

Customer Delight: Working way ahead of Consumer Protection



Mobility Evolution in India

- Ever since Mobile services have been launched in India (in 1995) beginning from Voice service, new services have constantly evolved – SMS, VAS, GPRS, 3G, 4G/LTE
- With the evolving services the Indian mobile consumer's demands and requirements also have undergone a change



Consumer Protection

- Rationale for having a Consumer Protection framework is well understood.
- TRAI has enacted several Regulations for Consumer Protection
- The Regulations have taken the best practices and have been fine-tuned to suit the Indian Telecom Consumer's requirements and needs



Meeting Consumer Needs

A great organization works towards providing Consumer Delight – way ahead of Consumer Protection.

Vodafone has set out on this journey of providing a superior customer experience.

We have embarked on a program of Customer Experience Excellence (CXX) - from the best global practices

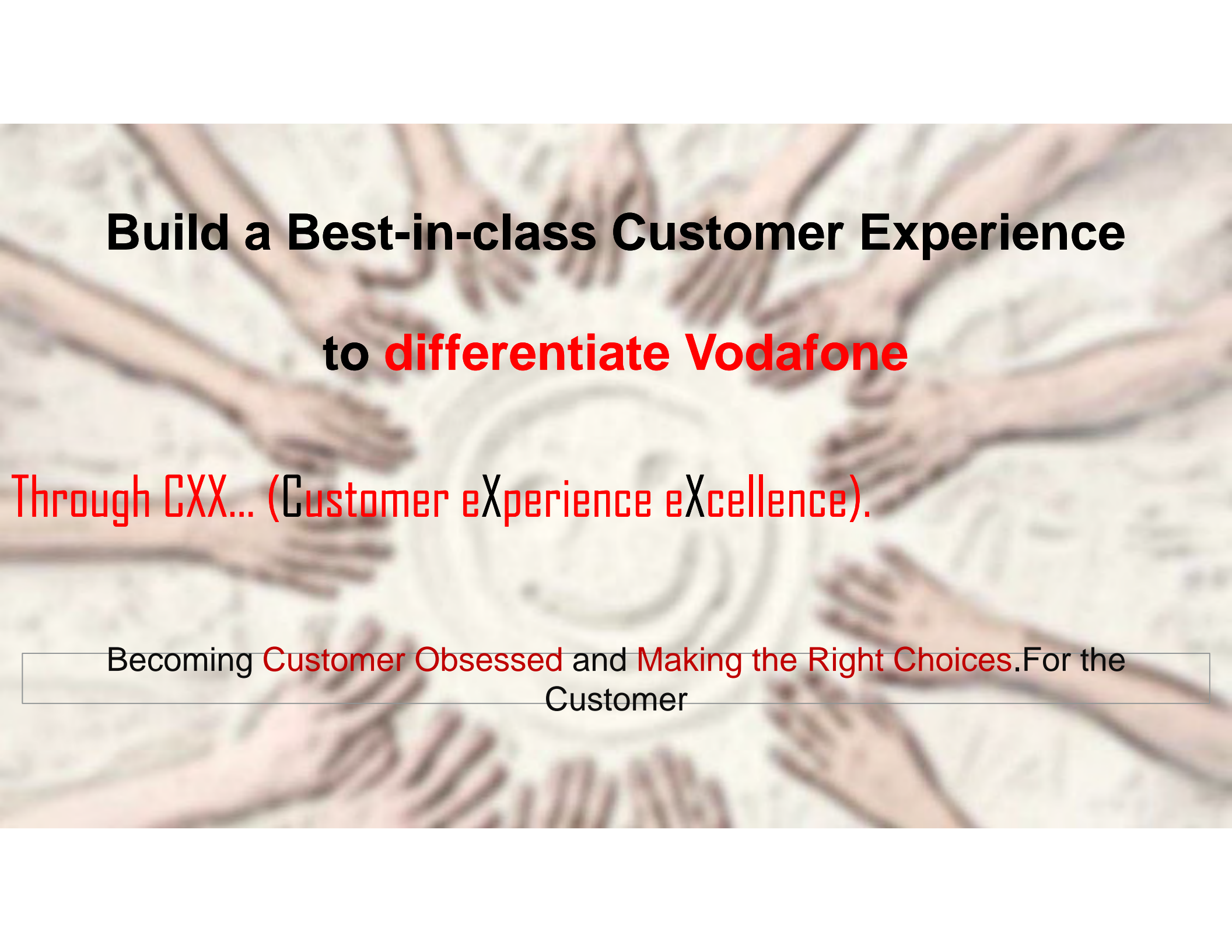


Vodafone's Ambition in India

To be the....
Most Admired
Most Loved
Service Provider







Build a Best-in-class Customer Experience

to differentiate Vodafone

Through CXX... (Customer eXperience eXcellence).

Becoming **Customer Obsessed** and **Making the Right Choices**. For the
Customer

CXX is about changing our core...

Transforming the way ...

▪ We work ...

Make CXX the Vodafone DNA

▪ We engage ...

Primacy to Voice of Customer

▪ We are ...

Ears on Ground and Agile



What CXX Means for our Customers . . .

1
Simplified products,
processes and services

2
Delight actions to create
differentiation


3
Seamless Network,
Value-for-Money,
Happy to Help

4
Identify and plug
customer pain points



CXX Promise - We CARE for our Customer



C A R E	 Category
C	Network Experience
	Data Experience
A	Communication simplification
	Worry-free product propositions
R	Rewards & Loyalty
E	Digital Simplicity
	Resolution Experience

We CARE Focus Areas

...



People



Standardize
Process



Simplified
Systems





Thank You