



Automating SMS Self-Help at Vodafone

CUSTOMER

One of Europe's leading mobile operators, Vodafone has a presence in more than 80 countries and is chosen by more than 400 million customers to meet their communications needs.

CHALLENGE

With more than 45 million inbound calls logged annually, Vodafone wanted to optimize their call center operations and provide greater autonomy to customers. The best way to achieve this was by developing an innovative SMS-based self-help channel.

SOLUTION

Vodafone selected expert.ai technology to develop an innovative customer integration management solution for its SMS application. The application uses expert.ai semantic technology to interpret and understand customer queries regarding pricing plans, promotions and services and retrieve the most relevant answer.

Vodafone can now provide automated assistance to customers 24 hours a day, 365 days a year. Not only does this free, on-demand service improve customer satisfaction, but it reduces the call volume to their call center.

BENEFITS

- Automates responses to 80% of SMS inquiries
- Responds to an average of 30,000 daily text messages
- Saves €8-10 for each automatically handled request



The service has been very positively received by our customers. Since its inception, we are handling more than half a million SMS requests each month. These results demonstrate the effectiveness of our multi-channel competence center, which is based on shared values, skills and strategies with partners, and innovation that drives the industry.

Manlio Costantini,
Director of Customer Operations and Online Services, Vodafone