

# Welcome to Vodafone UK News.

**Its aim - to bring you the latest news from the Vodafone UK Corporate Communications team. This week...**

## **Vodafone UK helps Carole Nash Insurance Services deliver faster, more effective services to customers**

Vodafone UK, the UK's best network, announces today that its installation of a new call centre system at Carole Nash Insurance Services (CNIS) means the motorcycle insurance specialist's customers can get the help they need faster and in a way that suits them. Vodafone's solution has radically overhauled the way the contact centre operates and improved customer service, productivity and efficiency, meaning the cost of the new system will be returned within 16 months.

Vodafone developed an award-winning, multi-media Contact Centre solution, integrating web, online chat and self-service options for CNIS customers which helped contact centre staff to deliver an improved level of customer service with less infrastructure and staff overheads.

By implementing Work Force Management (WFM) and Work Force Operations (WFO) solutions, CNIS was able to grow its business with less staff, while also improving overall levels of customer service. Three months after the system was set up, opening hours of the contact centre were increased from 8am to 8pm, better suiting customers. As part of the expanded access for customers, Carole Nash expanded customer services opening hours to Saturday 9am to 5pm, while saving 3.5 per cent in staff costs through improved shift scheduling.

Installed onsite by Vodafone engineers in just six weeks, the call centre system has also seen Carole Nash achieve a 50 per cent increase in outbound dialling to support marketing efforts. Other business benefits include greater flexibility in part time shift patterns, a significant extension of opening hours and dramatically improved forecasting of call volumes. As a result staff performance has improved, as has staff retention, enabling CNIS to focus on providing the best services to its customers.

Find out more about Vodafone's fixed and mobile solutions at [vodafone.co.uk/builtaroundyou](http://vodafone.co.uk/builtaroundyou).

## **Pre-order now open for Nokia X6 on Vodafone UK**

The Nokia X6 can now be pre-ordered from Vodafone UK, and is available for free on a £30, 24 month price plan, with 600 minutes, unlimited texts and mobile internet. Pre-order the Nokia X6 now at: [shop.vodafone.co.uk/shop/mobile-phone/nokia-x6](http://shop.vodafone.co.uk/shop/mobile-phone/nokia-x6)

## **Vodafone World of Difference UK – meet the winners**

The Vodafone World of Difference programme is giving 500 people from across the UK the opportunity to work for a charity they are passionate about. The programme was open to both the general public and Vodafone employees. Through the scheme, the Vodafone Foundation will donate £2,500 to the charity. In addition, Vodafone UK will donate a new mobile phone with pre-paid credit so that winners can capture their experiences and share them on [vodafone.co.uk/worldofdifference](http://vodafone.co.uk/worldofdifference) to inspire others.

Heidi Hinchliffe is working for ReachOut! Manchester, and has been organising some great activities for young people in the local area, including jewellery making, baking and debates about rap lyrics. To keep up with the plans for ReachOut! Fundraising Week and meet the whole team, visit her blog: [worldofdifference.vodafone.co.uk/uk/heidi-hinchliffe/](http://worldofdifference.vodafone.co.uk/uk/heidi-hinchliffe/)

Elizabeth Ann Boden is working for the Wiltshire Wildlife Trust for her World of Difference placement. She has been raising awareness of the Trust's fundraising activities across the region, ranging from a walk from Avebury to Stonehenge to opportunities to sponsor cows! Find out more at her blog: [worldofdifference.vodafone.co.uk/uk/elizabeth-ann-boden/](http://worldofdifference.vodafone.co.uk/uk/elizabeth-ann-boden/)

