

Intelligent customer service
through
language and speech technology
at
Vodafone Hungary

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vodafone

About Vodafone

Vodafone is the **world's largest** mobile communications company by revenue

March 2011



Dimensions:

- 5 continents
- 85 000 employees
- Group Revenue £45 billion
- 341 million mobile customers
- 31 million mobile internet users



About Hungary and Vodafone Hungary

- Total mobile customers in Hungary: 11.8 million, incl. 1.1 million mobile data
- >100% penetrated market, strong competition
- Vodafone is a highly recognised company

**We proudly support the
3 times Olympic Champion
Men's Waterpolo Team**



Innovation Award (2009)



National CSR Award (2008)



**Best of Call Centres
Award 2010**



Network Excellence Awards (2010)



**Customer Service Excellence in
Call Centre and Shops (2010)**



Vodafone Hungary contributes to the success of



Unmatched Customer Experience – the heart of our strategy

To provide an **experience that is unique** on the market,
beyond customer expectations and telecom services,
to **ensure admiration, loyalty and recommendation** of Vodafone

Some examples:

Customer Obsession Wall

Gifts sent by call centre agents

Thank you SMS following the call to call centre

Call the Customers program



Defining the next step

Unmatched Customer Experience building blocks



Great people



Innovative technology



Optimised processes



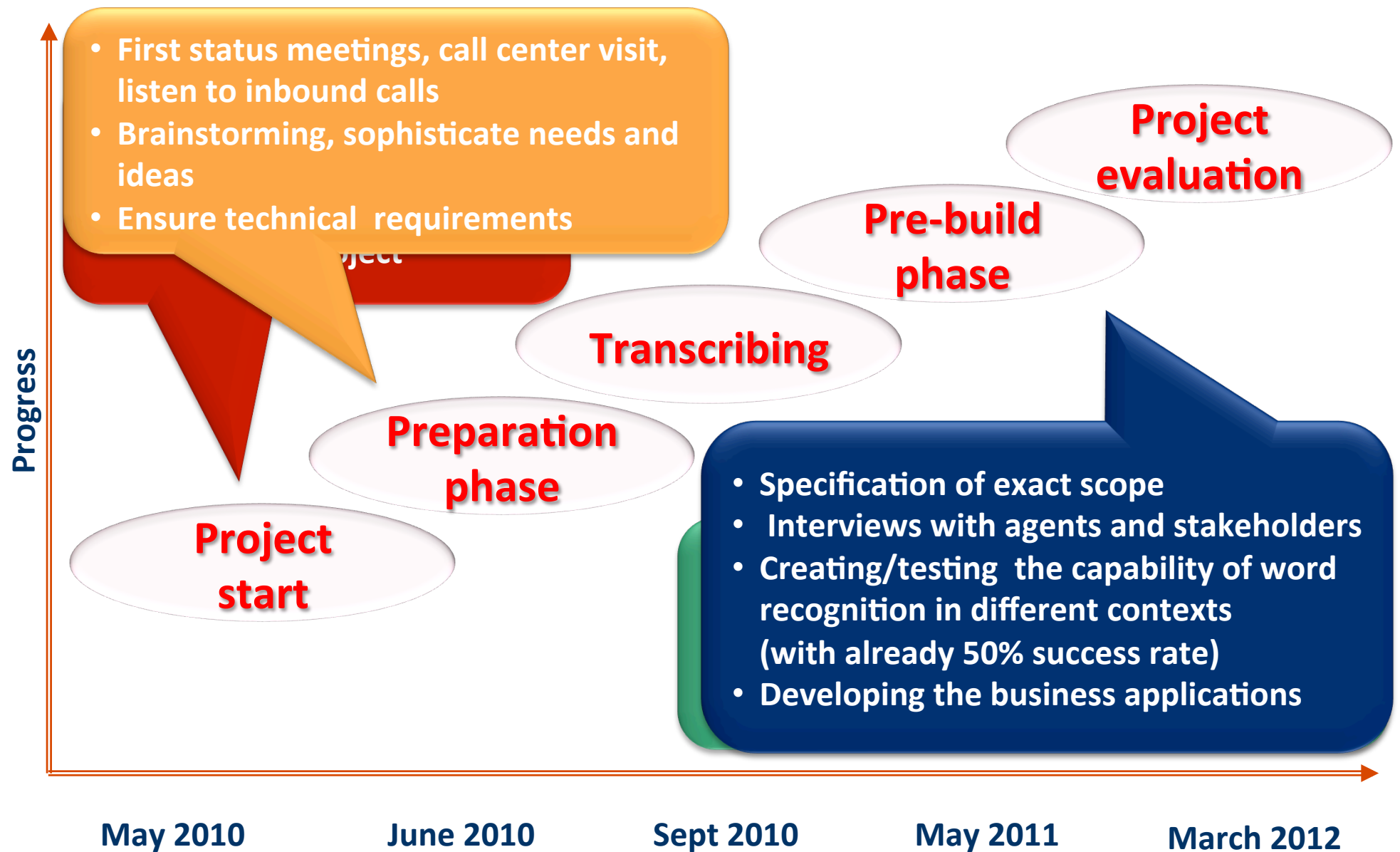
Key business expectations



Our ultimate goal: to build long term differentiation through language and speech technology to provide Unmatched Customer Experience



MonSpeech project phases



MonSpeech project participants

Excellent co-operation among academic researchers, development partners and an industrial user



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THINKTech

MONTANA
TUDÁSMENEDZSMENT, RENDSZERINTEGRÁTOR ÉS SZOFTVERFEJLESZTŐ KFT.



The MonSpeech project – fact sheet

- With European Union funding the MonSpeech project is realised by MONTANA Knowledge management Ltd. as beneficiary
- ID: GOP-1.1.1-09/1-2009-0068
- Total cost: 336,000,000 HUF (~ €1,221,000)
- Project funding: 218,400,000 HUF (~ €794,000)
- Project timeframe: 04.01.2010 - 03.31.2012
- For more details see: www.montana.hu



Thank you for your attention!

Visit the Monspeech demo at the META-Exhibition!
(Booth No.2 in Room Margit)

