



IGNITION[®] GROUP

Empowered by Possibility.

VODACOM CASE STUDY

How we helped drastically reduce Vodacom's churn.

Vodacom is one of South Africa's leading mobile communications companies, providing voice, messaging, data and converged services to over 55 million customers.

PROBLEM

Vodacom had two key problems they needed to solve:

1

They had a high churn rate. Once customers reached the end of their mobile contract, they historically moved to other products.

2

They had one existing business partner assigned to their customer cancellations campaign. They had no benchmark to compare results.



The background features a dark blue field with a pattern of hexagons. On the left side, there is a cluster of 3D cubes in various shades of blue and green, some with white highlights. Faint binary code (0s and 1s) is scattered across the background, particularly on the left. A thin green horizontal line is positioned below the 'SOLUTION' header.

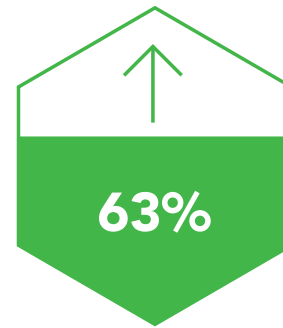
SOLUTION

Ignition developed scientific engagement techniques utilising multiple source data supplied by our data science team.

By deploying these techniques, we were able to build trust with Vodacom customers through our contact centre. This trust led to a greater understanding of customer pain points, allowing us to propose a bespoke solution to each customer. We provided a risk-free model to Vodacom, meaning we only got paid for every successful call.

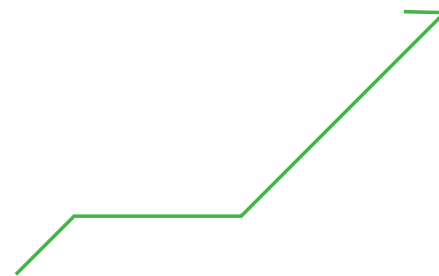


RESULT



63% of calls made resulted in customers staying with Vodacom and extending their contracts

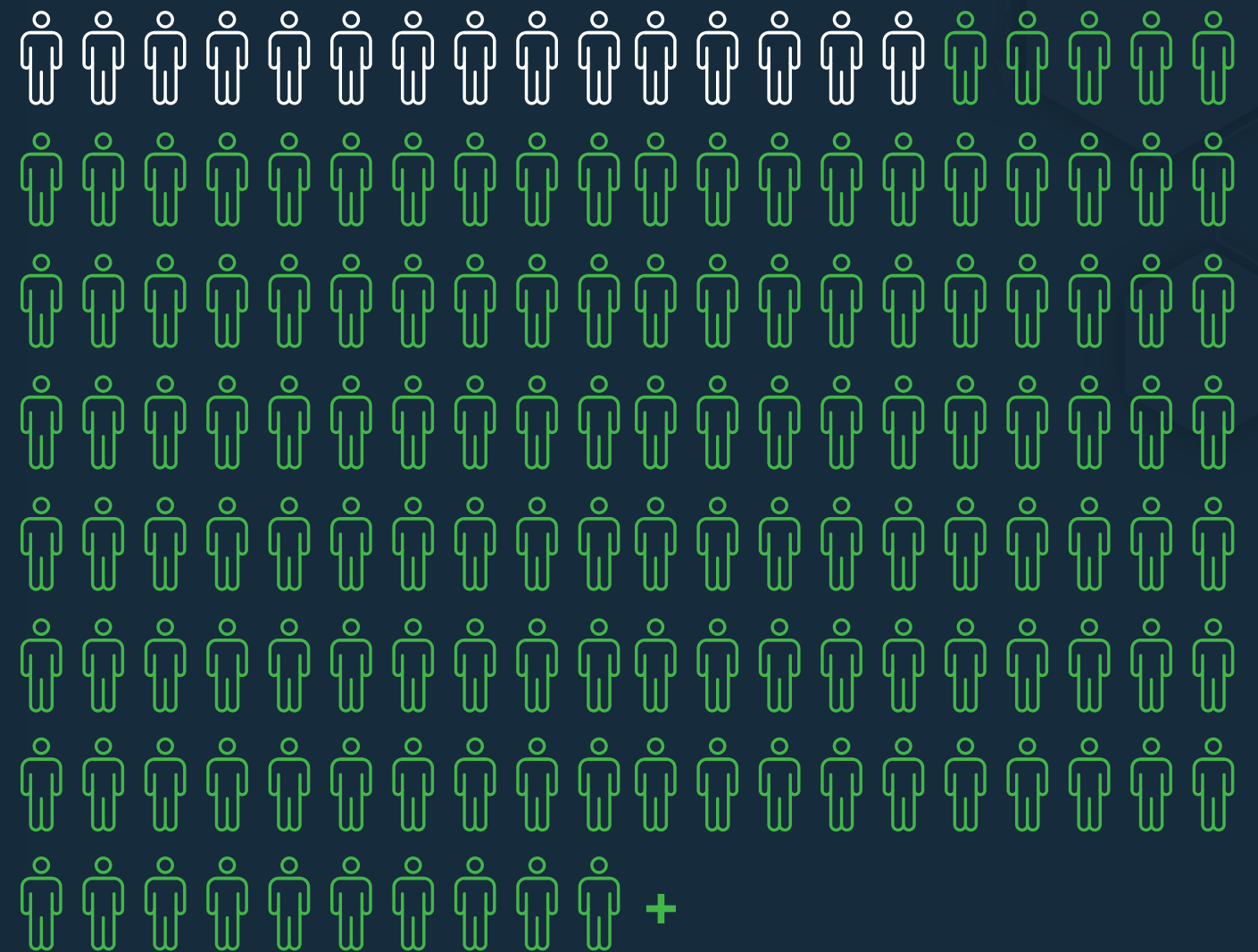
As a result, we have secured further volume of business from Vodacom, going from an initial 15% of their traffic to over 60%.



CONCLUSION

The success of this campaign has enabled us to scale our contact centre agents for this campaign from 15 to 150 over an 18 month period.

15 to 150+



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