



## Working with the Digital ecosystem

SEV workshop on Digital experience

28 February, 2018



# Overview

## **Customers are already digital**

Every good execution of digital experience demonstrates very high level of adoption

## **Customers are experiencing simple and clean journeys from digital native companies**

Customers unavoidably compare digital journeys they experience across companies, either digital or not

## **Established companies will need 3-5 years to digitally transform**

For now, Digital transformation programs stumble on legacy systems and skills scarcity

## **There are mutual opportunities for both established companies and startups to partner**

Tapping every opportunity to deliver good customer experience bridges the time gap until digital transformation is completed

## **We present two case studies demonstrating the above points**

First we start with **Control+**, a case study that demonstrates that customer is already digital and we then showcase **Cashback** that shows a collaboration with digital natives companies



# Customers are already Digital

CASE-IN-POINT



## Customer insight

“I **always want to feel worry free while browsing** the Internet from my mobile phone”



## Product

**Customers** receive notification at 80% of their data usage, in which they **are triggered to activate Control+ bundles via My Vodafone** for worry-free browsing



## Communication

Digital campaign during Aug17 (need for more data), communicating new pricing on Control+ bundles



## The value of Digital-first

**Digital sales of Control+ bundles exceed offline world sales**



# Cashback feature is a manifestation of working with the digital ecosystem to deliver value to the customer

CASE-IN-POINT



## Customer insight

*"I have been a Vodafone customer for many years and I want to feel appreciated. I would like to be recognized and rewarded for my loyalty"*



## Partnered with local digital companies

- Partnered with **local couponing start-up** that has deals with all grocery chains
- Partnered with local companies that offer great digital experience



## Product

- **Coupon monetization** via discount in their bill or as a top-up for their prepaid number
- Access to more than 300 FMCGs **coupons for all grocery chains**




## Communication

- TVC with **App as the hero element**
- Digital & Social Media
- CVM plan
- BTL activations
- In-store promotion



**Thank you for your time!**



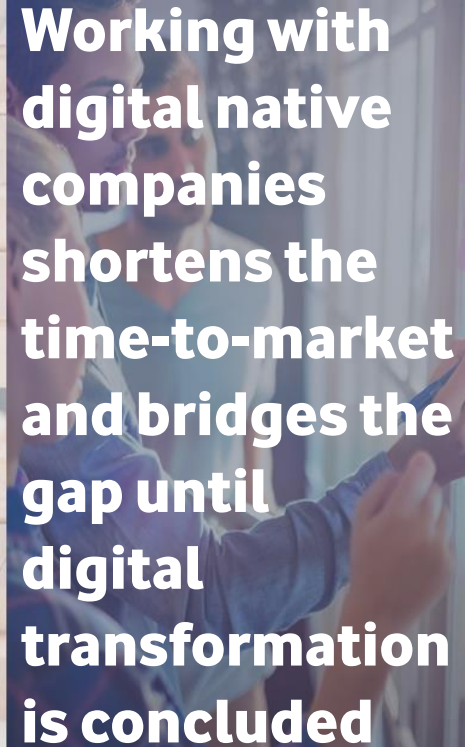
**Customers are seeking for simple and easy to use digital experiences**



**The complex internal world is not yet fit for purpose**



**Digital ecosystem can provide valuable blocks in the digital transformation journey**



**Working with digital native companies shortens the time-to-market and bridges the gap until digital transformation is concluded**