

# VODAFONE ESPAÑA ONLINE CHANNEL

THE CHALLENGE: TO IMPROVE THE ONLINE STRATEGY OF VODAFONE ESPAÑA



## Context

### Leading online channel

Vodafone España is a member of the Vodafone Group, the world's leading cellphone company, present in 31 countries and with agreements in another 40 across the 5 continents. It offers voice, data and Internet services to 323 million clients.

The development of the Vodafone Online Channel in Spain is a pioneering experience in IT since it is the first totally managed service that Vodafone will install on its technology systems.

Initially, the development of the Online Channel was based on an architecture with different portal combined through a single sign-on mechanism to meet the specific needs of each user area.

## Comprehensive management of the online interaction of Vodafone clients

The project involves the unification and transformation of the different portals that make up Vodafone's Online Channel, thus creating a single and flexible channel adapted to market needs, which allows for increased acquisition and loyalty of individual and business clients, totally integrated with Vodafone's legacy systems.

The Online Channel offers services to Vodafone's individual and business users through the following platforms:

- Communication: vodafone.es
- Self-management: MiVodafone and customer area

- Loyalty building: online point stores
- Acquisition: online stores
- Mobility: mCare self-management applications and versions of all the applications for tablets and smartphones
- Support: forums, online help, surveys

We maintain the Online Channel through a 24x7 E2E managed service to cover everything from hardware maintenance to corrective and evolutive maintenance of the platform. The key figures of the service are:

- 7,000,000 registered clients
- 1,835,000 self-managed clients
- 110,000,000 page views per month

- 48,500,000 transactions per month
- Integration with over 20 end systems
- 99.97% platform availability
- +140 physical servers on 5 environments

Indra and Vodafone work jointly on:

- A simple adaptation to new standards such as HTML5 to increase technological independence in light of the explosion of new devices, such as smartphones and tablets.
- A versatile visual interface that allows for the adoption of a new corporate Look&Feel models in a fast and simple way.

## Benefits

### Leadership in management of online programs

Vodafone España is currently an international benchmark in managing its online program.

This firm commitment to a strong online strategy through the Online Channel, built and managed by Indra, has brought many benefits to Vodafone, including:

- Process optimization thanks to the integration of the new channel with the Vodafone's back office.
- Increased customer satisfaction due to the new self-care services and the specific online loyalty offering.
- Reduction in operating costs arising from savings in CC costs by encouraging customers to use the Online Channel.
- Reduced time to market when creating commercial offerings.

## Indra in the sector

### Systems for more than 280 million customers

Indra is highly experienced in the provision of services and the development of solutions in the telecommunications and media operators market, where it has developed systems for over 280 million mobile operator clients.

Its offering includes business and operations support, management services for audiovisual producers, satellite communications stations and IT infrastructures.

Its major clients in the sector include Telefónica, Vodafone, Orange, British Telecom, Vivo, O2 and Empresa de Telecomunicaciones de Bogotá (ETB), among others.