



## CUSTOMER SUCCESS STORY: Vodafone CPQ

### The Challenge

Vodafone New Zealand is a leading telecommunications company that offers mobile, fixed broadband and TV services in New Zealand. Based on requests from clients, the company’s wholesale division pledged to enable customer self-service. The vision was that once a customer had ordered a product, they would have the tools to track the delivery of that product through to delivery and deployment at a glance. However, this was a big shift away from ordering by phone, text or templated emails.

### The Solution

The company deployed CSG's product for quote-order-bill. Vodafone New Zealand Wholesale’s catalog-driven cloud service can be configured to take new products to market or update existing products to make them available to customers immediately. Through converging manual legacy systems, including spreadsheets and emails, Vodafone New Zealand’s wholesale customers can gather instant quotes online as well as manage orders and inventory.



**MOVING TO A CLOUD-BASED ARCHITECTURE HAS BEEN ONE OF THE BEST DECISIONS WE’VE EVER MADE. AT LEAST 95% OF OUR INTERACTIONS WITH CUSTOMERS ARE NOW DIGITAL.**

Andrew McDonald,  
Former Head of Domestic and Global Wholesale, Vodafone New Zealand



## The Results

Vodafone New Zealand Wholesale is now set up as a private cloud service. The migration was carried out in just 12 weeks.

"Moving to a cloud-based architecture has been one of the best decisions we've ever made," McDonald said, noting the benefits of high availability, faster time to market and scalability.

"At least 95% of our interactions with customers are now digital," McDonald added, including pricing, quoting, order management and queries. This is from an almost standing start where all orders were previously submitted and tracked manually.

Further, Vodafone New Zealand's Net Promoter Score (NPS) has doubled from 30 before the self-service portal launched to 63 after. The company can also respond to market demands and roll out features, functionality and products faster.

Recently, Vodafone New Zealand Wholesale was able to launch a new wireless broadband product for the motorhome market in days, compared to weeks or even months using legacy systems. This is helped by the fact that integrations that have been built in the self-service platform have been designed to be reusable 'building blocks' for other product and service offerings, enabling even greater speed.

"It's a very competitive market -- the ability to launch brand new products very quickly to respond to that is key," said McDonald.

## Key Benefits of Vodafone New Zealand's 'digital first' strategy enabling customer self-service

Quote-order-bill technology means the catalog-driven cloud service can be configured to take new products to market or update existing products to make them available to customers immediately

Converging manual legacy systems means wholesale customers can gather instant quotes online as well as manage orders and inventory

Integrations built in the self-service platform have been designed to be reusable 'building blocks' for other product and service offerings, enabling even greater speed

## Results

95%

of customer interactions are now **digital**



**NPS doubled**  
(from 30 to 63)



New functionality and products can be launched in **days not months**



Migration to cloud in just **12 weeks**

**FULL CASE STUDY:** Vodafone New Zealand Wholesale doubles NPS with cloud-based self-service - <https://inform.tmforum.org/research-and-analysis/case-studies/vodafone-new-zealand-wholesale-doubles-nps-with-cloud-based-self-service/>