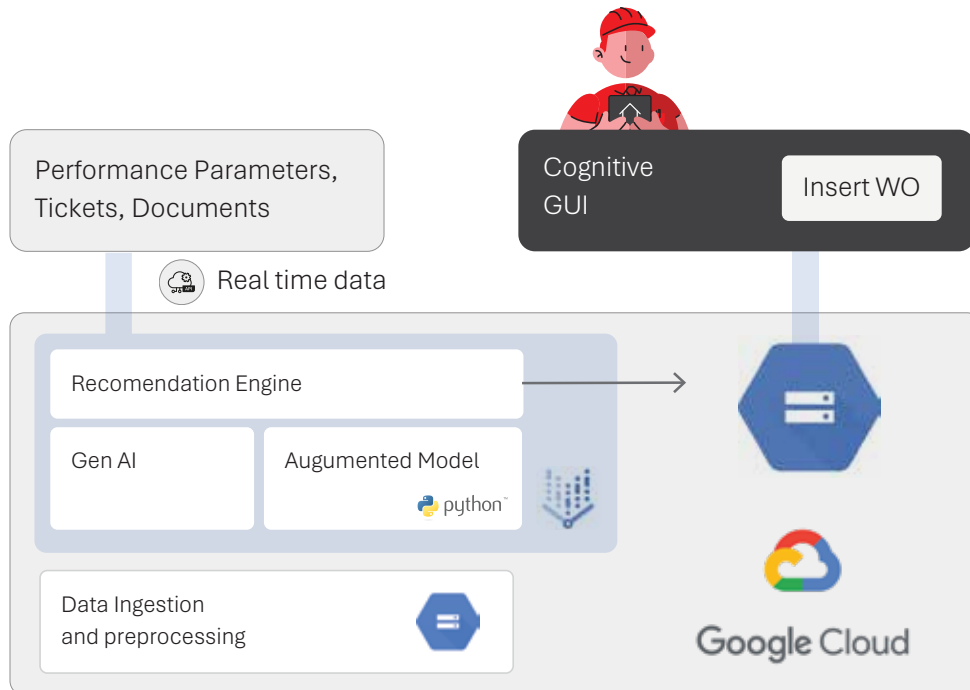


Transforming Field Services to Boost Customer Trust

Field service operations play a vital role in the telecommunications industry by ensuring seamless network performance and efficient service delivery. To address common challenges in the troubleshooting process such as repeated site visits, operational inefficiencies, and unsatisfactory customer experiences, Vodafone partnered with **Celfocus to drive a digital transformation in the Field Service.**



CHALLENGE

Vodafone aimed to enhance customer experience by ensuring faster interventions and achieving first-time issue resolution, while simultaneously reducing the costs linked to repeated and inefficient field service operations. These efforts were further challenged by the growing complexity of telecommunications technologies and increasingly high customer expectations.

SOLUTION

Developed with Celfocus, Vodafone's Field Technician Assist solution leverages Generative AI and Machine Learning to reduce operational costs, improve first-time resolution rates, and enhance customer experience. By analyzing historical data and work order descriptions, the system recommends the top three actions for Field Service technicians, helping avoid unnecessary site visits.

The solution is built on Large Language Models and deep learning algorithms that leverage information from multiple sources - such as tickets, performance data, and documents - and continuously evolve through real-time feedback from field operations.

BENEFITS

The solution delivers significant benefits by **reducing repeated field visits by up to 28%* and substantially improving the First-Time Resolution (FTR) rate.**

By resolving more issues during the initial visit, it reduces the need for follow-ups while building customer trust. Increased service efficiency allows Vodafone to serve more customers without additional resources, boosting productivity and operational effectiveness.

This directly contributes to greater customer satisfaction and improved retention - ultimately supporting revenue growth and reducing churn. The solution also lays the foundation for a more agile, competitive service model and is scalable for global rollout, with future enhancements driven by real-time operational data.

* Poc Results



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