CUSTOMER STORY

VodafoneZiggo's data transformation

Qlik self-service and flexibility support a 250% annual increase in user adoption

vodafone **Ziggo**

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Bart Cloosen, BI Manager, VodafoneZiggo

Recipe for success in a competitive arena

Telco is one of the most highly competitive markets in the world but the fight for customers is particularly intense in the Netherlands, where the dense population and high coverage rates are contested by a large number of players.

In 2016, a new ingredient was thrown into this melting pot when two of the country's most prominent providers, Vodafone and Ziggo, joined forces to form VodafoneZiggo.

This combined Ziggo's fiber-rich broadband network with Vodafone's market-leading mobile operation to create a strong converged competitor for the Dutch market. With 8,000 employees, it now provides a full suite of TV, broadband, fixed-line and mobile products.

"If you are not flexible and data-driven you lose out to the competition," says VodafoneZiggo BI Manager, Bart Cloosen. "Becoming data-driven was a mission and strategy that came from the top of the organization. It means that all our employees and also our suppliers use data so that daily decision-making is based on sound data analysis and not on gut feelings.

"Our ambition is to create the most enjoyable digital customer experience, blending the best of technology and human interaction in a personal, instant and easy way. We also want to be the employer of choice."

Solution Overview

Customer Name
VodafoneZiggo

Industry
Communications

Geography
Utrecht, Netherlands

Function
Finance, HR, IT, Marketing, Sales, Supply Chain Management

Business Value Driver
Customer Intelligence, Reimagined Processes

Challenges
- Improve decision-making by becoming a data-driven organization
- Deliver enjoyable customer experiences and become an employer of choice
- Grow sales while controlling cost

Solution
Implemented Qlik Sense as the main data visualization tool for the whole company, promoting self-service and creating 140 apps.

Results
- Data insights of direct relevance to business needs
- Increased competitiveness due to data-based decisions
- Improved customer service with personalized offers

Seeing the flip side of merging companies

A major barrier to the company's data ambitions was the complex environment that the merger had created, with many legacy tools, different techniques and processes. Excel spreadsheets were widely used and with over 10,000 reports there were many versions of the truth.

VodafoneZiggo needed one tool that would enable it to merge all its data and processes and it decided that Qlik Sense, which had already been used by Ziggo, was the best fit. The decision was based not only on functionality but also on its flexibility and ease of use, which would persuade staff to give up their legacy processes.

User adoption was a serious challenge, as Cloosen explains: "With data I aim to give users a buffet from which they can create beautiful dishes and self-service is key to driving user adoption. If you take away their flexibility to use a lot of tools then you must give them something that is controlled flexibly. That is how Qlik Sense is helping."

It's a concept that has paid dividends because the Qlik buy-in has rapidly spread to all areas of the company. At the beginning of 2020 there were 800 users and there are now 1,700 active users of Qlik Sense. The current target is to increase that to 2,000 by the end of the year and 3,000 by the end of 2021.

Self-service is key to user adoption

Qlik's support for self-service has seen 140 apps in production throughout the organization from B2B, sales and marketing to loyalty departments and customer operations – ultimately, the company plans to have a maximum of 500 apps. On top of that, HR staff are using Qlik dashboards and the solution is also used by 500 agents in contact centers.

"We have also made Qlik available to mobile agents who, in the future, will be able to see their performance on a daily, weekly or monthly basis no matter where they are," adds Cloosen. "It's amazing how visually strong our Qlik dashboards are. They're top notch."

Qlik Sense will also be made available on mobile devices for installation and maintenance engineers so they can keep in touch while they are on the road.

"All the Qlik apps are helping to significantly improve our NPS and reduce costs - our brand NPS is an important figure for all our employees," adds Cloosen. "Every app is different because not everyone needs the same information.

"This means that the data we bring to our business users needs to be relevant and timely for every single individual in the company and that kind of granularity is what Qlik dashboards provide."

Insights related to business needs

Creating data insights that have a direct relevance to business needs is a vital element. The business intelligence department runs regular design brainstorming sessions to discover exactly what the business wants. It then designs, tests and implements dashboards and goes on to educate users in how to best apply them to business problems. Improving data literacy is seen as a critical success factor.

Cloosen's current aims are to develop existing users and hunt for new ones. Future plans also include the adoption of new Qlik capabilities, including chat and alerts.

Paying attention to data journeys

"I want to have 3,000 happy people who are using our dashboards and insights frequently for their day-to-day decision-making. That is my target for 2021," concludes Cloosen. "We are creating customer journeys so, for example, we have a project management dashboard which recreates the legacy app in Qlik that will be used by 200 project managers.

"We define data journeys for specific colleagues so if they don't currently have Qlik we will give them an account and basic training and create dashboards that will enable them to be connected from day one onwards.

"Driving user adoption and buy-in is all about getting people involved at an early stage which is why we have achieved a more than 250% increase in user adoption in one year."

Looking ahead 12 months, VodafoneZiggo plans to embed Qlik into front-end tooling and its intranet to make operational insights and key performance indicators even more widely available to contact center teams and employees across the business.

At the same time, Cloosen is looking to move beyond self-service and have a trans-analytics environment with predictive analytics to help automate decisions.

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About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

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