



*Redefining Human Touch*



Orchestrating Success  
for our Customers

Case Study

VODAFONE



## Customer Case Study - Vodafone, UK

Vodafone is the largest mobile telecommunications network company in the world. It has interests in mobile networks in 28 countries across five continents. In June 2002, Vodafone had over 103 million proportionate customers worldwide. By market capitalization, Vodafone is one of the largest companies in Europe. Vodafone Group employs over 100,000 staff worldwide.



Vodafone has launched The Global Application Catalogue. It is a web enabled, interactive listing of applications that are live on the Vodafone network. The catalogue lists Consumer, Business & Enterprise applications and includes applications such as News & Information services, Ring-Tones, Games & Entertainment based applications, payment enablers, premium & bulk buy SMS propositions etc. and of course include applications which work over all network bearers. The participants in the catalogue can be from any of the 15 countries listed on Vodafone website. The application will be live till September end.

### Business Need – online support to developers from across the globe

Developers from over 15 countries could register their applications at the Global Application Catalogue for display. Since the registration process required them to fill up a lot of information - their application details, the market segment they are targeting etc., Vodafone felt the need for providing “hand holding” to such developers. For this, they wanted to implement an effective online support mechanism. But the high cost of running such a support and the tight delivery schedule were big deterrents.

### netPeople Customer Self Service as Managed Service – An ideal solution

NetEdge took the challenge of implementing such a complex project within the stipulated time period. Since the support was to be provided by our customer care executives from India, the cost per support interaction fell drastically.

To begin with, the project required us to integrate netPeople with the Global Application Catalogue. Once done, our executives will have access to the developer database and will be able to handle queries effectively.

All queries were answered by our highly trained executives. But some queries needed to be escalated to Vodafone employees situated in UK. These employees were provided the same interface and because of the ease of use of the netPeople, they were able to learn it in no time.

NetEdge has established state of the art infrastructure and industry process benchmarks to serve its customers better. Our Customer Interaction Center located in New Delhi, India houses over 400 Customer Care Executives, serving our client’s customers round the clock.



**Vodafone - Online Application Registration**



**netPeople Support Page**

## Our Value Proposition

Customer Service is a critical competitive differentiator for companies. The competition is just a phone call or click away, and after one bad experience a customer may leave you forever.

Managed Service Provider model enables us to deliver our products as an end to end managed service. Anytime your customers need assistance, we're there to provide it. Since we use your company name, users attribute the excellent service to your company. Our unique value proposition emerges from our :

### *People*

Our strong presence in India gives us a unique opportunity to tap in and attract, recruit and retain a talented and skilled workforce from amongst the highly educated and English speaking population of India.

### *Technology*

Our investment in technology means we can scale our capacity to fit your needs as your business grows. We have the technology, the facilities and the personnel to provide exceptional service to more and more customers, leaving you free to focus on your core competencies.

### *Infrastructure*

Our world class Customer Interaction Centers are equipped with state of the art infrastructure and can accommodate as many systems, database servers and executives as our clients need. Our systems are supported by redundant power supplies and the numerous servers required for email, Web, application and database use. System monitoring is conducted both remotely and by 24/7 on-site control room technicians.

### *Our Partners*

In order to provide quality and reliable technical support, NetEdgeSupport.com and its promoters have forged partnerships and alliances with leading technical companies of the world.

Our partnership enables our support agents to have access to the latest resources and technologies from these companies. Our partners also provide regular and continuous training to our support agents, thereby keeping them up to date about any technological advancement for their products and technologies.

<b>Microsoft</b>	-	Authorised Solution Provider
<b>IBM</b>	-	Partner World Member and ISV
<b>SUN</b>	-	SUN Developer Program Member
<b>HP</b>	-	Premier Member Developer and Solution Partner

## Customer Benefits

- Reduced Cost
- Faster turnaround and implementation time
- Scalability to meet growing business needs
- Higher ROI

## Other Products

- **netPeople Sales** : Real Time Sales and Marketing Tool
- **netPeople Self Service** : Online FAQs, Knowledge Base for Customer Self Service