

Vodafone Romania eCommerce

March 25, 2014



1. Romanian Telecom landscape



19 M

Population

135%

Mobile penetration

>25% Overall Smartphone penetration

>50% of the phones sold in **2013** were smartphones

eCommerce in mobile Telecom

Telecom players have **extensive retail presence**:

- hundreds of full service locations (own stores, partners)
- thousands of locations where some services are available (prepaid, recharges)

2 major operators offer complete online journeys

Most prospective buyers of telecom services will either start online or have a significant online journey

Vodafone is investing in online with a dedicated team and strategy for:

- **Ecommerce**
Wide transaction range for new and existing customers
- **Digital self service**
Online bill payments, online top-ups and customer care services.



2. Vodafone eCommerce

Transactions

Renewals with or without price plan changes

Acquisition for new and existing customers (even small businesses)

Communication

Focus on **direct segmented communication** & conversion

Remarketing across digital communication channels

Cross – channel

Clients choose online as their **first source of information**

Numerous other channels interactions typically happen

Portfolio

Most services available in other channels

Largest nr of products available in Vodafone, with >80% smartphones

Value

Segmented promos

Special “Digital Plan” sold exclusively online

BlackFriday Campaign with x30 times more sales per day.

Worry free

14 days return policy

Online chat support



3. Opportunities in Romanian Telecom eCommerce



Integrated support, self service and sales

Majority of users begin browsing with SelfCare operations. Their account information may be trigger for an immediate online purchase,.



Leverage cross channel

75% of all customers start their journey online, but want to talk with a sales person and test the product before purchase.
+ 50 visits to different touch points on an average 90 days timespan.



Mobile browsing and m-commerce

Mobile commerce is growing 100% YOY with a peak of 20% of traffic / month coming from mobile devices.

