

Client Success Story

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Realtime Customer Intent supporting AI Based Decisioning

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Vodafone is one of the world's largest telecoms operators

15 countries in which we have mobile operations

21 countries in which we have fixed operations

330m mobile customers

28m fixed broadband

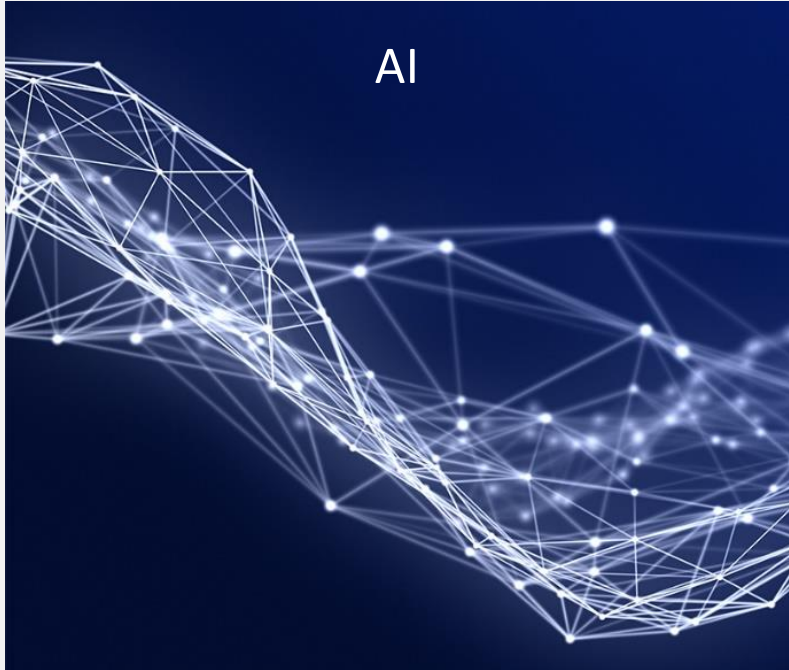
22m TV customers

150m Connected IoT devices



We understand our customers and want to adjust to a non-linear, cross channel and contextual communication

AI



As organisation we want to use more AI based decisioning and very few or no business rules

Omni Channel



We want to have a seamless and continuous communication with our customer through all touchpoints

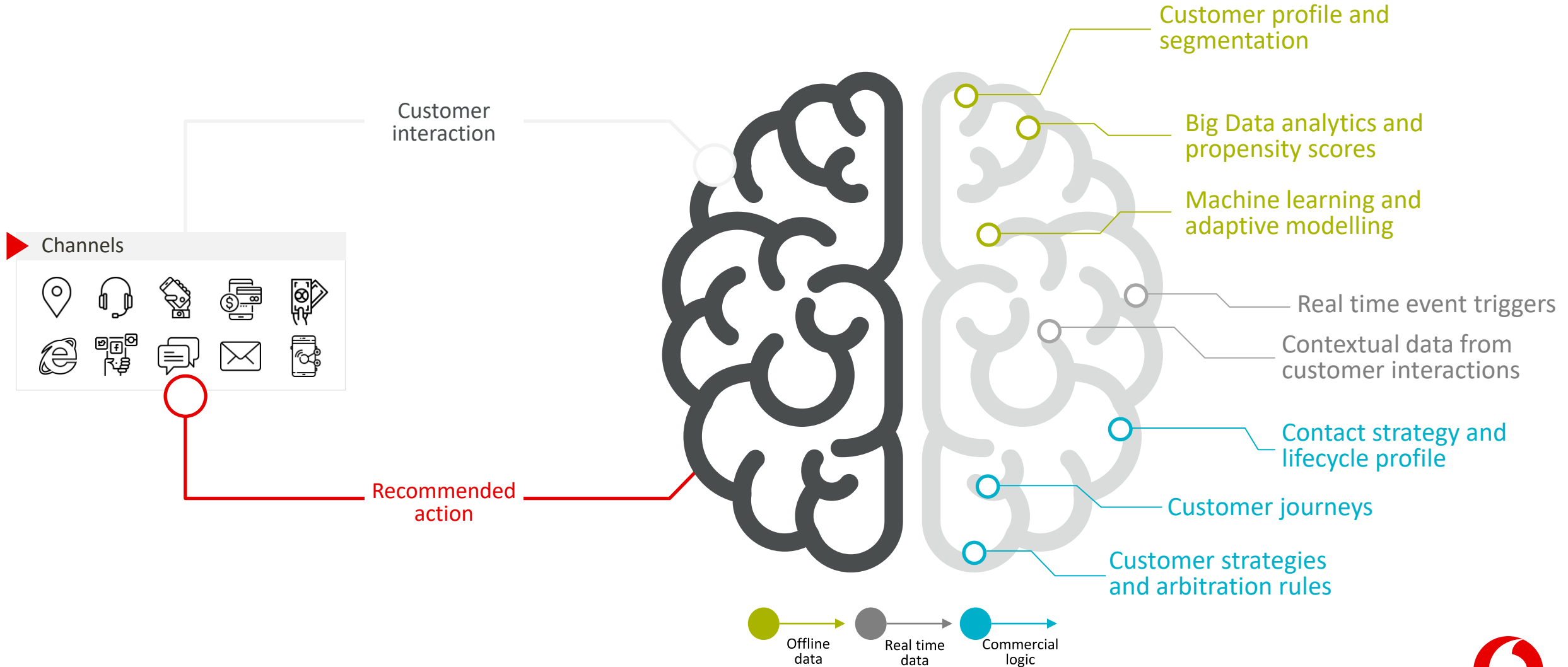
Real Time



We want to communicate with customers when they really needed or when they give us the signal



Our Always on Marketing capability enables us to have relevant, deeply personalised conversations across all channels, in real time



In our experience, whilst technology delivery requires high effort, the road is mainly known; the business change is much harder

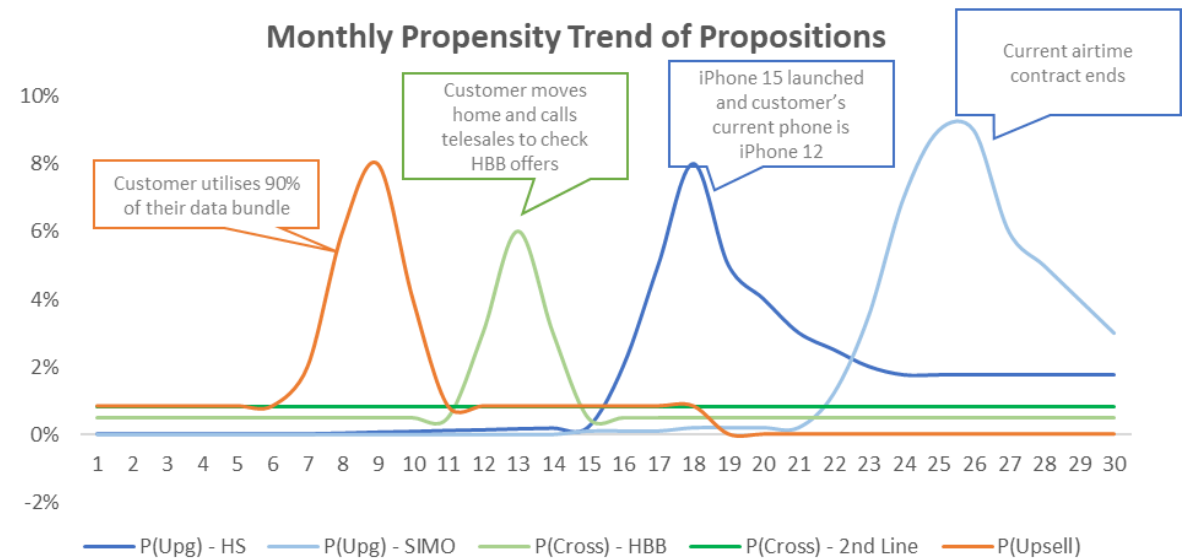


It is a long journey to change ways of working



Realtime Context and Why It is Important for Transformation

- At any given point in time in the lifecycle of customers have similar propensities across activities, excluding certain periods.
- Propensities increases to a certain activity due to a real-time event.
- If customer makes an over usage, upsell activity becomes more relevant to customer.
- Where moving a house makes cross-sell activities more relevant.



Examples of Real Time Use Cases – Roaming



Upsell SMS
Within seconds – from phone powered up to SMS received



Examples of Real Time Use Cases – Data allowance Depletion

80% usage notification



Customer receives SMS (and an additional app push, if eligible) notification with info on data usage & personalised NBA

100% usage notification



Customer receives SMS notification with info on data exhaustion & reminder of the best action to take

If no action taken...

Outbound call



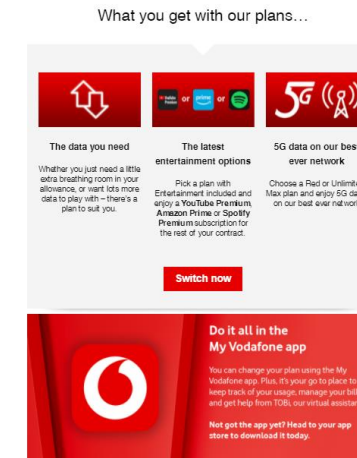
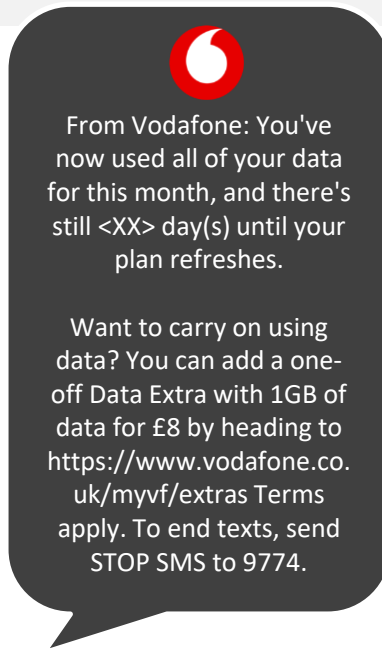
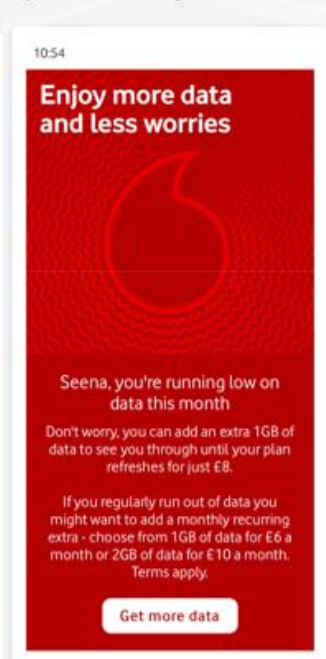
Eligible customers are selected for outbound calling with recommended NBA.

Email follow up

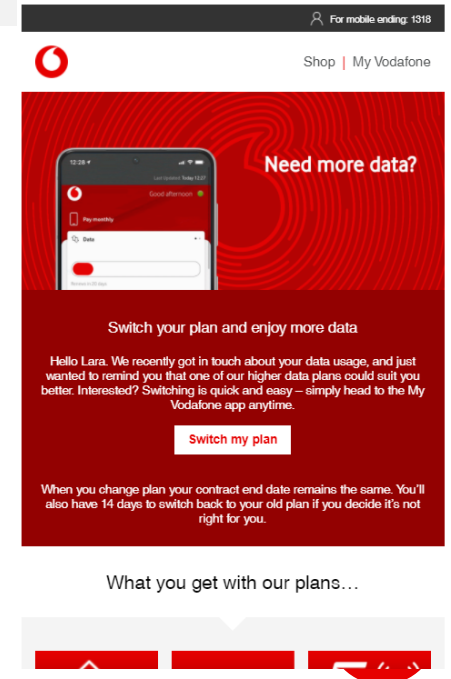


Email follow up sent to customers who we didn't successfully reach

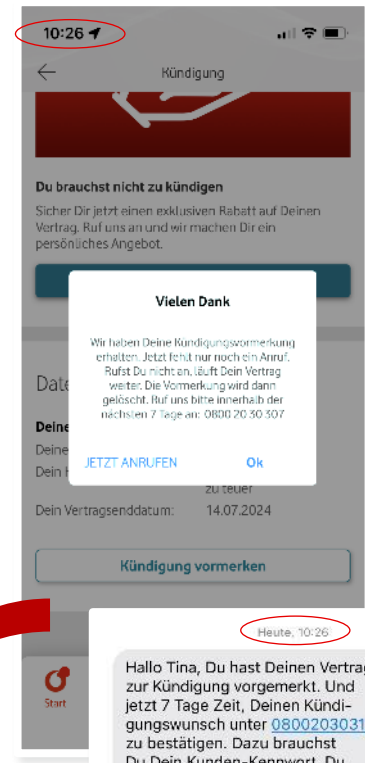
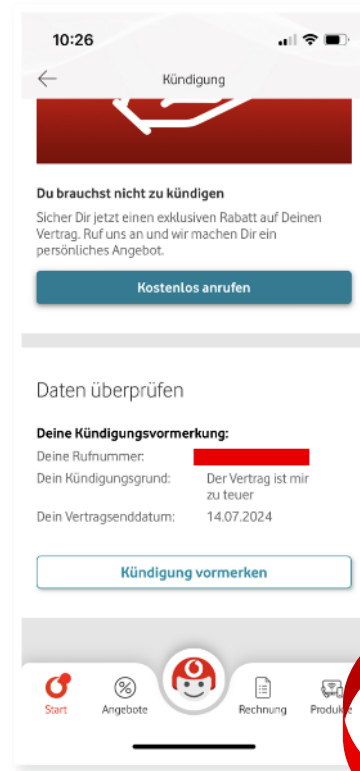
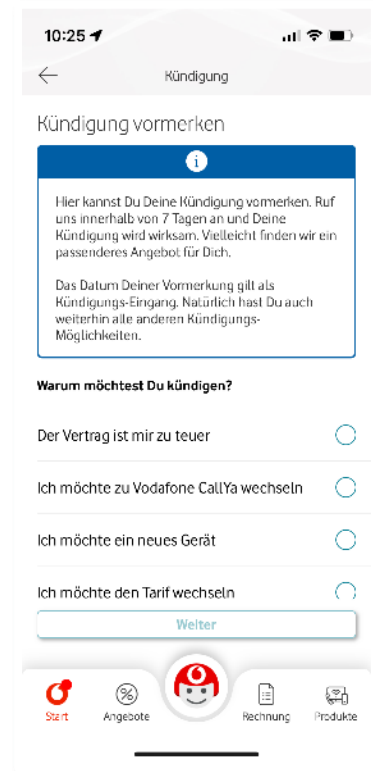
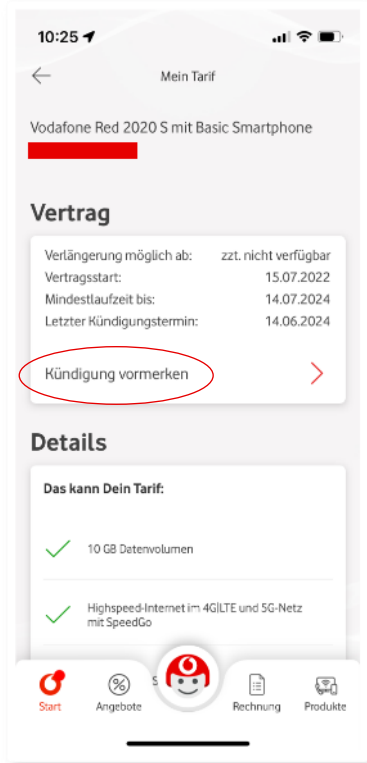
My Vodafone Messages



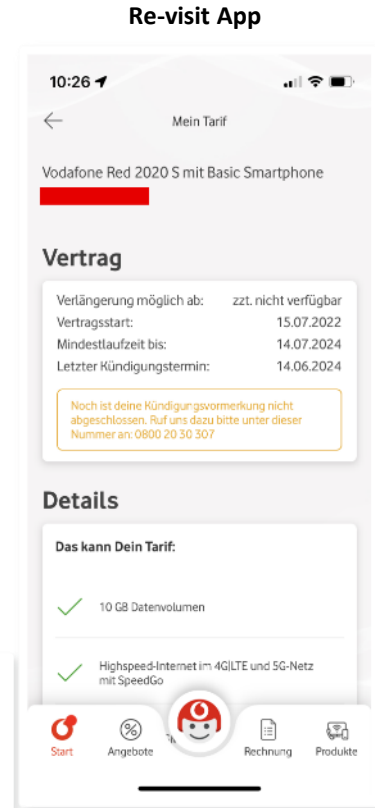
Want some help switching your plan?
We're here to help - just give us a call on 08004400286 and one of our expert advisors will get things sorted for you. Lines are open Monday to



Examples of Real Time Use Cases – Contract Termination



Realtime SMS



Re-visit App



Support and guidance needed to succeed

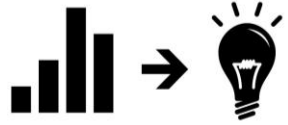


What Type of Support Needed Along This Journey

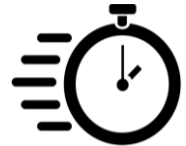
Ways of Working



All communications adhere to Always on Principles



Decisions are driven by insight



Decisions are made quickly



Decisions and actions are collaborative



Teams are agile and action change quickly

Training



Expert Support

CoE Confluence homepage
(<https://confluence.sp.vodafone.com/display/GACE/Home>)

Home

- Capabilities & Services
- Decision management
- Business Transformation
- Digital Marketing Architecture
- Decision management
- Business Transformation

List of Market Queries

Category	Item	Status	Priority
Market Research	Market Research Report	Completed	High
Market Research	Market Research Report	In Progress	Medium
Market Research	Market Research Report	Not Started	Low

How-to Videos

Asset Library

FAQs

Expert Desk
AoMExpertDesk@vodafone.com

AoM Expert Desk

Four user icons

Illustration of people working together



What is in the Roadmap



Key Takeaways from today's session

1

The operating landscape keep changing – customers expect a personalised and omnichannel experience

2

An Always-on decisioning capability that orchestrates communications across channels is required to meet this change

3

But don't underestimate the level of business transformation that's required. Enable organization to explore it

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