

Vodafone Improves Customer Experience with Ingram Micro's Help



Partnering with Ingram Micro is one of the best decisions we have ever made. They have really shaped our roadmap and are helping us deliver a much improved customer experience. In fact, the Technical Call Centre is resulting in some of the best NPS results to date.

Gareth Williams
Head of Logistics, Vodafone

In 2015, Vodafone, a leading cellular provider, set out to improve its Net Promoter Score (NPS), a measure of customer satisfaction. It was determined that an improved customer return and repair process would result in a better customer experience, and so began the mission to find a partner who could influence change.

Complete Reverse Logistics Support

Ingram Micro began supporting Vodafone's returns and repairs for both their retail stores and ecommerce channels. This includes bringing devices into our facility in Norwich, UK, triaging and grading devices, performing accredited repairs and refurbishments, exchanging devices or allocating refunds to customers.

Virtual Repairs Avoid Need for Returns

Since device fixes can be executed remotely or through collection of the device (for physical repair), it was natural to add contact centre services to the partnership. If a device issue can be resolved remotely, Ingram Micro technicians perform virtual diagnostics and in doing so, dramatically reduce the need for Vodafone's Enterprise Customers to send in and be without their devices. More than half of the physical repairs previously needed are avoided and resolved through technical support over the phone, enabling Vodafone customers to enjoy uninterrupted connectivity.

Improved Customer Satisfaction

In addition to improving the accessibility of remote repairs, Ingram Micro and Vodafone prioritize developing a positive and supportive work environment for contact centre agents, training them to be representatives of Vodafone's brand and the importance of delivering a consistent customer experience. Through the support of Ingram Micro, Vodafone's Net Promoter Score increased alongside overall customer satisfaction.



100% of customer repairs completed within 48h



265K customer interactions each year



50% of all Enterprise return requests are saved