

# VODAFONE



HYPERION INTELLIGENCE PROVIDES DASHBOARD ANALYSIS FOR 800+ CONTACT CENTER STAFF.

CUSTOMER SUCCESS



*Vodafone calls on Hyperion Intelligence to manage performance and help deliver a great customer experience*

## AT A GLANCE

### Industry

Telecommunications

### Geography

Newbury, England headquarters; offices in Australia and New Zealand

### Usage

Operational reporting and analysis, performance management

### Hyperion Products

Hyperion® Intelligence

### Hyperion Partner

Altis Consulting

### Benefits

Dashboards created with Hyperion Intelligence deliver information via the Web 24/7 to more than 800 Contact Center staff

40 reports have been consolidated to just two - streamlining analysis process

Fast and easy access to daily Contact Center performance statistics drives better management of resources

Hyperion® Intelligence provides Vodafone with the flexibility to derive higher benefit from its Contact Center by enabling easy analysis of performance information to support change and deliver a great customer experience. Using Hyperion Intelligence, Vodafone's new centralized reporting capability allows management and staff to respond to up-to-the-minute circumstances, and continuously improve Contact Center efficiency.

**OUR GOAL WAS TO MAKE IT EASIER FOR PEOPLE TO DO BUSINESS – WE JUST NEEDED TO SIMPLIFY THE PROCESS AND PUT THE POWER INTO OUR USERS HANDS. WE NEEDED A MORE SIMPLISTIC SOLUTION THAT ALLOWED ACCESS TO THE DATA VIA A WEB BROWSER, AND HYPERION INTELLIGENCE PROVIDED THE PERFECT SOLUTION FOR US.**

*Adam Spence, Technology Solutions Manager, Vodafone*

## BACKGROUND

Vodafone Group Plc is a leading mobile communications company, with 25 percent of the world's mobile phone users connected to Vodafone. Vodafone has equity interests in 28 countries and partner networks in a further seven countries – leaving an unmatched network footprint. Vodafone's global revenue is nearly double the size of other global companies such as Microsoft or Coca Cola. The company provides quality services to 2.45 million Australian customers and 1.22 million New Zealand customers.

Vodafone implemented Genesys 6.5 for day-to-day management and control of its Contact Center facilities that employ more than 800 staff over 2 locations. Reporting for Contact Center staff was conducted via standard monthly reports pushed out via e-mail. The analysis process was cumbersome and time-consuming as staff had to sift through up to 40 different standard reports. These reports were run on request with no automatic scheduling possible. Since data was deleted from the server after a set period, historical data had to be downloaded to Excel spreadsheets by the user before automatic deletions; otherwise historical data analysis was impossible.

Vodafone knew the reporting process had to be enhanced and automated to make it simpler. Adam Spence, Technology Solutions Manager for Vodafone said, "Our goal was to make it easier for people to do business – we just needed to simplify the process and put the power into our users' hands. We needed a more simplistic solution that allowed access to the data via a Web browser, and Hyperion Intelligence provided the perfect solution for us."

*SOLUTION*

Standard Hyperion templates were packaged with the Genesys solution that Vodafone had commenced using. Once Vodafone was comfortable with these standard templates, it was identified that Hyperion could do a lot more, so Vodafone purchased Hyperion Intelligence to develop a more comprehensive self-service analysis solution.

Dashboards created with Hyperion Intelligence deliver information via the Web 24/7 to more than 800 Contact Center staff around Australia. Using Hyperion Quickview and the Broadcast Server for automatic scheduling, staff is provided with a range of query, analysis and reporting capabilities. Contact Center staff can customize reports to their exact requirements by changing parameters on just two reports.

Karen Stocks, Workforce Operations Manager for Vodafone said, "Instead of running forty different reports, Hyperion Intelligence enables us to deliver just two reports to our end users. Users now have the freedom and flexibility to pull the data that meets their exact requirements, via the Web, precisely when they need it."

Vodafone Customer Service Executives and management use Hyperion every day to manage Contact Center performance. With fast and easy access to daily statistics on number and length of calls, employee break times, call duration and general Contact Center performance, management can more effectively manage resources and focus on delivering a great customer experience.

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**WITH HYPERION, NOT ONLY IS THE ANALYSTS TIME FREED UP, OUR USERS HAVE AN INTUITIVE WAY TO ACCESS AND, MORE IMPORTANTLY, ANALYZE THEIR DATA WITH EASE. THE USERS CONTROL WHAT THEY SEE, WHEN THEY NEED IT.**

*Karen Stocks, Workforce Operations Manager, Vodafone*

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*RESULTS*

Prior to Hyperion, analysts manually manipulated and processed data so that Customer Service Executives could access it. The data was delivered via Microsoft Excel, with individual spreadsheets created for each day's data, making comparisons and analysis a difficult task for users. If management needed to look at historical data to compare current performance to previous timeframes, the data had to be downloaded from the server before it was deleted. The manual workaround was to load the data into a spreadsheet and analyze it using Microsoft Excel.

Since the implementation of Hyperion, users only need a standard Web browser to access data, and since information is selected based on any number of parameters, 40 reports have been consolidated down to just two. Data is also now kept on the database forever and historical comparisons can be performed whenever the user requires.

How information is accessed and analyzed since the implementation of Hyperion Intelligence is vastly improved. Ms. Stocks said, "Our users have access to the same information as they had previously – but now they have the ability to easily select what they want to see with a Web browser. They can also

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analyze the data and easily perform historical comparisons which helps them make more informed business decisions.”

Ms. Stocks said, “With Hyperion, not only is the analysts’ time freed up, our users have an intuitive way to access and, more importantly, analyze their data with ease. The users control what they see, when they need it.”

In terms of helping the project to succeed, Ms. Stocks said, “In just two weeks, Altis Consulting (one of Hyperion’s System Integration Partners) was able to build our reports and make it all work. The consultants from Altis were marvelous – they have a very high level of Hyperion knowledge and the underlying Genesys data, which really helped us to succeed.”

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