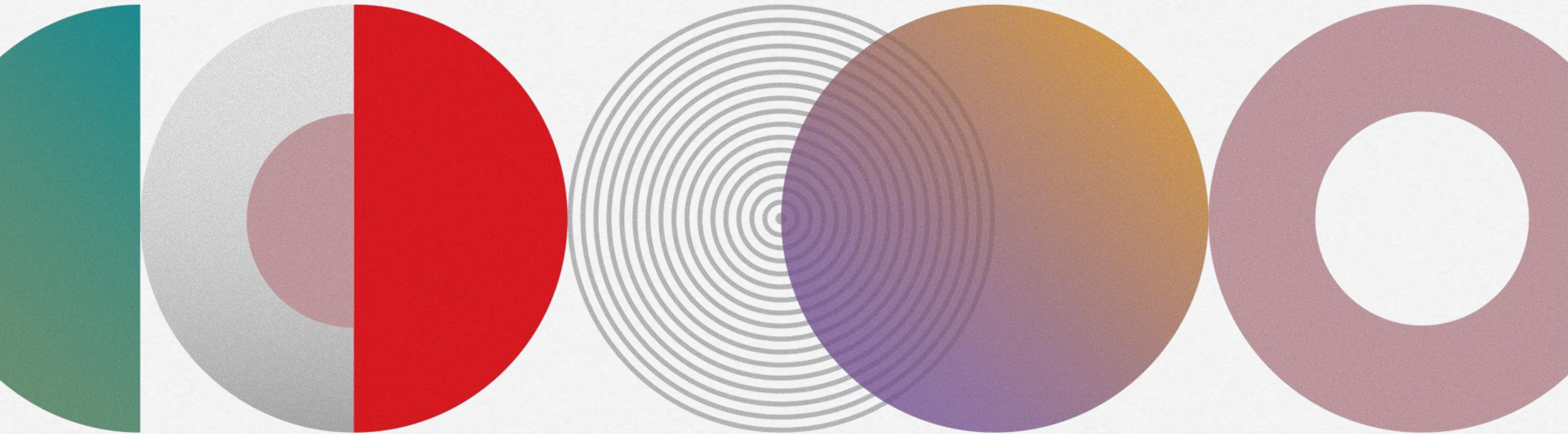


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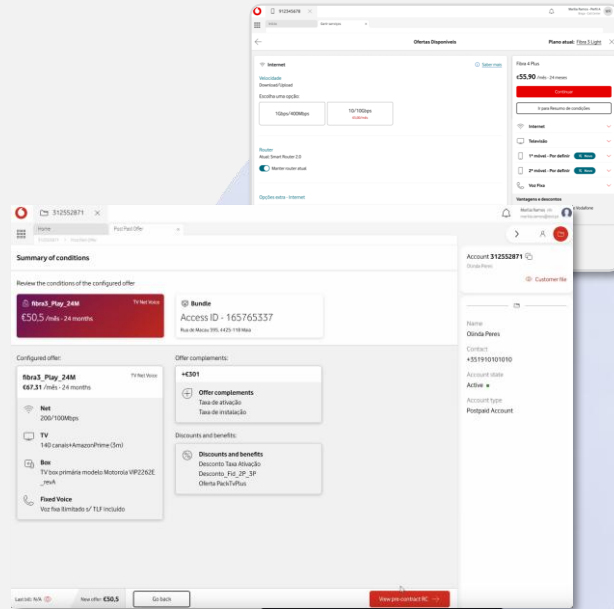


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From 30+ Minutes  
to Just a Few

# How Vodafone Simplified Complex Customer Journeys at Scale



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One Experience  
**Speakers**



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Visit us on **Meeting Room DD Village 3**



# In Europe, core telecom connectivity is **increasingly becoming commoditised**



↓ **2.4%**

Strong pressure  
on ARPU



**40+**

Large mobile  
operating groups  
leads to a fragmented  
market



**5%**

Of Europe's GDP,  
meaning telecom-related  
activity is strategically  
large

**When everything is equal** among competitors the best way to **differentiate** is by delivering a **better customer experience!**



### 5-Minutes Challenge

**What if we can reduce the handling time of a complex activation journey for less than 5 minutes?**



# One Common Experience

Simplify and streamline the existing processes to deliver an exceptional customer experience



## Radical Simplification

To streamline processes that have grown over time



## Unified Experience

To deliver a common experience regardless of the channel



## Fast Journeys

To reduce significantly the handling time and journey execution time



## Automated Activities

Automate time-consuming and error prone manual activities



## Customer Centric

Bringing and outside-in vision with focus on customer activities

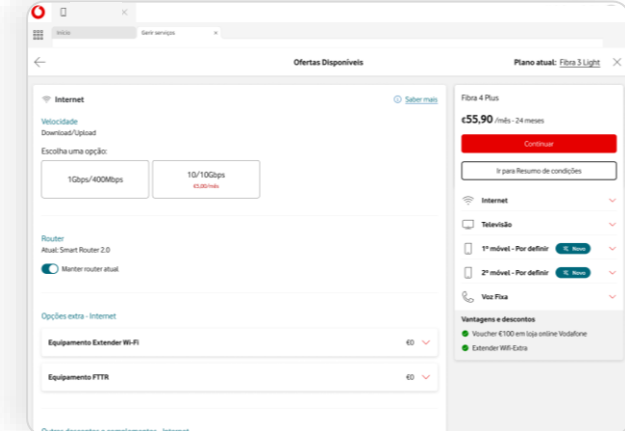
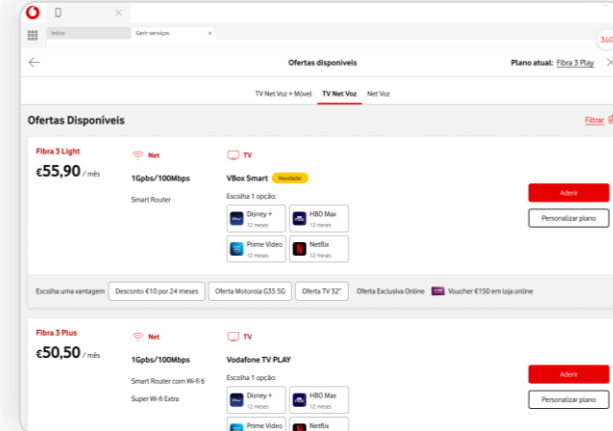
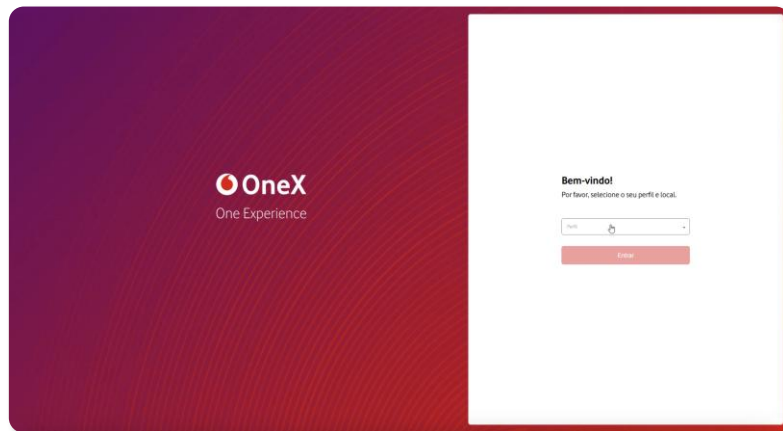


# The Journey has Already Started!

Reusable assets available  
for other cluster accounts

Commercial related processes **experience is redefined based on 3 Customers' expectations pillars:**

- Fast and Simple Access to Products and Services
- Effective Buy
- Engaging Experience





# Composable & Component-based Open Digital Architecture



## Fully Digital

To streamline processes that have grown over time



## Common μFrontends

To deliver a common experience regardless of the channel



## Decoupled Journeys

To reduce significantly the handling time and journey execution time



## Reusable μServices

Automate time-consuming and error prone manual activities



## Customer Centric

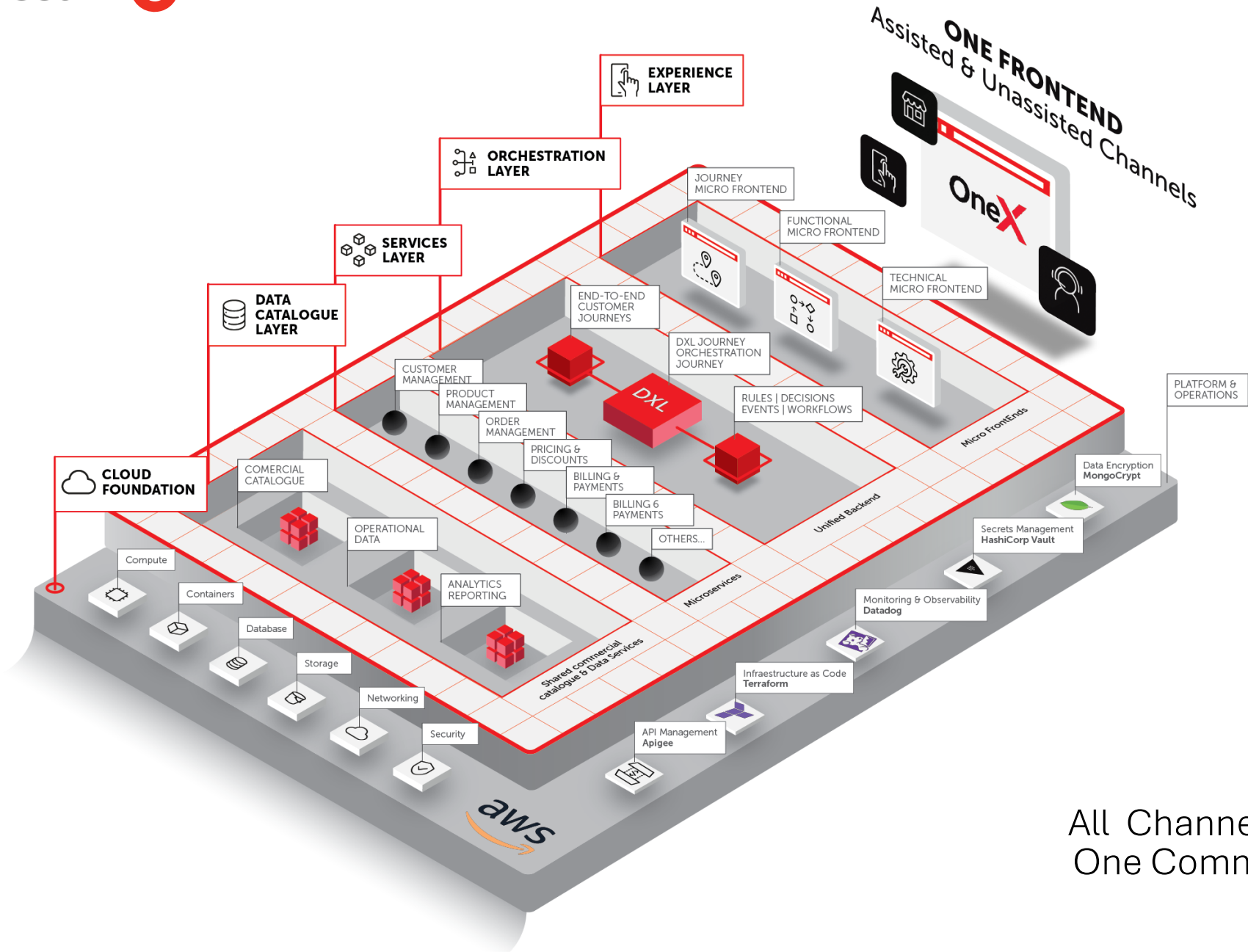
Bringing and outside-in vision with focus on customer activities



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One Experience  
Architecture



**One Frontend**  
 All Channels | One Backend  
 One Commercial Catalogue



# Delivering tangible business benefits





**Real Customer Experience Simplification**

**With the right vision,  
architecture, processes and  
team, even what seemed  
impossible can be achieved**

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**Thank You**

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**Making Data Actionable.**

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