



Imagine world class customer care delivered locally without costing you the earth...

*power to you*





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### The business need

In March 2009 Vodafone switched on a brand new mobile network in Qatar, only the second in the country's history, and began delivering a range of exciting products and services.

To meet an operational objective of providing the best customer experience possible in their latest market Vodafone needed to build, staff and then train, a multilingual customer care unit capable of meeting the demands of both the Arabic and English speaking communities in Qatar and deliver Vodafone's world class customer care standards to the highest level.

### The solution

Vodafone International Services (VIS) was chosen to plan, build and then run the new contact centre to provide a fully integrated, end-to-end customer service experience.

The VIS team selected, trained and deployed over 120 customer service agents to serve Vodafone Qatar's multicultural, multilingual customer base and deployed highly experienced back-office workforce to ensure the smooth operation of the contact centre supporting top management with the necessary IS reporting, forecasts and analysis.

Built in Egypt the contact centre provides services to Vodafone Qatar's customers such as provisions and activations of launched services, complaints management and customer retention alongside the development of a hosted and fully supported knowledge based web portal.

All services are provided within a framework of quality assurance, continued training, business improvement and operational transparency allowing a unique partnership to develop between both companies which has in turn led to VIS being invited to extend its support for Vodafone Qatar with proposals for new services in areas such as on-call selling and up-selling of products and services.

This partnership has allowed Vodafone Qatar to quickly establish itself as having the best customer experience rating in their local market as well as delivering the best service levels and return on investment, all confirmed by the industry with three awards at the 2010 Middle East Call Centre Awards event.

### Direct benefits delivered by Vodafone International Services

Working with VIS on building a complete solution for an immediate operational need has delivered measurable benefits to Vodafone Qatar:

- 22% market share captured in less than a year
- 30% reduction in inbound calls
- Immediate and cost effective access to world-class contact centre culture and standards
- #1 on the local market 'Customer Delight Index'
- Certified, highly specialized and experienced technical team
- Multi-award winning service

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

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