



Imagine a multi-lingual talent pool as dedicated to caring for your customers as you are...

power to you





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The business need

With demand for customer care on the increase, Vodafone Germany's initial decision to outsource elements of its contact centre operations eventually led to a requirement for a 100% outsourced solution, offering cost effective access to a competent/fluently German speaking talent pool, capable of offering the Vodafone branded customer experience to the standards expected by Vodafone Germany's customers.

Vodafone Germany was looking for a qualified partner to recruit, train and activate a dedicated workforce, certified to support Vodafone products and services, and manage the process of supply to its customers.

The solution

Rigorous testing proved Vodafone International Services (VIS) multi-lingual capabilities to Vodafone Germany and we were duly appointed to meet the challenge of seamlessly off-shoring their contact centre and customer requirements.

A detailed HR process to screen and select 32 agents for the new contact centre was implemented immediately and in less than 2 months VIS had hired and flown them to Germany for in-depth training on the full range of Vodafone products and services they would be required to support.

VIS simultaneously completed the set up and initialisation of the new contact centre including all the required IT, infrastructure and facilities, ready for immediate launch once the agents completed their training. Staffed with experienced management the centre was able to offer a first class Vodafone branded customer experience as soon as the lines opened.

The project benefited from VIS default practises of adopting world-class technology & tools and an emphasis on quality infrastructure, focus on process re-engineering and a policy of continuous improvement. All this was recognized by Vodafone Germany and its customers, especially the courtesy and culture-to-serve in every interaction with our call centre agents, culminating in Vodafone Germany recently awarding VIS with the accolade of “Best outsourced international contact centre”.

By the time of writing this case study, VIS impressive delivery for our customer has led to discussions on doubling the capacity of the VIS contact centre for Vodafone Germany.

Direct benefits delivered by Vodafone International Services

Partnering with VIS to supply a 100% outsourced customer care solution has delivered measurable benefits for Vodafone Germany:

- **Impressive 40-45 NPS score**
- **50% operational cost improvement**
- **Supporting up-selling activities**
- **40,000 answered call per month**

To find out more about how Vodafone Germany saved money with Vodafone International Services please visit <http://vis.vodafone.com.eg> or email us at:

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