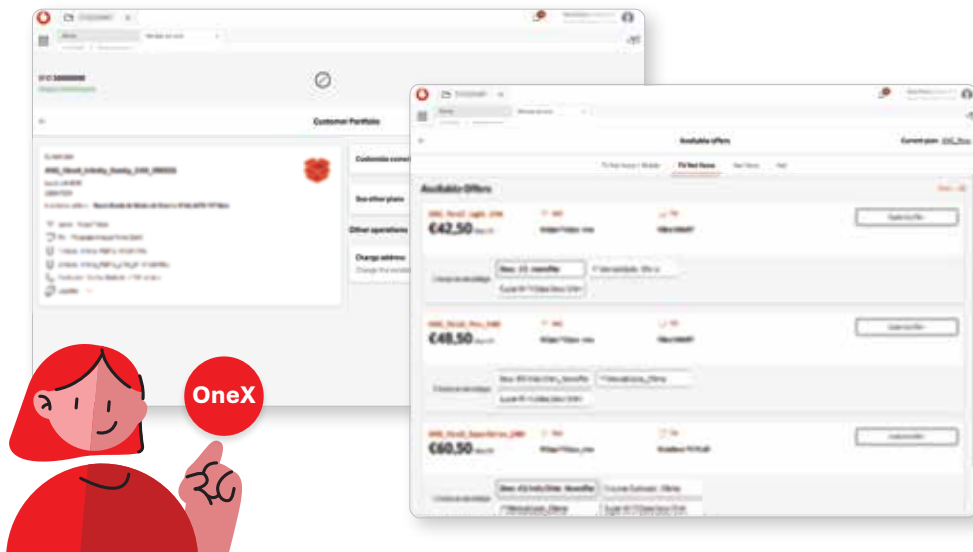


OneX: Building Vodafone's Next-Generation Experience

A key milestone toward a simpler, more agile and customer-centric future

Celfocus partnered with Vodafone Portugal to launch the **OneX Programme**, an initiative to radically simplify systems and optimise processes across the organisation. The project focused on creating a unified customer experience across all channels and transforming Vodafone's B-Brand channel solution to align it with the newly modernised ecosystem.



CHALLENGE

Vodafone Portugal needed a solution capable of bringing processes together, simplifying the technology ecosystem, and elevating the experience across all channels.

Additionally, several of Vodafone's systems were technologically outdated, with many requiring substantial upgrades simply to remain compliant with internal guidelines and industry standards.

SOLUTION

The OneX Programme is a **single, unified platform designed to bring every channel together under one common architecture**. At the heart of the solution lays a **brand-new Frontend**, shared across all channels, whether customers are being supported by an advisor or navigating digitally on their own.

Behind the scenes, OneX introduces a **single Backend** that supports each journey end-to-end, leveraged by a **unified commercial catalogue** that streamlines both buying and renewal experiences. The entire solution is built on **cloud-native, always-on technology**, fully aligned with Vodafone's digital strategy.

BENEFITS



Elevated customer experience by creating unified, simplified buying and renewal journeys across every channel.



Improved operational efficiency through automation and simplification, reducing effort and cost across the organisation.



Improved time-to-market thanks to reusable microservices and harmonised processes that dramatically speed up delivery.



Enhanced resilience and scalability enabled by a cloud-native, always-on platform architecture.



More efficient day-to-day operations for frontline teams with fewer systems to navigate, faster processes, and fully integrated tools.



Reusable assets that can be leveraged across **other Vodafone markets**, extending value beyond Portugal.