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Vodafone Reduces Service Response Time by 66% and Improves Overall Quality of Customer Service Using Denodo Data Virtualization

www.vodafone.com

Industry
Telecommunications

"Denodo helped us deliver real-time data from disparate sources which increased agent productivity by 40% and enabled better customer service."

The Need

Vodafone is the world's leading mobile telecommunications company with significant presence in 31 countries and partnership collaboration agreements in another 40, all of which cover 5 continents. The company offers global solutions for fixed telephone, data, Internet, security services, data center, CRM, etc. to more than 323 million customers. End-users, companies and communities, all of them better connected thanks to the experience and leadership capabilities of Vodafone.

The business strategy of focusing on enterprise customers led the company to see rapid growth (87,000 companies). The company was able to boost its growth through focusing on enterprise customers, but faced challenges with efficiently scaling some of their business entities, such as call centers. Their call centers, with 150 agents, now had to handle a significantly higher workload but could not allow the customer service levels to be compromised as it could lead to attrition and potential loss of revenue.

The company was looking to increase call center efficiency and improve the overall quality of the customer service, but was facing challenges in doing so:

- **Inefficient process:** To resolve customer queries, agents had to navigate through different applications and repetitively perform non-productive steps such as authentication, customer selection and screens results navigation.

- **Obsolete data:** Data provided by the call center applications was not current because it was often accessed from a replicated source such as a data warehouse.

- **Training costs:** Agents were not always conversant with the working of multiple applications which delayed their responses to the customer and also led to higher training costs for the company.

In order to overcome these challenges, the company was looking to provide a unified current view of all the customer data to customer service centers, CACs and customer portals from disparate source systems such as billing and incident management, while minimizing data replication.

The Solution

Vodafone looked at a variety of solutions to build a unified view of their customer data. First, they considered migrating all the required customer data into a CRM system. But this was not feasible due to the high resource costs in developing and maintaining this system and delays in accessing this data. Furthermore, the CRM system was not designed to hold all the customer information that the agent would need such as billing and delivery data. The second option was to load all the data into the data warehouse. This too was rejected because of high costs associated with continually updating data warehouse models and loading processes and due to delays in data access. Finally, the company did not want to replicate large volumes of customer data.

The company selected Denodo's data virtualization platform to build a single customer view for the following reasons:

- Diverse connectivity to disparate source systems helped to provide agents with a complete view of all customer data while minimizing replication.

- Real-time (or right time) delivery of data allowed agents to work with the most current version of the data.

- Reusable data services allowed publishing of the data to multiple client applications without rewriting code for each process, thereby reducing development and maintenance costs.
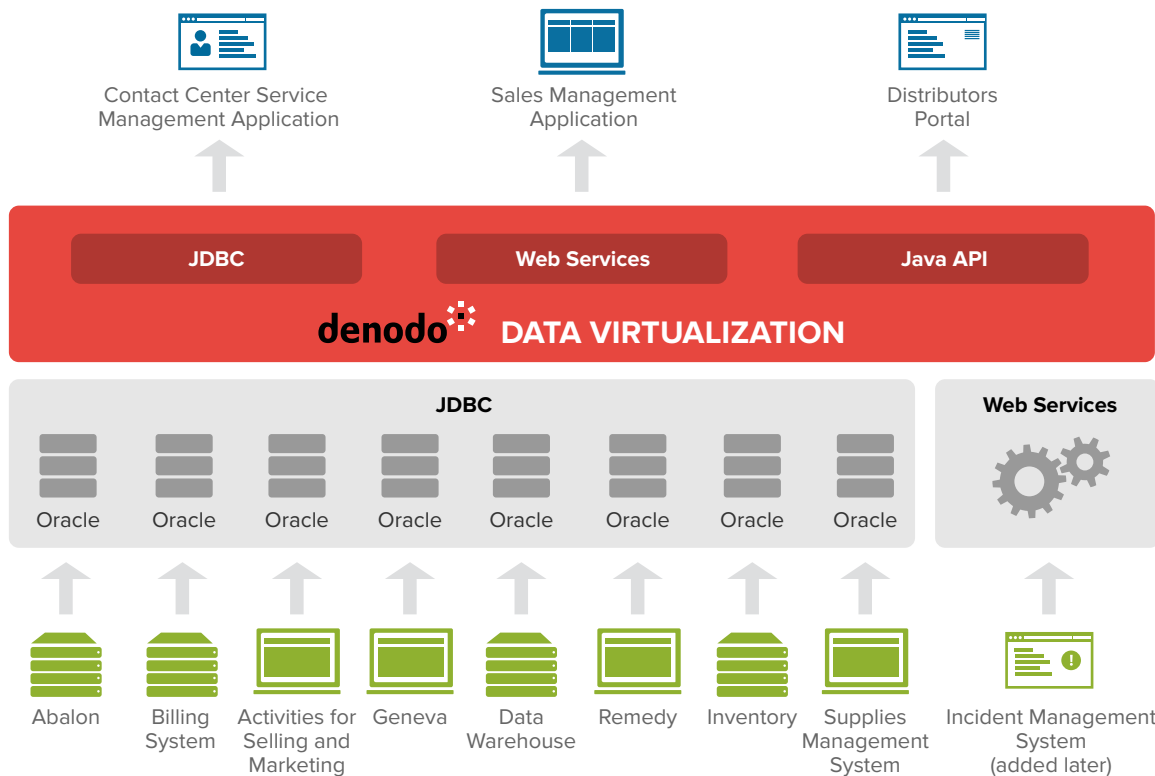

The Denodo platform was used to connect source systems that included Oracle databases containing customer data related to billing, subscriptions using JDBC and to the Incident management system using web services. This source data was combined within Denodo to create derived views or data services that were published to three major applications:

- **Application Service Management Contact Center** - This application is integrated in the CTI and automatically queries the Denodo Platform with each incoming call, so the agent gets the customer information as the call is received.

- **Sales Management Application** - This application connects to Denodo using a web service and provides agents with a unified view of customer data such as subscriptions and promotions based on past records. This allows the agent to quickly understand customer needs and upsell or cross-sell accordingly.

- **Distributors Portal** - This portal connects to the Denodo platform via a Java API and provides customer information to distributors.

Benefits

Through deploying the Denodo Data Virtualization platform, Vodafone was able to increase the efficiency of their call centers and also improve the quality and speed of their customer service. This helped the company to realize the following business benefits:

- Higher customer loyalty and retention due to reduction in service response time from 6 minutes to 2 minutes, a 66% reduction.

- Increased scalability of their data infrastructure systems to support business growth.

- Greater revenue opportunities from upselling and cross-selling.
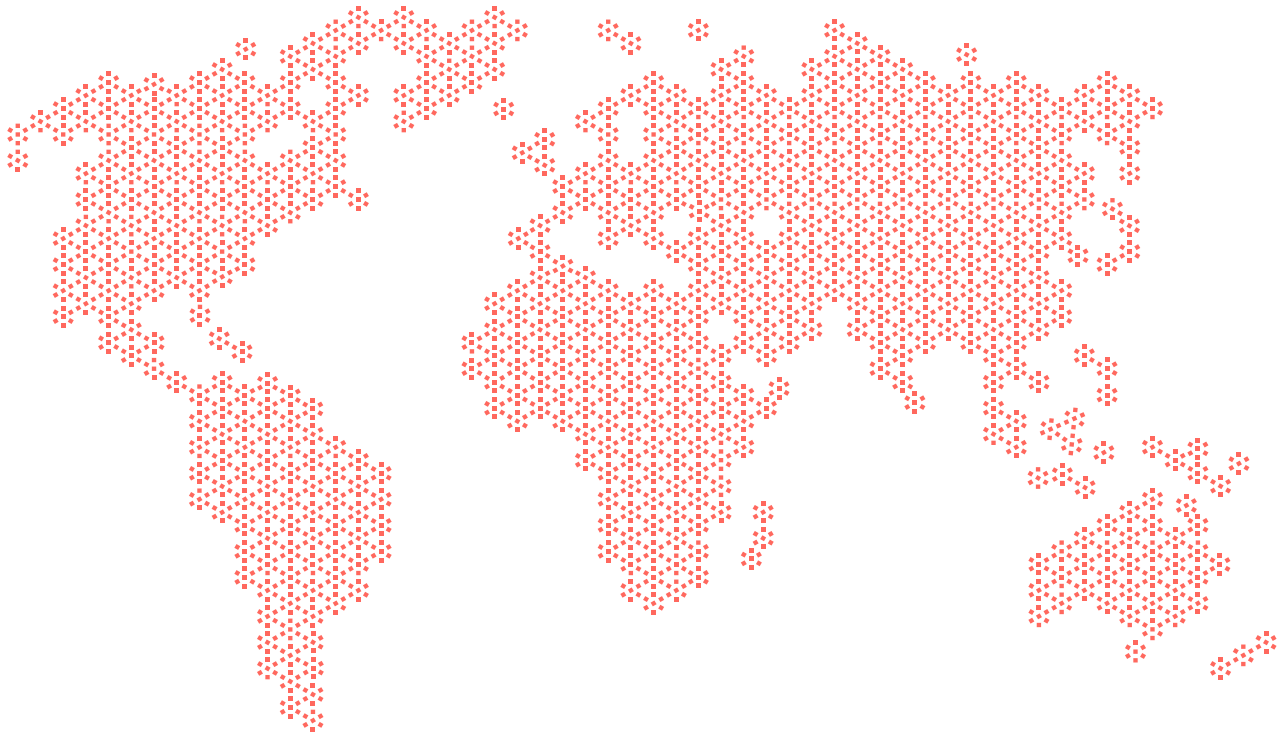
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Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.

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