

Vodafone Romania Offers a Personalised Shopping Experience through a Reliable Online Shop



“iQuest and ATG were the right choice for our eCommerce project. They have managed to exceed all our expectations and launch the project in record time. This was possible through a very close collaboration with us, by adapting to our business needs and constantly recommending solutions to overcome challenges.

Valentin Sulfideanu
*Online Capabilities Manager
Vodafone Romania*

The Business Context

Vodafone Romania has been active on the Romanian market since 2005 growing to over 3,200 employees. The company was the first mobile operator to introduce a GSM network and 3G services in Romania in 2005 and also was the first company to offer 4G mobile data to Romanian subscribers.

As part of the largest mobile telecommunications group in the world, Vodafone Romania is able to continually provide clients with a unique shopping experience through innovative products and services.

Facing an increasing number of online transactions, the company wanted to have a better understanding of the consumer's online behavior and to boost sales. The main issue that Vodafone Romania faced was the vastly distinctive demands of their customers. They needed to introduce a new platform, capable of catering to the shopper's every need while improving sales figures.

The Solution

The project required iQuest to implement and customise the ATG platform-based online shop, with specific configuration for the product catalogue, dynamic sales campaigns based on flexible client segmentation and an easy to use interface.

Adapting the ATG platform according to Vodafone Romania's requirements involved the modelling of complex compatibility and eligibility rules over the product catalogue's entities, building custom shopping flows for customer retention and the acquisition of new clients as well as dealing with complex shopping basket structure.

The new eCommerce platform was integrated with all the core business systems, offering Vodafone great flexibility to serve its diverse customer base.

Through an efficient collaborating with Vodafone, we were able to successfully integrate the new eCommerce platform with all the core business systems including billing, CRM, ERP, customised POS and loyalty points.

The Business Impact

The robust, highly scalable platform and business user applications offer Vodafone Romania the proper flexibility to serve its diverse customer base.

The solution allows customers not only to purchase phones and accessories online, but also to create new subscriptions and benefit from special offers available exclusively online.

Vodafone Romania can now provide their customers a comprehensive and satisfying shopping experience, while leveraging a convenient sales channel suited for the company's future goals.

Key Benefits:



Increased Customer Base

Customer growth and an increase in the number of new subscribers through an accessible mix of services.



Improved Retention

Better retention rate through the use of a personalised customer experience.



Rapid Deployment & Integration

Decrease in the number of customer-related operational costs through the integration of core business systems.



About iQuest

iQuest is an independent, global IT services and solutions provider with more than 17 years of experience in delivering first-class software solutions to leading companies in Life Sciences, Telecom, Transportation, Financial Services, and Energy. iQuest provides a full range of software development services, integration services, and software products, all of which rely on the latest commerce, cloud, big data, and analytics platforms.

Headquartered in Frankfurt, Germany, iQuest benefits from a growing international presence, currently employing around 700 people, distributed across delivery centers in Romania, as well as local and affiliate offices across Europe, the US and Asia.

www.iquestgroup.com

About Vodafone Romania

Vodafone Romania is part of the Vodafone Group, with over 9.5 million customers. Vodafone was the first mobile operator to introduce a GSM network and 3G services on the Romanian market.

Vodafone Group is the world's leading mobile telecom company, with more than 371 million customers worldwide, in more than 30 countries, across five continents.

www.vodafone.ro