

VodafoneZiggo's Journey to More Meaningful Customer Dialogs

NICOLE VERBURG

DIRECTOR CUSTOMER VALUE MANAGEMENT (B2C)

vodafone  

 **PEGA**

Guru 
MAKE SENSE, ADD VALUE



Guru

MAKE SENSE, ADD VALUE



2017

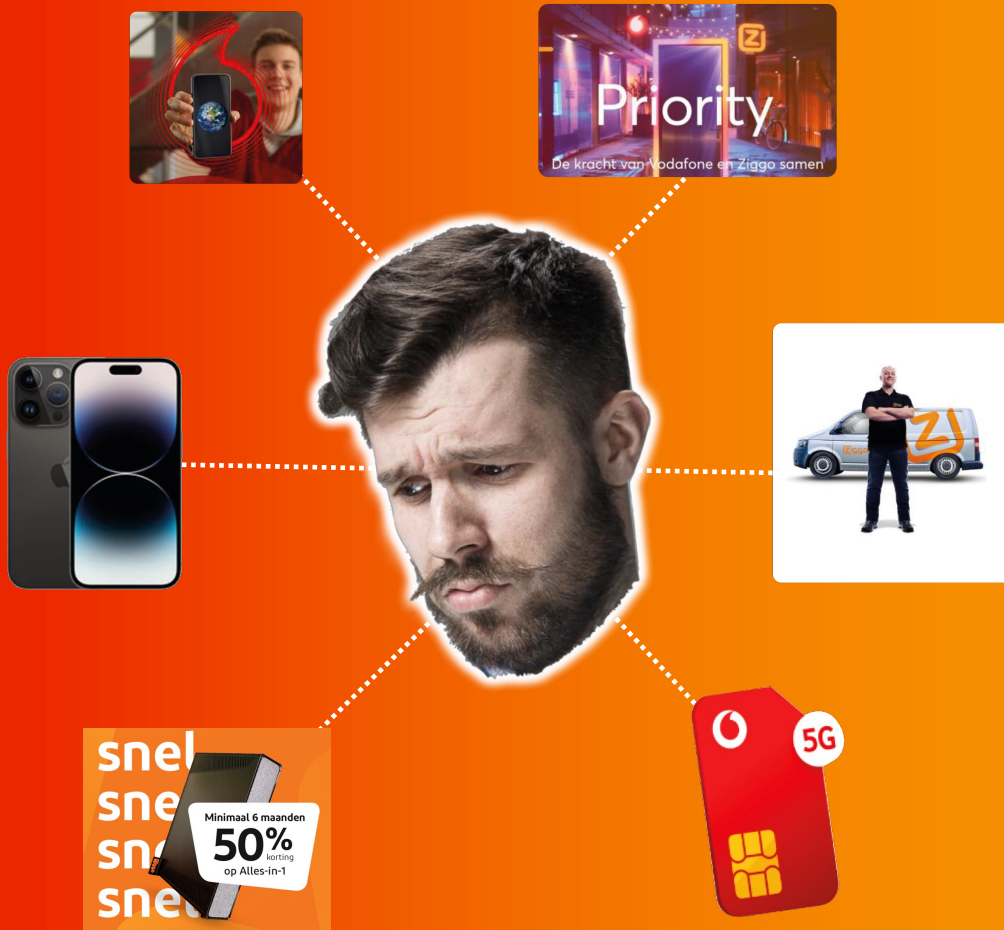




Create **super simple, super smart** and **super personal** customer journeys



ONE OF MANY



SEGMENTS OF ONE



FOMO





WHAT



HOW



WHAT

- Portfolio
- Channels
- Data



HOW

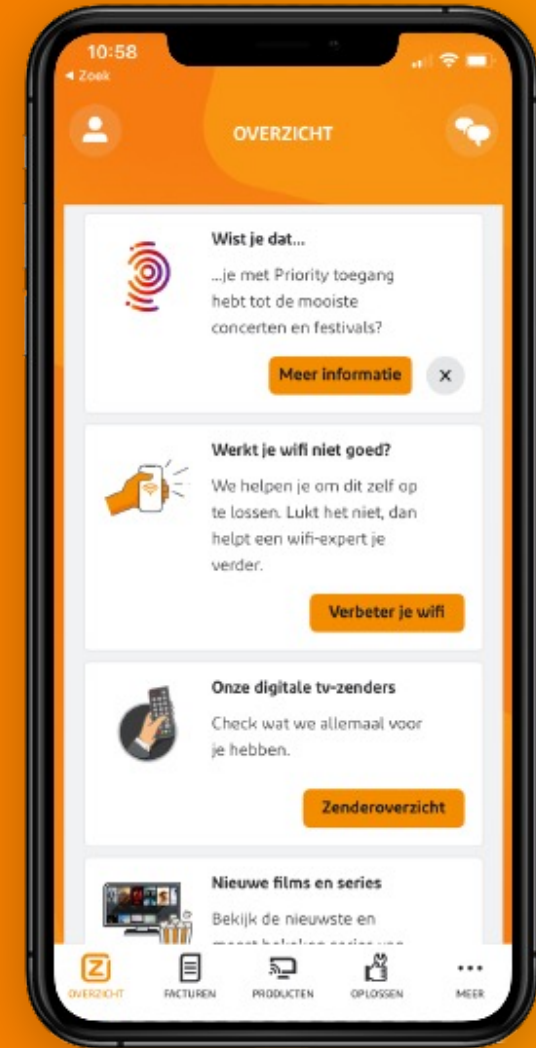
- Team
- Way of working
- Leadership
- Partners
- Peers



Portfolio

80%

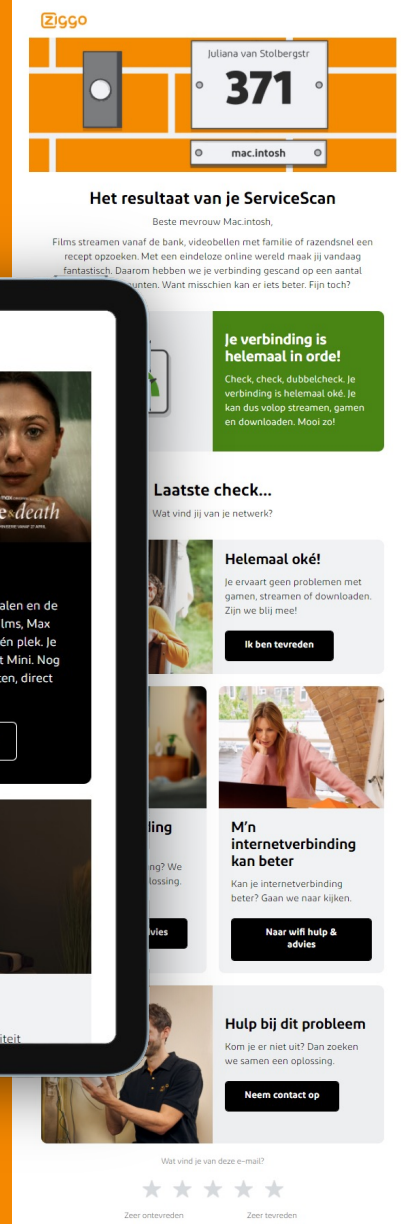
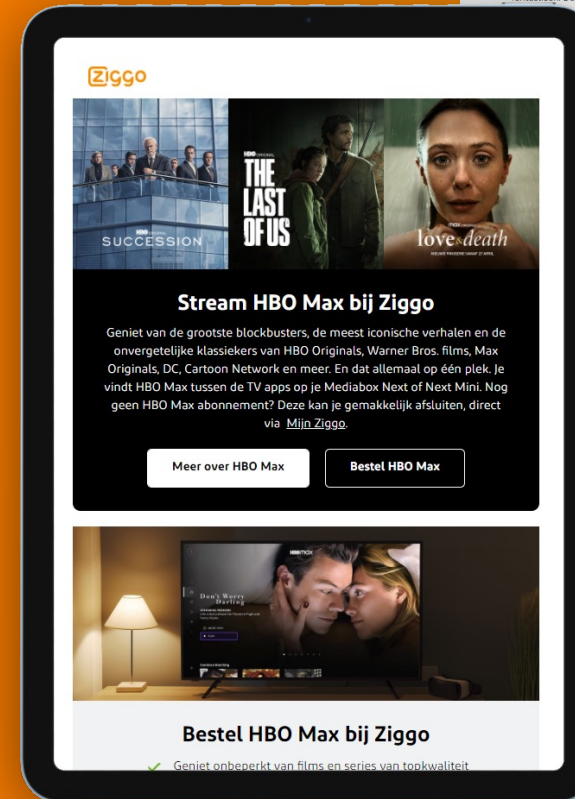
- Arbitrating (non) commercial messages
- Customer intent



Channels

60%

- Channel strategy & interaction volume
- Service agents ➔ sales agents



Data Sources

80%

- Proposition
- Reporting & documentation



HOW

- Team
- Way of working
- Personal leadership
- Partnerships
- Peers



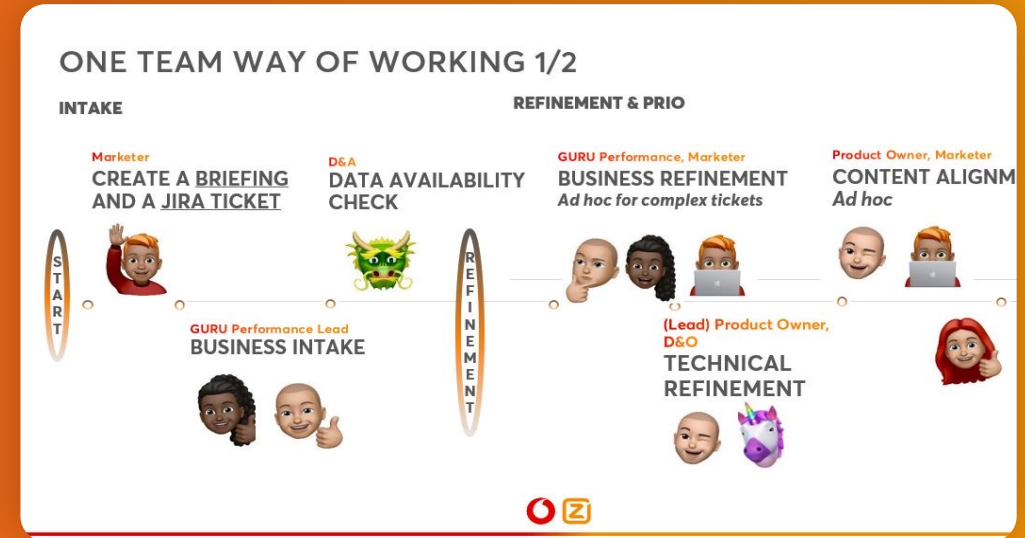
Team

- Knowledgeable & dedicated team
- Ambassadors



Way of Working

- Governance structure
- Constantly changing
- Clear & open communication



Personal Leadership

- Stakeholder management
- Resilience
- Agility and adaptability



Partnerships


- Don't sell but prove
- Multilevel inspiration sessions
- Retrospectives



Peers

➤ Networking & knowledge sharing





**Stay Curious
&
Have Fun**



Thank You!

Please feel free to connect on

 Nicole Verburg