

Overcoming Hyper Disruption through Personalization

A Round Table Q+A with Vodafone Germany



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In the face of hyper disruption and the 5G revolution, Vodafone Germany uses data to embrace new business models that grow revenues. Learn how Vodafone leaders go about managing a database, leveraging predictive analytics, and embracing disruption in the telecommunications industry.

What are the unique challenges a telco company like Vodafone faces?

Dr. Michael Weichert : We've got 35 million customers, so you're talking about scale, about fast access and then calculating it. The other part of scalability is the whole data preparation process, where you have quite complex data mergings that a database has to do on demand. There aren't many tools that bring out that speed.

Scaling with speed seems to be one of the key challenges a telco faces—and that can affect how you manage your data. What specific issues do you face while managing a database?

Dr. Michael Weichert : The frictionless part—what I just initially mentioned—is bringing in data from tickets, which is classical unstructured data, and merging it with customer data as well.

We get the luxury of having them both sitting there, and we can then have the customers access it—directly accessing it—which is quite an improvement because otherwise, people will be moving data and copying data. We'll have inconsistent data. You have a mess when you do this, and it's really easy. You log in, join the data. You don't have to move it. That makes people quite happy.

So once you have all your data managed properly, at scale, what are you able to do with it? Why are predictive analytics particularly important in the telecom industry?

Michael Hansen : There's a lot of analysis and data matching going on in the background that brings that data together and targets the right person with the right offer.

"It's actually crucial, because data and analytics, without them, we can't really decide on what is the best for our customers."

Sven Ophey

Juliette Aucamp : So we could show them use cases, like: "Here are specific households that have a DSL and a cable, or two cable products. Let's sell you a better deal," or, "We realize that you have a really old product with us, so now let's upsell you onto a better one."

Sven Ophey : They think they need A, but we can also propose that they need A and B, or “A was good in the past, but B is more efficient in the future.” So that’s then our role: to consult and to bring our customers to the utmost possible success of their business.

It’s actually crucial. Because data and analytics: without them, we can’t really decide on what is the best for our customers. It’s more like a gut feeling, and gut feeling is not really reliable.

Anna Dimitrova : Experience and gut feeling is good. But hyper disruption, the changing world, different habits: you can’t base decisions on a gut feeling always.

To do that kind of predictive modeling, you have to make sure you’re validating data correctly, right?

Anna Dimitrova : Right. So, let’s say: I’m Anna, I live in Düsseldorf. I have a Vodafone mobile contract and I have a Unitymedia fixed line contract. We need to know that Anna is the same Anna. Otherwise, I will get absolutely mixed up communication. So they matched the two data warehouses which is tremendous work.

And what’s the end result? How does that type of data validation and predictive modeling pay off?

Anna Dimitrova : It really enables you to make a better decision for your company.

As the telecommunications industry rapidly changes, the organizations that focus on putting data at the center of their business can keep pace with the changing landscape of technology and customer demand.

“At the end of the day, the customer is happier. The employees are happier because they have really created value.”

Anna Dimitrova

To learn more about Vodafone’s approach, visit <https://www.teradata.com/Customers/Vodafone-Germany-5G> or <https://www.teradata.com/Customers/Vodafone-Germany-Convergence>.