the Best Quality & Customer Satisfaction results across all VF DE outsourced service providers.”**

*Awarded by VF DE*

## Customer Profile:

Vodafone DE (VF-DE) is a mobile telephone company, operating in Germany serving both prepaid and postpaid customers on GSM and UMTS (with HSDPA).

## Headquarters:

Düsseldorf, Germany

## Market Position:

VF-DE has 36 million customers (34.1% market share), making it the second largest operator in the country.

## To learn more:

[www.vodafone.com.de](http://www.vodafone.com.de)



## The Need

VF-DE had started outsourcing parts of its contact centre, and by 2009 was seeking an additional partner to meet their growing customer care demand. By mid 2009, VF-DE was fully convinced with the adequacy of competent fluent/native German speaking talent pool capable of offering the VF branded customer experience and signed VIS as another outsourced partner.

## The solution

VIS started its efficient HR process to screen and select 32 agents for the start-up of its contact centre to VF-DE. In less than 2 months VIS had hired and flown its agents to Germany for training on the full range of products and services of VF-DE.

By the time the agents returned, VIS had finalized the contact centre setup (IT, infrastructure, facilities...etc) dedicated for serving VF-DE customers and with its experienced management started offering a VF branded customer experience.

VIS offers world-class technology & tools and emphasizes on quality infrastructure, focus on process re-engineering and continuous improvement. This was all recognized by VF-DE and its customers especially the courtesy and culture-to-serve in every interaction with our call centre agents.

Recently, VF-DE awarded VIS as being its “Best outsourced international contact centre”, and by the time of writing this case study, discussions are in place for doubling the capacity of VIS contact centre.

## Key customer benefits

- An impressive 40-45 NPS score
- ~50% cost savings
- Supporting up-selling activities
- 40,000 answered call per month