



Vodafone Idea:
Supercharging NPS
through real-time
resolution

Case study



Client profile

Vodafone Idea Limited, a partnership between the Aditya Birla Group and Vodafone Group, stands as one of India's leading telecom service providers. Headquartered in Mumbai and Gandhinagar, the company unveiled its unified brand identity, "Vi," on September 7, 2020, merging its separate "Vodafone" and "Idea" brands. Vi delivers voice and data services across 2G, 3G, 4G, and 5G platforms, leveraging a robust spectrum portfolio spanning 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz, 2500 MHz, 3500 MHz, and 26 GHz bands. Committed to enhancing customer experiences, Vi aims to support India's digital transformation by connecting millions and fostering a better future.

Industry

Telecom

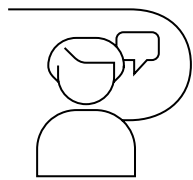
Footprint

Vi ranks as the third-largest mobile telecommunications network in India and the 12th largest globally, boasting a subscriber base of approximately 269 million as of October 31, 2021, with more recent estimates suggesting around 220 million customers. As a pan-India integrated GSM operator, Vi holds a market share exceeding 20%, positioning it among the top three players in India's competitive telecom landscape. Its extensive spectrum holdings enable it to meet the rising demand for voice and data services nationwide.



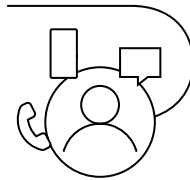
Operational overview

Vi collaborates with TP in India to elevate its customer experience (CX), using the net promoter score (NPS) framework and focusing on transactional net promoter scores (TNPS) to gauge satisfaction after interactions across multiple touchpoints.



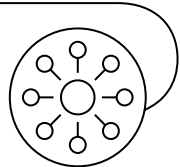
SUPPORT SERVICES

The collaboration tackles telecom queries, complaints, and requests—such as recharges, value-added services, activations, deactivations, and international roaming—aiming to resolve issues swiftly and boost NPS through improved TNPS.



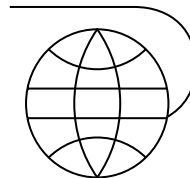
CHANNELS

Services span a chatbot, customer support hub, wireless communication, email, social media platforms (LinkedIn, Facebook, Twitter, Instagram), Vodafone Idea stores, and appellate channels, with a calling facility amplifying resolution efforts.



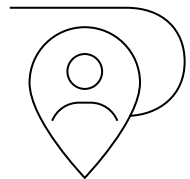
ADVANCED CAPABILITIES

The setup includes revised chat flows for bill disputes, contextual responses, retention offers with operator comparisons, a callback facility for postpaid customers, over 100 tailored canned responses, a repeat identifier in chats, and a skilled queue for priority customers managed by top-tier customer experts.



LANGUAGE

Customer experts provide support in English and Hindi.



LOCATIONS

Operations cover all of India, with customer support hubs ensuring seamless nationwide service.



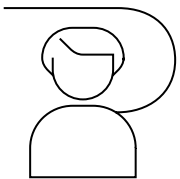
Business challenges

A customer's willingness to promote Vi strongly ties to their satisfaction and loyalty, directly impacting the company's growth and profitability, prompting Vi to adopt the NPS system, with a specific focus on its TNPS initiative launched in December 2020. The higher the score, the more satisfied customers are with a product or service, and the more likely they are to recommend a business.

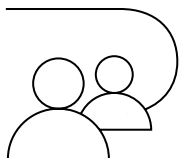
With TNPS calculation starting at -100, the goal was to receive positive customer feedback on the following key performance indicators (KPIs).



Likelihood to recommend (LTR)



Agent satisfaction (A-SAT)



Customer effort index score (CEIS)

Vi encountered three critical challenges in its pursuit of delivering superior customer experiences.



MEASURING CUSTOMER ADVOCACY

Vi aimed to measure how likely customers were to recommend its services targeting post-interaction experiences (e.g., purchases, customer support hub calls, store visits) to secure positive feedback on LTR, A-SAT, and CEIS.



OPTIMIZING RESOLUTION PROCESSES

Using granular insights into voice and data service interactions, Vi needed to quickly resolve issues to shift customers from detractors to promoters or passives across touchpoints like stores, email, and wireless communication.



PROTECTING BRAND IMAGE

Negative feedback on social media requires prompt response mechanisms to assess and enhance the customer journey, driving positive shifts in experience and perception, while safeguarding trust and the brand's reputation.

Solutions delivered

TP in India implemented a comprehensive solution to enhance Vi's TNPS, starting with a pilot in February 2021 that scaled account-wide by May 2021.

REAL-TIME CALLING FACILITY

Using granular insights into voice and data service interactions, Vi needed to quickly resolve issues to shift customers from detractors to promoters or passives across touchpoints like stores, email, and wireless communication.

ENHANCED SUPPORT FEATURES

Each of Vi's customer experts received 200 hours of training annually to improve performance and outcomes. Chat flows were also revised to provide retention offers using over 100 canned responses and then compared to results from live experts.

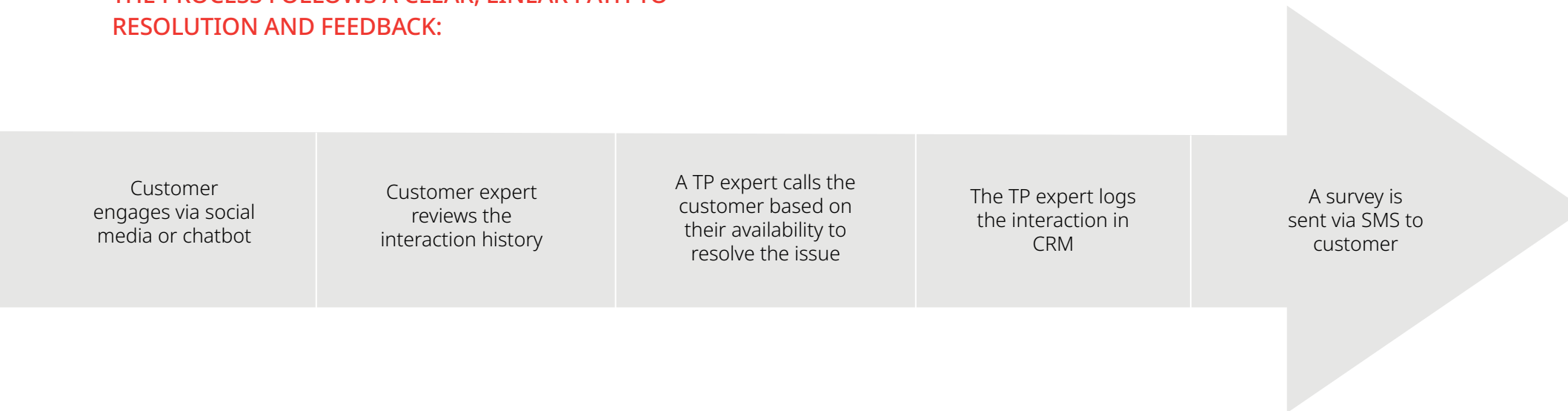
PRIORITY CUSTOMER HANDLING

Established a skilled queue for priority customers with top-tier customer experts (promoted internally from prepaid to postpaid roles) and a callback facility for postpaid users to ensure personalized, efficient service.

The journey

With the calling facility, customer experts can engage directly with customers in real time, addressing their concerns, resolving issues efficiently, and ensuring the loop is closed. This proactive approach helps protect the brand's image on social media. When handling service denials, customer experts are well-equipped to communicate effectively, reassuring customers without compromising their experience. This approach not only preserves trust, but also contributes to improved ratings on customer surveys.

THE PROCESS FOLLOWS A CLEAR, LINEAR PATH TO RESOLUTION AND FEEDBACK:



Real results

The collaboration yielded remarkable outcomes. LTR scores rose steadily, reflecting a consistent upward trend in customer advocacy. A-SAT improved dramatically from -53 to 56.5 by 2024, a 109.5-point jump, indicating stronger customer approval of expert interactions. CEIS also advanced from 29.51 in 2023 to 47.3 in 2024, a 60% improvement, showcasing reduced effort in resolving issues.

Significant KPI improvements

59%

increase in likelihood to
recommend (LTR)

From 23.86 to 40.6 in 2024

101

PERCENTAGE POINT

increase in Agent
Satisfaction (A-SAT)

From -53 in 2021 to 56.5 by 2024

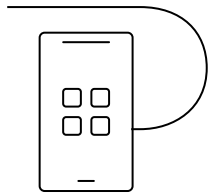
60%

improvement in Customer
Effort Index Score (CEIS)

From 29.51 in 2023 to 47.3 in 2024

TRANSFORMING THE CUSTOMER EXPERIENCE

Customers greatly appreciated being contacted and having their issues resolved in real time, leading to higher TNPS and appreciative messages on social media that enhanced brand image. This swift success underscored Vi's commitment to delivering exceptional experiences for customers and agents alike, driving long-term loyalty and raising the bar for competitors.



SOCIAL MEDIA IMPACT

The calling facility reduced negative feedback online, with customers posting appreciation messages, enhancing Vi's brand image.



AWARD

Vi's improved CX earned it a Best Customer Service award in March 2022.





A rewarding partnership at the core of Vi's success

In a hyper-competitive business landscape, companies can stand out by offering exceptional customer experiences at every touchpoint. That's why it's crucial to understand immediately how interactions have played out and whether they have impacted customers' satisfaction and their likelihood of promoting the business. Successfully closing the feedback loop, therefore, requires establishing operational processes that efficiently and promptly meet customers' needs.

At TP, our people are at the forefront of delivering outstanding customer experiences. Transactional Net Promoter Scores (TNPS) is one of the rewards and penalty (RNP) metrics we aim to achieve each month. RNP primarily reflects service performance, enabling Vi to assess how well the operation meets the service-level agreement (SLA). This means that if we achieve or exceed the KPI parameters, including TNPS, the client, such as Vi, rewards the company. Conversely, if we fail to meet the set KPI parameters, we must pay Vi the prescribed penalty.

This model for driving shared goals demonstrates TP's commitment to delivering exceptional results, achieving the client's business objectives, fostering customer satisfaction, and empowering live customer support experts to deliver empathetic care when it matters most.

