



**NUCLEUS  
RESEARCH**

**GUIDEBOOK**

# VODAFONE BUSINESS SERVICES, INDIA

**ANALYST:** Rebecca WETTEMANN

**November 2014**

Document o219

© 2014 Nucleus Research, Inc. Reproduction in whole or in part without written permission is prohibited.  
Nucleus Research is the leading provider of value-focused technology research and advice.

**NucleusResearch.com**

## THE BOTTOM LINE

Vodafone Business Services, India, provides companies with wireline, mobile, machine-to-machine, collaboration and conferencing, and other services across India and the globe through Vodafone's network. In analyzing the experience of Vodafone customers, Nucleus found Vodafone's domestic and global reach, quality of service, and support for innovation drove increased productivity, improved customer service, reduced costs, and increased agility.

## THE SITUATION

---

Reliable voice and data services are critical for business growth, and are the backbone for innovations that drive productivity and efficiency across all industries. Small firms and industry leaders alike must manage the overall cost of their communications while leveraging innovations in areas such as cloud computing, machine-to-machine communication, and big data to compete and grow. At the same time, telecommunications infrastructure providers are evolving to be more than just carriers, differentiating themselves with value-added services and other business offerings as well as their customer service.

## THE SOLUTION

---

Vodafone Business Services, India, established in 2007, provides fixed-line coverage across India with seamless connectivity to the rest of the world. More than 5 million corporate customers use Vodafone's portfolio of services, which includes:

- Wireline services, including virtual private networks (MPLS), internet leased line, leased circuits, and office wireline voice.
- Enterprise mobility, including mobile e-mail and connectivity, high-speed Internet, application mobility, and international roaming.
- Machine-to-machine, including Vodafone location tracker, smart metering, automotive and telematics, and remote asset management.
- Collaboration and conferencing, including audio conferencing and managed video conferencing.

Vodafone also provides value-added services such as toll-free number service and customized caller tunes and hosted business services including corporate e-mail and Web sites, PC security, and logistics. The company's network infrastructure includes more than 130,000 kilometers of fiber, more than 100,000 base stations, more than 400 points of presence across more than 130 cities, all-IP switches, and a Network Operations Center for 24 by 7 performance management.

To better understand the value proposition of Vodafone business services in the rapidly-evolving and highly competitive enterprise solutions market, Nucleus analyzed the experience of a number of Vodafone India Enterprise Business customers. The customers analyzed included a range of industry and company sizes. Some of the customers included were a leading fast-moving consumer goods company, a publicly-traded electricity provider, and a global automobile manufacturer.

## WHY VODAFONE

---

Nucleus found there were three main reasons why enterprise customers chose Vodafone business services: its domestic and global reach, quality of service, and roadmap and vision for services.

### DOMESTIC AND GLOBAL REACH

Customers cited Vodafone's ability to support all their business connectivity needs, both across India and around the globe through Vodafone's extensive network and partnerships, as a significant differentiator for Vodafone business services. Companies seeking to support operations across all of India's 29 states and abroad found the single-source vendor Vodafone provided would reduce vendor management challenges and streamline billing and accounting issues:

- *"It's an unnecessary headache to maintain multiple operators – with Vodafone I have all the services together."*
- *"If I have voice, data, and Internet, I want to have a seamless point of contact with the company rather than having many solutions."*
- *"The centralized billing is key for our business. For our offices in different states we would have to have additional contracts because not all service provider can service all states, but Vodafone can."*
- *"We have a plan to enter into Europe and we needed a partner with a global footprint."*

### QUALITY OF SERVICE

Vodafone's existing and ongoing investments in its infrastructure and services, as well as the proactive nature of its network performance management, was also cited by customers as a motivator for moving from other less consistent providers:

- *"Vodafone has a very strong network in India, reaching all states in the country with consistent service."*
- *"We started with a competitor, but we found they had many limitations and service issues. Vodafone was much better: the signal was stronger, and the service was much better."*
- *"Vodafone has very dedicated support. We needed to work with a partner that could help us understand the technology and devote the technical resources to fix any issues we had."*

## ROADMAP AND VISION

Finally, customers cited Vodafone India's thought leadership in the machine-to-machine space and its long-term roadmap for expanding and enhancing its portfolio of services as a confidence builder in selecting Vodafone.

Customers said that Vodafone's global domestic and global reach, quality of service, and roadmap and vision were all reasons they viewed Vodafone Business Services as a "total telecommunication player."

## KEY BENEFIT AREAS

Key benefits Nucleus identified from using Vodafone services include increased productivity, improved customer service, reduced costs, and increased agility.

### INCREASED PRODUCTIVITY

Beyond the natural productivity increases driven by reliable communications and business solutions such as videoconferencing, Nucleus found Vodafone customers are taking advantage of the reliability of its network and its machine-to-machine services to support productivity of diverse groups such as government agents, service and repair personnel, and transportation providers. Customers said:

- *"We have over 11,000 vehicles on the road. Industrial tracking SIMs could not handle the conditions. With Vodafone the equipment is more durable, increasing our delivery productivity because we know where a truck is in route."*
- *"We have had tangible savings because we've been able to knock down the time a service engineer spends resolving a problem by moving from a brick and mortar set up to remote diagnostics."*

Vodafone customers achieve productivity gains through its videoconferencing capabilities as well as its machine-to-machine capabilities such as smart meters and car connect. Productivity gains typically ranged from 7 to 12 percent depending on the type of technologies employed; those using machine-to-machine capabilities experienced more significant time savings through automation.

### IMPROVED CUSTOMER SERVICE

Nucleus found Vodafone customers are also taking advantage of Vodafone business services to improve their level of customer service by leveraging technology and data to accelerate the resolution of customer service issues:

- *"Using Vodafone we have been able to dramatically reduce the downtime for our customers and our customer satisfaction score are the highest we have ever had in our history. The ability to be connected with our customers has played an important role in our score."*

- *"Vodafone's service teams are very proactive about investigating a service problem ... if there is a network issue they will let us know in advance so we can respond more quickly to restore service."*
- *"Using Vodafone we have been able to predict and anticipate problems and take the appropriate steps before it creates downtime for customers."*
- *"Vodafone's meter solution let us know in real time if there is a service outage so that we can send a team immediately to restore the service the reduce the time of the outage and the potential for lost sales."*

Nucleus found companies using Vodafone could reduce the amount of staff time needed to resolve customer issues by 20 to 30 percent; in some cases customers experienced more significant savings.

### REDUCED COSTS

Nucleus found Vodafone customers reduced or avoided costs in two main areas: by being able to make better decisions through the delivery of more timely and accurate information, and avoiding technology costs by taking advantage of the completeness of the Vodafone portfolio of services. Customers said:

- *"Using Vodafone we are able to read meters four times each day, compared with once a month, so we can collect more data for analytics to reduce waste by identifying inconsistencies in service from theft or improper usage."*
- *"It's a headache to maintain multiple operators and billing processes. Vodafone brings together all the services in one company. We would need at least four separate contracts to get all the services we get with Vodafone."*

Nucleus found companies could to reduce administrative costs by consolidating their business services with Vodafone, reducing the administrative time associated with vendor management by 50 percent or more, depending on the number of services contracted.

### INCREASED AGILITY

The common theme among all customers Nucleus analyzed was the ability of Vodafone to support greater agility in the way they managed their operations and grew their businesses. With Vodafone as a technical partner – not just a service provider – customers were able to more rapidly establish new sites or lines of business, respond to changing market demands, or address critical business issues. Customers cited Vodafone's proactive service and diagnostics as well as its service predictability as key factors supporting their ability to be more agile.

### CONCLUSION

---

Vodafone Business Services, India, is continuing to evolve its product offering to provide a complete business-to-business service portfolio, and many customers are taking

advantage of the single-source vendor approach to leverage Vodafone's services while streamlining the management and accounting associated with their telecommunications services. As the ability to leverage and manage data becomes critically important to competitiveness, so does the importance of the vendor chosen to support those services. Nucleus found Vodafone Business Services customers could leverage Vodafone as a domestic and global partner to drive greater agility, efficiency, and productivity.