

# Introduction

- Robin Hogenkamp
- Senior CX Business Consultant @ VodafoneZiggo
- >10 year experience in Customer Contact

"I help our organization get the most out of customer experience solutions. Put the customer first and drive digital transformations"

# <u>LinkedIn</u>



# vodafone O ZIGGO

Our brands





hollands nieuwe.







3.7 million fixed services households



6,948
employees with a permanent contract



8 offices



**116** stores





Liberty Global



Vodafone Group



**5.4 million**mobile Services customers



1.49 million

households are customers with both Vodafone and Ziggo



5,390 mobile Transmitter masts



410,000 km coaxial cable 40,000 km fibre-optic cable

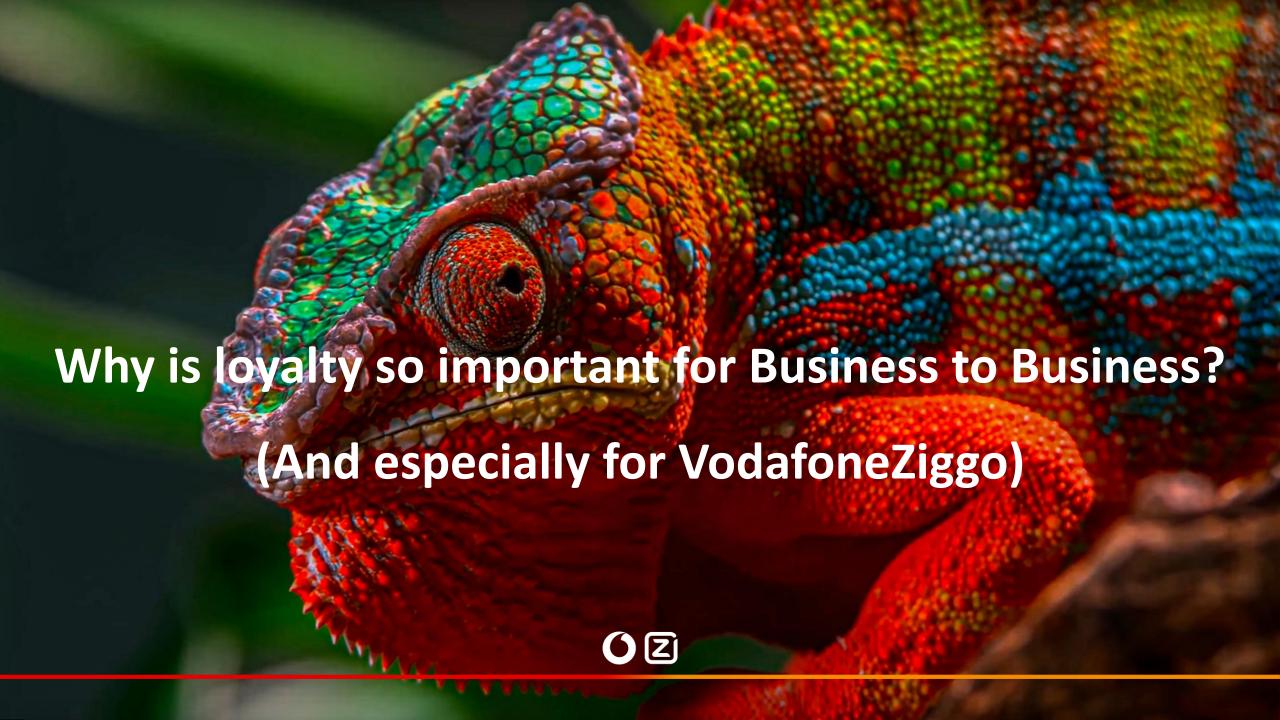


# There are 3 things I would like to share...

- Why is loyalty so important for B2B?
  - Market change
  - SOHO example
- The changing role of customer service
- How do we look at CX success
  - Customer Engagement







We face continuously evolving market dynamics...









... and we are well-positioned to capture these future growth opportunities with our renewed strategy



# WHY - Change

## **CHANGING PLAYING FIELD**

Increasing customer expectations beyond connectivity



Decreasing differentiation on core product portfolio



Play a broader role towards customers



Make customer specific propositions of products & services







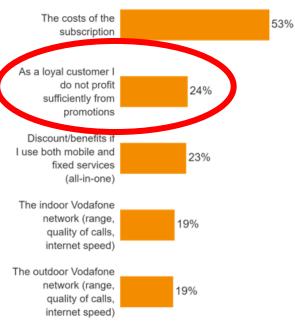


# Focus on speeds from competitor & sharp pricing see back in churn



## What were the reasons for cancelling your subscription with Vodafone? [top 5]

Base: Vodafone SoHo churners - n= 192



## **KNOW YOUR CUSTOMER!**



## PERSONAS VODAFONEZIGGO B2B



OWNER

> 20 EMPLOYEES

### **ABOUT MARY:**

• 36 years old • Manager • Decider

- · Overworked · Intuitive · Doubtful
- ICT is low priority Buys from reseller
- Digital maturity low
- · Low readiness to spend

## **DECISION PROCESS**

- · Looks for information online
- Wants simple and smooth purchase
- Needs help to make the right decision

**PRACTICAL & CAREFUL** 



#### ABOUT BEN:

- 29 years old Manager Decider
- · Sharp · Techy · Visionary
- · ICT to improve efficiency & flexibility
- · Digital maturity high
- · Looks at innovations like IoT, VR and Ai

### **DECISION PROCESS**

- Data & security are priority
- · Make organisation futureproof
- Ensure leader position of company

**INNOVATIVE & DECISIVE** 



HR MANAGER RETAIL COMP.

50-100 EMPLOYEES

## **ABOUT LINDA:**

- 46 years old Manager Influencer
- Empathic Reliable People-oriented
- · ICT to enhance employee well being
- · Digital maturity medium
- · Optimally utilise employee potential

### **DECISION PROCESS**

- Empower employees
- Flexible and tailored solutions
- · Gets input from employees

**RELIABLE & PREDICTABLE** 



FINANCIAL DIRECTOR PROFF. SERVICES

100-250 EMPLOYEES

### **ABOUT BARRY:**

- 52 Years old Director Decider
- · Formal · Proactive · Confident
- · ICT to reduce overhead costs
- Digital maturity medium/high
- · International Head office had final call

### DECISION PROCESS

- Compares special tailored offers
- · No time to research
- Conservative

**ANALYTICAL & ACCURATE** 

# **Ziggo Soho – Turn the Churn in 2024**

WHAT

Enjoyment and progress with every connection (NPS +50) WHY EVERY CUSTOMER HAS A REASON TO STAY WITH ZIGGO ZAKELIJK Make sure customers **Extend customers** Make every assisted Continuous testing & Radical shift from rehave the right HOW online with the right inbound contact improving modelling subscription & active to pro-active offer(s) count for stay for best ROI benefits **~** RADICALLY REDUCE ACCELERATE ONLINE **PROACTIVE ADD MAXIMIZE IMPACT DRIVE & REWARD CANCELS (DUE TO KEEP STRATEGY** VALUE **REACTIVE SAVES BASE LOYALTY** 2024 **ISSUES**) **STRATEGIC** Scale up online Drive customer life cost #1 Scale up pro-active Prevent customers **FOCUS AREAS** offers & enablers churn reason from leaving via the time value service

REACH & SATISFY CUSTOMERS BEFORE THEY SHOW A CHURN INTENT

switch desk



# Fantastic customer contact is a condition for success

**The importance of Customer Contact** 







**Customer loyalty and retention** 



**Competitive advantage** 



Positive brand image



Valuable insights and feedback



# B2B trends demand meaningful dialogues

Today's customer Innovation Informed **Big Data** By self-guided research Connected **Artificial Intelligence** Across channels Meaningful **Customer Dialogue Empowered Adaptive Modelling** With multiple options Intolerant Chat- & Voicebot Of poor experiences



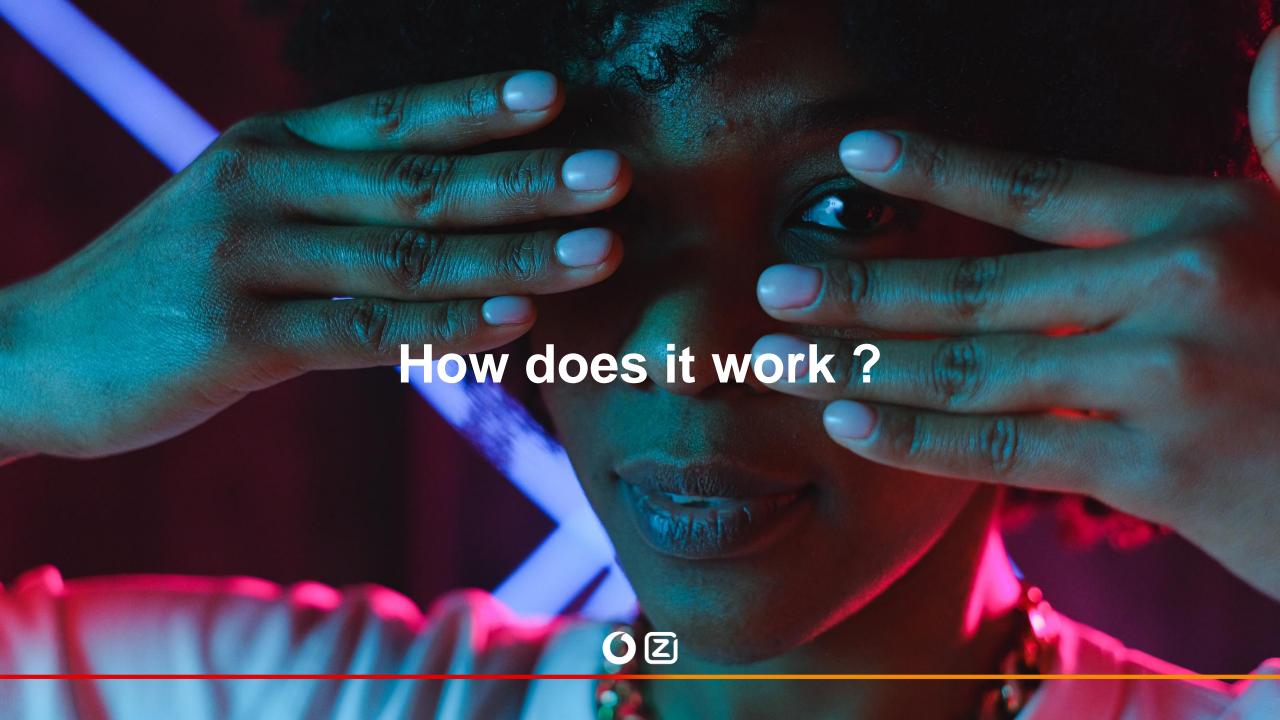
# Our vision

It's all about the customer. The customer wants a seamless & relevant customer journey. That's why we need automation and central orchestration. Our strategy is here to enable one consistent voice to the customer about the most relevant message at that time - driven by Al and adaptive learning - whether it's sales, engagement or service and to make sure a customer has a consistent journey across all channels

It's all about customer relevancy creating meaningful customer dialogues

KPIs: CLV, revenue, NPS, churn, call driver reduction





# How does it work?

# **Marketing**

- Acquisition
- ARPA (X/up/deepsell)
- Churn
- Permissions

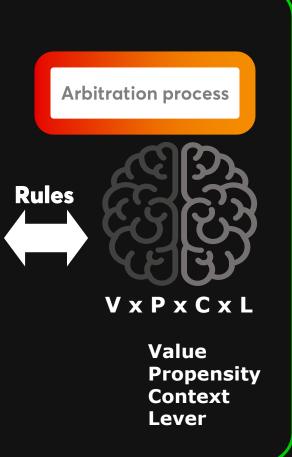
# Brand, CSR & Loyalty

- Brand Consideration
- NPS

## Service

- NPS
- Costs
- Churn Reduction

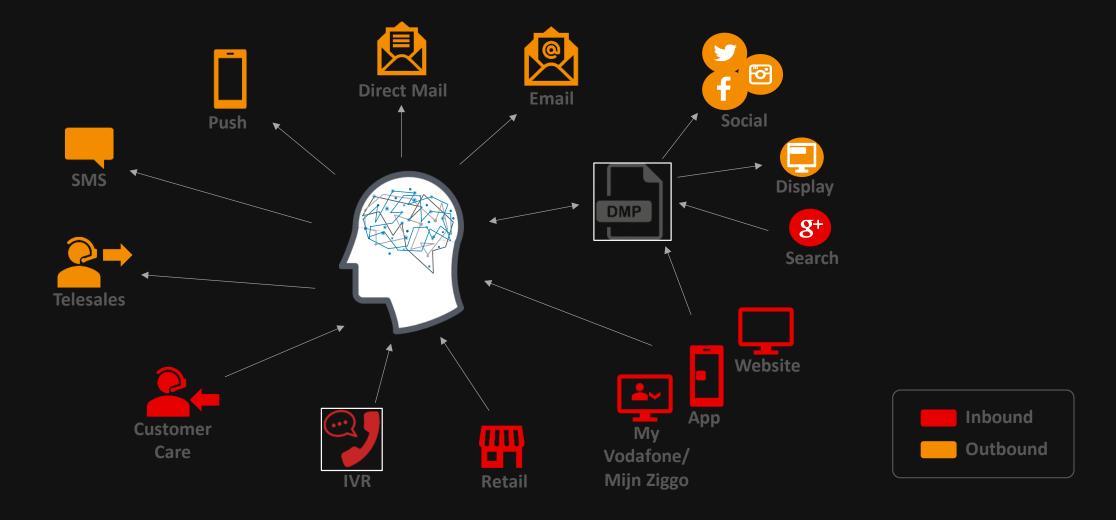






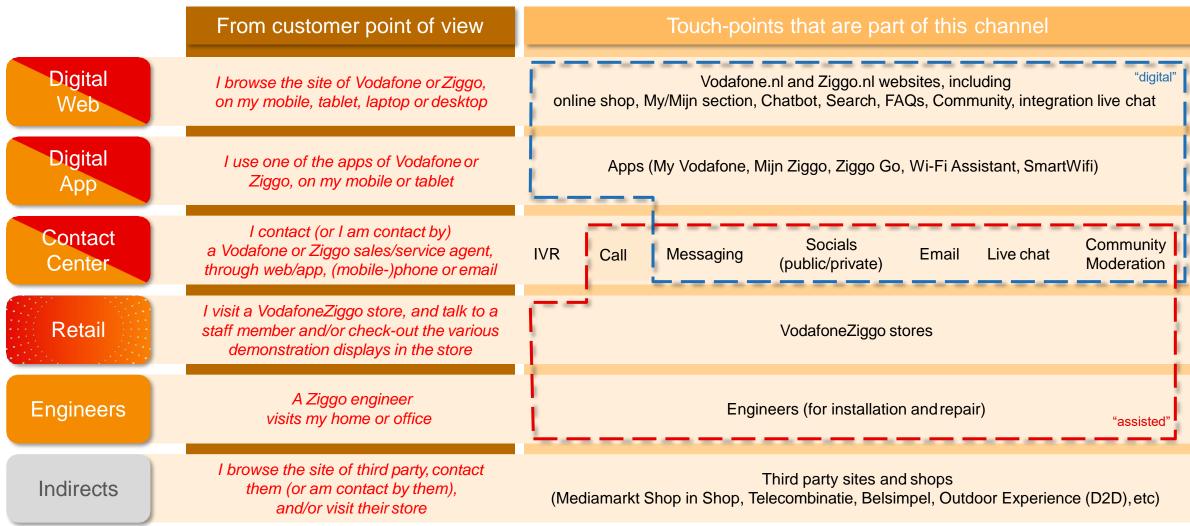


# The end state: omni channel offering





# **Channel overview** Describe it from the customer's point of view and collect all contact moments



B2B organizations want to get rid of separate applications and are looking for a single ecosystem in which all information is available.





# Customer Engagement is the cornerstone of our B2B Strategy

As part of our B2B Strategy, we are exploring new business solutions and business models, moving beyond connectivity and core telco products alone.

To help our customers thrive in the digital world, we need to transform ourselves from a telecom provider and supplier into a 'Partner for Progress'

"A strong Customer Engagement Strategy is foundational to a successful transformation into becoming a 'Partner for Progress'."

Engage with customers on a personal and continuous basis throughout the customer lifecycle

Inspire customers about new technologies and new ways of working that benefits their business



Provide advice to continuously improve the business results of the customer



# WHAT – We need to do to outsmart competition in coping with complexity

# Mitigate the complexity of our business



- B2B is a complex business by nature with wide variety in products, customer segments, customer journeys and legal contracts
- We need to mitigate this complexity by implementing and maintaining simple, universal models and keeping those clean and tidy

# With fragmented capabilities



- The mergers and acquisitions of the past brought us valuable capabilities
- Key is that we align people, process and technology around these capabilities to have a simplicity in the organization and a consistent experience for the customer

## We need to outsmart competition



- Digitization with the customer need as the starting point
- Create one market2cash chain
- Radically change the way of thinking and action the industry has done for decades
- Stop hardwiring segments, products, channels and E2E-chains



# Why is an engagement program valuable?





- •Happy customers bring more sales growth.
- •Less price discussions
- •Retention customers stay with us longer
- •Happy customers become a brand ambassador go spread this actively

Customer succes of product adoption

Co-creation and innovation

Connecting peers

Community and networking
Connect peers with peers

Inspiration & Knowledge

Customer advisory boards

Exclusive

Platform, Roundtable Loyalty / Hospitality / CSR capabilities

AJAX, Ziggo Dome, F1, gifts and milestone celebrations

Make your customer feel valued.
Keep customers informed about product updates, new features and trends relevant to their business

"We create unforgettable experiences"



# Goal | How to measure?

## Regular Engagement:

• Advocates are likely to engage with your business regularly. This includes participation in events, webinars, and discussions related to your industry.

## **Positive Feedback:**

• Look for customers who consistently provide positive feedback on your products or services. This can be in the form of testimonials, reviews, or direct communication.

### Referrals & Case Studies and Success Stories:

- Advocates are more likely to refer new business to you. If a customer is actively bringing in new clients or recommending your products/services, they may be a strong advocate.
- Customers who are willing to be featured in case studies or success stories are often advocates. They are proud of the positive outcomes they've experienced with your solutions.

## **Participation in Customer Advocacy Programs:**

• If you have a customer advocacy program, advocates will likely participate in it willingly. This could include activities such as providing testimonials, participating in beta testing, or attending special events.

## **High Net Promoter Score (NPS):**

• A high NPS indicates that customers are likely to recommend your business to others. Monitor NPS scores and identify customers who consistently rate you highly.

### **Proactive Communication:**

• Advocates may proactively reach out to your team to share positive experiences, provide suggestions for improvement, or express their satisfaction.

## Participation in User Groups or Forums:

• If your company has user groups or online forums, advocates may actively participate, share insights, and help other users.

### **Customer Interviews:**

• Conducting interviews with your customers can provide valuable insights. Ask about their overall satisfaction, reasons for choosing your products/services, and whether they would recommend your company.

O

# There are 3 things to remember about b2b loyalty

Customers are at the heart of all decision making



Use tech in the right way and bring your organization to the next level



It's a **business transformation**, not just a marketing campaign









Together we can