Why Vodafone for Finance

Vodafone
Power to you
Why Vodafone for Finance?

At Vodafone, we have a long history of working with businesses in the retail banking, investment banking and insurance sectors – and we’re perfectly placed to help them succeed in the future.

As a global operator, our knowledge and expertise means we can help financial services organisations to confront some of their biggest challenges and develop digital strategies to drive future growth.

We’re a Total Communications Provider, providing the network, technology and solutions to better connect employees, improve operational agility and deliver increased customer engagement.

- 80% of Europe’s largest banks use Vodafone’s in-building services
- 67% of the top US global banks use Vodafone for their communications
- 50% of the world’s top 50 global banks use Vodafone’s solutions
- We provide convergence for Africa’s second largest bank
- We connect half of the UK’s banking branches
- Vodafone Automotive is the industry leader in usage-based insurance technology, with over 20 million devices connected across the Internet of Things
- Vodafone’s Internet of Things connectivity is available in 200 countries

Enabling the Gigabit Society

Our goal to establish a Gigabit Society is underpinned by our global network coverage and expertise across mobile, fixed-line, cloud and IoT networks. We are investing in future-proof technologies to provide fast, reliable, consistent performance at very low latency – to meet the future demands of businesses and consumers. To find out more, take a look at the report by Arthur D Little.

Read on to learn more about our range of solutions. And if you’d like further information on the biggest trends in the finance industry, you can download our Ready Finance Guide at Vodafone.co.uk/finance
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Six trends driving change and opening new opportunities

Today, financial services providers are facing a number of significant challenges. The pace of new technology, the changing customer dynamic, and the scramble to regain trust are among the many factors turning the world of finance upside down. We’ve identified the six key trends that are transforming the industry – and creating a wealth of opportunities for those organisations willing to embrace change.
The trust imperative
Trust in the financial services industry is at an all-time low. Since the crash of 2007–08, there’s been a crisis of confidence. And it’s not just consumers who are deeply skeptical – governments and public bodies have lost faith too. This has created an environment in which new regulation and compliance is putting increasing pressure on organisations to become more transparent and responsible – and frequently prove their ‘resilience’ and risk status. In order to comply, organisations need to develop more agile, scalable business models.

Security in the digital age
Cyber attacks are a very real threat for finance organisations, and those who’ve been hit know just how damaging it can be. Protecting customer data is paramount, as criminals increasingly target banking customers with phishing scams. And given the increasing popularity of mobile working on smartphones and tablets, organisations have to be more vigilant than ever.

The changing customer dynamic
Customers are becoming more demanding and have higher expectations of the services they use. They expect a seamless and integrated choice of channels as they engage with a business. It’s also easier for consumers to change providers, so retaining customers is now a major challenge. The business that can differentiate its products and lead through outstanding customer service will have the edge over its rivals, reducing attrition and improving advocacy.
Digitally empowered employees

Like most industries, financial services organisations want to attract the brightest and best. But today’s workforce is different to older generations, and want different things. They’re ‘digital natives’, having grown up with the Internet and online technology, and use it to make their working life easier. Businesses must understand that adopting the latest technology is key to recruiting top talent, and will ensure the firm takes advantage of more sophisticated employees and ways of working.

New competitors, new money

Traditional financial service models are being vigorously disrupted and, across the world, new start-ups are revolutionising payment technology. The FinTech (Financial Technology) industry is growing rapidly and providing new and exciting ways to pay for goods. Tech giants are also getting involved, with the likes of Google Pay, Apple Pay and similar ventures from Samsung and its competitors vying for market share.

Companies that embrace new payment platforms, or develop their own, will have the edge over those who fail to innovate. Some of the most exciting innovation is coming from outside the developed world, particularly Vodafone’s M-Pesa in Africa and micro-finance in India. M-Pesa, for example, is helping businesses to enter emerging markets, such as health insurance, more quickly and easily. While nimble and innovative market entrants, such as Atom Bank, have the potential to attract new generations of consumers who are happy to run their finances exclusively via mobile apps.

The innovation paradox

The great majority of finance organisations are going through a period of ‘digital transformation’, exploring and finding better ways of engaging their customers. The Aviva Drive App is a great example of usage-based insurance, where a person’s insurance premium is based on personal and relevant criteria – in this case, the ability of their driving, rather than just their age, sex or driving history. The innovation paradox is that all this change needs to be achieved against a backdrop of tightening regulation and risk management that actively discourages anything new.
Section 2

How Vodafone and technology can help

Vodafone is one of the world’s largest telecommunications companies, with operations in Europe, Africa, Middle East and Asia Pacific, as well as emerging markets. We’re also working in the developing world to bring some of the most innovative financial projects to life.

As a Total Communication Provider, we can connect all of the people, places and things in your organisation, so you can deliver data, applications and communications to power future growth.

We work with large, medium-sized and small financial organisations, providing fixed-line and mobile solutions, as well as cloud and hosting services and IoT (Internet of Things). Our customers can be confidently connected through our global network of networks.

Ready Business

We define ‘business readiness’ as being able to cope with both the foreseeable and unforeseeable in today’s rapid social, technological and economic changes. Businesses that are able to react quickly to change can prosper and survive. Those that cannot take advantage of the opportunities that constant change brings can risk failure.

We help businesses achieve:
- Better operational agility
- Better connected employees
- Better customer engagement
Why Vodafone for Finance Guide

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Better connected employees

Better operational agility

Better customer engagement
Better connected employees

Giving people the tools to work how they want, where they want and when they want – in a secure and managed way – is critical for the future of finance services providers.

Financial organisations are, by their nature, risk averse and typically conservative in how they work. This is evident in their relatively slow uptake of flexible working, as most have stuck with a traditional office-based ‘fixed’ working environment. But times are changing. And more importantly, people are changing. Flexible working has entered the mainstream and employees are choosing the working hours that suit them.

There’s an ongoing ‘war for talent’ in the finance sector and businesses are competing to attract the best new employees. There’s a lot at stake: these people could become the next biggest names in the industry and drive massive returns for their employers.

This younger generation, however, aren’t used to traditional working styles and come to work prepared to use the same technology they use in their personal lives. This is creating tension. On the one hand finance firms want to attract top talent and help them collaborate and communicate across increasingly virtual and dispersed teams. But on the other, they’re concerned about security and data protection from flexible working that takes place predominately on personal devices.
Make flexible working a reality
For finance organisations, flexible working and better connected employees means being able to keep up with the ever-changing demands of the job, while providing a better customer experience.

Flexible working is nothing without security. As cyber attacks become more prominent and increasingly clever, the right level of protection will safeguard both company and client data.

Vodafone helps businesses to make the most of their workforce, so employees are happier and work more productively.

• Unified Communications delivers a better connected workforce, using fixed-line, mobile, conferencing and presence to make collaboration easy and intuitive

• Secure mobility means that customer-facing staff can spend their time dealing with customers, yet remain connected to HQ for rapid communication

• Vodafone Secure Device Manager (VSDM) manages and secures smartphones and tablets from a single portal, securing business data when staff are out of the office or working on location
Better operational agility

Finance organisations are under increasing pressure to move to a more flexible, efficient operating model that’s quicker to respond to market conditions, threats and opportunities.

The same legacy infrastructure that’s powering older finance firms is also holding them back. Slow decision-making speeds, the failure to grasp new opportunities and the inability to react to changes are hampering their chances to grow.

Many organisations are also looking at their fixed cost base, particularly the price of their office premises. It’s now in their interests to have less fixed desk space and a reduced footprint in the financial centres of major cities. By moving back-office teams out of premium locations, businesses can save large amounts of money quickly and easily. But investment in new technology is needed to make this a reality, as legacy infrastructure would interfere with working flexibility.
Harness more flexible, efficient working

Businesses that embrace more mobile, cloud-based infrastructure will benefit from leaner, easily scalable and more flexible ways of working. By harnessing the power of new technology, they can more easily connect their locations, streamline their communications and drive new areas of growth.

Vodafone’s solutions embed business agility across an organisation’s communications platform, helping them to become more agile, more efficient and more profitable.

• Fixed and mobile connections ensure employees are better connected to internal systems, files, other employees and their customers – enabling the business to react rapidly to new opportunities when they arise.

• Cloud and hosting securely moves a business’ IT to the cloud, giving it the flexible, scalable and cost-effective infrastructure it needs to strike the right balance between performance and economy. We also support clients’ existing data centre environments and secure hybrid cloud infrastructures to enhance virtualization and collaboration.

• Wi-Fi can enhance the customer experience by providing Internet connectivity to people when they’re spending time in branch. It also enables data collection and analytics to give businesses better insight into their customers.
Better customer engagement

Historically, financial organisations have attempted to win over customers and stand out in the market by differentiating their products and proposition. But these days, consumers often see relatively little difference between each company’s offering, and in a number of cases, find the options open to them confusing. Choice, therefore, usually comes down to who can offer the best customer service.

Delivering a great customer experience is so important today because customers aren’t as loyal as they used to be. And public opinion on social media is now a major factor in swaying people towards using a particular company or service. This is especially the case in insurance, where consumers are always searching for the best deal.

It’s also becoming easier for customers to switch accounts or service providers. Price comparison sites have helped to make this quicker and easier than ever before. While attrition rates do vary considerably, it’s inevitable that they’ll rise further given the combination of innovative new market entrants and reduced loyalty.
Give each customer the best possible experience

Financial services organisations that go the extra mile for their customers will be rewarded with the ability to win, and retain, more business.

Vodafone is transforming how businesses communicate and engage their customers, using the latest technological developments and approaches.

• We design, install and support multimedia contact centres, enabling businesses to open up new ways to market, improve their customer experience and reduce costs

• In-branch technology, including smartphones, tablets and video conferencing means customers can be served more easily, via the channels that suit them

• We’re a global leader in the Internet of Things (IoT). This enables insurers to move from static to dynamic risk evaluation models that base premiums on actual behaviour, while helping banks to rapidly connect ATM machines and reduce their energy costs through better energy management
Section 3

Case studies

Vodafone helps financial services organisations to confront some of their biggest challenges and develop digital strategies to drive future growth. Here are just a few examples.

**G4S**
The world’s leading secure outsourcing group

**ASB bank**
One of New Zealand’s largest and most innovative banks

**Barclaycard**
The UK’s largest credit card issuer

**First Rate**
The UK’s biggest provider of travel money

**Carole Nash**
The UK and Ireland’s leading motorcycle and car insurance specialist
Powering new payments in Africa

G4S provides security for non-government organisations, mining companies and multinationals across the Democratic Republic of Congo. It employs 8,000 people, of which 40% work in remote locations.

The prompt payment of salaries has been an issue in a country with only a few local bank branches. Only 5% of the population has a bank account, and paying staff face-to-face can be slow and dangerous.

The solution:
M-Pesa, a payments company launched by Vodafone, sends G4S employees their salaries via mobile phone.

The impact:
- Reduced risk as cashless payments lower the chance of robbery in remote parts of the country
- Improved employee satisfaction, as salaries are paid on time and in full, every month
- Helped G4S to meet contractual commitments, as a growing number of its customers insist on salaries being paid on a certain date
- Lowered costs from the removal of banking fees, transport and lost productivity
ASB Bank cuts energy costs with Vodafone’s Internet of Things

ASB is one of New Zealand’s largest and most innovative banks. Aware that its energy consumption needed to be reduced as part of the government’s green initiative and to save on energy costs, the bank looked to install a network of over 200 smart meters across its offices and branches.

The solution:
The meters collect data every 15 minutes, from eight power sources, feeding back to the central server every 30 minutes – meaning ASB Bank could monitor the data and make adjustments in real time.

The impact:
• ASB Bank could instantly see the energy profile of each branch, what wasn’t working effectively and where savings could be made

• The data is also shaping the bank’s future property plans and helping to trial new technologies, like insulation, occupancy sensors and heating and cooling timers

• In three years, ASB Bank saved over €1.6 million and more than 3,000 tonnes of CO2 – and employees became energy saving advocates
Boosting Barclaycard’s profits and efficiency

Barclaycard is the UK’s largest credit card issuer. It wanted to improve its application process for small businesses and communicate with them throughout the process so fewer potential customers would drop out. Barclaycard also wanted to reduce costs by cutting the number of inbound calls.

The solution:
Process Tracker from Vodafone Global Enterprise enabled Barclaycard to communicate with their customers via SMS text messages, emails and personalised web pages. As it was a managed service, no integration work was needed.

The impact:
• A 5.5% increase in conversion rates, resulting in a significant profit increase
• Barclaycard could monitor how long each stage took in the application process, giving them a true end-to-end view of the customer experience
• Its customers enjoyed the service, and many described it as a ‘magic moment’ for them!
• Barclaycard now uses Process Tracker to service various customer applications
Making First Rate truly mobile

First Rate is the UK’s biggest provider of travel money, including supplying all currency to the Post Office, the UK’s largest foreign exchange provider. With three sites in and around London, the IT team runs telephony and IT services for around 350 employees. Having previously put in place a fixed-line communications system with Microsoft, First Rate now wanted to include mobile.

The solution:
Vodafone One enabled First Rate to unify its fixed-line and mobile calls with email, conferencing and instant messaging. Around 200 employees were given mobile handsets, including 50 home-based remote workers.

The impact:
• First Rate are saving around £450,000 over five years, with the mobile element of Vodafone One saving £228,000 alone

• Each member of staff was given their own personal voicemail box

• The technology helped to attract forward-thinking people to the company who were impressed by its flexible working, leading to increased staff productivity and job satisfaction
Providing Carole Nash with a system befitting of its reputation

With 250,000 policyholders, Carole Nash Insurance Services is the market-leading motorcycle and car insurance specialist in the UK and Ireland. The company needed a telephony system to support its rapid growth, including call management, a suite of voice and data messaging applications.

The solution:
Vodafone developed a multimedia contact centre incorporating web, chat and self-service options, enabling staff to increase communication and collaboration with less infrastructure and overheads. The new system offered the ability to work using a greater suite of technology, while providing the same department set up as the previous system.

The impact:
• The company is growing its business and improving customer service with fewer staff

• Unitary income increased by 5.3%, and employment costs reduced by 31% compared to the previous year

• The quality of work has improved due to improved schedules, breaks and shift arrangements, and the flexibility of the new system has enabled product development within the company as it grows
What next?

At Vodafone, we’re always looking to better understand the challenges your business faces, today and in the future.

If you’d like to know more about the trends impacting the financial services industry, and the opportunities they present to you, read our Ready Finance Guide.

Want to talk? We’d love to hear from you.

Contact your account manager or call 0800 046 3037.

Visit www.vodafone.co.uk/finance