

Sales and marketing vodafone marketing essay



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Information system management software's such as " Xiam portal, Cinergy AT" are used by Vodafone UK to run its sales and marketing campaign.

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SALES AND MARKETING

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Introduction

Vodafone is the world's largest mobile service provider company, employing over 65, 000 staff and with over 130 million customers. The Vodafone operates in 26 countries worldwide. Vodafone is a public limited company. It has retained local name and imagery in markets which is necessary to

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maintaining the trust of customers. To help promote its image worldwide, Vodafone uses leading sports stars from high profile global sports, including David Beckham and Michael Schumacher. Marketing involves anticipating customers' needs and finding the right product or service to meet those needs, thereby encouraging high sales levels.

Vodafone's aim is to grow its income and improve its profit by adding image to its products and services i. e. earning more profit from each product sold. The 'Vodafone live!' service helps customers to use picture messaging and to download polyphonic ring tones, games, images and information, through an icon-driven menu.

Vodafone's marketing

A longer term sales and marketing strategy is done by careful planning and a successful marketing.

Product

. A product with many different features provides customers with options to chat, play games, send and receive images, change ring tones, receive details about travel and sporting events, obtain billing information – and soon view video clips and send video messages.

Place

. Vodafone UK operates over 300 Vodafone stores.

. At the stores customers are able to see and handle products they are looking at.

Price

- . Vodafone desires to make its services available to as many people as possible: from the youths, through apprentices and high powered business, to the more professional users.
- . Monthly price plans are available as well as prepaid options. Phone users can recharge their phone online.

Promotion

- . Vodafone works with brand image of David Beckham to communicate its brand values.
- . Stores have special promotions option and point of sale posters to attract people inside the stores to buy products.
- . Vodafone's stores, its products and its staff workers all project the brand image.
- . Vodafone has developed good public relations by sending press releases to national newspapers and magazines to advertise its new products and ideas.
- . Vodafone Explore helps customers to increase use of their purchase.
- . Direct mail tempts customers and potential customers to find out more.
- . Vodafone life! A magazine for employees, detailing products, people and sponsorship deals.

INTELLIGENT CUSTOMER ACQUISITION AND RETENTION

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INTRODUCTION TO CLENERGY:

While some service providers' call centre and retail staff flounder helplessly with vast spreadsheets and out-of-date competitor information, staff in Clnergy's clients can achieve higher levels of retention and acquisition using Accelerated Intelligence (AI) - the service that puts the power of current market knowledge in the hands of the people who need it most.

Clnergy AI is a hosted, web-based system that improves customer retention and acquisition for any business that sells its products or services through call centers or retail outlets by providing customer-facing staff with 'on-demand' competitive analysis.

The system gathers and integrates competitive intelligence from a wide range of sources and delivers them directly to front line staff - within hours - providing detailed information 'on-demand' that enables them to retain and attract more of the customers that they deal with. Clnergy AI also provides call centre staff with scripts which enable them to prove to customers 'why we're better' and includes a real-time interaction with customers which enable sales staff to share information about their chosen product before they end the phone call or leave the store.

Significantly improve customer retention through 'on-demand' comparisons with competitors' offerings

Improve the number of sales calls they close and convert to win and retain more customers – particularly when accounts are at risk of termination

Reduce ‘ cost-of-save’ and ‘ cost-of-sale’ by cutting call handling time and discretionary sales and retention expenditure

Build stronger, more personal relationships with customers by instilling trust and confidence in their knowledge of the market

Improve levels of customer satisfaction by offering customers the right deal every time, in a single conversation

The Challenge:

-With thousands of tariff, handset and offer combinations available in the market, keeping contact centre advisors up to date can seem an impossible task. Vodafone UK recognized this challenge and identified that it required a competitor intelligence tool that would help it to retain existing contract customers, notably at time of contract renewal, and attract more new customers.

-The company had initially considered developing its own solution, but had soon found that this would have been excessively costly – both in financial terms and in the amount of resource required – and identified that this was not its core area of expertise.

The Solution: CInergy AI:

CInergy had already developed its Accelerated Intelligence (AI) competitor intelligence platform for the mobile telecoms market at the time that Vodafone issued its RFP in 2005. By designing an appropriate interface and <https://assignbuster.com/sales-and-marketing-vodafone-marketing-essay/>

tailoring specific service modules to meet Vodafone's needs, CInergy was able to meet the criteria detailed in the RFP and to deliver a fully-working system in a very short timeframe.

Delivering Accelerated Intelligence:

Vodafone and CInergy worked closely together to ensure that Accelerated Intelligence would deliver optimum benefits in terms of improved customer retention and sales. This partnership approach has enabled Vodafone to achieve a swift return on its investment. CInergy supported Vodafone in the development and delivery of induction training on Accelerated Intelligence for all contact centre advisors with access to the system. Now that the system is in use, short refresher sessions delivered in the weekly advisor meetings ensure that all advisors are kept up to date as new features are introduced.

CInergy's Accelerated Intelligence has contributed to a 18.6% reduction in churn since its launch in Q3 2006. As Brian Boroff, MD of CInergy concluded, " This has been an excellent implementation for CInergy, and Vodafone's innovation and dedication to the project has enabled it to achieve very good results from the

About Accelerated Intelligence

CInergy's Accelerated Intelligence (AI) puts competitive information into the hands of customer-facing teams, enabling them to counter competitive offers and achieve higher retention and sales performance. The service enables service providers to significantly improve the number of sales they

close in a single call, helping to drive down the cost of customer acquisition and retention as well as improving revenues.

Advantages:

Key features of Vodafone UK's implementation of CInergy's AI include:

Comprehensive tariff and promotion monitoring.

Handset / device tracking with up to date pricing from all major competitors.

On-demand, side-by-side comparisons of different deals, tariffs and handset options.

Expert analysis and scripted points that enable Vodafone sales advisors to demonstrate ' why we're better'.

Fully branded interface to match Vodafone UK's Intranet.

Reliable, accurate data analyzed by teams with mobile telecoms knowledge.

The Results:

As John Coulstock, a senior manager at Vodafone, explains, " We launched Accelerated Intelligence in Q3 2006 and it is currently in use by a large number of our contact centre advisors. Since we've started using the system, it has contributed to a fall in our churn rates quarter by quarter, ensuring we remain highly competitive in the UK market. We've found that the more our agents use the system, the more sales they are able to close. The CInergy AI application has become an integral part of our customer retention and sales strategy." Vodafone has now renewed its contract with CInergy for an extended term.

CInergy's AI service has delivered a range of benefits to Vodafone including:

A contribution to a reduction in contract churns since its launch in Q3 2006

Improvement in the rate of saves in consumer and enterprise Customer bases

Reduction in call handling time

Increased ability to set deals in a market context leading to better acquisition performance

Improvements in operational efficiency by eliminating onerous, manual data collection

Improved reporting, trend prediction, forecasting and analysis

Clear understanding of competitor offerings to improve key pricing messages in advertising,

XIAM PORTAL FOR MOBILE ADVERTISING

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Vodafone Ireland's Mobile Advertising Proposition.

Vodafone Ireland is Operates large server in Ireland with a subscriber base of 2. 4 million users and a market share of 49%. As in Vodafone telecom sector marketing plays a major role, own marketing is easier but Vodafone Ireland wanted to open their portal to third party advertisers.

Xiam proposed unique software for this issue.

To be successful in driving usage and adoption of 3G content and services, Xiam's market proven solution incorporates a range of capabilities in a number of core functional areas:

Xiam worked on 4 basic areas for marketing

-Advanced Personalization

Xiam offers a range of different application to automate the personalization process, allowing you bring highly relevant offers to your customers, and which are easy to use.

-Usage Data and Content Cataloging

Provides an impressive architecture to support the capture of content metadata and to understand what subscribers are using and are looking for.

-Campaign Management

Provides marketers with an cohesive interface to manage the creation, execution, monitoring and reporting of recommendations and content marketing campaigns.

-Campaign Fulfillment

Xiam provides the software techniques to launch product over all networks – mobile web or IP based services such as IPTV – in a manner which provides flexibility and over all exposure of product to customers, while ensuring quality of Customer experience.

Features

Xiam Technologies' market leading Targeting and Profiling technology includes best Mobile Advertising solution that manages all technical and commercial aspects of Vodafone's advertising inventory including the following features:

Advertisers

Vodafone on its new server has put on ads of many prominent international brands.

Including: Sony Pictures, Auto Trader, Alliance, Play station, Permanent TSB, Cadbury, Visa, Pepsi, Xbox, Warner Music, Reebok, Adidas.

Publishers

Mobile Publishers are opening their advertising inventories to 3rd party advertisers to manage all commercial and technical aspects of their available inventories.

Advanced Targeting

Advanced targeting of advertising using demographic and behavioral information allows the Publisher to offer their Advertisers to reach their target audience automatically, ensuring high quality returns which focus on the quality rather than volume of the audience reach. It is important that Publishers have in place a strategy that can provide this level of targeting to safeguard their advertising proposition and capitalize on its potential.

- Past Purchase Behavior

- Service Usage

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- Monthly Spend

- Response to Adverts and Promotions

- Browsing Behavior

- SMS patterns and usage

- Call Usage

- Location

- Roaming Patterns

Result

The response from users has been tremendous with high click through rates and subsequent customer.

REFERENCE