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Vodafone opens its first flagship store in Germany

- 200 m² of excellent service and interactive customer experience
- Opening on 1 September in Cologne

Düsseldorf/Berlin, 30 August 2012. Vodafone customers can look forward to a special experience at the new store on Schildergasse in Cologne. The “red giant’s” first 200 square metre flagship store introduces a brand new concept that enhances the shopping experience – from the minute customers enter the store to the minute they leave with their perfect, personally configured smartphone or tablet. 25 staff will be providing an unparalleled shopping experience plus excellent advice and service in a novel environment with innovative technologies when the store opens in September. The company is planning to open further stores of this type throughout Germany over the next few years.

“It’s impossible to imagine our lives and work environments without telecommunications now. Yet many people are baffled by the complexity of the telecommunication sector’s products and services. That’s why it’s important to provide customers with a new telecommunications experience. Interaction between consumers, staff and products is a crucial element of this,” said Dr. Susan Hennersdorf, member of the Vodafone Germany Executive Committee with responsibility for retail operations. “Our store gives consumers a brand new shopping experience based around convenience, transparency, simplicity and speed. We’ve designed the store as a ‘customer journey’ and we’ve systematically optimised all aspects of the in-store concept to deliver uncompromisingly good advice and service.

Customers immediately feel right at home from the minute they enter the store. They are greeted outside the store by a Welcome Manager who elicits information about what the customer is interested in, informs him of potential waiting times and

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ensures that he gets the best possible service. All of the numerous products in the store can be tested live by shoppers. A 32 square metre LED wall display provides information about products and special offers and invites customers to use interactive content, surf, play and experiment. An indoor LTE network delivers the ultimate high speed experience. Customers can also contact the store in advance - online or by phone - to arrange an appointment. They can even ask for an appointment with the same member of the service team so that they have their own personal advisor.

Our service staff guide customers through our product range - either with the help of an information tablet or with the many demo applications that can be tested live at the store. This simplifies the process of finding the product or solution that best matches the customer's requirements. Customers who prefer to sleep on their decision are sent an e-mail listing the products and services that were discussed at the store. A special set-up team installs and personally configures the hardware that each customer purchases so that the new technology seems less complex to them. The service team members all receive special training on networks and products so that they can provide competent advice and suggest the optimum solutions. The same applies to contracts and invoices. Not only does every customer leave the store with a perfectly configured device, but also with answers and solutions to all their questions and problems.

The new flagship store is a consumer experience zone that additionally serves as a source of ideas for Vodafone. "The store is one of our marketing department's research and development projects," said Hennersdorf. "It's a showcase for new ideas and solutions that the staff and customers can test. Any products that considerably enhance the customer experience are developed and marketed. Customer feedback is crucial in this respect. Successful products that are rated positively by customers then go on sale at our 1,600 Vodafone Shops throughout Germany. The Cologne store is just the beginning."



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The new Vodafone Store staff were recruited from among the best specialists in the company in an internal process. In future, the store will also be use for training purposes.

Visit Vodafone at the IFA 2012 Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published in the press section on www.vodafone-deutschland.de.

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Vodafone Germany

is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at www.vodafone-deutschland.de for further information.