

Company

Vodafone Romania

Sector

Telecommunications

Geography

Romania

Phases

- Organisational Change
- Vision & Business Case
- Implementation
- Interim Management

Duration

10 Months

Key Metrics

- Incremental Revenue Delivered: €multi million pa
- Savings Delivered: €multi million pa

Technologies

- **Analytics:** SAS, R
- **Marketing Out:** Chordiant
- **Marketing In:** Chordiant
- **Reporting:** Business Objects
- **Data:** Oracle

PCA Team

- James Wilkinson
- Allan Engelhardt

PCA Group Implements Base Management Capability for Vodafone Romania

PCA Group, the leading marketing and CRM consultancy for the mobile telecoms industry took on the role of turning Vodafone Romania's fledgling marketing organisation into a fully formed Base Management practice whilst implementing new Inbound Marketing Capabilities.

Vodafone Romania, the premier Romanian mobile phone operator, had taken the decision to follow industry best practice and implement a robust Base Management organisation. A search was commissioned for an interim Director of Base Management who could both shape the organisation and enhance the capabilities whilst a permanent selection was made. James Wilkinson, Managing Director of The PCA Group, was selected for the role.

The initial task was twofold

- development of vision for Base Management within Vodafone Romania, and a roadmap for the component projects that would deliver it
- taking control of the Base Management related activities within the organisation and instituting best practice processes and disciplines.

It emerged that Vodafone Romania would benefit from enhancement of its Outbound Marketing capabilities as well as implementation of Inbound Marketing – both based around the Chordiant suite. Both projects were initiated and successfully completed as part of The PCA Group's role. In addition, base reporting and segmentation was enhanced to a level which allowed The PCA Group's "Insights Driven Campaign Creation" technique to be deployed. This method uses data mining and visualisation techniques to stimulate ideas for innovative revenue generating campaigns for the organisation. Campaigns for usage stimulation were rapidly identified and tested. Several of these are now in production and generating significant amounts.

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The PCA Group's experience of Base Management in previous organisations had indicated that significant opportunities for cost savings and incremental revenue generation lay in improving the efficiency of the retention

processes. An assessment within Vodafone Romania revealed an innovative opportunity to enhance the contractual process for retention resulting in both increased customer satisfaction and rates of retention whilst reducing operational costs.

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Timing

The Base Management organisation and capabilities were established over 10 months

Key Metrics

- Incremental Revenue Delivered: €multi million pa
- Savings Delivered: €multi million pa

Business Benefits

The benefits from the new organization include:

Insights Driven Campaign Creation (IDDC): allowing new revenue streams to be identified through mining of customer base data

Retention Process Improvement: leading to increased retention rates, improved customer satisfaction and cost reduction

Campaign Process Improvement: leading to improved campaign selection, performance assessment and profitability reporting

Visit The PCA Group on the web at www.pcagroup.co.uk or call them on +44 8701 614 195.