



CASE STUDY

VodafoneZiggo Improves the Customer Experience With New Subscription Commerce Platform

The Dutch telco leader migrates its business customers to the AppDirect platform, giving them an easy-to-use self-service experience and access to a growing catalog of offers

Challenge

VodafoneZiggo Group B.V. (a joint venture of Liberty Global and Vodafone Group) provides video, broadband internet, fixed-line telephony, and mobile services to residential and business customers in the Netherlands. With 300,000 converged seats (Skype for Business, Microsoft Teams, One Net, and private cloud PBX), it's one of the leading providers of integrated unified communication solutions to B2B customers in the Netherlands.

The company is focused on becoming a platform telco, with digital services and a Go Digital strategy driving its efforts. However, its legacy implementation of a customer marketplace solution (Odin Service Automation from Ingram Micro) was limiting its ability to grow subscription revenue and expand its business customer base. While the Odin solution enabled VodafoneZiggo to sell and manage basic business applications to its customers, it lacked the flexibility, self-service, self-management, and streamlined onboarding of new products the company needed to meet its goals for its Go Digital plans.

EXECUTIVE SUMMARY

COMPANY NAME:

VodafoneZiggo

INDUSTRY:

Telecommunications

LOCATION:

Utrecht, Netherlands

CHALLENGE

- > Difficult to integrate new offerings into marketplace
- > Could not bundle products
- > Customers could not self-serve or self-manage subscriptions

SOLUTION

- > AppDirect platform

RESULTS

- > Improved customer experience with new, easy-to-use marketplace
- > Onboarded a customer-requested application in one day
- > Gained ability to bundle products



When VodafoneZiggo began exploring other options for a digital marketplace, it turned to the Vodafone Group for guidance. The largest mobile and fixed network operator in Europe, Vodafone is also the world's largest IoT connectivity provider. Operating in 21 countries and partnering with mobile networks in 48 more, Vodafone has successfully used the AppDirect platform for subscription commerce since 2015.

The team at VodafoneZiggo decided to move to the AppDirect platform as well. "We were impressed with the ease-of-use for our customers and the ability to expand our product stack very quickly with the AppDirect platform," says Sander Nederkoorn, senior product manager at VodafoneZiggo. "We also realized there were other Vodafone Group applications that we wanted to offer our customers and moving to AppDirect would make it easy for us to do that."



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Solution

With the decision made to adopt the AppDirect platform, the team at VodafoneZiggo crafted a plan to begin migrating the company's business customers from the legacy platform to AppDirect. Taking a phased approach to the migration, the company worked with AppDirect to first migrate its smaller business customers in batches, with the goal of migrating all of its users to AppDirect over time.

A key success factor for the effort was VodafoneZiggo's commitment to communicating the changes and expected benefits—an expanded portfolio of applications, faster and easier changes to subscriptions, self-management, and others—to its business customers.

"We knew we needed to make sure that our customers were not worried at any point about losing data, credentials, or capabilities," says Nederkoorn. "The main goal of this effort was to retain our customers while improving their satisfaction with the marketplace and our offerings. With help from AppDirect, we achieved that goal."

Results

With the first phase of the migration complete, VodafoneZiggo and its small business customers are already seeing the benefits. "On our previous platform, it could take a week or longer for a customer to have us add a new license," says Nederkoorn. "Now, with AppDirect, our customers can manage their subscriptions on their own, instantly. They are quite happy with the new marketplace and the benefits it brings them."

The telco's ability to quickly onboard new applications has already proven valuable. "We had a pilot customer interested in a Microsoft application that we had not yet onboarded on our AppDirect platform," says Nederkoorn. "It took only one day to get the application profile, translate it, and add it to our marketplace so the customer could buy it. With AppDirect, we can ask customers what types of services they want and then quickly provide them."

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SANDER NEDERKOORN
SENIOR PRODUCT MANAGER, VODAFONEZIGGO



Before AppDirect, VodafoneZiggo offered only three business SKUs. Now, the telco offers more than 50, with the ability to easily expand further. “We’ve gone from offering a basic set of applications without the ability for customers to self-manage their subscriptions to a comprehensive marketplace where we can easily onboard new applications for customers to self-serve,” says Nederkoorn. “This is the basis for our Go Digital strategy and transformation into a platform telco.”

VodafoneZiggo plans to onboard the remaining customers onto AppDirect that have been directly managed in the past with no access to either the legacy platform or AppDirect. With its new ability to expand its portfolio whenever needed, Nederkoorn envisions further expansion of the VodafoneZiggo marketplace with more vendors and products aimed at making digital transformation a reality for its business customers.

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SENIOR PRODUCT MANAGER, VODAFONEZIGGO

ABOUT APPDIRECT

AppDirect offers a subscription commerce platform that removes the complexity of building a recurring business model. Sell any product, through any channel, on any device—as a service. Our platform opens up endless opportunities for commerce innovation, giving businesses the freedom to grow. We power millions of subscriptions worldwide for organizations like Jaguar Land Rover, Comcast, Sage, Keller Williams, ADP, and Deutsche Telekom.

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