

Vodafone

Background information on Vodafone

Vodafone is known to be one of the largest mobile network services in the world. The name Vodafone was originated from the phrase '**V**oice **D**ata **F**one'. The company had taken out the first two letters from each word to come up with their final mobile service name called Vodafone. Vodafone is a British business which was founded by two individuals called Ernest Harrison and Gerry Whent. Vodafone first launched its service in 1985 and the first ever call was made from St Katherine's Dock in London to Newbury. The headquarters of Vodafone is located in London and Newbury. Vodafone has over 444 million customers and there are 15 million people who use Vodafone in the UK. Their service also operates in 27 other countries including Asia, Africa, Europe and Oceania. Vodafone products include fixed line telephone/ mobile phone, broadband, digital/ internet television and data services. In 2015, Vodafone had celebrated their 30th anniversary for making their very first phone call. Recently, Vodafone had also won an award for one of the best mobile network organisations to be ever formed.

Why is effective communication important to Vodafone?

Effective communication is important to Vodafone because "successful communication relies on information being sent, received and understood." - Case study

"Vodafone uses both Non-Verbal and Verbal communication to interact with their customers. Their Non-Verbal communication includes the Vodafone logo, adverts in newspapers, TV, their shop and SMS. Whereas, Verbal communication includes them to speak to their customers through their stores, contact centers or over the phone." - Case study

For Vodafone to interact with their customers they would contact them through their store, a phone call, email or SMS. Customers can then make the decision on how they would like to contact Vodafone back. Some users would receive an automatic text message from Vodafone asking how they've heard about Vodafone, if they would recommend their company to someone else and what they would rate their service from 1-5. They can also have an online chat with Vodafone for any advice or further help. However, customers who are happy with their Vodafone service and don't require further alterations can ask Vodafone to stop contacting them.

It's very important that Vodafone users try to interact with their mobile networking company so they can receive updates, modifications, rewards, goody bags etc. It's also important for Vodafone to interact with their customers so they can receive both positive and negative feedback. Vodafone would then turn this input information into output information and provide their customers with excellent service.

Vodafone would want their customers to respond back to them clearly, fluently and effectively so they can reduce the number of barriers and ensure that its messages are delivered and well understood.

References

<https://www.vodafone.co.uk/about-us/company-history/>

<https://en.wikipedia.org/wiki/Vodafone>

Sharmin Ali