

How Vodafone Turned Data Complexity Into a Platform for Growth and Innovation

Vodafone's visionary data strategy harnesses Decision Intelligence to unify data, create context, and enable trusted AI to drive operational excellence, accelerate growth, and deliver outstanding customer experiences.



Challenge

Over three decades of mergers and acquisitions, Vodafone Business had built a rich and diverse data landscape but it became increasingly complex and harder to manage. Vodafone set out to solve the data complexity challenge to position B2B data and data products as revenue-driving assets.



Solution

By adopting Quantexa's Decision Intelligence Platform, Vodafone was able to create a single customer view by unifying its internal and external data to unlock deeper insights that drove greater efficiency and measurable business impact.



Business Impact

With Quantexa's platform, users now have quick and easy access to the data they need, leading to transformational changes including:

- A significant reduction in the time taken to gather customer insights (from two weeks to two clicks)
- Sales deals closed faster
- Customer issues resolved in real-time, reducing callbacks
- Predictive insights and forecasts, not just reports

Summary

To solve its data complexity challenge, Vodafone established a new data strategy based on four goals:

1. Create a single view of the customer across multiple IT systems
2. Empower frontline teams with relevant, AI-powered insights
3. Drive faster, smarter sales and service decisions
4. Turn data teams into growth catalysts

Executing against these goals required changes to Vodafone's tech stack along with a cultural shift. Internal teams would need to adopt new technologies and transform the way they looked at themselves and their responsibilities—not just as analysts, but as revenue-generators whose data skills would drive new marketing, acquisition, and sales opportunities, along with improved operations.

The solution

Quantexa's AI-powered Decision Intelligence Platform supports multi-use case solutions and enterprise-wide transformation at scale by unifying data to provide a real-world view of connected data, enriched with contextual information, to support enterprise-wide utilization and confident decision-making.

Powered by Quantexa's Decision Intelligence Platform, Vodafone's transformation was a multi-phase, strategic evolution to unlock deeper insights, greater efficiency, and measurable business impact.

Key phases included:

- **Customer360:** This single, contextualized customer view with real-time visibility across products and services provided immediate customer intelligence across the entire team.
- **Prospect360:** Acquisition insights to find and convert high-value leads delivered an instant boost for the Pursuit team.
- **Master Data Management:** Providing clean, governed, AI-ready data across the entire enterprise will foster future growth for the entire enterprise.
- **Explorer View:** Allowing search parameters in a dashboard view enables non-technical users to maximize the value of the tool.



My vision was to help democratize data so that people, specifically from a sales perspective, would be able to have very meaningful conversations [with customers] that build trust, strengthen relationships, and ensure every customer feels valued and understood."

Miryem Salah,
Director of Digital Data and Transformation,
Vodafone

Key outcomes

Establishing a single source of truth and a contextualized view of its customers with Quantexa's Decision Intelligence Platform enabled Vodafone to achieve its goals by providing:

- ✓ **Customer re-segmentation** in real-time
- ✓ **Increased efficiencies** with predictive account transitions
- ✓ **Fully automated**, GenAI-enabled bid and proposal workflows
- ✓ **Data-powered** sales desk models at scale

Looking ahead

Quantexa's Decision Intelligence Platform has also helped drive transformational changes on the qualitative side of Vodafone's operation that will no doubt lead to even greater success in the years ahead. Vodafone users have been impressed by the depth of the insights they can now access and how having a shared, trusted contextual data foundation is positively impacting their contributions to the company, such as:

- **Sales teams:** Now armed with instant context are finding they can close more deals faster
- **Service agents:** Can now resolve customer issues in real time, reducing callbacks
- **Data teams:** Are now able to deliver predictive insights and forecasts, not just reports



Having this simple solution [from Quantexa] empowers our people to resolve customer queries faster, provide proactive support, and create memorable experiences that set Vodafone apart."

Miryem Salah,
Director of Digital Data and Transformation,
Vodafone

Deeper insights

accessible across the business

Faster customer insights

from 2 weeks to 2 clicks

17% reduction

in duplicates on 988,000 input records

Why Quantexa

Quantexa's Decision Intelligence Platform lets you create a connected view of data, contextual analytics, and AI to help you build a culture of confidence around decision-making and increase efficiency to protect, optimize, and grow your organization.

[Discover more](#)

