



Vodafone Qatar Q.S.C.

1. Vodafone Qatar Q.S.C. - Introduction

Vodafone Group - The leading telecom player in the world, decides to move from its regular modus operandi of acquiring existing telecom players in new markets, to running a new 'Start-up' business.

The first ever start up operations for Vodafone group in the past 10 years.

Vodafone chose 'Qatar' to be their first venture into the GCC region as it had a tremendous growth opportunity and the people in Qatar have always encouraged multinational organizations to be part of their culture.

Vodafone Qatar believes in operating a 'Purpose Based Organization' in achieving their goals.

Vodafone Qatar's - Purpose:

" To create a world of difference for the people in Qatar"

Vodafone Qatar's - Vision:

" To be the number one brand in Qatar within the next three years"

Vodafone Qatar's Values:

Vitality - Can Do - Worldliness.

The PBO approach has helped Vodafone in achieving their goals and delivering a customer experience that makes a world of difference for them.



2. Challenges faced by Vodafone Qatar :

Since Vodafone Qatar was a start up company they had to face a few challenges to smoothen things up.

- a) 1st start up for Vodafone group in the past 10 years.
- b) New region and culture
- c) Lack of local know how and people behavior
- d) Monopoly by Q-tel for over a decade.
- e) 1st venture in the Middle East region.

3. Need for Vodafone to have a contact centre in Qatar :

Customers form a vital part for any telecom service provider, specially for a start up operations.

Vodafone Qatar was looking for a contact centre operator with the following capabilities:

- a) Local know how of the Qatari market.
- b) Contact centre executives with bilingual skills.
- c) Fully functional contact centre premises.
- d) Localization of content.



4. Spanco Golden Key Solutions - Expertise :

Spanco GKS has the expertise in operating contact centre for various clients in Qatar.

Following are few of the USP's of our contact centre operations:

- a) Fully functional contact centre premises equipped with the latest gadgets.
- b) Round the clock technical support and disaster recovery site.
- c) Experienced and world class trainers to disseminate knowledge.
- d) Customized CRM solution for capturing valuable customer information.
- e) Multi step IVR (Integrated Voice Recording) facility.
- f) Bilingual and contact centre trained customer service executives.
- g) Local employees who understand the local culture and customs.



5. Activities done by Spanco Golden Key Solutions :

Following are the two major activities that SGKS is currently rendering to Vodafone Qatar.

Phase 1 : Inbound Helpdesk

- Assistance to customers for Online registration to be the part of Vodafone Qatar's 1st 1000 customers.
- Assistance to customers in choosing their Vodafone numbers.
- Assistance provided to customers for online payment and choosing the bundle option.
- Inbound helpdesk for the 1st 1000 customers to report their feedback in building Vodafone Qatar's network.
- Capturing customer concerns on Cell site on Wheels place by Vodafone in Qatar.

Phase 1 : Dealer Helpdesk

- Assistance to dealers in providing SIM activation and cancellation services.
- Order taking from dealers in SIM, e-vouchers etc.
- Handling queries related to E-top up.
- Lost / Stolen cards or SIM cases.
- Registration of grievances against distributors.
- Queries regarding retailers specific promos.
- Registration of complaints regarding inactive cards.



6. The Dilemma :

Post launch of its services and acquisition of the 1st 1000 customers, Vodafone Qatar is pleased with the services provided by Spanco GKS.

Spanco GKS was able to manage this launch successfully without glitches or downtime.

Even though both partners are happy and are aesthetic at the relationship, however both are at a dilemma.

Vodafone Qatar:

Outsourcing is a part of the Vodafone culture, being present in the Indian sub continent, Vodafone Qatar has its outsourcing partner there as well.

Outsourcing activities can be off shored to India at lower margins.

Vodafone Qatar has started this process, however has found this challenging in terms of management, responsiveness, service quality and content localization.

Spanco Golden Key Solutions:

March 2009, the month synonymous in the business world as the 1st Quarter of recession,

"Bad things have come, Worst are to follow."

The management at SpancoGKS is faced with a uphill task. Even though they have successfully managed to acquire Vodafone as a client amidst stiff competition from three other local BPO service providers, and have provided excellent services to Vodafone Qatar, their competition has suddenly come in from Vodafone outsourcing to its partners in India at lower margins.



Now the challenge lies in providing higher value services to Vodafone Qatar at competitive rates.

Gathered around the conference table, the business development team was wondering what to do next?

The DGM – Business Development could feel the bust of cold air from the air conditioner across his face and the resonating words of the great poet Robert Frost

***" The woods are lovely dark and deep
And I have promises to keep
And miles to go before I sleep
And miles to go before I sleep."***