



PicUP[®]

Transforming the way
enterprises call their
customers



VODAFONE PORTUGAL
CASE STUDY

About Vodafone Portugal



Vodafone is a global telecommunications company which presents a range of services that are distinctive in each of the segments of the market.

Vodafone Portugal is a leading innovator and leader in brand image and Customer satisfaction, having nationwide network coverage with Fiber-Telecommunications network, connecting 3.7 million homes and businesses as well as 4.5 million Customers with its Mobile network.



The Challenge



One of Vodafone Portugal's goals is to identify innovative ways of providing exceptional service experiences that differentiate it from its competitors.

Vodafone Portugal faces challenges both in the customer experience and in KPI performance related to outbound calls.

Unlike many other channels of service that have been digitized and optimized, telephone calls to the customers, a major communication and sales channel, have remained outdated.

While some aspects of the outbound call journey have been revived, the call itself that reaches the customer remains a black and unidentified screen which creates lack of communication and brand identification, and leads to frustration of customers and loss of sales to the company.



Vodafone Portugal implemented PicUP's technology and utilized PicUP campaign optimization platform to deliver visually optimized & branded calls to their customers.



Contact center agents call customers



Customers receive PicUP optimized screens when phone rings



Customers pick up and start a purchase conversation with agents.

1

Campaign UP SALE

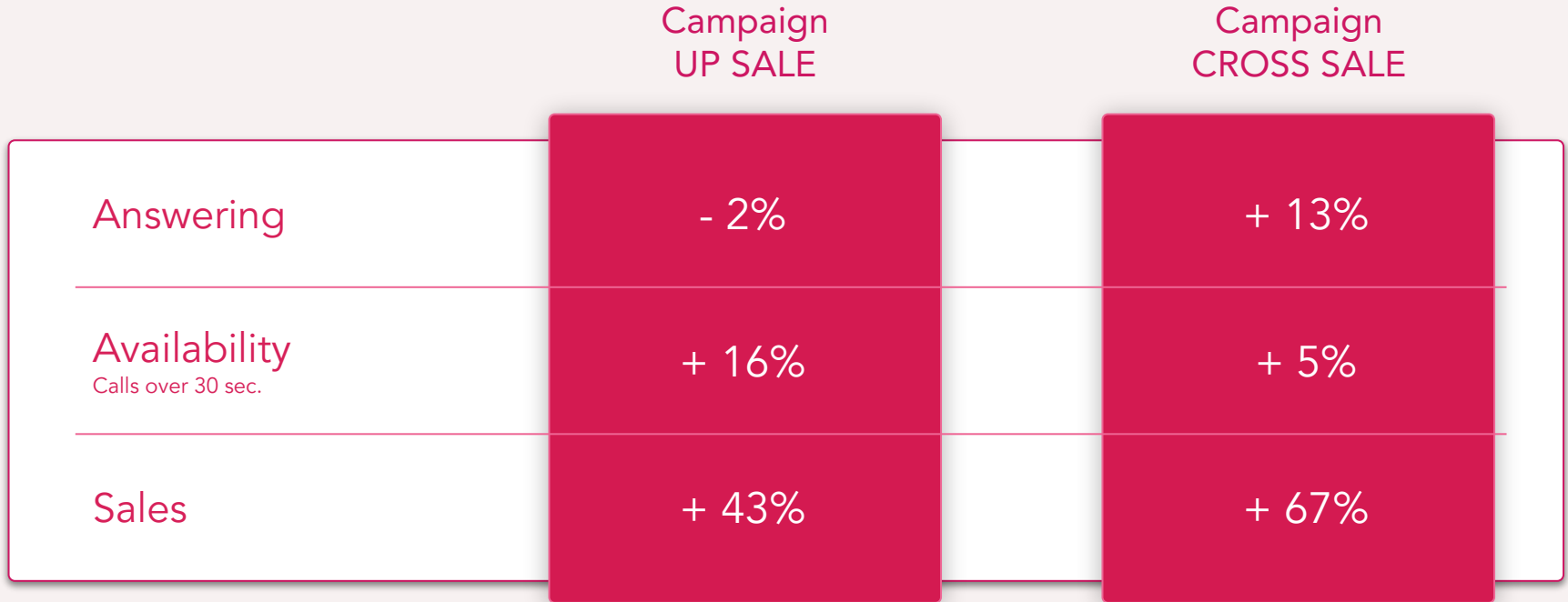
- Upgrades for mobile customers
- September 2020 - March 2021

2

Campaign CROSS SALE

- Selling TV plans for mobile customers
- June 2020 - September 2020





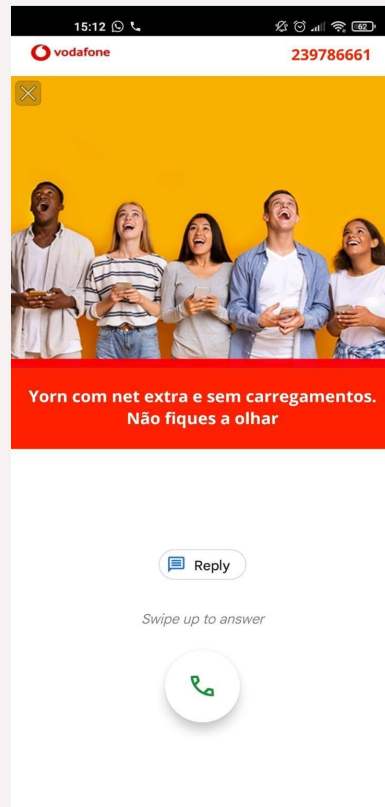
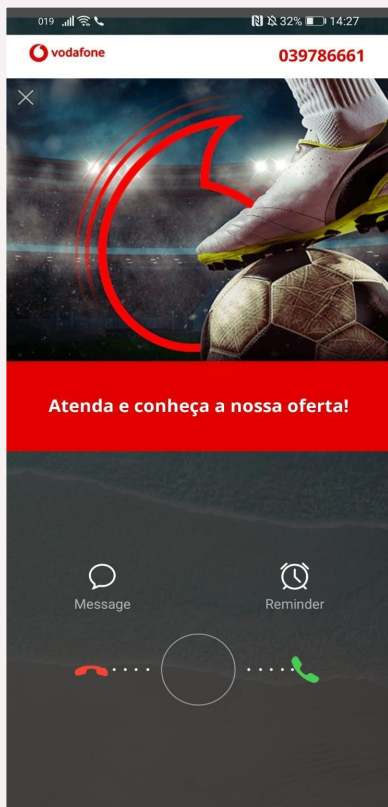
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PicUP's technology creates **a new digital experience** for our customers, and helps us improve customer (and agent) satisfaction, and most importantly, working with PicUP helps us **significantly increase our outbound sales**”



Ana Margarida Martins
Telemarketing manager Vodafone Portugal







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Thank you

Lior Shacham

972-547733500

Lior@picup.io

Liad Iluz

972-503015802

Liad@picup.io



www.picup.io