

# Vodafone: Revolutionizing The Customer Experience

Vodafone is one of the largest telecom operators in India with more than 50 million customers in 16 different circles across India.

## The Challenge

The biggest challenge for Vodafone was handling its growing customer base while reducing, its infrastructure and personnel cost. The management at Vodafone had long realized that Self Service Automation is the key to drive operational efficiency. Self service kiosks provide customers 24x7 convenience while reducing the cost per transaction.

The biggest challenge was to build a Terminal that could withstand the varied Indian weather (extreme temperatures in the north & the tropical climate in the south), while keeping internal electronic components dry and ventilated and inaccessible to vandalism.

Moreover, this was a first time a project of such magnitude had been attempted. The biggest hurdle was the Indian currency which is not machine readable and had a large number of counterfeits in circulation.

Vodafone selected Intellvisions from a long list of vendors primarily because of their ability to translate ideas into workable prototypes and the ability to anticipate and preempt the technical and environmental issues facing such a project.

## The Solution

The entire prototype development and currency adaptation took almost **six** months. The Intellvisions team of designers & Software developers worked ceaselessly to script a product that stands out for outstanding engineering, the robustness to withstand the harsh environmental conditions of the Indian subcontinent and the ability to connect with an Indian diaspora that speaks a different dialect across every 50km of the country.

Built from mild steel, the kiosk stands out for its design and robustness. Components are easily removed and replaced with minimum down time. The kiosk can provide information & services that are accessible to Customers through a voice enabled interface.



**The Vodafone kiosk attracts more than 300 transactions collecting an average of 1.5 lakhs per day... The kiosk does the work of 3 dedicated collection staff working non-stop 18 hours a day.**



# Features include:

- Prepaid-Account recharge
- Postpaid-Print bill, pay bill, activate / deactivate services
- Flexible payment options such as Cheques, Cash & Credit Cards
- Showcase VAS (Value Added Services) offerings
- Access/print transaction logs
- Facility to monitor health & uptime from a central location

# The Result

Today, the Vodafone 'Self-Service Kiosk' with 1100 plus installation is the largest Transaction kiosk networks in the country. Each kiosk handles an average of 300 transactions a day in diverse environmental conditions, making an unequivocal brand statement for Vodafone.

- Increased customer satisfaction
- Reduced customer churn
- Extended corporate brand image
- Reduced wait times for handling product information
- Improved service levels across all outlets

# About Intellvisions and i-Serve Transaction Kiosks

Intellvisions is a leading provider of self-service technologies.

Since 1994, Intellvisions has been committed to developing innovative solutions that help global organizations achieve their most important objectives... generating more revenues while increasing operational efficiency and reducing transaction costs. We serve the most demanding customers known for setting the highest benchmarks in customer service.

Our products stand out for their innovative engineering, long-term value and our proven ability to solve business problems of our customers using imagination and insight. They are built on the foundation of our long-established industry knowledge in image processing, control electronics and system engineering capabilities. They reflect the creativity of our diverse team of product designers and software specialists.

Organizations in over 11 countries rely on Intellvisions to drive up their operational efficiency, enhance the security of transactions while reducing transaction costs taking their business to a new level of competitive advantage.

The i-Serve range of multi-function Kiosks optimizes migration of high volume low value transactions from the teller to the self-service channel.

The versatile nature of the i-Serve series lets you introduce new functionality to keep pace with the changing business environment.

i-Serve offers a high level of security and a host of flexible configuration options. These include EMV card readers, Triple DES Pin Pads, cheque acceptor's & cash acceptors.