TENSATOR®
leading the customer journey

Tensator helps Vodafone send the right signals to customers

A world communications leader

The Vodafone Group is one of the world's most significant and recognisable mobile telecommunications brands. With ownership interests in 30 countries and partnership networks in a further 40, its presence is significant.

Vodafone is a market leader with approximately 323 million customers worldwide. Since the early days of mobile phones in the country, Vodafone has been the pioneer of innovation, brand image and customer satisfaction.

To further improve and speed up its customer service in its stores, Vodafone Portugal wanted to move pay-as-you-go transactions away from the service desks and create an automated solution in another area of the store. This would allow staff to focus their attention on sales and service, rather than routine credit top-ups.

Queue technology specialist the Tensator Group's Technology Centre in Lisbon was contacted, and immediately identified what the company needed.

The company has around 5.8 million customers registered to its cellular service, corresponding to more than one third of all mobile service customers in the national market. Vodafone continues to differentiate itself as the most innovative and customer-oriented Portuguese operator, through the development of useful and competitive services, making available the best offers in the market.

TENSATOR®

A customised solution

Tensator developed a customised ECHARGE solution for Vodafone, using its range of Multi-Service Machines as a base for functionality, including touchscreen user interfaces and easy-to-navigate commands for fast and easy top-ups. These were then incorporated into displays and store furniture.

The company also developed a virtual queue management system (VQMS), featuring touchscreen ticket dispensers and a modular software package that runs from a central server. This includes the functionality for server and database communication, management of the system's operations and in-store media screen management suite, Corporate TV. All of the software was matched to Vodafone's existing branding and appearance.

Upon arriving in store, customers now use the touchscreen ticket dispensers to print off a ticket for their place in the queue. The screens also display promotional messages via the Corporate TV function. The system then calls each customer's number and displays it on the main screen when their position reaches the front of the virtual queue, directing them to the appropriate numbered service desk.

Building a service network

"Vodafone Portugal has calculated from its own data that the system can pay for itself after just eight months in service. In addition, Tensator also takes care of all the maintenance of the machines as part of an on-going contract. With the first systems having been installed in 2005, the company and its customers alike are now reaping the benefits of its much more efficient and easy-to-use service."

Vodafone Portugal now has 62 ECHARGE top-up machines operating in the country, all connected to its customer database. This network of machines is sophisticated enough to log and analyse statistical data about customers' buying patterns in its stores, providing yet more service and value for the company.

"Vodafone customers are able to top-up their phones in-store very quickly, without the need of staff interaction," explained Eunice Quintas, retail operations manager for Vodafone Portugal.

"The ECHARGE solution is very easy to use and many customers now rely on the machine. This has decreased the average waiting time and has increased customer satisfaction. It also attracts customers into the store."

The system was so successful that Vodafone placed a further order for 15 additional machines.

Meanwhile, 65 stores were fitted with the VQMS system, efficiently distributing customers between 391 service desks. The entire system is managed by different levels of access permission and adapted to the organisational model of Vodafone Portugal.

Thanks to its capacity to feed back analytics information on both store and staff performance to company managers, the Tensator system has become a valuable management tool for the business, allowing it to improve the efficiency of its whole operation across the country and keep its staff performing at their peak potential.

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Unlocking value

Tenstor Group's solutions make your customers more engaged, better informed and better served. Your customers spend more, experience higher levels of satisfaction, and are more likely to do business with you again.

Alan McPherson, CEO at Tensator Group, believes that other retailers can now learn of the benefits of using such technology:

"This is a vivid example of how our self-service and VQMS technologies can deliver meaningful results for retailers, improving their customer flow and freeing up staff. These are just two ways that Tensator is unlocking value from the customer journey and allowing its customers to grow sales profitably and reduce their operating costs. The cumulative impact of considered, small adjustments to the customer journey is a significant improvement in business outcomes, all of this achievable on like for like customer numbers.

"Any business which opens its doors to customers will be able to replicate success on this level with the help of Tensator's technology-based solutions. Tensator is continually developing new ways to release full value from each and every customer journey and thrive on the challenges of each new client we work with."

The stores using the technology are widespread across Portugal – ranging from north to south, as well as on the islands of Azores and Madeira.

Vodafone Portugal has calculated from its own data that the system can pay for itself after just eight months in service. In addition, Tensator also takes care of all the maintenance of the machines as part of an on-going contract.

With widespread adoption of the technology taking place, the company and its customers alike are now reaping the benefits of its much more streamlined and easy-to-use service.