

## SQWARE PEG CASE STUDY

# Vodafone

### Situation

Vodafone Australia was interested in developing its online store capabilities to keep pace with customer demand for online sales and fulfilment, while simultaneously reducing the cost to acquire and retain customers. Customers wanted faster service and more access to online resources. Vodafone Australia traditionally engages prospects and customers through direct sales, retail and via a network of channel partners. In order to significantly grow its acquisition capabilities, Vodafone Australia directed investment to its online sales engine. Faced with a task to deploy the upgraded online solution within weeks, rather than months or years, Vodafone Australia turned to Squire Peg to provide a Software as a Service (SaaS) based solution backed by the Force.com platform for order management and workflow. The solution - the 'Online Store' can be found at: <http://store.vodafone.com.au>.

### Challenge

Vodafone Australia's core challenge was getting a tactical solution to market in the short term to meet immediate online sales opportunities. The business wanted results and the IT Team needed to deliver quickly.

### Solution

Robust, scalable online sales resources are typically not developed overnight, but to expedite the development of the enhanced online store, Vodafone Australia engaged Squire Peg. Squire Peg's exclusive focus on SaaS and Cloud Computing solutions meant it was able to deliver in a fast, efficient and cost-effective manner. Squire Peg recommended and delivered a **Software as a Service (SaaS) based solution** that **integrated seamlessly with the Shopping Cart**.

The end solution, built on salesforce.com's Force.com platform provided an excellent solution to meet Vodafone Australia's current business objectives and budgetary requirements.

The solution is now used for full order acquisition, workflow and real-time customer status communications. Furthermore, Squire Peg coupled the Online Store solution with an appliance-based integration platform for robust communication of Order, Account, Credit and Fulfilment activities into the Vodafone Australia backend IT systems (Siebel/Oracle).

This created a **two-way, real-time integrated solution** with **automated workflow communications** from customer signup through to order activation and handset delivery.

"Simultaneously we gained efficiencies in our operational customer setup processes and reductions in our fulfilment and delivery times. The SaaS solution delivered by Squire Peg was an agile alternative to traditional models and technologies. Squire Peg was instrumental in helping us make this happen"

Ian Harris, Head of Web Development  
Vodafone Australia



### Result

Vodafone Australia was able to implement a valuable solution that was delivered on time and at low cost compared to traditional offerings. The following results were realised:

- Accelerated **Business Process Automation**
- **Reductions** in Operational Fulfilment Activities
- Decreased Burden on the Call Centre
- Order **Workflow Management**
- **Real Time Customer Alerting** from Shopping Cart through to Delivery
- **Exception Reporting**
- Management **Dashboards**
- Solution Delivery in **62 Days**