

Press Release



IFA 2014: Experience Vodafone's future 24/7 service now

- **On the phone: the best app on the market with video service and remote maintenance**
- **At home: Vodafone Service Friends help out**
- **In the shop: enhanced over-the-counter service in all Vodafone shops**
- **On the web: 24/7 service on Facebook, and now on Twitter**

Düsseldorf/Berlin, 4 September 2014 – Vodafone is demonstrating the level of service that customers can expect in future at the IFA 2014. It's personal and it's available on the phone, on the net, in the shop and even in their homes. The new video service providing digital support to mobile phone users will be even more personal and have even more remote maintenance features. The "Vodafone Service Friends" will soon be providing services to customers in their homes. They actually visit the customers at home to personally configure their networks and hardware. And customers can look forward to a service enhancement at the Vodafone shops where 200 trained experts will be on hand to provide fast and uncomplicated over-the-counter advice and support. By the end of October the number of experts will have increased to 400. Vodafone won't just be providing a 24/7 service via hotline or the MyVodafone app, but also on Facebook and via a new Twitter channel.

Vodafone's Director Commercial Operations Robert Hackl commented, "At the IFA we'll be demonstrating our future service concept and how we're going to make it personal and permanently available across all channels. According to our new credo: "We're not satisfied until you're satisfied" we are introducing many new contact options for our customers so that we can deliver the help they need wherever and whenever they need it. To do this, we're taking a novel approach for our sector with a new video service for smartphone users and our digital 24/7 service. We will also be introducing new and unconventional services such as the Vodafone Service Friends, who take our service right into the customer's home. Even today it's obvious that our extended service concept is paying off because our customer satisfaction level has increased. And with our new service campaign, we'll be pushing this level further up."

Personal service for smartphone users: video service and remote maintenance

Vodafone is already providing customer services to smartphone users via the best service app in the market: "MyVodafone". It has been very popular with customers ever since it was launched. One-third of customer queries are now sent via the app, which is accessed more than 8 million times per month – that's a 250% increase since the last IFA. The most popular service is the cost transparency function that Vodafone has made even more easy and intuitive in its latest version of the app. Customers also take advantage of the app to administer bank and address data, to view their costs, to subscribe to new options or tariffs and to find answers to numerous questions relating to their mobile phone contract. When they have more complex queries, they use the integrated 24/7 chat function.

These are all the things that will be helping Vodafone to provide an even more personal service in future. From the end of 2014 onwards, Vodafone will be introducing a video service for customers. The caller can see the customer service team member, but the customer service team member cannot see the customer. If the problem is more complex, the customer can share the smartphone display with the customer advisor so that both see the same content and the customer advisor can guide the customer through the procedure with visual markers. This saves complex descriptions and long discussions.

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If the customer wishes, the customer adviser can perform the procedure remotely. The video service and remote maintenance will be introduced in December, initially for Black and Premium customers.

A personal service at home with the Vodafone Service Friends

The Vodafone Service Friends will soon be providing customers with a competent service in their own homes. In collaboration with Swiss start-up Mila, Vodafone has created the myHammer platform for digital life. The mila.com/vodafone platform is the place to find competent, independent and Vodafone-authorized experts who will be providing customers with assistance on a wide range of technical issues in future. Using this service is both easy and inexpensive for Vodafone customers. The Vodafone Service Friends help them to professionally configure their new smartphone, or to set up their complex home entertainment system or network after working hours and at weekends. They are a convenient alternative when problems cannot be resolved or are difficult to resolve on other service channels. And they're local and inexpensive. Vodafone Service Friends' service quality is guaranteed by a rating system that everyone can see. The service was launched in Berlin and 60 Vodafone Service Friends have already registered. It will be launched in further cities in the near future.

A more personal over-the-counter service at the shops

Vodafone doesn't just deliver a personal service in people's homes, it is also introducing the successful service concept from the Vodafone Stores in all the Vodafone shops. From today onwards, specially trained experts will be on hand at the first 200 shops to enhance their customer service offering. Some of the shops will have special service areas so that customers can get answers to their tariff or invoice queries straight away, or receive competent advice from an expert. By the end of October, Vodafone will have doubled the number of service experts at its shops to 400.

24/7 service on all channels: Vodafone launches its Twitter service

Like the video service for smartphone users, Vodafone customers will be able to enjoy a 24/7 service on the social media in future. A team of customer advisors will be working around the clock to resolve customer problems at any time of the day or night. Vodafone is also extending the team of customer advisors in its own Facebook service channel and will be launching a dedicated Twitter service on the first day of the IFA. Followers get tweeted useful tips and tricks and can ask questions to the specialists via direct messages.

Visit Vodafone at the IFA 2014 in Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published at vodafone.de/presse.

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Vodafone Germany

is one of the largest and most modern telecommunication services providers in Europe. It realises turnover of more than 9.8 billion euros (together with Kabel Deutschland) and has 10,500 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. 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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