



Focusing on customers
people as a new
corporate culture

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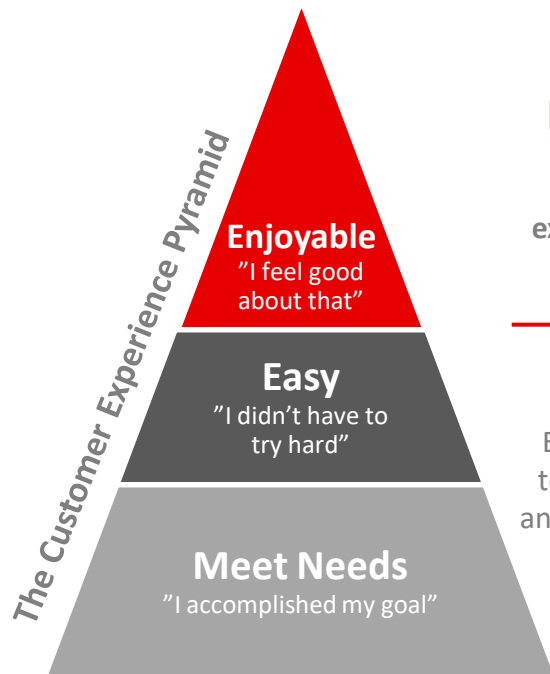
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To “connect” with your customers you need to “touch” both sides of the brain...



Emotional satisfaction

Ensure customers “enjoy” their experience with your company and reward them for choosing you

Functional satisfaction

Ensure a **seamless experience** in all touchpoints: no mistakes allowed (if any, quickly solved) and **making it easy** for them



Build promoters

0 detractors

...through a continuous enhancement to fix the basics and create elements of differentiation to grow on the emotional side



Vodafone strategy is based on putting the customers and their needs first, at the core of the business...



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... and extend the customer-centric culture to the frontline to make them the best ambassadors for our brand, product and services

Increase sense of
belonging and Brand
Engagement

Promote usage of VF
Products & Services

Ensure an outstanding
service to our customers

Red Team

front line empowerment and engagement



Attitude and solving issues are the most important behaviors and a coaching leadership style that empowers people to exceed customer expectations

60% appreciate agent attitude
44% demand accurate solutions



Human Touch Programme



Key Messages

- Being focused on the customers means working on the **rational side** making **things simple and without errors**, and on the **emotional side** because customers forget what you say or do but **never forget what you make them feel**
- A **customer-centric organization** must have a **360-customer-view structure and governance**
- Use **customer insights** across the organization to **define customer's products and service experience** and **manage E2E customer journeys** ensuring emotional approach in moments of truth
- Promote **reward and recognition** systems by including **NPS within the incentive model**
- Extend the **culture and values to the customer facing community**, training the skills and behaviors that give empowerment to the frontline to **make them the best ambassadors: *Human Touch***





Thank you
Muchas gracias

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