

Transforming the way enterprises call their customers



vodafone

VODAFONE PORTUGAL CASE STUDY

About Vodafone Portugal



Vodafone is a global telecommunications company which presents a range of services that are distinctive in each of the segments of the market.

Vodafone Portugal is a leading innovator and leader in brand image and Customer satisfaction, having nationwide network coverage with Fiber-Telecommunications network, connecting 3.7 million homes and businesses as well as 4.5 million Customers with its Mobile network.



The Challenge

One of Vodafone Portugal's goals is to identify innovative ways of providing exceptional service experiences that differentiate it from its competitors.

Vodafone Portugal faces challenges both in the customer experience and in KPI performance related to outbound calls.

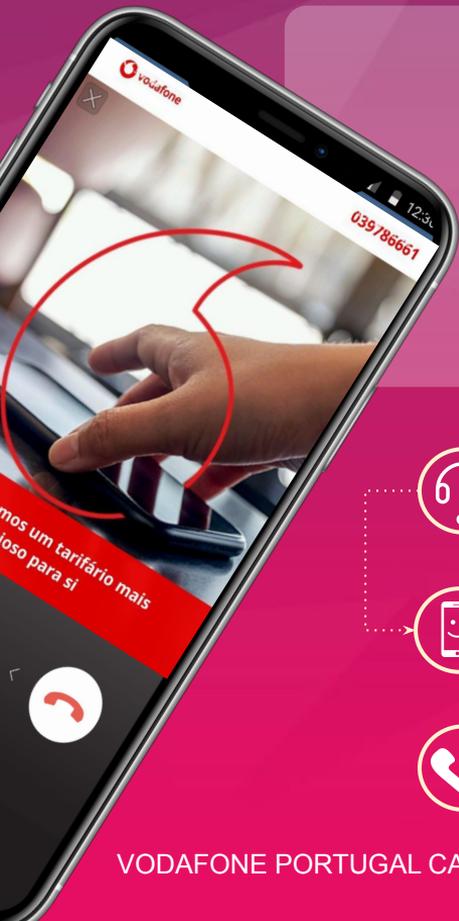
Unlike many other channels of service that have been digitized and optimized, telephone calls to the customers, a major communication and sales channel, have remained outdated.

While some aspects of the outbound call journey have been revived, the call itself that reaches the customer remains a black and unidentified screen which creates lack of communication and brand identification, and leads to frustration of customers and loss of sales to the company.

The Solution



Vodafone Portugal implemented PicUP's technology and utilized PicUP campaign optimization platform to deliver visually optimized & branded calls to their customers.



Contact center agents call customers



Customers receive PicUP optimized screens when phone rings



Customers pick up and start a purchase conversation with agents.





Use Cases

1

Campaign UP SALE

Upgrades for mobile customers

September 2020 - March 2021

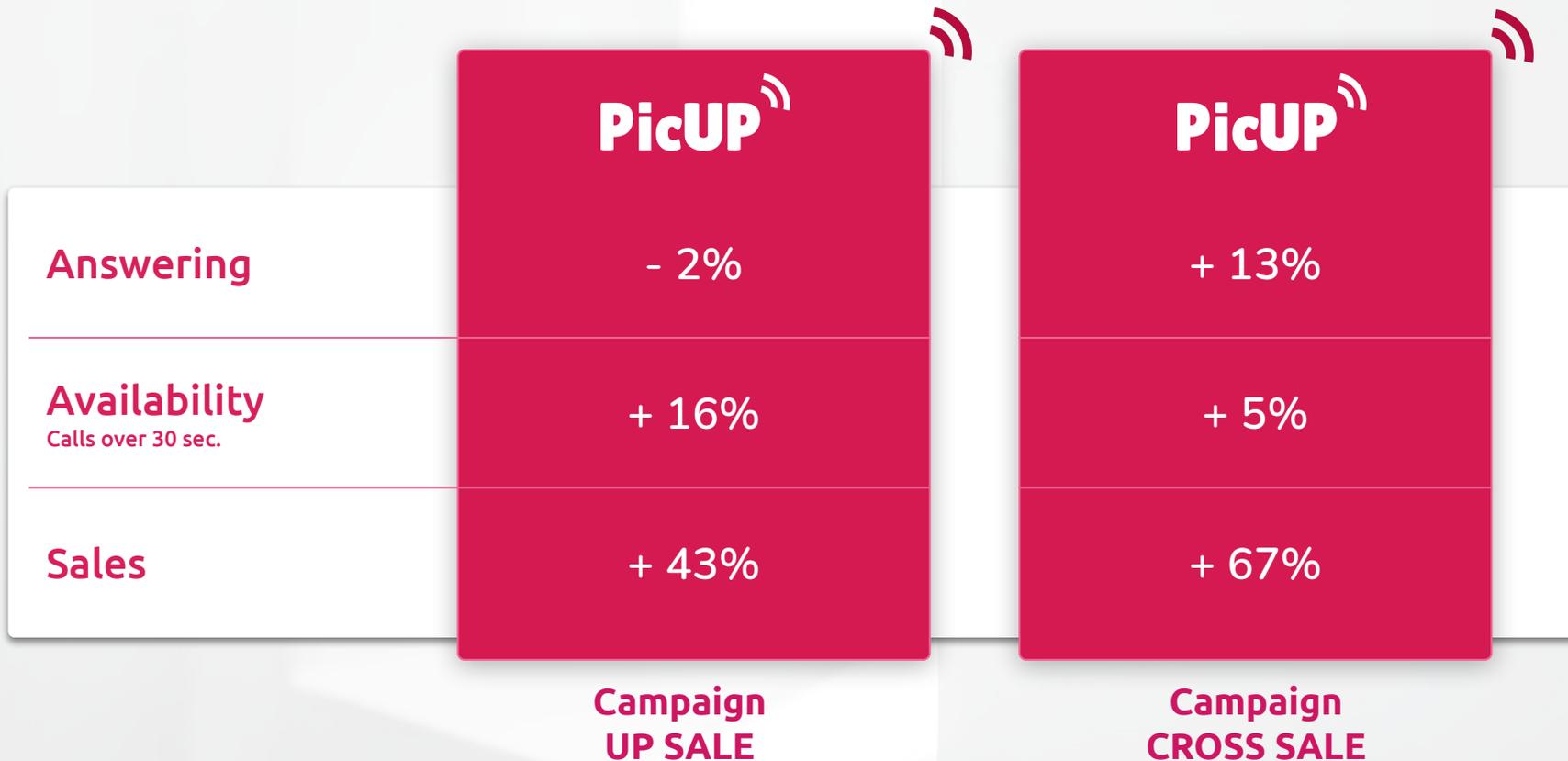
2

Campaign CROSS SALE

Selling TV plans for mobile customers

June 2020 - September 2020

Results





Success Stories

“

PicUP's technology creates **a new digital experience** for our customers, and helps us improve customer (and agent) satisfaction, and most importantly, working with PicUP helps us **significantly increase our outbound sales**”



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Thank you

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