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A brand new Vodafone experience: enhanced network, product and service quality

- Vodafone commits to customer experience enhancement in network, products and service
- The biggest network upgrade programme in recent years has started
- LTE target: services in all 81 major German cities by next spring
- German premiere for RCS-e service “joyn”

Düsseldorf/Berlin, 30 August 2012. The future CEO of Vodafone Germany Jens Schulte-Bockum has launched the Vodafone 2015 programme at IFA 2012 in Berlin. It's all about improving the customer experience with a first-rate network, innovative products and outstanding services that will set Vodafone apart from competitors and enable it to increase its market share. The LTE network upgrade is progressing swiftly and Vodafone is now providing LTE on over half of German territories. It additionally plans to improve its 2G and 3G networks by launching the most extensive network upgrade programme in recent years. joyn, the Vodafone Cloud and the new LTE hardware products are just some of the innovations that Vodafone will be showcasing at the IFA. It will also be introducing new services to enhance the customer experience.

“The telecommunications industry doesn’t have a really positive image. It’s thought to be cumbersome, complex and intransparent, probably because that’s how customers experience it. We want to be different by giving our customers a positive experience in the areas where they come into daily contact with us: that’s our network, products and services,” said Jens Schulte-Bockum, who will be Vodafone Germany’s CEO as of October. “This is absolutely crucial because you can only create a genuinely positive customer experience if you deliver top quality. Even though we’re already good in all three areas, we’re going to strive to be better.”



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Vodafone is planning to improve mobile network services and will be announcing the launch of the biggest network upgrade in recent years at the IFA. The upgrade will mainly focus on the 2G and 3G networks. Vodafone will be making higher investments in these networks and in the development of the 4G LTE network. “Our network is our most important USP in a competitive market. So there can be no compromises when it comes to network quality,” said Jens Schulte-Bockum.

Vodafone’s LTE network already covers 52% of Germany’s surface area at this time. 17 million households in 67 towns and cities now have LTE mobile broadband. By spring 2013 Vodafone hopes to be providing LTE services in all 81 major German cities if the Federal Network Agency licenses are issued in time. LTE users benefit from the fact that Vodafone is using the 800 MHz frequency in cities, too, because this “realLTE” band provides better coverage and indoor reception.

The IFA highlights: joyn, Vodafone Cloud and new LTE hardware

Vodafone is aware that the network experience is enhanced by good and innovative products, which is why it will be the first company in the sector to launch the new RCS-e service “joyn” at the IFA 2012. Smartphone customers will be able to send and receive messages, images, documents and videos with one single app. joyn users chat directly with each other - without going through another provider - and they can enjoy voice and video calls with an LTE handset. Vodafone Cloud is another IFA highlight. It’s an innovative solution for the storage of photos, videos, music files and other documents that can be accessed at any time with smartphone, tablet or PC. Vodafone has also extended its impressive LTE hardware portfolio to include two new devices: the Smartphone Samsung Galaxy S3 LTE and the ASUS TF 700 LTE tablet.

New shop, portal and hotline service experience

Vodafone intends to stand out from competitors in future by improving the customer service experience, making it faster, simpler, more convenient and more transparent. The company’s first flagship store in Cologne will be setting new standards. It is designed for experience-led retailing with online appointments, new mobile advisory



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options and an in-store hardware configuration service. Hotline support users can also look forward to a new customer experience with shorter waiting times and greater convenience.

“We’re going to be focusing on what our customers want - and that will set us apart from the other players in our market. Over the next few years we’ll be providing some 40 million customers with a brand new experience of our network, products and services. Profitability and customer centricity don’t rule each other out, they are co-dependent. We intend to increase our share of the market through focusing on customers. Excellent technology and excellent service will contribute to improving our industry’s image.”

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.

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