



# Vodafone

## 2011 VCA Redesign

### Customer Experience Baseline & Goals

## VCA Redesign Success Metrics Purpose & Background

This document describes the current state of the customer experience on the Vodafone Website (VCA) and sets a baseline against which design improvements may be measured.

Qualitative research was conducted to establish the 'current state' or baseline.

Targets were set based on 'best practice' and current state.

# VCA Redesign Success Metrics: Experience Goals

- **Increase Goal Attainment**

Increase the ease at which customers research, select, buy and manage their mobile plans and devices on Vodafone.com.au

- **Increase customer confidence**

Improve customers' confidence in decisions made, actions taken and advice received on Vodafone.com.au







- **Increase Net Promotor Score**

Increase the customer's propensity to recommend Vodafone to family and friends through the enablement of the above.

# VCA Redesign Success Metrics Methodology

10 customers, 5-8 questions asked of each for a total of 50 responses.

Customers completed 7 basic tasks on the current site. They were then asked to rate their experience as described below.

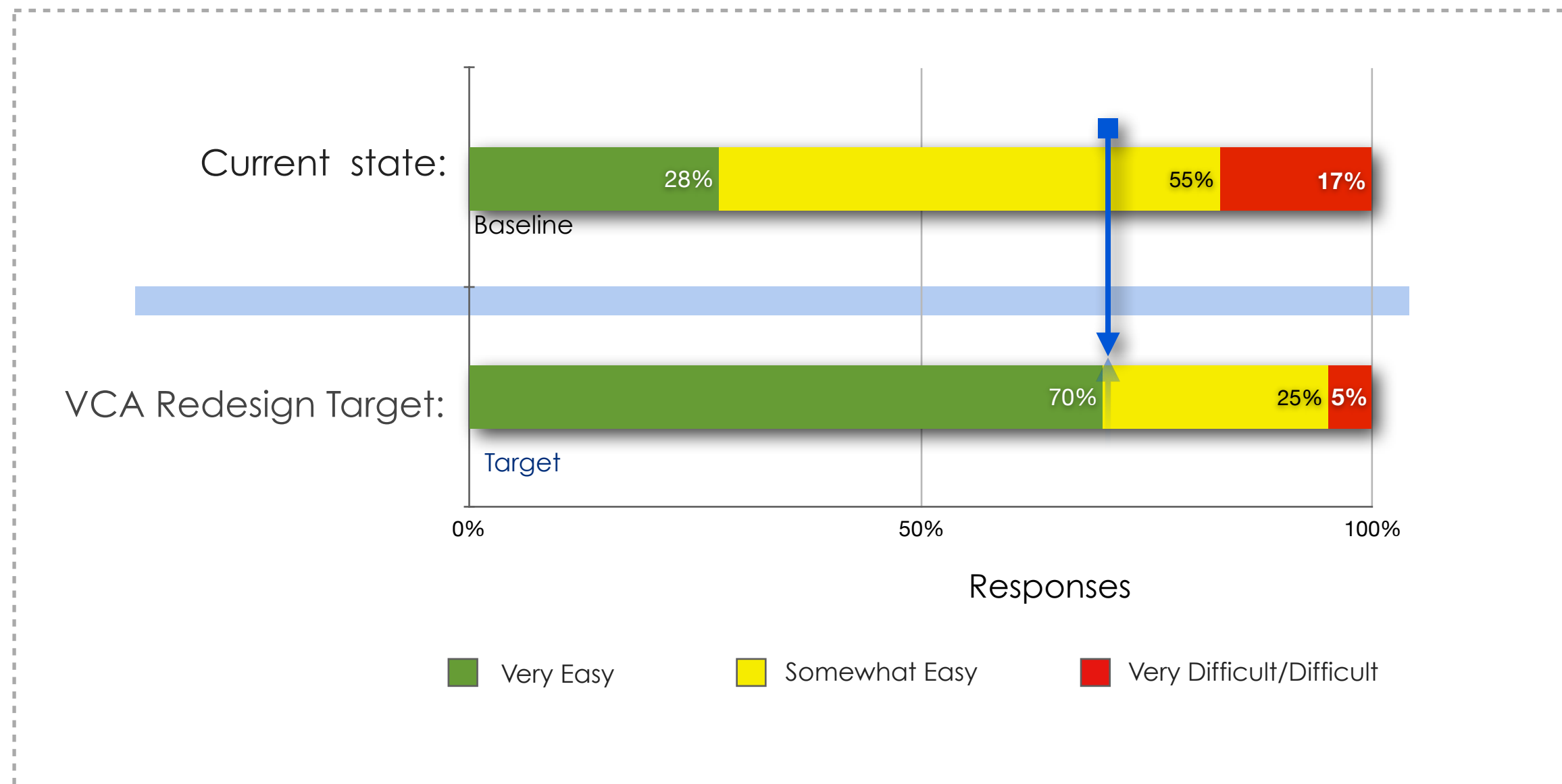
	Question asked	Response scale	Influencers
Ease of Goal Attainment	How easy was it to find what you were looking for?	 Very Difficult/Difficult	Navigation, design, language, naming, interaction flow, IA, speed, cognitive matching, anticipation of customer issues.
		 Somewhat Easy	
		 Very Easy	
Confidence in content	How confident are you that you chose the right product or understand the information?	 No Confidence/Not Confident	Content quality, single voice, tone, consistency, easy to understand, lack of clutter, integrated self-care, self-serve, integrated design.
		 Somewhat Confident	
		 Very Easy	
Propensity to Recommend (NPS)	How likely are you to recommend Vodafone to family and friends?	NPS scale 1-10	It's easy for customers to find what they were looking for.  Customers feel confident in the decisions they've made or with the information they've received.

# VCA Redesign Success Metrics Tasks measured

1. Finding & choosing a mobile (device)
2. Finding & choosing a prepaid plan
3. Finding & choosing an MBB plan
4. Finding & choosing a prepaid SIM
5. How to unlock one's phone from the network
6. How to change one's voicemail password
7. Finding out if international roaming is enabled and costs

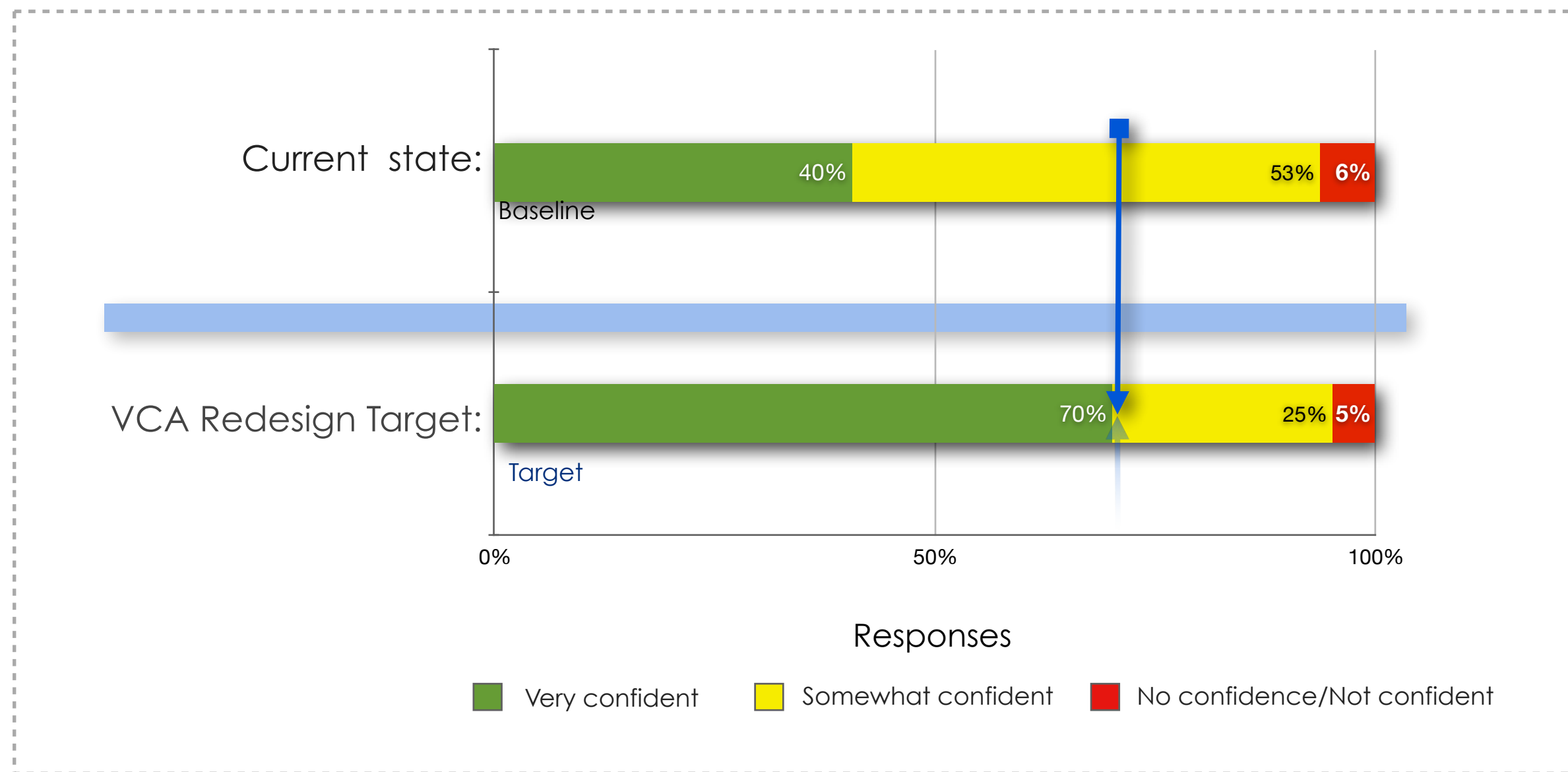
# VCA Redesign Success Metrics: Current State & Redesign Targets

- Current state of **Goal Attainment** across all 7 tasks:



# VCA Redesign Success Metrics: Current State & Redesign Targets

- Current state of **Confidence in content** on Vodafone.com.au:



# VCA Redesign Success Metrics: Targets in another format

## ● Increase Ease of Goal Attainment

Current State		Goal
■ 28% Very Easy	→	■ 70% Very Easy
■ 55% Somewhat Easy		■ 25% Somewhat Easy
■ 17% Difficult/Very Difficult		■ 5% Very Difficult/Difficult

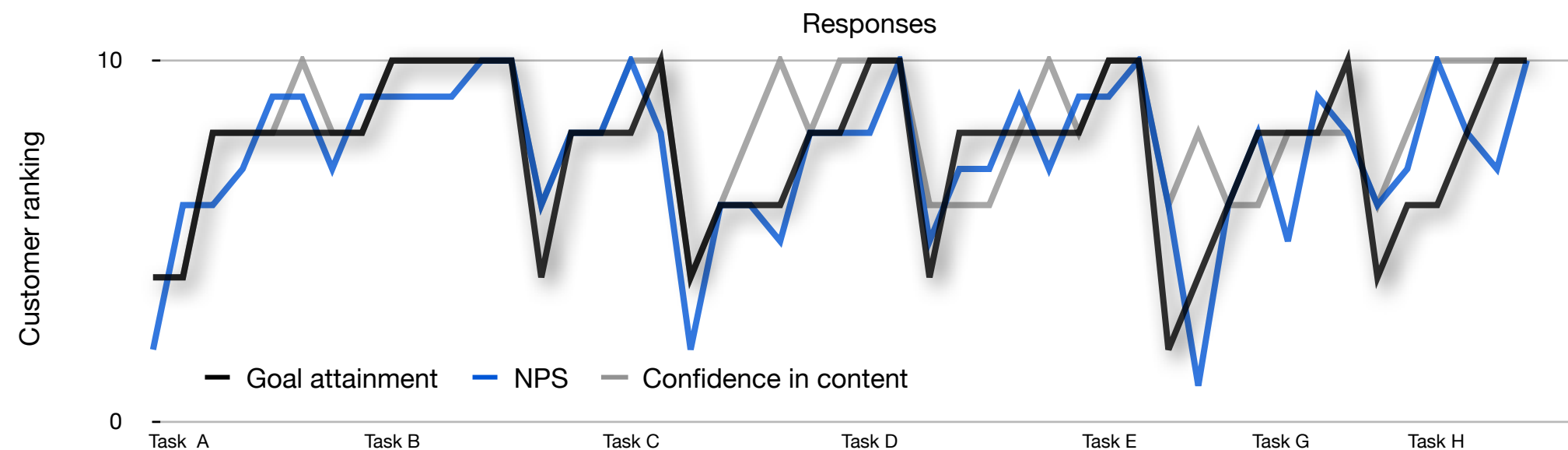
## ● Increase Confidence in the Content

Current State		Goal
■ 40% Very Confident	→	■ 70% Very Confident
■ 53% Somewhat Confident		■ 25% Somewhat Confident
■ 6% No Confidence/Not Confident		■ 5% No Confidence/Not Confident



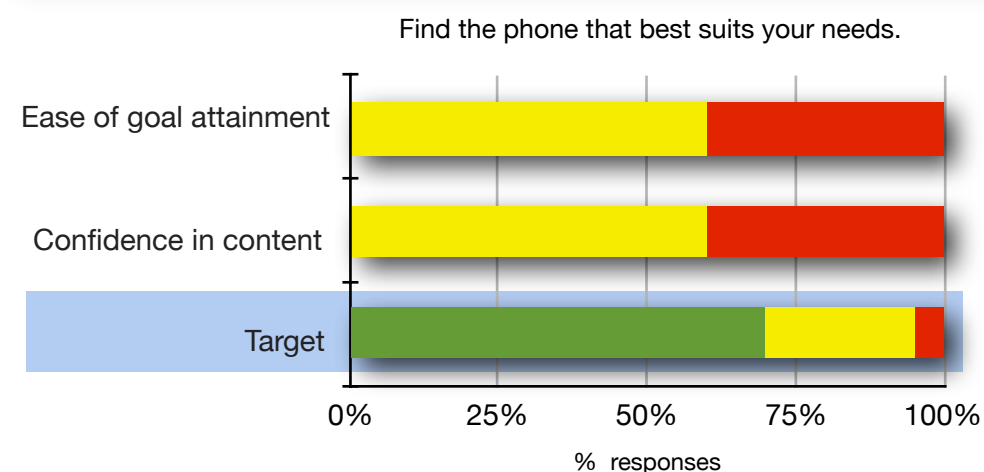
# VCA Redesign Success Metrics: Goal attainment, Confidence &

- **NPS correlates directly** (.85) with the customers' rating of 'Ease of goal attainment' and 'Confidence in the content.'
- Increasing "Ease of goal attainment" and "Confidence in the content" will positively impact NPS.

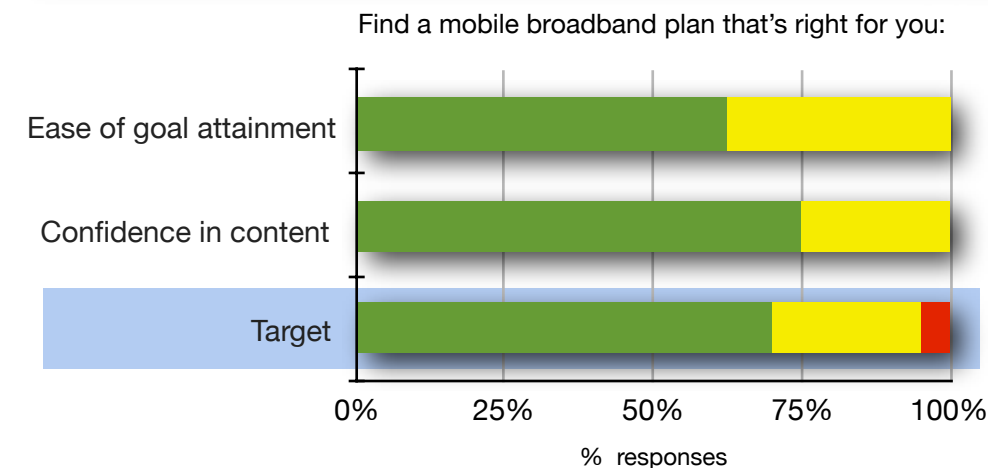


# VCA Redesign Success Metrics: Current state & targets

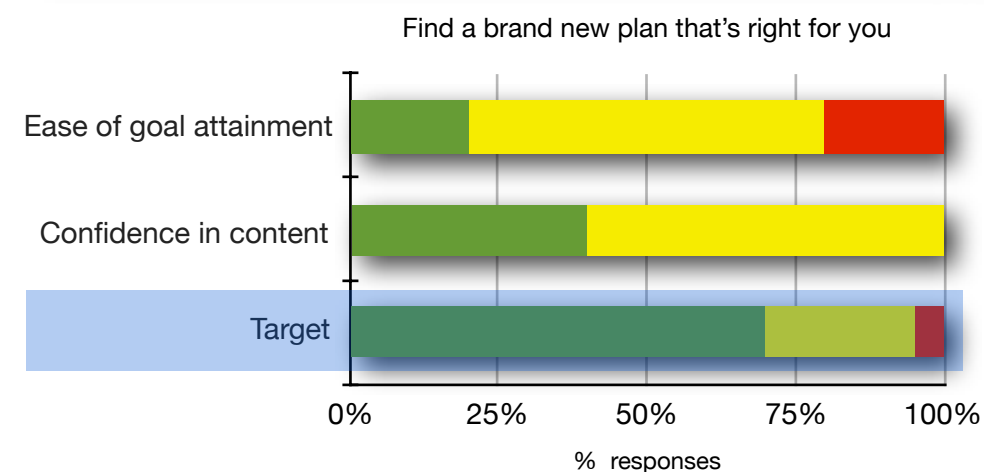
## Finding & choosing a device



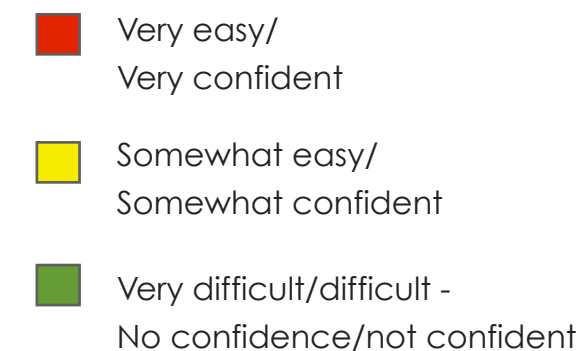
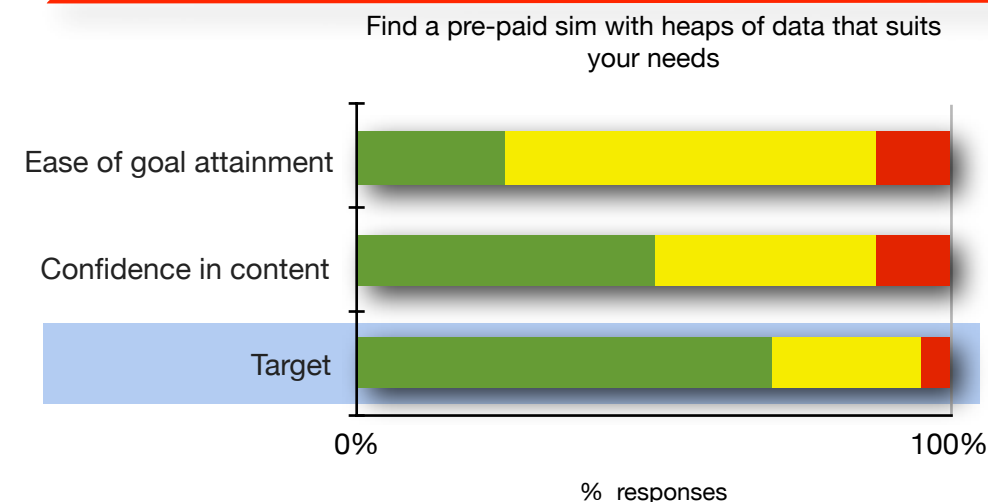
## Finding & choosing an MBB plan



## Finding & choosing a new postpaid plan



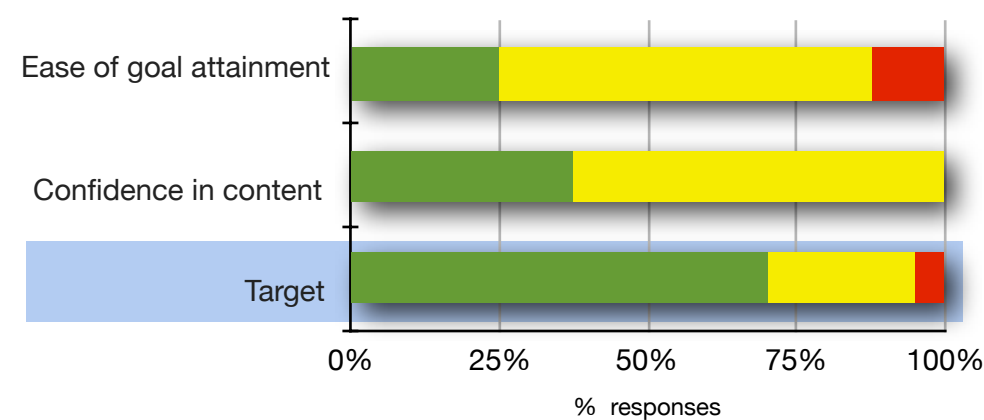
## Finding & choosing a prepaid sim



# VCA Redesign Success Metrics: Current state & targets by task

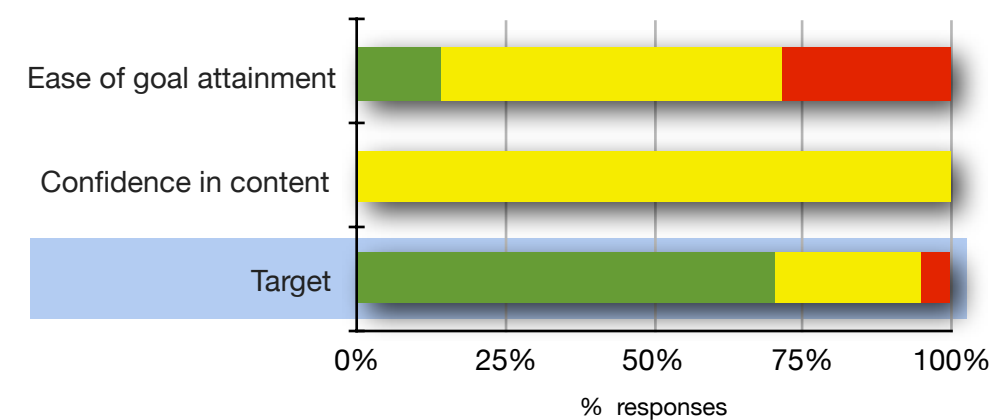
## Finding out if roaming is enabled & potential costs

Find out if roaming is enabled on your phone & what is costs (NZ)?



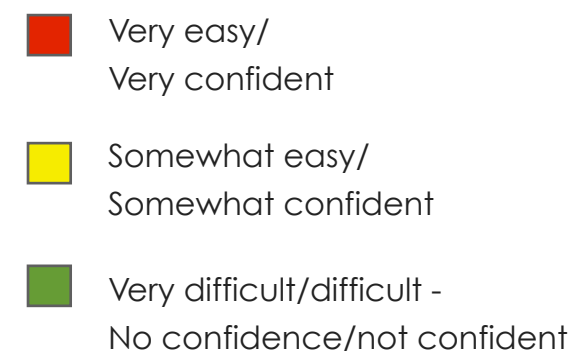
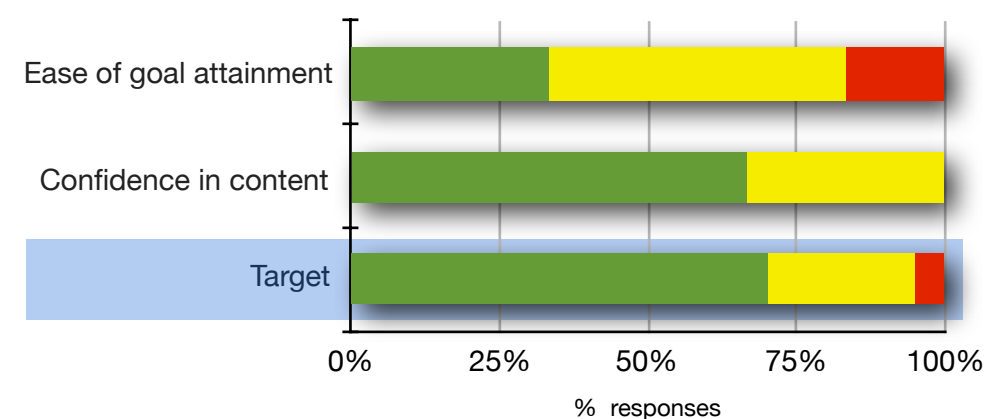
## Unlocking one's device from the network

Find out how to unlock your HTC Legend.



## Changing one's voicemail password

Find out how to change your voicemail pw.



## Quick wins: What did customers want?

- ◉ **Fix the store comparison tool.**
- ◉ **Product and device pages need improvement.**
- ◉ **Improve support content as it relates to roaming costs**
- ◉ **Automate unlocking through better self-help content**
- ◉ **Customers want to hold a device before purchase.**
- ◉ **Integrate the purchase/research experience.**



**vodafone**

# Appendix

# Raw data

	Scale:	Very Difficult-- Difficult/ No Confidence-- Not Confident	Somewhat Easy/ Somewhat Confident	Very Easy/ Very Confident	How many votes per score?									
					1	2	3	4	5	6	7	8	9	10
Device p=5	Task:													
	Goal attainment	40%	60%	0%	0	2	0	3	0					
	Confidence in content	40%	60%	0%	0	2	0	3	0					
	Target	5%	25%	70%	0	1	0	0	0	2	1	0	1	0
MBB p=8	Goal attainment	0%	38%	63%	0	0	0	3	5					
	Confidence in content	0%	25%	75%	0	0	0	2	6					
	Target	5%	25%	70%	0	0	0	0	0	0	1	0	5	2
Postpaid p=5	Goal attainment	20%	60%	20%	0	1	0	3	1					
	Confidence in content	0%	60%	40%	0	0	1	2	2					
	Target	5%	25%	70%	0	0	0	0	0	1	0	3	0	1
Prepaid p=8	Goal attainment	13%	63%	25%	0	1	3	2	2					
	Confidence in content	13%	38%	50%	0	1	1	2	4					
	Target	5%	25%	70%	0	1	0	0	1	2	0	3	0	1
Roaming p=8	Goal attainment	13%	63%	25%	0	1	0	5	2					
	Confidence in content	0%	63%	36%	0	0	3	2	3					
	Target	5%	25%	70%	0	0	0	0	1	0	3	0	3	1
Unlock p=7	Goal attainment	29%	57%	14%	1	1	1	3	1					
	Confidence in content	0%	100%	0%	0	0	3	4	0					
	Target	5%	25%	70%	1	0	0	0	1	2	0	2	1	1
Voicemail p=6	Goal attainment	17%	50%	33%	0	1	2	1	2					
	Confidence in content	0%	33%	67%	0	0	1	1	4					
	Target	5%	25%	70%	0	0	0	0	0	1	2	1	0	2
Total	Goal attainment	17%	55%	28%	1	7	6	20	13	0	0	0	0	0
	Confidence in content	6%	53%	40%	0	3	9	16	19	0	0	0	0	0
	Target	5%	25%	70%	1	2	0	0	3	8	7	9	10	8