Fon case study

June 2016

WSMP deployment: Vodafone Spain

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Vodafone Spain

Vodafone goes beyond quad-play offering a wide range of WiFi services with Fon's WiFi Service Management Platform

Case Study

Introduction

Vodafone Group has come a long way since making the first ever mobile call in the UK on January 1985. Today, it has become the world's second largest mobile telecommunications company with around 400 million customers worldwide and operating in more than 30 countries.

From the first services, limited to calls and texts, Vodafone has evolved in our increasingly connected world, not only providing state of the art technology in mobile broadband connectivity, but also in many countries providing convergent propositions including fixed line and broadband services as well as television.

The business driver

Continuing this innovative ambition, Vodafone pursues a "unified communications" strategy, offering the best, uninterrupted connectivity through the integration of multiple technologies 3G, 4G, cable, fibre and of course, WiFi.

Through the acquisition of fixed operator Ono, Vodafone Spain became one of the first local operators to have a consolidated convergent proposition: Vodafone One. However this turned out to be insufficient, since in the Spanish increasingly competitive telecommunications market, all major players were already offering convergent propositions. Vodafone needed to provide a much differentiated proposition that would make them stand out from competitors, as such, Vodafone determined to deliver a compelling WiFi package across main customer segments: residential, business and public, positioning themselves with a differentiated offer in the market.
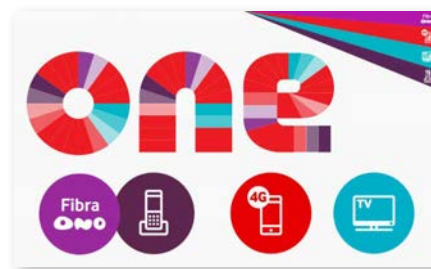
Challenges to overcome

Since each customer segment was different in nature, Vodafone had specific needs and required specific customization in each case for the end customer experience.

Developing separated projects with different technological solutions that work with specific hardware and management systems would have resulted in isolated WiFi services that hinder a collective WiFi strategy, as well as fragmented user experiences failing to deliver the quality of service customers expect.

Furthermore Vodafone required the technological solution that enabled them a unified management of their WiFi services since they needed to efficiently deliver these services within their existing operational framework: customer care, logistics, and finance departments.

Fon WSMP a great fit

Fon WiFi Service Management platform (WSMP) allows integration with OSS/BSS through and open API, as well as enables central WiFi service management from a user-facing cloud console which provides all the functionality needed to deploy, configure and operate carrier-class WiFi services on hotspot networks.

WSMP allows classifying and grouping of access points, creating multi-layered hierarchical structures, in which different service and business policies can be applied. As such, it provides the flexibility to deploy tailored services for different customer segments, which pursue disparate business objectives.

Vodafone leveraged the 3 layers of network hierarchy provided by Fon's platform (Network, Segment, and Location) to deploy tailored services for different customer segments, hence creating structures to manage and suit the needs of consumers, small businesses and public spaces.

Fon's WSMP hierarchical structure also enables Vodafone to launch A/B test campaigns in a real environment. This functionality can be easily configured by grouping access points and defining the business rules to test on each scenario. As such it becomes an invaluable tool for service validation: Vodafone is able to retrieve real indicators on how their customers adopt different WiFi services, launching those that best suit its customer's need, business objectives and minimising potential risks.

With one cloud platform Vodafone has been able to, go beyond 4-play providing WiFi services to multiple customer segments, gaining market share, and increasing customer engagement.

Customer service delivery

WiFi for residential customers

Vodafone's end goal when delivering WiFi services to its residential segment was to increase engagement and loyalty rates among customers as well as luring new clients to its convergent proposition, both by acquiring new customers and by up-selling mobile/fixed only customer's to One package.

All Vodafone One residential customers were able to enjoy 5GB of WiFi connectivity on the move on top of their mobile plan. Service was offered completely free of charge and provided through a connectivity app. This connectivity app configures the device and seamlessly connects users

to Vodafone's WiFi network as well as guarantees a full security compliance.

The WiFi footprint was constituted using residential customer's homespots: Vodafone cable modems were defaulted to a dual channel configuration, hence delivering two WiFi signals: A private one, for the regular subscriber's residential usage that guarantees home customer's bandwidth allocation, and a public one (_ONOWiFi) where other Vodafone's broadband clients can connect. This way customers owning a cable modem, could continue to use their service with no impact on their download/upload speed, and with full security policy compliance, while at the same time enjoying a value added WiFi connectivity on the move.

WiFi for non-subscribers: A lead generation tool

It is well known that users actively search and appreciate free WiFi when they are out of home. Vodafone Spain was in a privileged position that could not be matched by any competitor, to open up its WiFi network offering free WiFi access to non-customers in exchange for contact details.

Users register to the service once through a user-friendly captive portal, providing email or social credentials. A one-step login process would grant users WiFi 30 min of free WiFi connectivity per day in any of the hotspots belonging to the residential network.

Vodafone leverages the outstanding brand exposure that offering free WiFi represents strengthening its brand recognition and getting higher conversion rates for client acquisition campaigns

WiFi for Businesses

Targeting the business segment Vodafone aimed for new revenue generation sources and loyalty increase from the most valuable but challenging segment. In an ambition to drive business digitalization and profitability, Vodafone delivered their customers a professional guest WiFi Solution " Vodafone WiFi for your business" powered by Fon.

"Vodafone WiFi for business" powered by Fon is a Guest WiFi Professional service that allows the owner of a small or medium establishment to offer safe and high quality WiFi to its

customers. This service allows full customization of the WiFi experience, with the business' branding and personal touch, and provides the owner with socio-demographic data of their visitors.

WiFi connectivity is provided by a small router, manufactured by Fon, that Vodafone sends to its customers. Vodafone charges a monthly fee on top of fixed internet access to its business customers, but this service can also be included in Vodafone One Professional package.

Public WiFi: "Seville Connected City"

In 2015 Vodafone, in partnership with IBM, announced a new initiative "Vodafone Connected City" to provide intelligent services to cities, helping them ensure more effective management of municipal resources. This new offering, is operated in the new Control Centre and Smart Development launched in Seville, under the agreement signed in September 2014 by Vodafone Spain and the Junta de Andalucía, whereby the operator will invest more than 243 million euros over two years to deploy telecommunications infrastructure and foster Smart City and Big Data strategies. In this Connected Cities context, Vodafone launched a WiFi Service in Seville to provide Free WiFi to visitors.

For this project Vodafone leveraged the residential network composed of 40k homespots and deployed 120

additional WiFi spots in high user density public places such as plazas and parks aiming to complement the WiFi footprint in areas where large volumes of connectivity was expected.
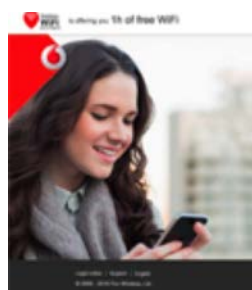
Upon registration, visitors enjoyed 30min of free WiFi.

Seville city council takes advantage of the great marketing tool the captive portal represents to promote leisure activities offered by the city, 2 buttons located on the success page take visitors to city events and touristic pages, where users can find valuable information about what to do and see in Seville.
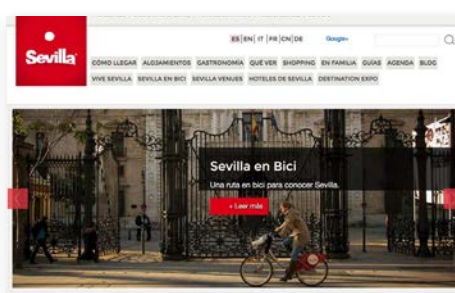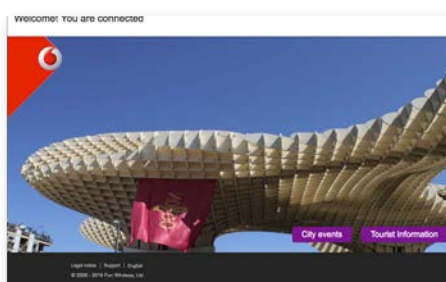
On Vodafone's side apart from entailing a lead generation tool it implies incorporating high value municipalities to its client base, by offering a tailored proposition.

Service operation

A fundamental requirement imposed for the project was that WiFi services had to be similarly operated by those departments in charge of provisioning, operating and supporting cellular and fixed services with minimal day-to-day operational disruption and overhead.

Fon WiFi Service Management Platform provides the needed functionalities to provision, manage and operate the service from a simple and user friendly management console, as well as it enables full integration with existing OSS/BSS systems through an open API for centralized management.

A team of 950 customer care agents were granted access to Fon WiFi management console getting complete visibility and full management rights over the service provided to end customers which enabled them to provide full customer support without Fon's intervention.

The Marketing department was provided a service configuration account which enabled them to change and customize the WiFi service according marketing or business needs.

On the provisioning process a periodic batch runs every 24h creating accounts of new clients into the system.

Fon provided Vodafone with the routers for the "WiFi for your business" service, which were stored in Vodafone's warehouse. This enabled Vodafone to integrate this business service in their usual logistics operational framework effortlessly.

Fon's WiFi Service management platform is thus fully integrated into Vodafone's operating framework, enabling centralized service management by the same departments that today operate and support cellular and fixed services.
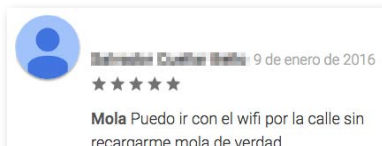
Key achievements

Residential deployment

1 Million Hotspots deployed

200K Users with service

User's enjoyment shared in social media

23 de abril de 2016

★★★★★

Va genial En la ciudad donde vivo raro es el sitio donde no me funciona.

9 de enero de 2016

★★★★★

Mola Puedo ir con el wifi por la calle sin recargarme mola de verdad

22 de marzo de 2016

★★★★★

Funciona.!!!!! Me funciona muy bien y me sirve para tener datos dentro de locales donde el 4G no tiene buena señal.

It is great. In the city where I live, it is hard finding a place where it doesn't work.

Cool. I can go out on the street with WiFi, and I don't need to top-up.

It works!!! It works really well and is very useful to have data connectivity indoors, where 4G signal is not so good.

Business deployment

Vodafone WiFi for business included in Vodafone One professional package:

Vodafone W4B case illustration: El Ferry WiFi bar

Public deployment

High business customer acquisition

WSMP enabled Vodafone to provide guest WiFi services to a valuable customer vertical like a municipality. The same can be replicated in other cities as well as targeting other business customers with high venues like: sports and event centers.

Lead generation tool

Vodafone articulated a lead generation mechanism to gather contact details of people using the service. These user database could latter be used on customer acquisition campaigns

Why Fon

- Operating in a saturated market requires the agility to deploy innovative services in short time to market cycles. Fon's WSMP allowed Vodafone to integrate WiFi services within existing operational framework enabling central management and control.

- Fon's hierarchical solution, allowed Vodafone to create different segments, and customize them with tailored business propositions for three different types of customers: consumer, small businesses and municipality.

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