



CASE STUDY

Vodafone

Combining Decibel and Medallia delivers 360° visibility into customer experiences.

How Vodafone UK Approaches Customer Experience

With over 18 million customers, Vodafone UK places a significant emphasis on customer experience. Edward Mackie, alongside his SMEs Larry Jitaru, Jeyda Menderes, Sofia Sousa and the Digital Analytics team, works to ensure all Vodafone customers receive best-in-class service across Vodafone's websites and apps.

For over two years, Vodafone has relied on Decibel by Medallia's digital experience analytics to perfect online customer experiences. Using forensic tools like session replays, heatmaps, and journey analytics, the Digital Analytics team led by Edward Mackie and Liza Makridi can understand exactly what customers are experiencing on Vodafone's website at scale.

In combination with these experience analytics, Vodafone also uses Medallia Digital as its customer experience feedback tool. With Medallia Digital, the customer success team has ten globally aligned surveys across web and mobile applications that provide Vodafone UK direct access to customer feedback.

Together Medallia Digital and Decibel equip Vodafone with end-to-end visibility into the behaviours and emotions driving customer experiences. Every piece of feedback in Medallia is automatically paired with the relevant session replay from Decibel. When the customer success team needs to help understand a specific amount of input or changes to the overall NPS, these session replays provide the necessary context.

In short, Decibel's session replays give full context behind every issue reported through Medallia and empowers teams to resolve those issues more efficiently.



Vodafone is a leading telecommunications company keeping society connected and building a digital future for everyone. With over 300m mobile customers across 21 markets and 48 partner markets, Vodafone aims to create a digital society that enhances socio-economic progress.

Vodafone found value in Decibel and Medallia through:



Identifying unresponsive multiclicks



Using session replays to provide context for NPS scores



Journey visualizations that immediately identified bottlenecks

V-Hub Homepage-Chat vs. Call

A key issue the Vodafone UK team experienced was limited interaction with their support team. The online support and call center are 100% powered by natural agents — not automated robots. These agents are trained to engage with customers to maximise upsells, cross-sells, and renewals, which has proved an extremely effective strategy for Vodafone. And yet, despite this investment in their support, Vodafone's customers were not engaging with agents either online or over the phone.

To resolve this problem, Jeyda Menderes, a Digital Analyst on Larry's team, used Decibel's heatmaps to visualise how visitors were viewing on-page content and where they were engaging.

With Decibel, Jeyda found the following issues:

- The 1-2-1 Chat CTAs were too low on the homepage. Only 57% of users scrolled far enough to see the CTA.
- The 1-2-1 CTA was the #31 most clicked on element on the website and #35 on mobile.

After this analysis, Jeyda recommended that they move 1-2-1 Chat CTA higher on the page. The implemented solution saw astonishing results. Post-redesign, Jeyda's team saw:

- +180% increase in visitors to the 1-2-1 support page
- +331% sales opportunities through chat
- +181% sales opportunities through calls
- 1-2-1 Chat CTA #1 most clicked on element on the website
- 1-2-1 Chat CTA #2 most related on a part on the mobile

Lost and Stolen Submission Form

One of the basic forms on Vodafone's website is their "Lost and Stolen Submission" form. Customers fill out this form to block their phone or SIM card if their device has been lost or stolen. Customers must complete this form as soon as they realise their phone is lost. If they don't, they may be responsible for any changes made to their account, which can range from £100-500/day.

Results



"We focus on creating the best in class customer experience and connecting with our customer through all our channels. Medallia and Decibel help us understand customer signals by enabling us to act fast in understanding friction points with customer feedback, text analytics and forensic tools."

Edward Mackie
Senior Analytics and
Optimization Manager

Lost Stolen

Don't worry we'll block your SIM to stop anyone from using your data and texts

First name *

Last name *

Date of birth *

Phone number of lost device *

Current phone number *

Email address *

used to notify you when a bar is in place

Stop my SIM

As well as using this form, there are a few other steps you can take to stop anyone using your account and racking up unauthorised charges. [Here's what to do.](#)

Email address *

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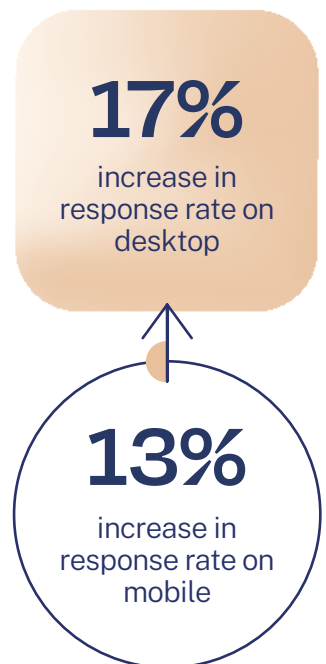


In the first few weeks of integrating Decibel and Medallia, Larry and his team noticed poor customer feedback regarding the Lost and Stolen submission form. In more than one instance, customers complained they weren't able to submit their responses. However, no customers gave any indication as to why.

To pinpoint the cause of this poor experience, Larry's team turned to Decibel's session replays. They watched the same fundamental sessions where this issue was reported, and in multiple replays, Decibel's AI tracked "unresponsive clicks" as an urgent experience issue. With further investigation, the team learned the "Block My SIM" CTA on the form was greyed out, making it impossible to submit the form. This glitch was incredibly stressful for customers, as they needed to submit the form to avoid additional charges quickly.

Ultimately, using the combined power of direct feedback with Decibel's tools, Vodafone's developer team fixed this technical glitch in record time. Not only did this fix prevent instances of fraud, but also, Vodafone saw their response rates increase 17% on desktop and 13% on mobile.

"Without the Decibel-Medallia combination, resolving the issue this quickly would not have been possible," said Larry. "But together, they were the perfect combination for helping us improve customer experience."



Decibel helps organizations make every digital experience effortless. We're the only analytics software in the world that can identify, score, and prioritize every online user experience impacting conversion, sales, and loyalty across your website and apps. Our forensic tools then get to the root cause so you can troubleshoot, validate hypotheses, and find the fastest

path to resolution. The world's leading brands—including Fidelity, Lego, and British Airways—harness Decibel for better conversions, more sales, and increased customer loyalty across their digital offerings. Optimizing digital experiences has never been this easy.



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Strategy

Results