Vodafone Group: A global organization

3rd major Telco worldwide

More than 350m customers

Affiliate networks in 52 countries

21 Countries

12,000 Physical Stores

IoT Global leader in Internet of Things, connecting more than142m devices & platforms
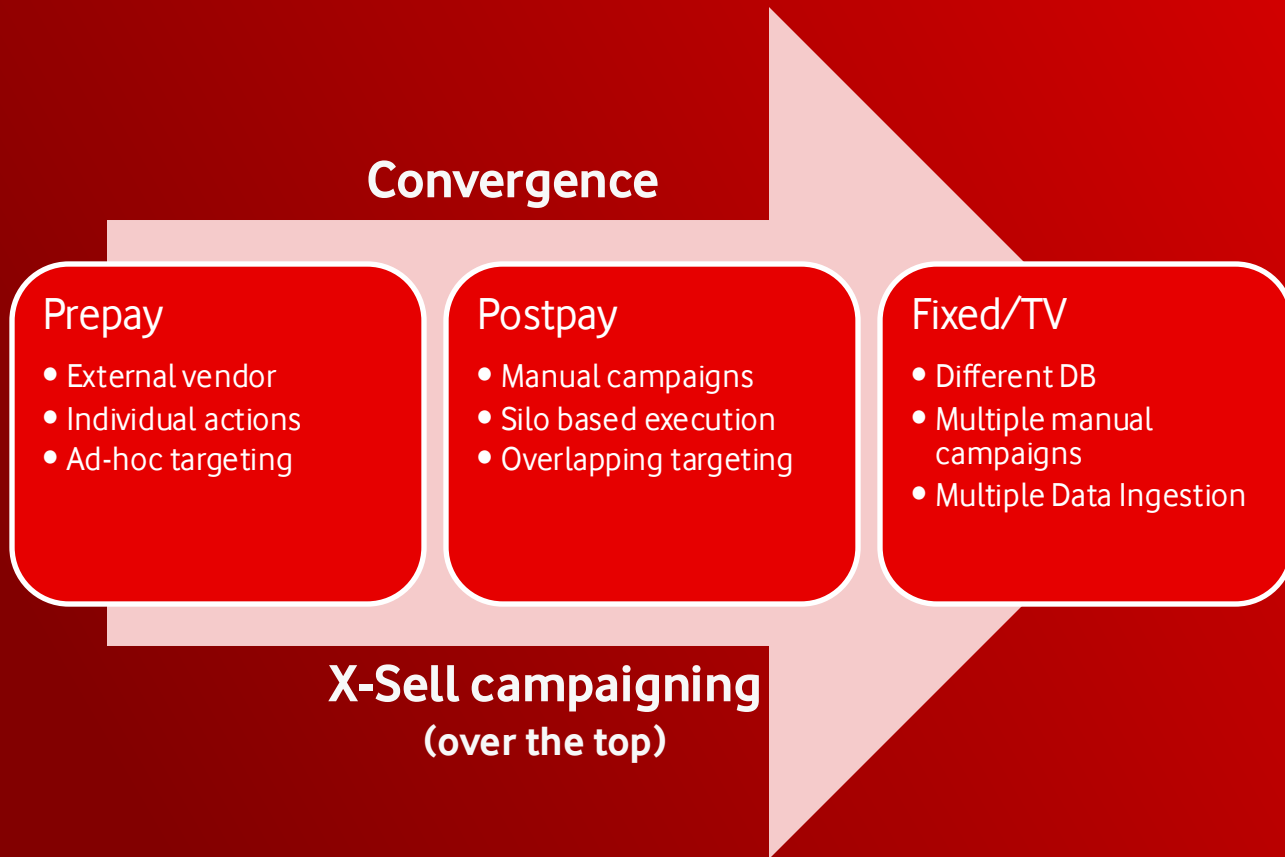
Vodafone Greece Overview

- **Established in 1992:** Vodafone Greece has been a pioneer in the telco industry

- **1B company:** Customer base exceeding 3 million and revenue exceeding 1B euros

- **Innovations:** First to launch GSM and 4G services in Greece

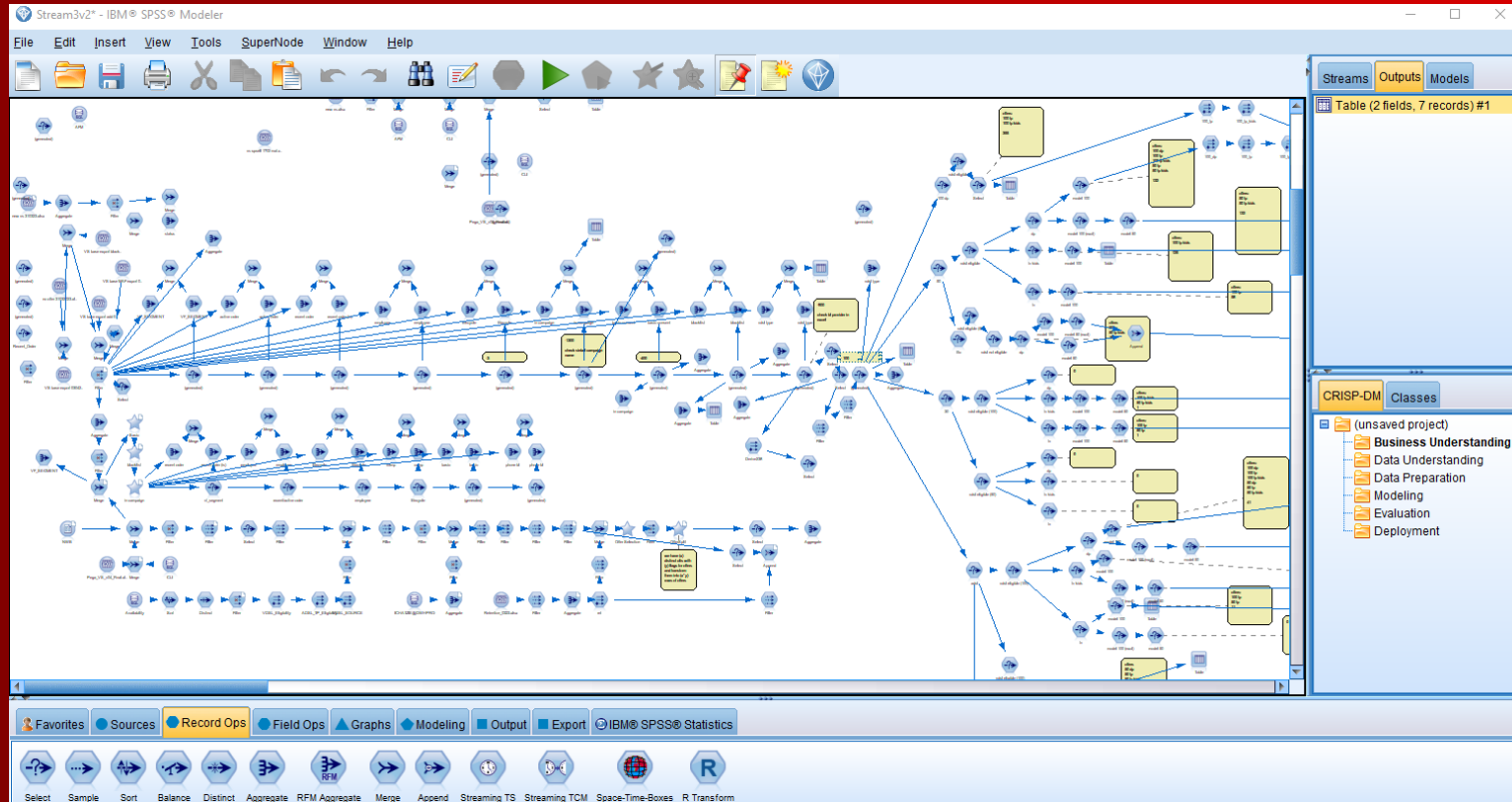- **Partnerships:** Collaborating with global tech giants and local businesses.

Campaigning before Pega

Product Structure Before Pega

Convergence

Prepay
- External vendor
- Individual actions
- Ad-hoc targeting

Postpay
- Manual campaigns
- Silo based execution
- Overlapping targeting

Fixed/TV
- Different DB
- Multiple manual campaigns
- Multiple Data Ingestion

X-Sell campaigning
(over the top)

SPSS Modeler era

Vodafone Challenges

o   Single Person Dependency

o   Average campaign E2E execution 3-5 WDs

o   Business Continuity

o   Urgent changes were not accommodated in a timely manner

o   Alignment between Campaigns and Channels

o   Communication policy governance

o   Campaign Performance Reporting
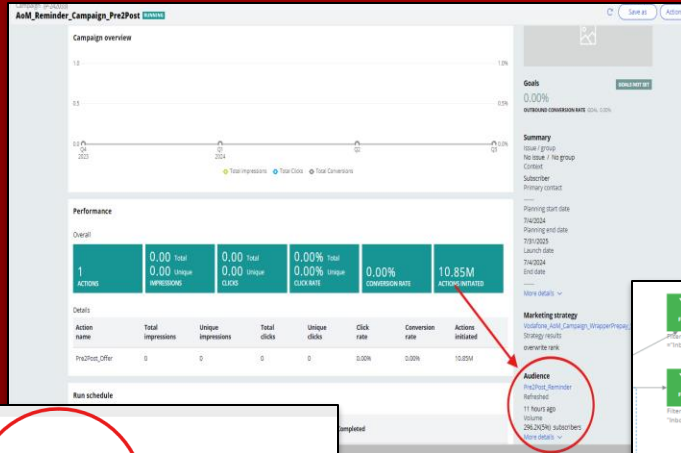
How can we perform campaigning?

- Data mining

- Analysis

- Reporting

- Develop & execute communication journeys

- Campaign monitoring and performance evaluation
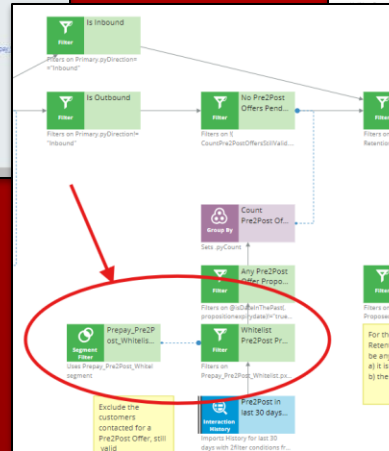
- Troubleshooting and campaign tweaking
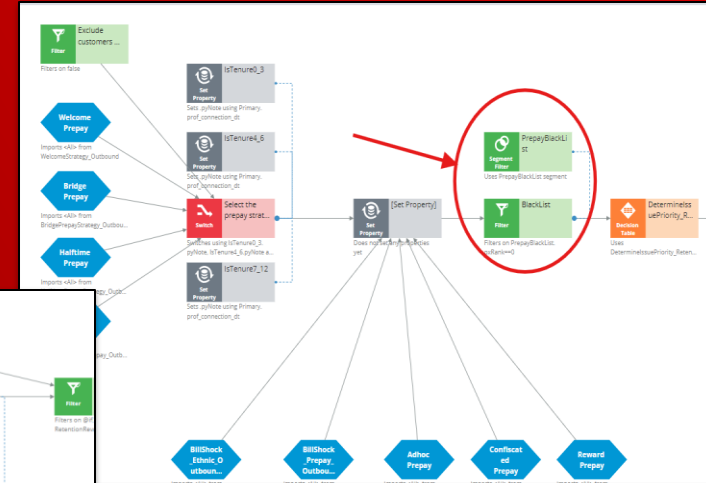
Pega Era
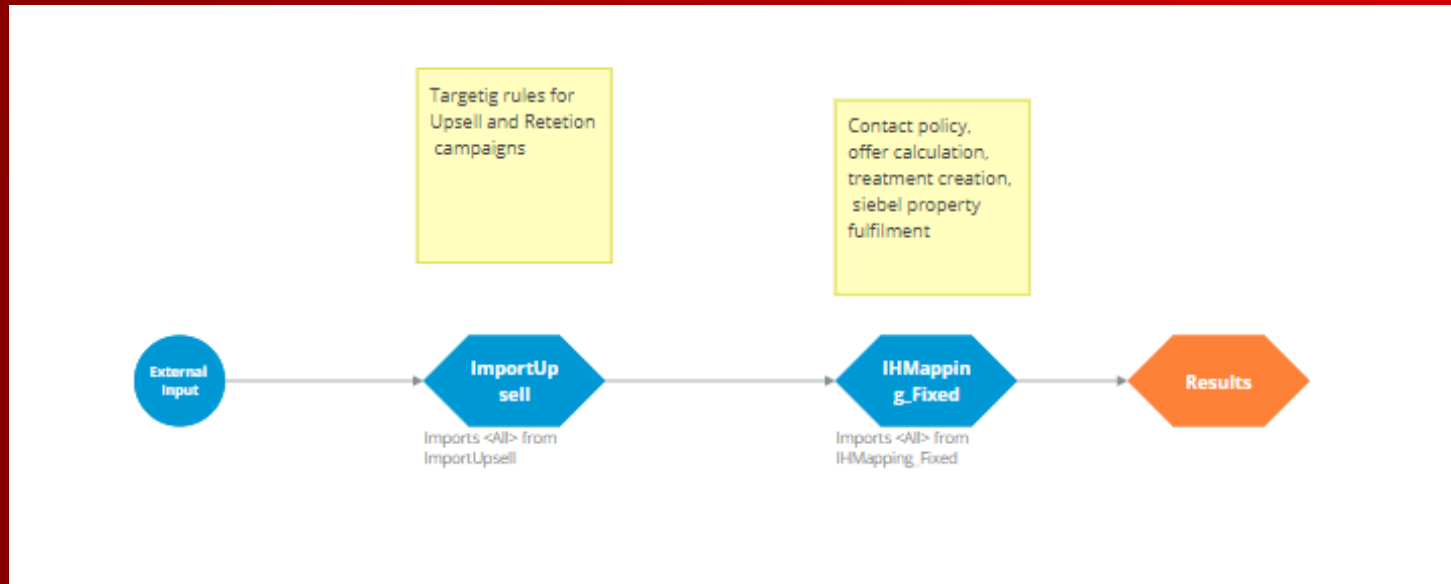
Pega Interface

➢ Campaign Audiences

➢ Blacklists

➢ Whitelists

➢ List Targeting

Pega vs Modeler

SPSS Modeler

- Data mining capabilities
- Ad hoc campaigning
- Excel/DB table exports
- Can do swift manual campaign changes
- No versioning control

PEGA

- 4 Different environments
- Deployed in weekly lifecycles
- Versioning capabilities
- One common source for all customer data
- Direct connection to all channels – RT capability
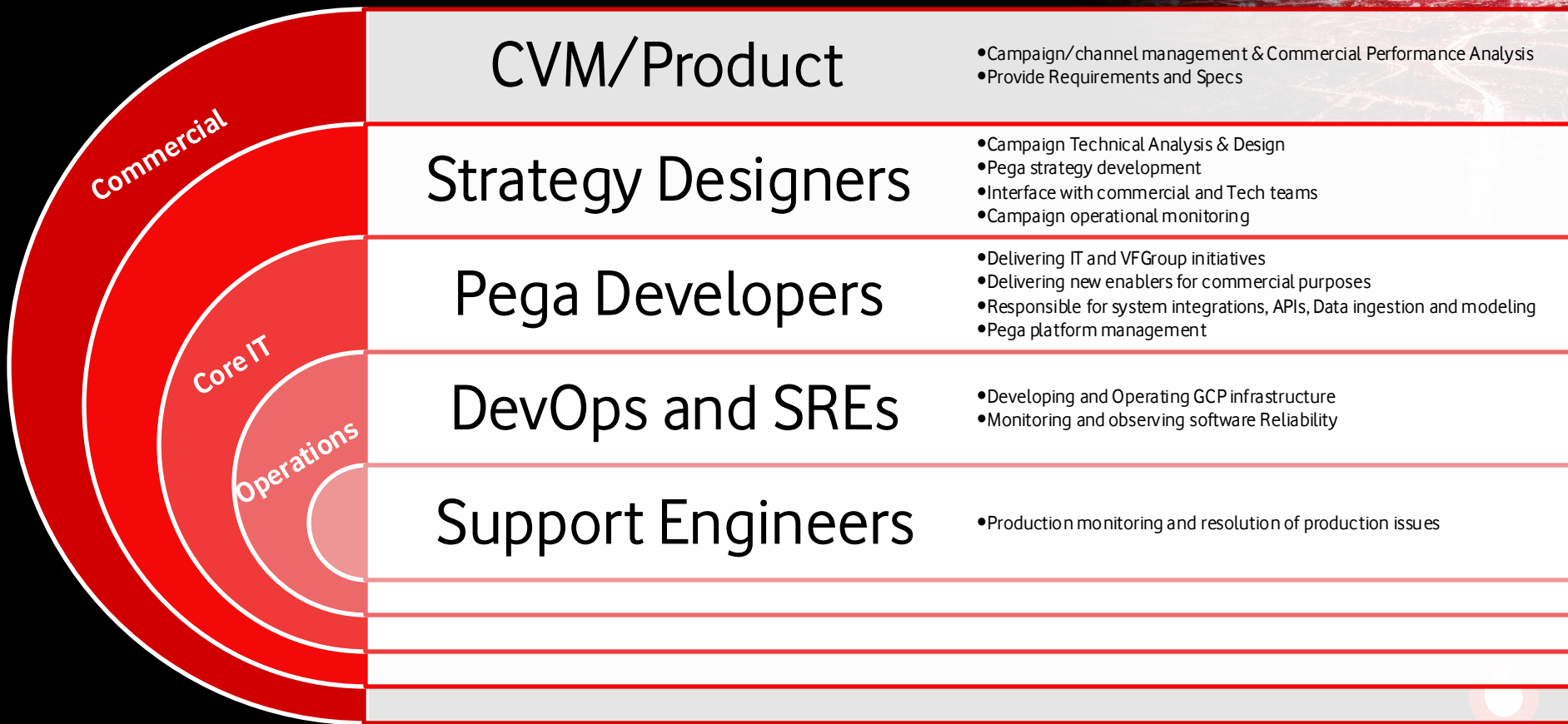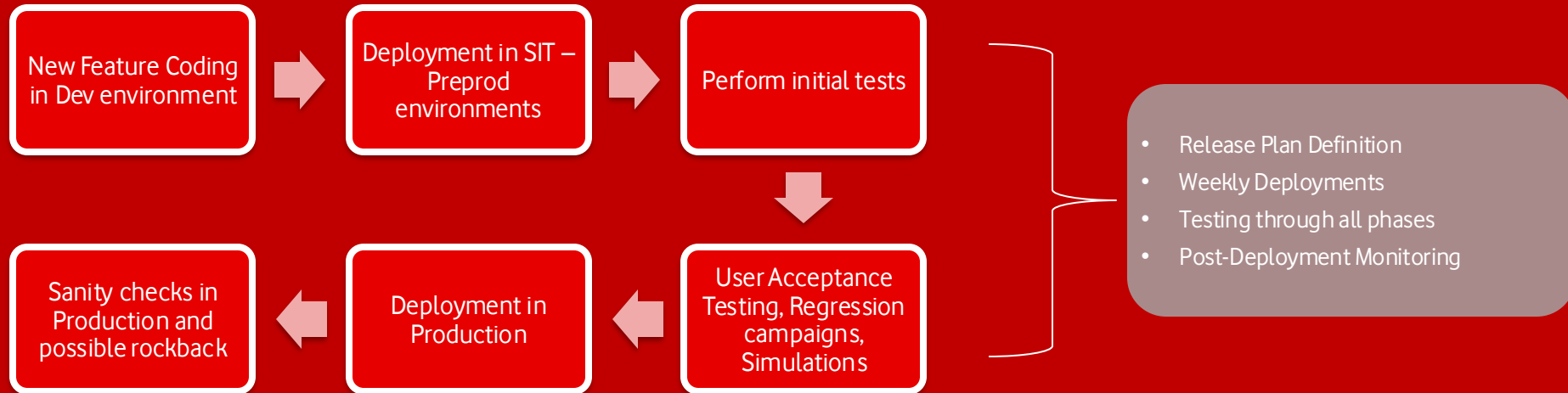- Hotfixes to streamline production swiftly

Ways of working
From Dev to production

Pega VF-GR Ecosystem

Commercial

Core IT

Operations

CVM/Product
- Campaign/channel management & Commercial Performance Analysis
- Provide Requirements and Specs

Strategy Designers
- Campaign Technical Analysis & Design
- Pega strategy development
- Interface with commercial and Tech teams
- Campaign operational monitoring

Pega Developers
- Delivering IT and VFGroup initiatives
- Delivering new enablers for commercial purposes
- Responsible for system integrations, APIs, Data ingestion and modeling
- Pega platform management

DevOps and SREs
- Developing and Operating GCP infrastructure
- Monitoring and observing software Reliability

Support Engineers
- Production monitoring and resolution of production issues

Deployment Process

New Feature Coding in Dev environment

→

Deployment in SIT – Preprod environments

→

Perform initial tests

↓

Sanity checks in Production and possible rockback

←

Deployment in Production

←

User Acceptance Testing, Regression campaigns, Simulations

- Release Plan Definition
- Weekly Deployments
- Testing through all phases
- Post-Deployment Monitoring

Timeline on what we have achieved in Vodafone Greece

Timeline 2019-2024

Capabilities and deliverables Timeline

Legend:
- ◯ Business Deliverable
- ⬡ Technical Enablement

Kick-off
Streams: Mobile Campaign Analysis
Q2
2020

Prepay/Hybrid
Migrations to Postpaid/Hybrid
Q2
2021

Postpay CBU/VBG SOHO
Data, Migrations, Welcome, Loyalty

Agile Team
Pega dedicated squad
Q1
2022

Q1
Digital Channels Integration

Mobile CBU
Try and Buy - Digital proposition
Q2

Mobile CBU/VBG SOHO
Retention and NBAA enablement

Q3
Mobile CBU/VBG
Real-time trigger campaigns
SMS & Push Notifications

Mobile CBU/VBG
Prevent Disconnection, Port-out, Churn Proactive, Bill Shock
Q4

Corporate VBG
(Mobile SME & Large Acnts):
Massive renewals
Q1
2023

Decommissioning phase

Q2
SMS Platform

Q3
Prepay Old Platform (Vendor based)

Legacy Mobile Negotiation Platform

Fixed Campaigns
Shop, Call Center, External, SMS, and Email
Q4
2024

Q3
Digital Fixed

Q4
Pega Upgrade 8.8

CBU Outbound Campaigns

100% Mobile/Fixed in Pega Daily

Prepay → 30	Retention:→ 4
Postpay → 7	PortOut → 3
Fixed → 2	Xsell → 2

Omnichannel

	2 Mobile Apps	
Web	**Email**	**Chatbot**
Call Centre	**SMS**	**IVR**

Total Customers targeted by Outbound campaigns:

➢ **Prepay : 2 M***

➢ **Postpay: 390k***

➢ **Fixed: 565k***

* Distinct customers contacted by multiple campaigns and channels for the period Feb-Mar 2025

Benefits that we have gained from CDH

Always on Marketing capability enables relevant, personalised conversations across all channels, in real time

Offline data → Real time data → Commercial logic

Customer interaction

Channels

Recommended action

Customer profile and segmentation

Big Data analytics and propensity scores

Machine learning and adaptive modelling

Real time event triggers

Contextual data from customer interactions

Contact strategy and lifecycle profile

Customer journeys

Customer strategies and arbitration rules

Digital Enabler

Fully Automated Comms

One source of truth
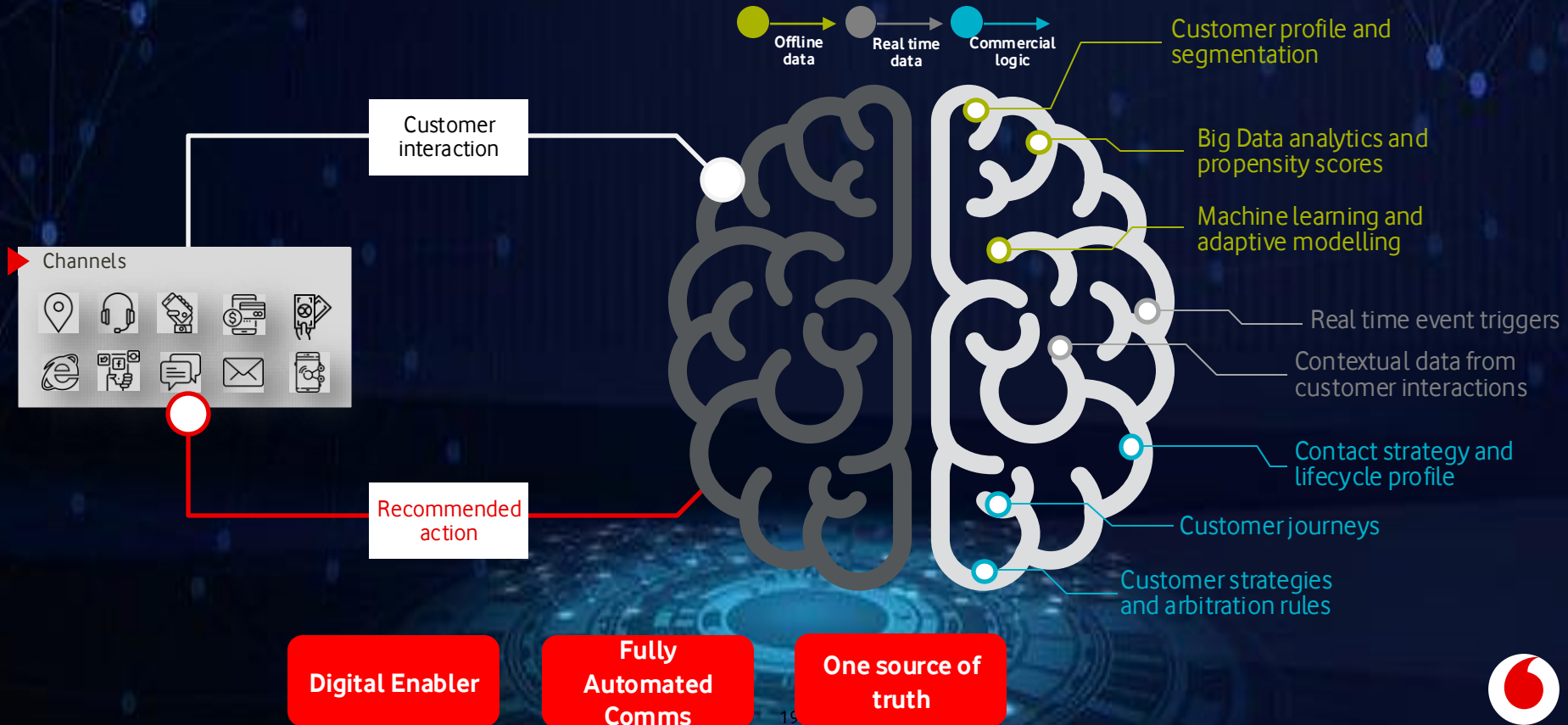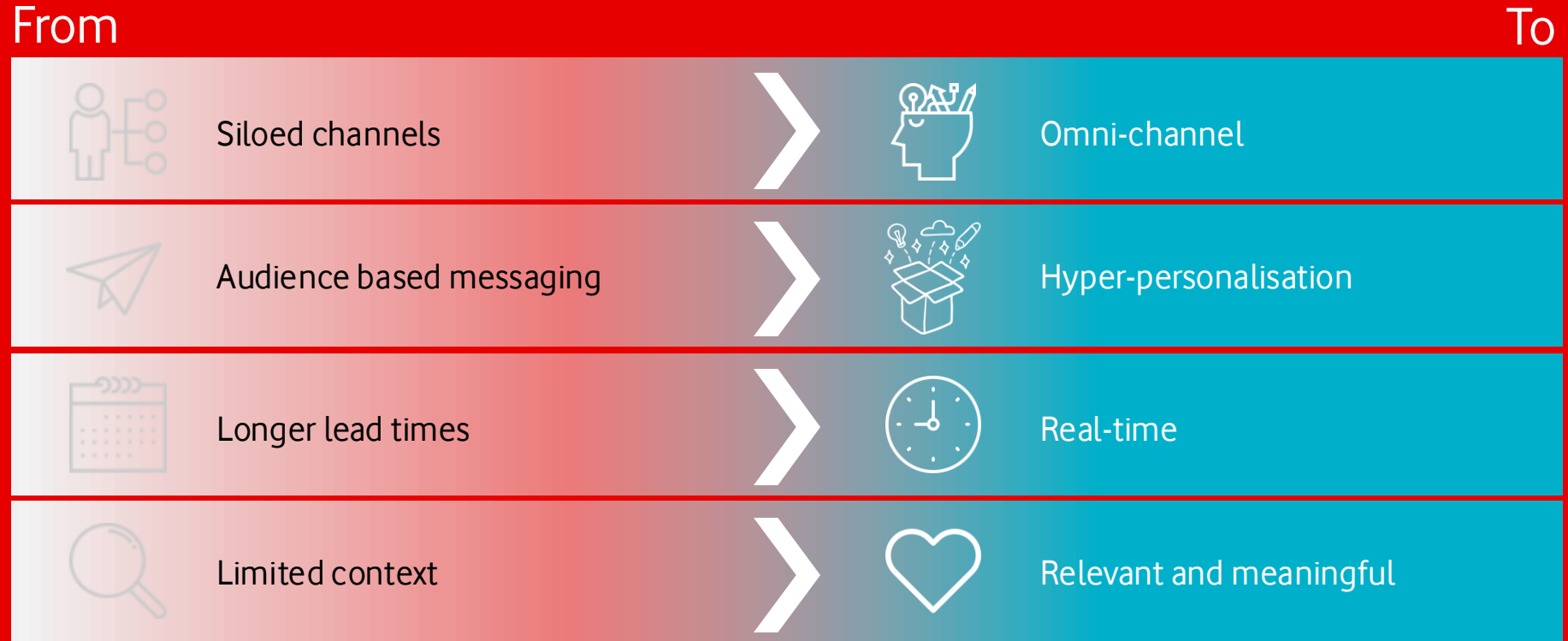
Enabled by Pega

✓ Real time Campaigning

✓ Multiple offers Outbound and Inbound

✓ Increase Digital penetration

✓ Next Best Action Advisor (Negotiation Tool)

✓ Universal Contact Policy

✓ Accurate Reporting on all Commercial activities

✓ In Top 3 VF Markets in terms of progress and tool utilization

✓ **100% Automated daily executed commercial programs (4hrs for all)**
✓ **Directly linked with CRM and channels (Shops-CC-VF Apps-Web-ToBi-externals)**
✓ **One source of truth between all channels and fully governed comms**

Pega NBAA

Pega Advisor for Next-Best-Action NBAA

NBAA Benefits

- ✓ Control of channel negotiation strategy

- ✓ Reduced AHT & customer info in one page

- ✓ Resolved legacy Tool Issues

- ✓ 1K users on a daily basis

- ✓ Designed & evolved based on agents' feedback

What we are the most proud of during this journey?

Fix Journey – Our own VF story

Before

7 individual campaigns – targeting the same customer base – on a monthly basis

- Adsl2Vdsl
- VDSL Speed upgrade
- Double Play 2 Triple Play
- TV Standalone

  InLife

- Xsell Fixed
- Xsell Mobile

- Retention

During

- Engagement of multiple teams from IT – Channels – Business – Product
- Extensive sessions to capture previous state and flag areas to improve
- Launched Pilot Upsell within 10 months from R4 initiation

Now

Fixed Base

- In-Life Up-sell
- Retention
- Xsell campaigns

Real time Inbound Siebel/AIOS → up to **6 offers**
From up to 3 Commercial Programmes
Big enabler for Digital Journeys (In progress)

Highlights

- Multiple offers (5) in one call (product mix)
- Automated Daily campaigns for Inhouse CC
  - Utilised targeting and prioritisation
    - FTTH migrations
  - Retention with multiple offers
  - Contact policy governance

Lowlights

- Data Quality Issues
- CRM Legacy system issues

Designed- Analysed- Developed from VF teams

Jun 2022	Mar 23	Apr 23	Jun 23	Aug 23
Initiation	Xsell CPs	Upsell Pilot	Retention	Full launch (Out & Inbound)

Challenges

✓ Pega skillset inexistent in the Greek Market – slow learning curve

✓ Pega experts' attrition – unclear career path

✓ Low utilization of Pega capability and enablers

✓ Heavily reliant on other VF systems: Middleware – Siebel - Google Cloud

✓ Data Quality

What's next?

What's on for 2025

Next Steps:

1	Triger based Campaigns on Adobe Analytics
2	NBAA for Fixed and NBAA Shops enablement
3	Pega Adaptive extensive model rollout

6	Household Level campaigns – Universal Agent
7	AoM Campaign Performance utilization
8	Leverage channels: ChatBot-Viber

PEGA

Q&A
You have Questionss
We have Answers

1. Campaigning before/with Pega

2. Way of Working

3. Timeline

4. Benefits and Pega enablements

5. Hero Story