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BMSW4003
DSR Assessment 1 Online Group Presentation

Digital Skills and Research Methods

Introduction

- This presentation offers concise description about Vodafone.
- background of the organization
- the challenge(s) before the introduction of modern technology
- insights to the modern technology introduced
- the impact of the technology introduced
- and lessons that can be drawn from the case study.

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Company Overview

- Vodafone is the multinational telecommunication company in UK.
- Founded by Reinhard Mannesmann in 1982.
- Disrupted the entire technological market through its new mobile recharging apps and product innovations (Vodafone, 2021).

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Vodafone offers wide range of services including mobile payments, text, messaging and live video conferencing facilities to costumers.

The company also provides fixed broadband connection, fast WI-FI services and pass partner portal services to customers.



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- Vodafone has employed more than 10,000 workers and generate huge revenue around 5.1 billion. The company often performs certain operations in 22 international countries (Vodafone, 2021). Around 250 million people use Vodafone on regular basis.

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- The company use 5G mobile network to deliver better broadband connection to customers.
- Vodafone is using artificial intelligence to predict certain changes in networking infrastructure (Kerr and Moloney, 2018).
- Vodafone has also already launched new AI power virtual assistant to resolve customer queries (Vodafone, 2021).

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The challenge(s) before the introduction of modern technology

Bricks and mortars

Before Introducing technology, Vodafone had to establish B&M where to open a new retail shop, factory production facility, warehouse. Taking in consideration concerns such as foot traffic, storefront visibility and appealing interior design.

All Customers needs

As before everything was face to face and as any other shop brand, Vodafone couldn't have such a good customer service .

It was hard to keep the customers happy in case of a problem or an issue with the product because of the time taking and lack of the details that are most vital for the customers (such as time to be delivered, what was the issue) which could have lead to losing customers or even loyal customers.

Today is very easy to access all the details you need on an online application or a phone number and keep customers happy.

Old method of customer service

Before 1976, customers who wanted to return a product or receive repairs had only two options: take it back to the store they purchased, from where the owner would decide if the problem was worth the time or they could try to fix it by themselves.

Vodafone succeed to bring that much closer to meet the customer demands, for easing the services, but with the old system it was harder to try and see what are most common issues. Also it needs to make sure the representative understands the issue and that the customer has a quick response.

Poor customer service: REAL DAMAGE

As Vodafone used an old system customer service it might have had a big impact on the profit such as:

- It will lose customers (around 85% avoid companies they had poor customer service with)
- Loss of revenue (80% spend more time with companies they had good customer service with)
- It could miss opportunities (62% would avoid companies which friends have told them offered poor customer services)

Tech Evolution

In about 37 years so much have changed .
From the first Vodafone Transportable VT1 being the size of a car battery and nearly as heavy, being primarily envisaged as being car-based tools for travelling sales people.

Now Internet connectivity is practically taken for granted and our phones are slim, powerful rectangles of magic, capable of audio, video, texting, photo and location tracking.

Hard accessibility

The lack of technology was a problem and a barrier on the communication side of everyone.

Before using digital technology and mobile phones, people used to communicate by writing letters, sending faxes or chatting via fixed line telephone, not mentioning they couldn't see each other. Also if you need an information about anything you had to read books, newspapers, magazines, watching TV; now everything is one click away on different platforms.

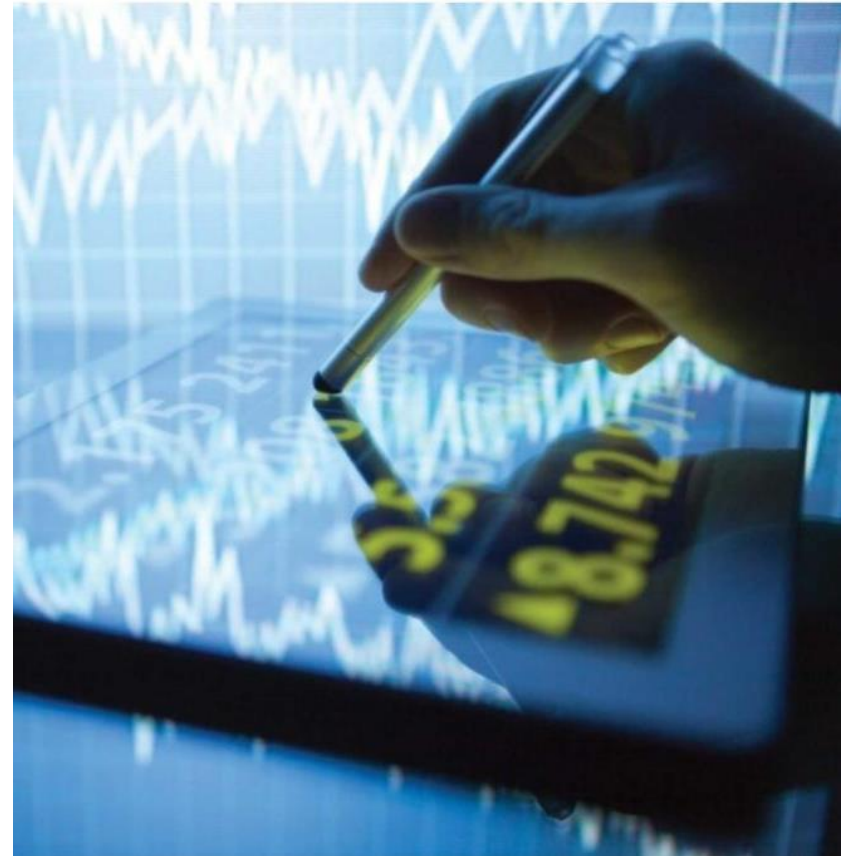
Insights to the modern technology introduced

The future is uncertain.

While futurists can imagine some exciting and sometimes scary visions for the future of technology, there are no future facts.

However, the uncertainty presents opportunity.

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From the moment you wake up till the moment you go back to sleep, technology is everywhere.

-According to the International Telecommunication Union, 50% of the world's population uses the internet, there are over 3.5 billion daily searches on Google and more than 570 new websites are being launched every minute.

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- With data growing faster than ever before, the future of technology is even more interesting.
- In 2020, at least a third of all data passed through the cloud, within 3 more years there will be over 50 billion smart devices in the world.
- Businesses are changing the way they operate by digitally transforming themselves.
- The result is: a frictionless experience and a greater profit.

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Impact of technology introduced



- Vodafone has announced a programme for international jobs and recruitment. This program is called "what will you be". It incorporates career guidance and training to 10,000,000 young people all across the globe from 18 countries. This program created by Vodafone is considered as one of the largest digital skill training programmes in the world. The company is focusing upon hiring young people and training them with a digital workplace experience

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Vodafone has been constantly working with advisers and trainers to create a virtual experience for the candidates through an Internet-based application. This initiative provide skills and opportunities for young people and woud act as a gateway to enter the digital world. Various psychometric and cognitive tests have been included in the web-based application which is named as future jobs finder. The aptitude and interest of the individuals are closely mapped and appropriate job categories are suggested to them based upon results of the same

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Vodafone are known for hiring and recruiting young people based on their strong employer brand. Over coming years , the company plans. To double the number of young recruits and introduce them to the digital world. They believe that the young generation has infinite capabilities and shall help them to grow their business in the long run. Providing appropriate training and development programmes for the employees is the key to Vodafone success.



Conclusion

•IT IS EVIDENT FROM THE CASE STUDY THAT MODERN WORKPLACES HAVE EXPERIENCE A TECHNOLOGICAL SHIFT. THE COMPANIES HAVE BEEN ABLE TO OPTIMISE THE PRODUCTIVITY AND BOOST TIME MANAGEMENT.

•IT HAS IDENTIFIED DIFFERENT TECHNOLOGY ADOPTED BY VODAFONE TO GAIN CUSTOMER SATISFACTION.

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Vodafone/bussiness/how new technology and customer expectations have digitised bricks and mortars;
Vodafone/bussiness/IOT

Thank
you

