VODAFONE

Q&A 2.0

Customer Experience Baseline & Goals

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Version 1.2

Introduction

This document describes the **current state of the customer experience** when interacting with the sales system of the Vodafone website. The intent is to set a baseline against which the future redesign's success can 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.

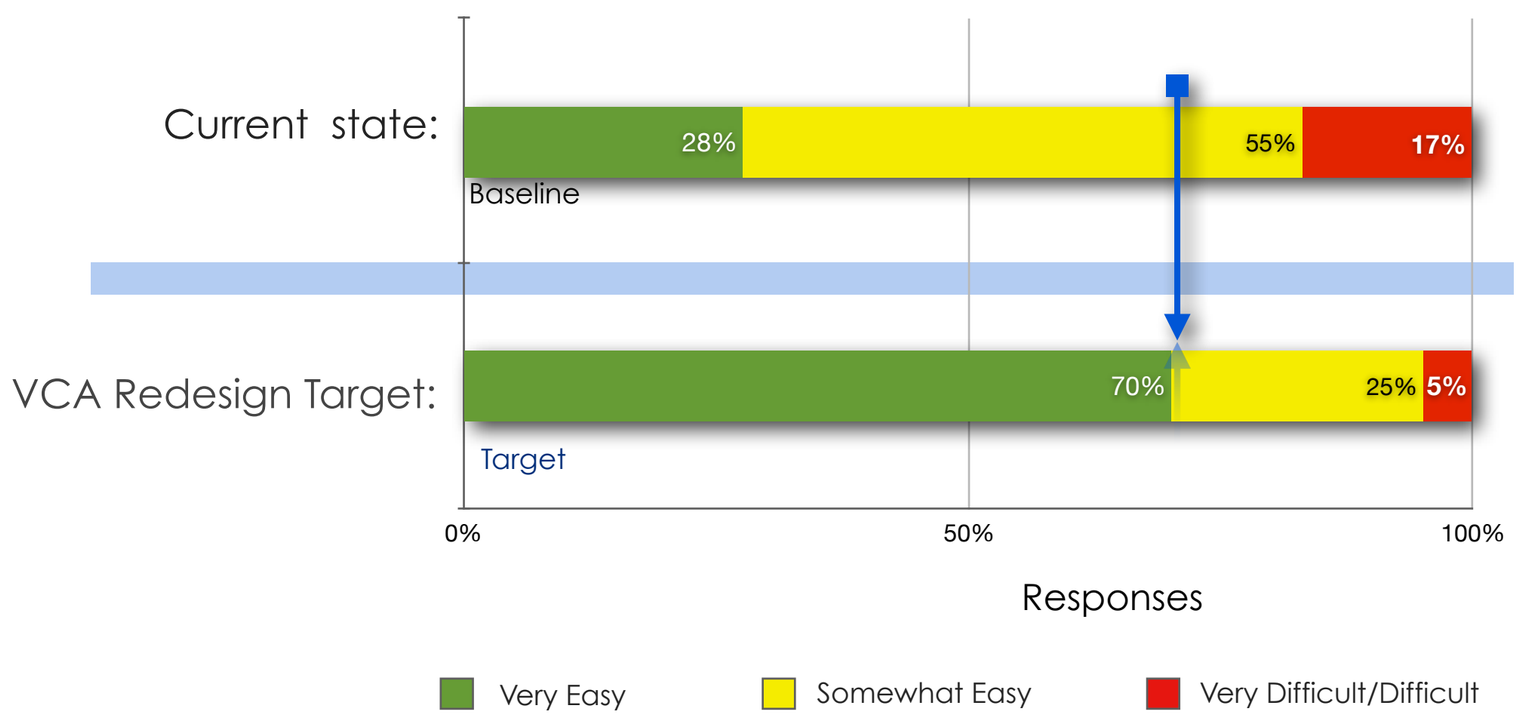
	Question asked	Response scale	Influencers
Ease of Goal Attainment	How easy was it to find what you were looking for?	Very Difficult/Difficult Somewhat Easy Very Easy	Navigation, design, language, naming, interaction flow, IA, speed, cognitive matching, anticipation of customer issues.
Confidence in content	How confident are you that you chose the right product or understand the information?	No Confidence/Not Confident Somewhat Confident Very Easy	Content quality, single voice, tone, consistency, easy to understand, lack of clutter, integrated self-care, self-serve, integrated design.
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

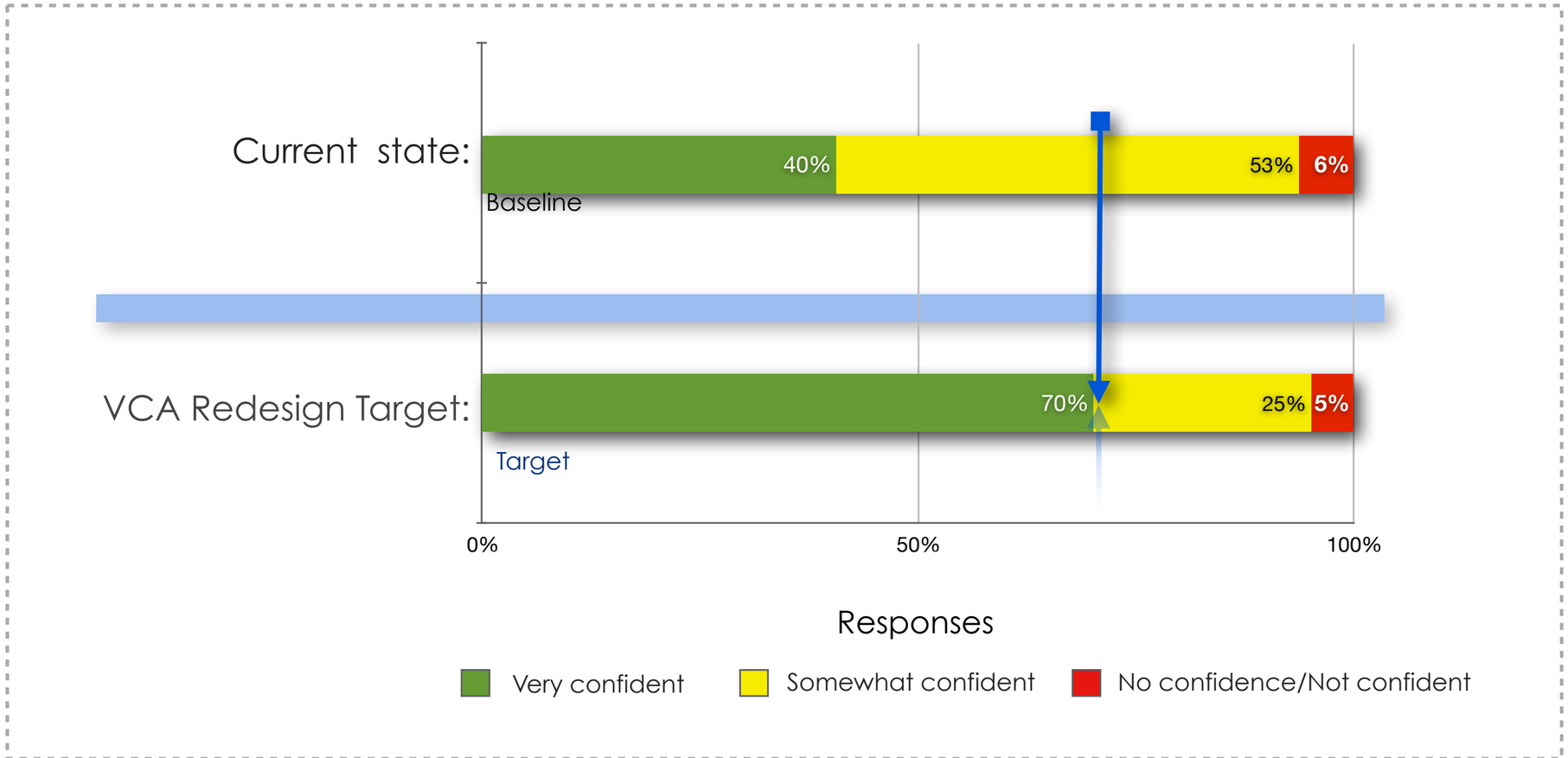
VCA Redesign Success Metrics: Current State & RedesignTargets

- 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

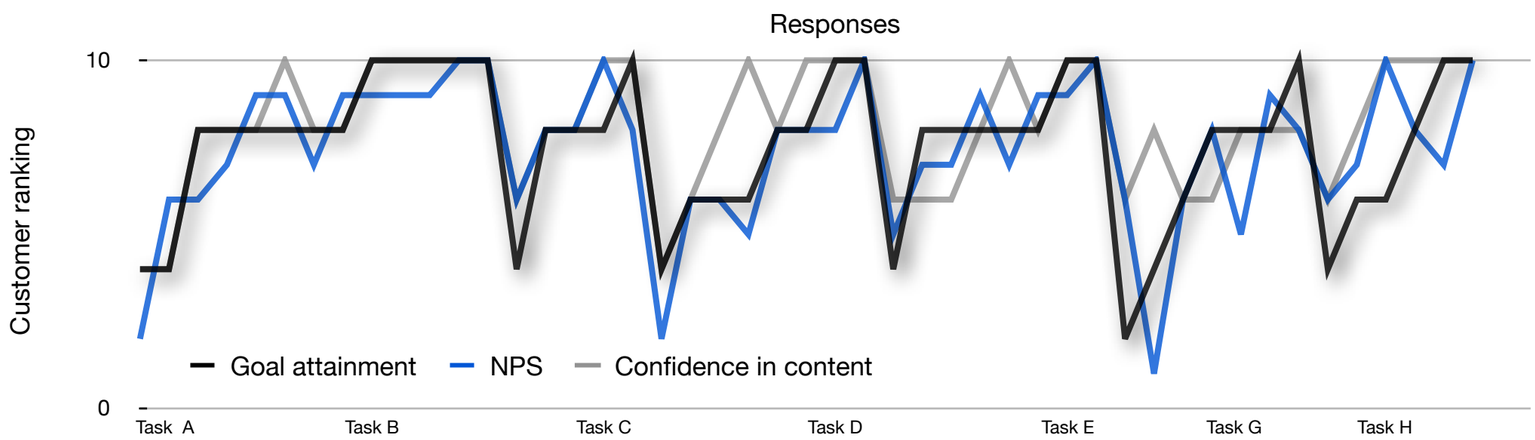
Current State	Goal
28% Very Easy	70% Very Easy
55% Somewhat Easy	25% Somewhat Easy
17% Difficult/Very Difficult	5% Very Difficult/Difficult

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

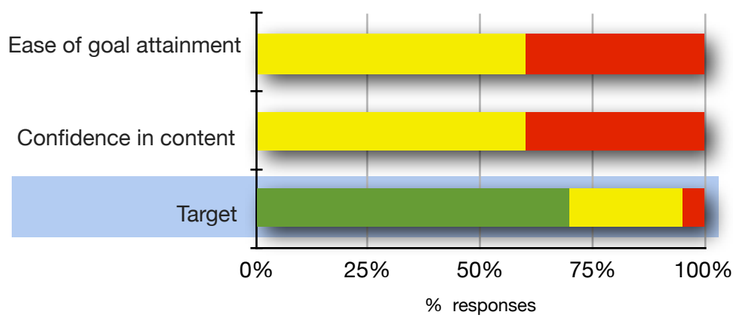
- **NPS correlates directly** (.85) with the customers' rating of 'Ease of goal attainment' and 'Confidence in the content.'
- Increasing "Ease of goal attainment" and "Confidence in the content" will positively impact NPS.



VCA Redesign Success Metrics: Current state & targets by task

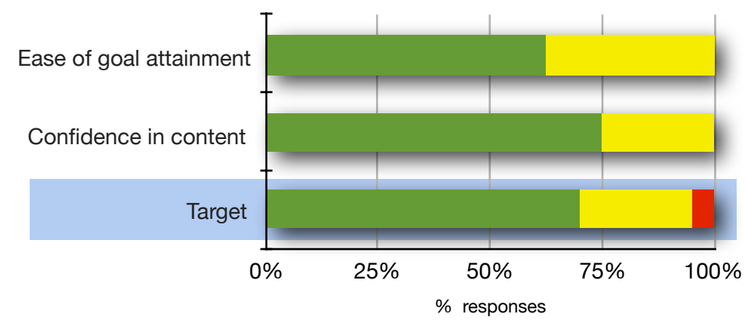
Finding & choosing a device

Find the phone that best suits your needs.



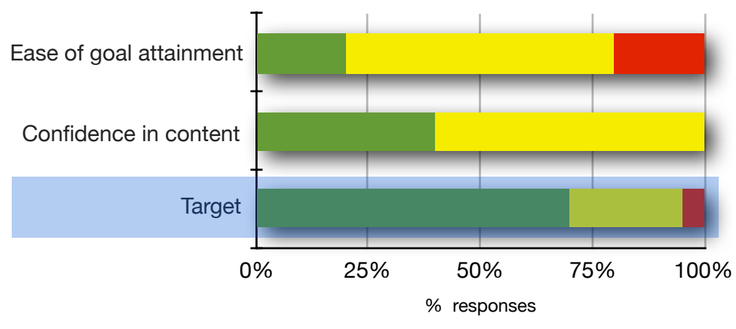
Finding & choosing an MBB plan

Find a mobile broadband plan that's right for you:



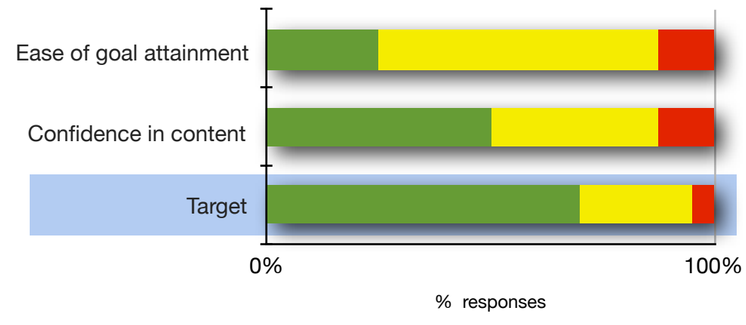
Finding & choosing a new postpaid plan

Find a brand new plan that's right for you



Finding & choosing a prepaid sim

Find a pre-paid sim with heaps of data that suits your needs

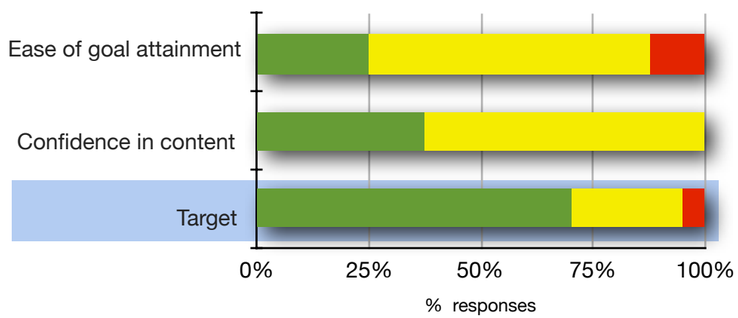


- Very easy/ Very confident
- Somewhat easy/ Somewhat confident
- Very difficult/difficult - No confidence/not confident

VCA Redesign Success Metrics: Current state & targets by task

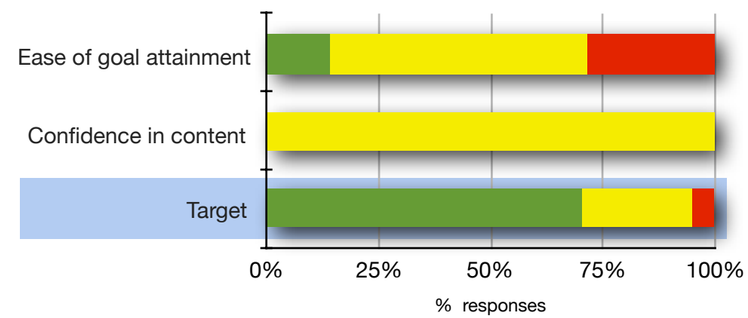
Finding out if roaming is enabled & potential costs

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



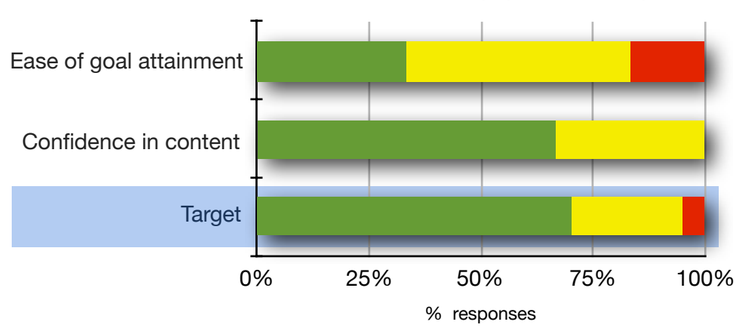
Unlocking one's device from the network

Find out how to unlock your HTC Legend.



Changing one's voicemail password

Find out how to change your voicemail pw.



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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.**

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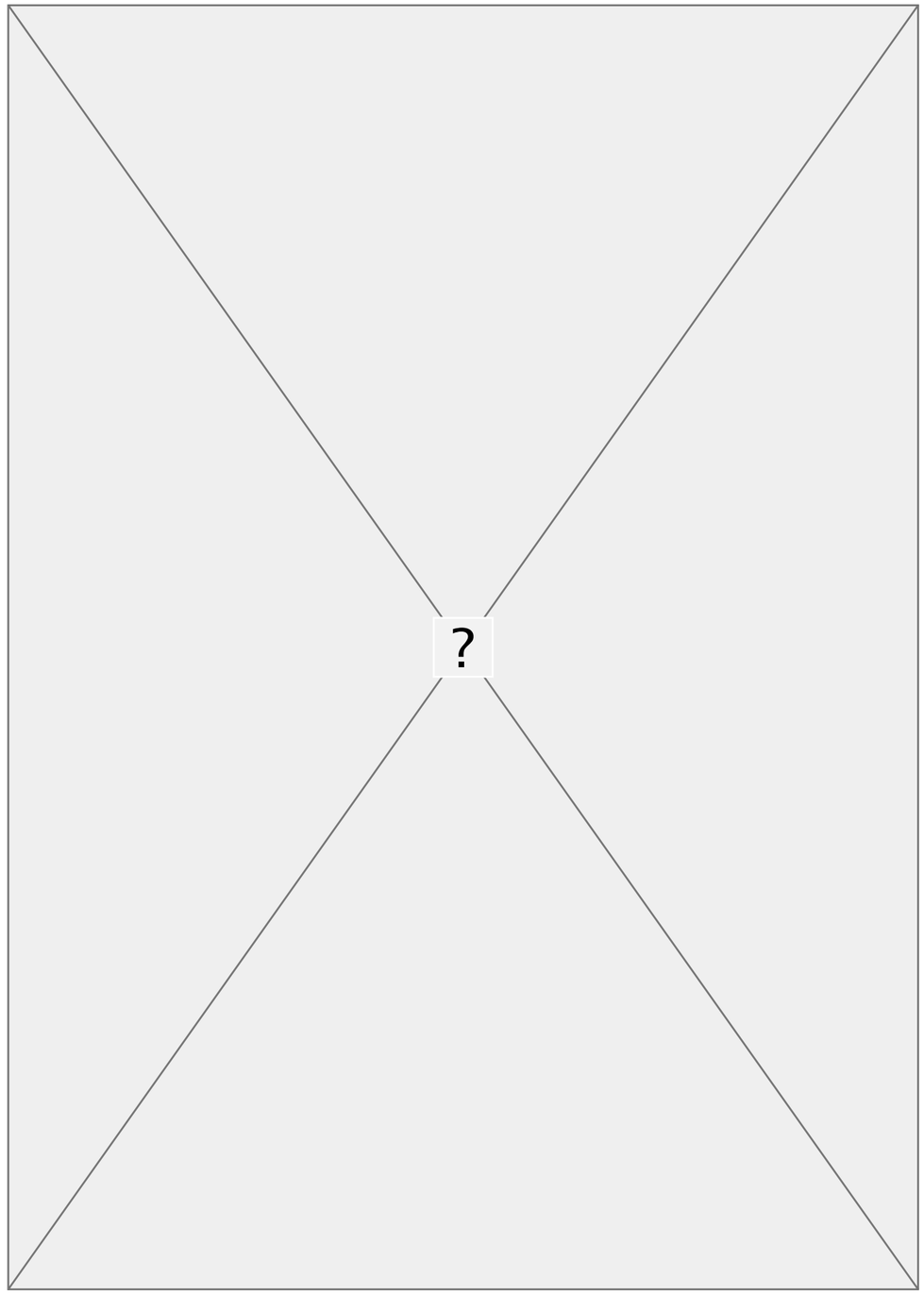
Appendix

Experience Architecture Team 2011 I Version 1.0

Raw data