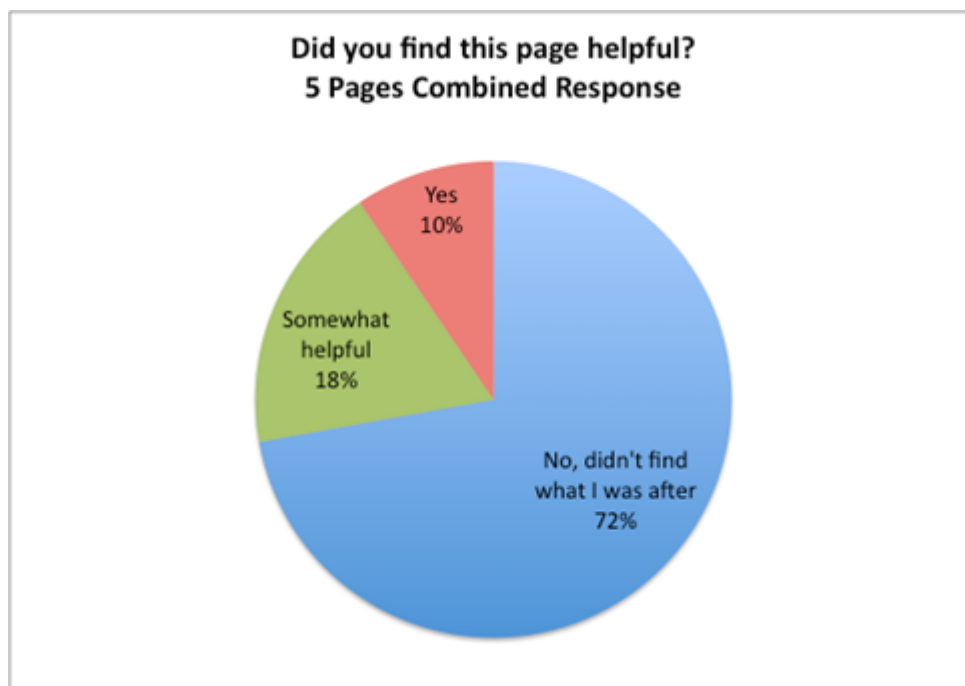




Web Feedback Module Fortnightly Report

Combined Goal Attainment Metrics: 28 Nov - 11 Dec

We received 790 responses via the feedback module across the five pilot pages during this fortnight (28 Nov - 11 Dec). As expected, feedback skews towards the negative, as users tend not to provide comments when things work as expected. All the same, the comments received are very helpful in pinpointing where we need to focus our improvement efforts.



Top-line issues:

1. Customers want to easily scan plans, pricing and upgrade information at a glance. They find our current information and layout confusing and cluttered.
2. The broken pricing tabs on the iPhone 4S page had a significant impact on customer experience.

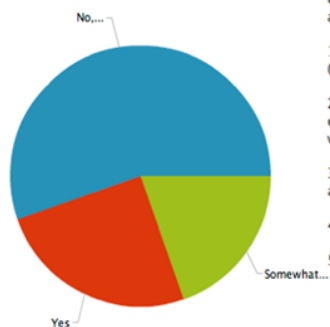
Feedback is very page-specific so please see the individual reports (attached and below) for the actions needed.

Vodafone AU Web User Feedback: NEW NETWORK

Fortnightly Report | 28 Nov – 11 Dec 2011

<http://vodafone.com.au/personal/aboutvodafone/network/index.htm>

Did you find this "New Network Page" helpful?



Key Issues

Overwhelmingly, customers who came to this page had problems with the coverage in their area and needed an email or contact mechanism to be heard – yet didn't find one.

1. Customers need a way of either logging their area's network issues or need someone to talk to or email (with response) in regards to their experience and the network situation in their area.
2. Customers also came to this network page when experiencing a network outage or interruption. They expected to find updates or news on outages in this section. They also expected links to contact Vodafone with complaints or billing issues related to coverage.
3. customers are aware that coverage in a post-code does not necessarily mean coverage within their town and they wanted specific, more detailed information about the coverage within their area.
4. Customers expected this page to be updated regularly and it had not been.
5. Customers found the layout and message confusing

Details

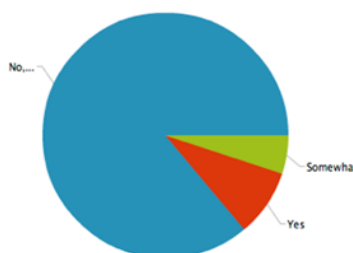
| Choices | Percentage | Count |
|----------------------------------|------------|-----------|
| No, didn't find what I was after | 55.36% | 31 |
| Yes | 25.00% | 14 |
| Somewhat helpful | 19.64% | 11 |
| Total | | 56 |

Vodafone AU Web User Feedback: PREPAID LANDING

Fortnightly Report | 28 Nov – 11 Dec 2011

<http://vodafone.com.au/personal/prepaid/home/index.htm>

Did you find the Prepaid Landing Page helpful?



Primary Issues

1. The majority of customers who responded 'no' were looking for prepaid pricing and packages. While the options are available on the page, customers apparently do not understand the terminology and also find the page too cluttered. It's also likely that customers missed the smaller text links underneath the images.
2. Overall customers expected all top-up, balance and account information (My Voda) to be available from the prepaid section and were confused that it wasn't.

Customer expected to find the following on this page

- ...account and balance
- ...prepaid pricing
- ...Bonus bank info
- ...top-up (recharge) info
- ...where to buy (store finder)
- ...offers which they received via sms
- ...list of phones available on prepaid
- ...prepaid sim: Customers didn't register the "Starter Pack"
- ...tech support for prepaid

More Details

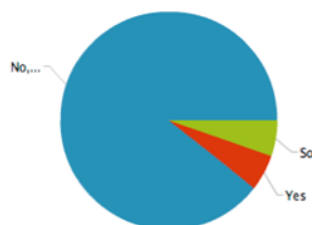
| Choices | Percentage | Count |
|----------------------------------|------------|-----------|
| No, didn't find what I was after | 86.08% | 68 |
| Yes | 8.86% | 7 |
| Somewhat helpful | 5.06% | 4 |
| Total | | 79 |

Vodafone AU Web User Feedback: CONTACT US

Fortnightly Report | 28 Nov – 11 Dec 2011

<http://vodafone.com.au/help/contactus/index.htm>

"Did you find this 'contact page' helpful?"



Key customer issues

Over 50% of customers were looking for a way of reaching Vodafone through email or online chat but were unable to locate this. Most customers were already frustrated after a bad call centre experience by the time they arrived at this page and they WANTED to use the web for contact but could not do so.

Customers wanted

1. A list of topics or problems and the relevant form/contact mechanism so they could feel they are going to be responded to.
2. A table of all the contact methods and addresses
3. An email address or email contact form – they couldn't find this.
4. Postal address
5. Text chat
6. An uncluttered page

Details

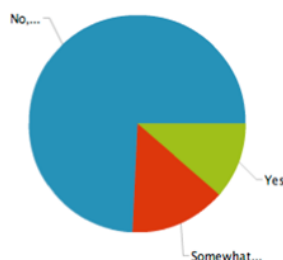
| Choices | Percentage | Count |
|----------------------------------|------------|------------|
| No, didn't find what I was after | 89.31% | 117 |
| Yes | 5.34% | 7 |
| Somewhat helpful | 5.34% | 7 |
| | 0.00% | 0 |
| Total | | 131 |
| Unanswered | | 2 |

Vodafone AU Web User Feedback: SCARLET

Fortnightly Report | 28 Nov – 11 Dec 2011

<http://vodafone.com.au/personal/howtomove/vodafone/plans/upgrade/index.htm>

Did you find this page helpful?"



Key issues

More than 60% of users who responded "no" told us that:

1. They not find all the handsets and plans available on Vodafone.
2. They couldn't upgrade or switch online and they wanted to or were able to do so on '3'. They were especially disappointed that they couldn't upgrade online to the iPhone 4S and that we were unable to determine their eligibility online.

Overall: Customers were unable to quickly scan the handsets and plans and didn't easily understand how to move over or upgrade to Vodafone.

"Why cant you know and tell me whether or not I'm eligible for an upgrade online? I've already given you my details!"

Customers expected...

- i. a quick and easy way to switch right over – online.
- ii. a comprehensive list with pictures of all the HS available
- iii. to see all phones and related plans; not just the ones 'you want me to buy'
- iv. special offers for 3 switchers
- v. Vodafone to direct them to the plan matches their existing 3 plan

Details

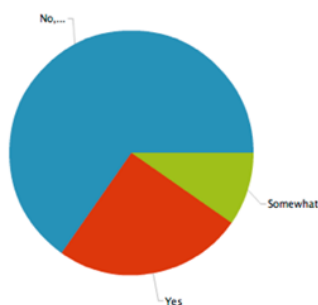
| Choices | Percentage | Count |
|----------------------------------|------------|------------|
| No, didn't find what I was after | 74.24% | 98 |
| Somewhat helpful | 14.39% | 19 |
| Yes | 11.36% | 15 |
| Total | | 132 |

Vodafone AU Web User Feedback: IPHONE 4S LANDING

Fortnightly Report | 28 Nov - 11 Dec 2011

<http://vodafone.com.au/personal/iphone/home/iphone-4s/index.htm>

"Did you find this iPhone 4S page helpful?"



Main Issue

Overwhelmingly, customers who responded 'no' were reacting to the broken pricing tabs. At this point, the problem has been fixed and we expect goal attainment to go up next fortnight.

This page also received a very high raw number of "yes" respondents, indicative of a more positive experience prior to the error occurring.

Key Issues

1. Broken pricing tab
2. Prior to the tabs working, customers still told us that they were unable to easily scan plan, pricing and model types and wanted a simpler layout.
3. Outright purchase: Customers couldn't find outright purchase info
4. Battery life: There were many inquiries about battery life
5. Prepaid: Customers wanted to know how they could use this phone with their existing prepaid plans and packs
6. Deeper plan information such as cost of roaming

"All I wanted was to find the plans available for the 16G iphone and all I got was this cluttered page"

"This was a great site i was just wondering how much it was and this was in my price range i did not know much about the iphone 4s until now"

| Choices | Percentage | Count |
|----------------------------------|------------|-------|
| No, didn't find what I was after | 65.31% | 256 |
| Yes | 25.00% | 98 |
| Somewhat helpful | 9.69% | 38 |
| | | Total |
| | | 392 |