

Vodafone Business and Dubber are on a journey together to enhance customer experience





Dubber at Vodafone Business

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The old saying is true, that collaboration is the key to customer success, and there is nothing more powerful than two technology leaders working side by side on a mission to proactively construct positive experiences and ultimately deliver superior customer service. The deep relationship between Vodafone Business and Dubber is proving that in the fast-moving, technology-driven unified communication space, the winning formula is not only seller-carrier co-operation but a true and deep partnership.

Vodafone Business see several benefits from partnering with Dubber

Enhanced Customer Experience

The relationship has a long history and has evolved over time – both in the technological aspect, where Dubber brings innovation and proven experience of integration into carrier's ecosystems, as well as a close working relationship entirely devoted to enhancing the customer experience. Every interaction, improvement, and feature deliverable, are focused on meeting and exceeding Vodafone Business customers' needs.

Asked why Vodafone Business selected Dubber, Kelvin Campbell, Vodafone's Groups-based Technology Product Owner says:

“We wanted to work with someone that not only had proven mobile carrier integration capabilities but also had the ambition to help us realise our vision for recording”

This vision, with Dubber's support, would see Vodafone Business evolve from a Network Mobile Recording service (NMR) to a Unified Cloud Recording Service (RaaS) that could not only capture and securely archive a customer's many vendors, many media interactions, but would enhance the customers experience by making all of this conversational data accessible in a single place, presented in the Vodafone Recording Portal.

Adding, “We both represent a partnership where both companies are working hand in hand to address what customers need while enhancing what Vodafone Business can sell.” Vodafone Business are always looking to further enhance the customers experience and by introducing ‘Dubber Moments’ artificial intelligence (AI) innovations into the service, Vodafone Business offers the customer an additional business value beyond recording. Dubber Moments provides the AI tooling that can surface business insights for the customers archived conversational data. This adds a Business Intelligence service that would deliver a real tangible commercial value for Vodafone Business customers.

Kelvin says “Our market search led to Dubber. An important criteria for our success is the digital journey, having the technology and making it easy to access means we needed a partner that could align with our API first approach in delivering a zero effort and self-serve experience for our customers, providing Vodafone Business customers access to our services as fast and easily as possible”.

Leveraging Automation for better UX

The API-first-on-a-global-scale approach as a principle combined with automation as a way to enhance user experience and increase customer satisfaction play a pivotal role for Vodafone Business. With a cloud-based platform, that's easy to provision and deploy,



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services from Dubber enable Vodafone Business to adopt automation that provides consistency in customer experience and gives the carrier a competitive advantage.

Dubber's Vodafone Account Director, Ian Whitehouse-Giles, says: "This automation approach to Vodafone Business is unique. At Dubber, we wanted to build something that could be rolled out at scale across the entire organisation".

Dubber's data management services enable Vodafone Business customers to have a complete view of end-user conversational data captured across all their networks and platforms. This cloud-based, infinitely scalable access point is powered by Dubber's AI analytics to extract value from that data and provide business insight and meet customers' needs for resilience, sovereignty, and compliance. All this comes under a single umbrella: Unified Cloud Recording as a Service.

Why more service providers select Dubber

Innovation

Cloud-based and powered by AI, Dubber's native interaction capture services gives Vodafone Business' customers access to the most cost-effective and complete recording and conversational insights solution across virtually any form of communication.

Compliant Unified Call Recording

Vodafone Business addresses critical customer needs for compliant unified interaction capture delivered as a service from the cloud.

Lower CAPEX and OPEX

No hardware, no complex integration, no impact on customer experience – Dubber services embedded into the network without the cost and complexity of legacy approaches.

Strategic go-to-market support

A strong engineering-based partnership built upon a shared vision of a fully automated and self-service cloud solution.

New revenue sources

Dubber lowers customer acquisition and retention costs. Bringing the benefits of unified recordings and compliant conversation data to customers is a compelling reason to move to full-featured solutions that deliver an immediate return on investment.

Turning compliance into an opportunity

The evolution and growth of regulatory demands for unified communication, new ways of working, as well as changing trends in communications, have pushed Vodafone Business to continue to adapt to this ever-evolving landscape. Dubber's technology means Vodafone Business' customers can capture and store any conversation in a safe, efficient way. Kelvin says: "Dubber's highly secure and encrypted technology helps our customers meet their regulatory and compliance demands and standards, adding to the trust in our service."

Started initially as a need for compliant mobile call recording within the financial sector it grew from there to other vertical markets (healthcare, public sector, insurance) and has expanded into the customer segment from the small business sector. The data is stored securely in a single cloud repository that is compliant with data and privacy regulations. This is vital for organisations that face regulatory compliance rules.

Speed to revenue

The digital journey to enhanced customer experience started in 2022 with the transition of existing customers to the new fully API-driven, secure and resilient archive storage and playback solution offered by Dubber that provides Vodafone Business customers with a single pane of glass for all captured interactions. Thanks to Dubber's AI-powered intelligence, this data can then be transcribed, stored, easily accessed and analysed to provide valuable business insights.

Kelvin says: "We want to give new opportunities to customers wishing to capture data from their networks, using different communication platforms to 'access all their conversations in one place' and with Dubber's compliance tooling putting AI across the top of the data to gain insights that can deliver real business value".

Because Dubber's cloud-based services are embedded in the Vodafone network, new customers can be easily onboarded and immediately benefit from all features including AI, analytics and cloud storage. For Vodafone Business that means quicker time to revenue and cost reduction. Dubber also offers Vodafone Business a flexible, scalable billing model that streamlines internal operations.

Cost-effective Dubber solution opens a new door for Vodafone Business

Vodafone Business spent the first year of its Dubber partnership focusing on building the behind-the-scenes operations. Kelvin says "We are working to create the foundations through automation to deliver an exceptional customer journey and experience. At Vodafone Business, our digital-first approach is principal. We're automating the end-to-end customer journey and simplifying the complexity so our customers and sales teams can avoid complicated processes and do everything with the click of a mouse."

The partnership with Dubber helps Vodafone Business to deliver exceptional customer experience but also monetise the value of the data in the network. It empowers Vodafone Business customers with AI-driven business intelligence tools that help them make smarter, insight-driven decisions.



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