

How Vodafone Germany uses its Customer Data Platform (CDP) as a Context Engine for AI and Activation

Today's Cast



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Vodafone

Vodafone Germany

Major telecom and broadband provider in Germany, with 30M+ clients.

Multiple communication channels: website, app, stores, customer service, ...

Unify and leverage digital data, real-time personalisation, advanced segmentation.





How Vodafone Germany uses its Customer Data Platform (CDP) as a Context Engine for AI and Activation?



How Vodafone Germany uses its **Customer Data Platform (CDP)** as a Context Engine for AI and Activation?

CDP

Customer Data Platform

- Gather customer information in one central place
- Through different interactions and connected systems
- To help business understand their customers better, improve their services and make smarter decisions.



CDP

3 key functions



Scenario



Visitor logs into
Mein Vodafone

Visitor browse
internet products

Visitor tests the
availability at their
address

Visitor starts a
subscription

Scenario



Visitor is mobile customer
Cable is available at their address
Subscription started and not finished



How Vodafone Germany uses its Customer Data Platform (CDP) as a Context Engine for AI and Activation?



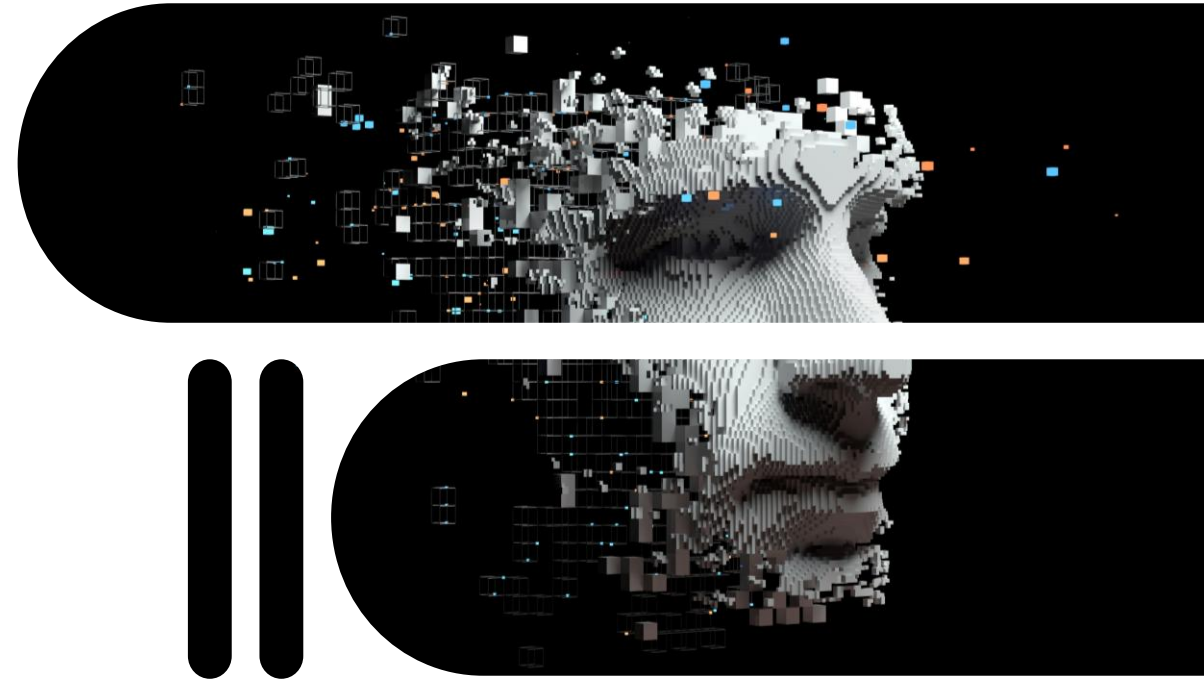
How Vodafone Germany uses its Customer Data Platform (CDP) as a **Context Engine for AI and Activation?**

Context Engine

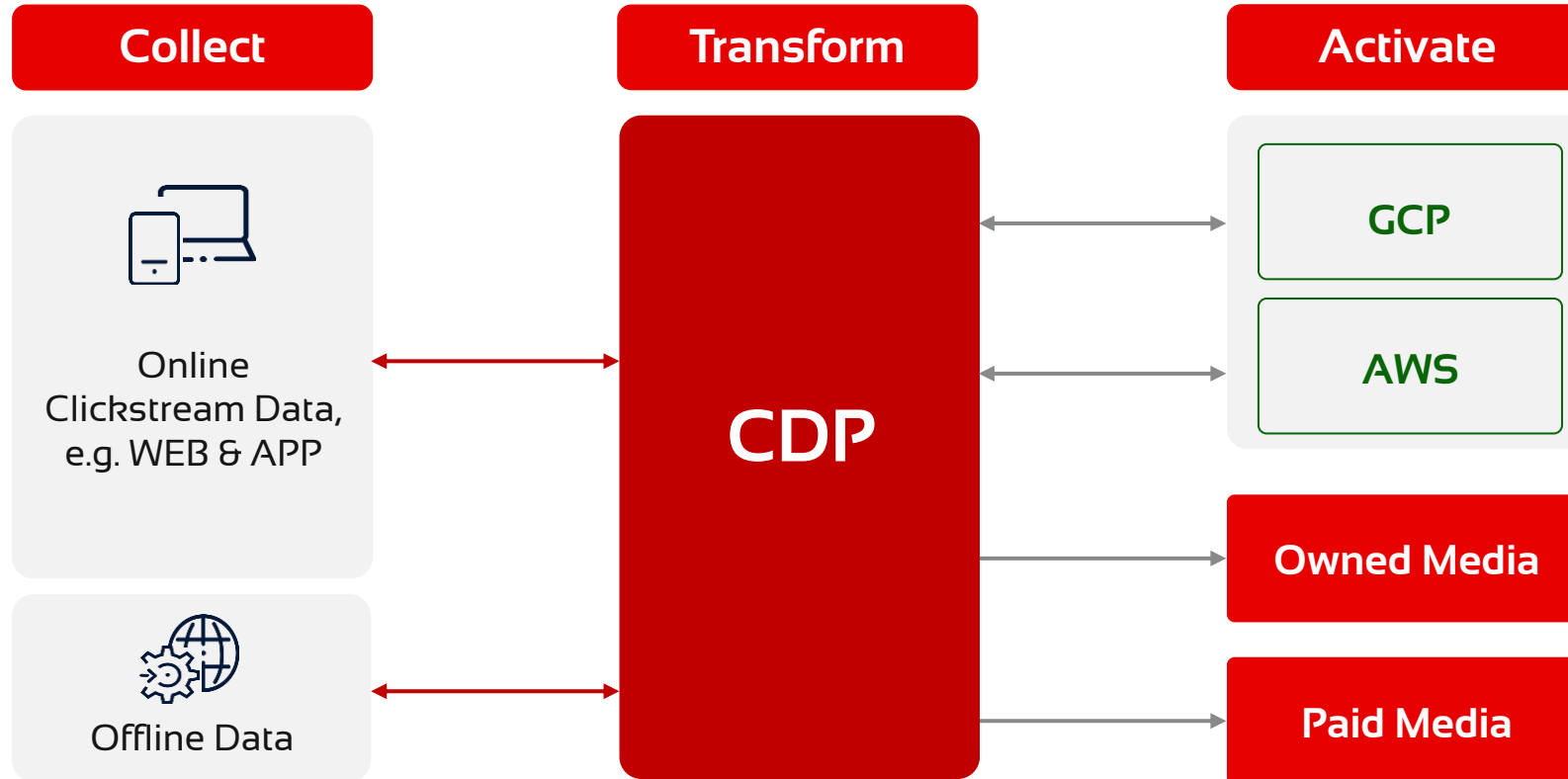
Context Engine for AI & Activation

→ Identity + Timing + Intent

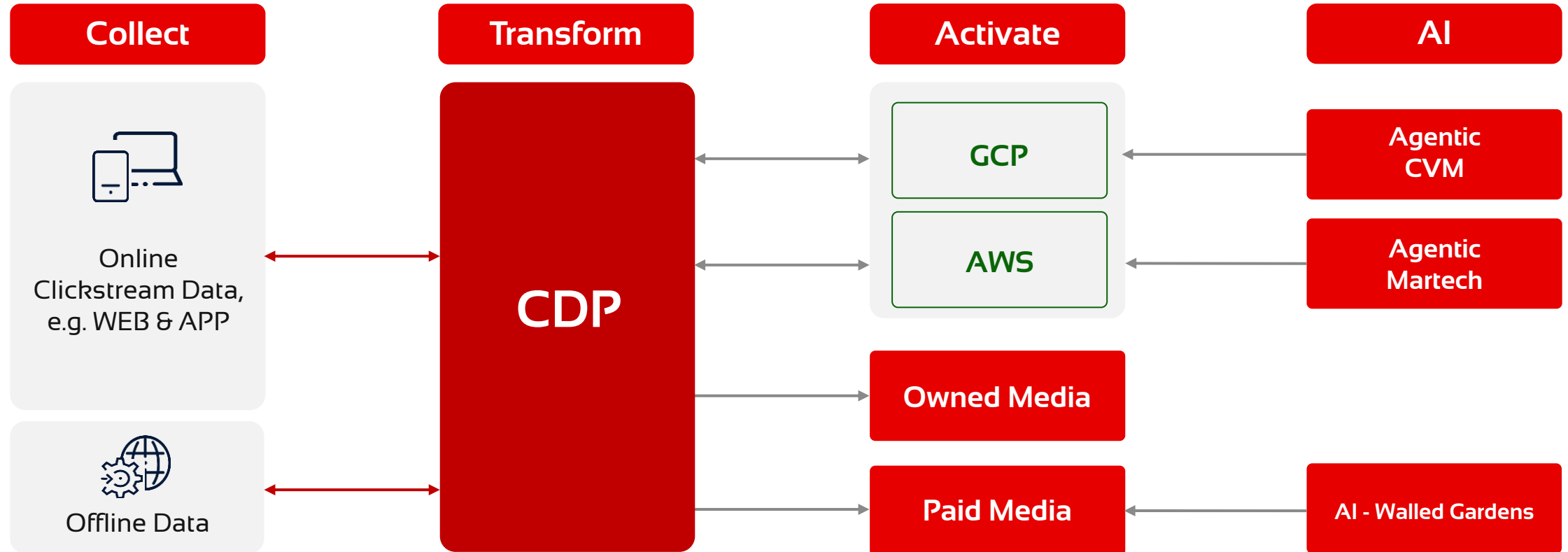
1. Digital Data Foundation
2. Real-time data for real-time activation
3. Data-driven evaluation and optimisation
4. Business context transforms data into value



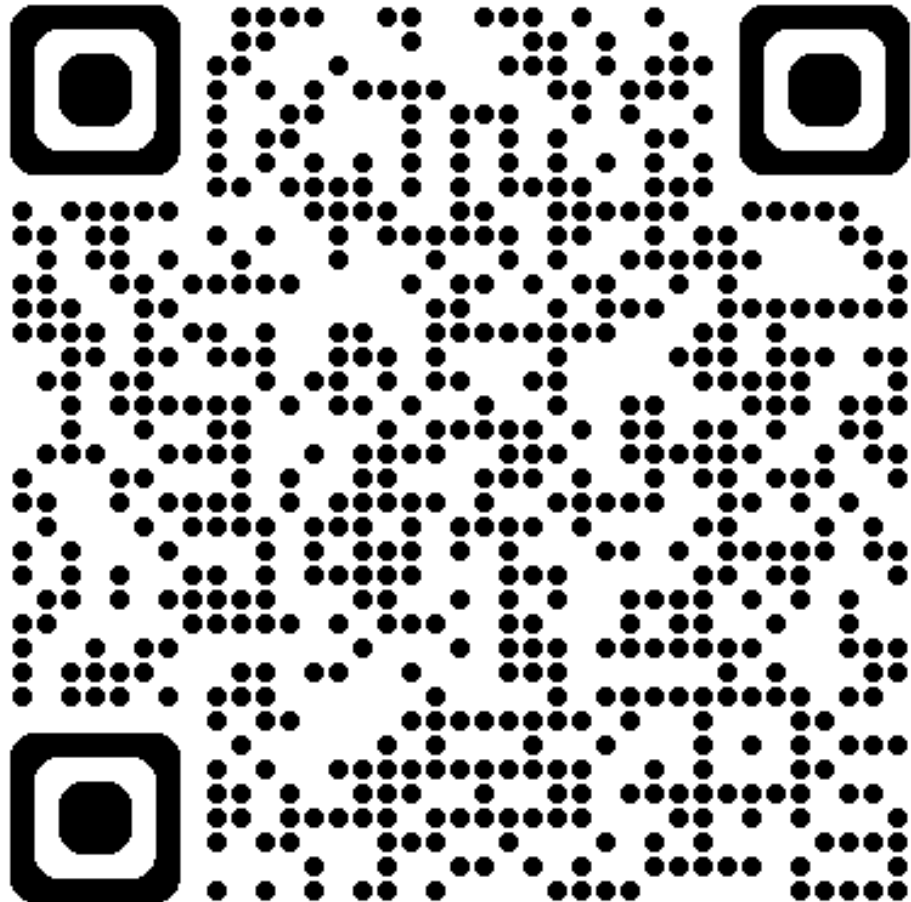
CDP as Context Engine for AI & Activation



CDP as Context Engine for AI & Activation



Showcase



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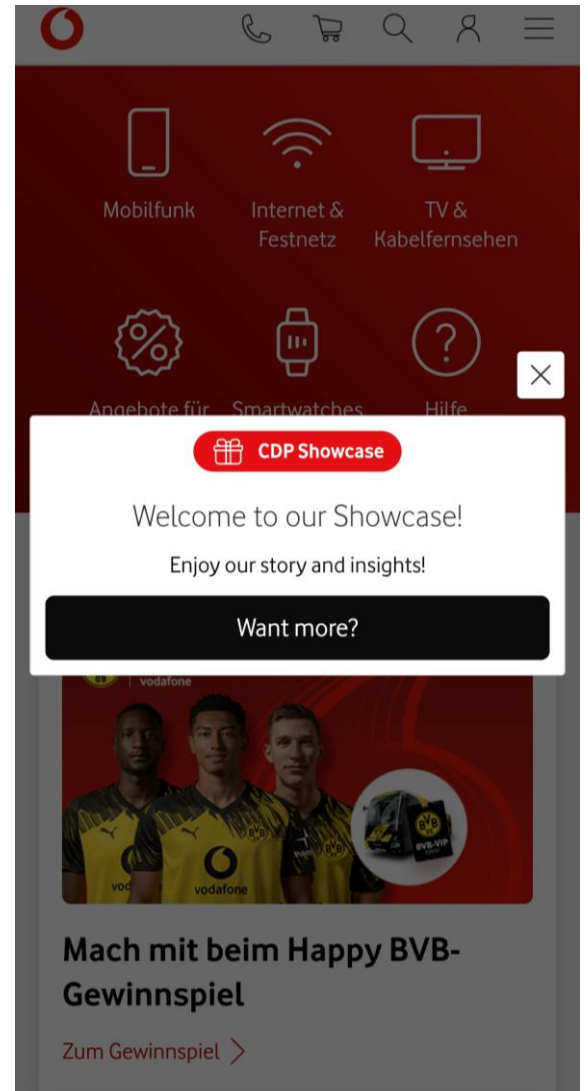
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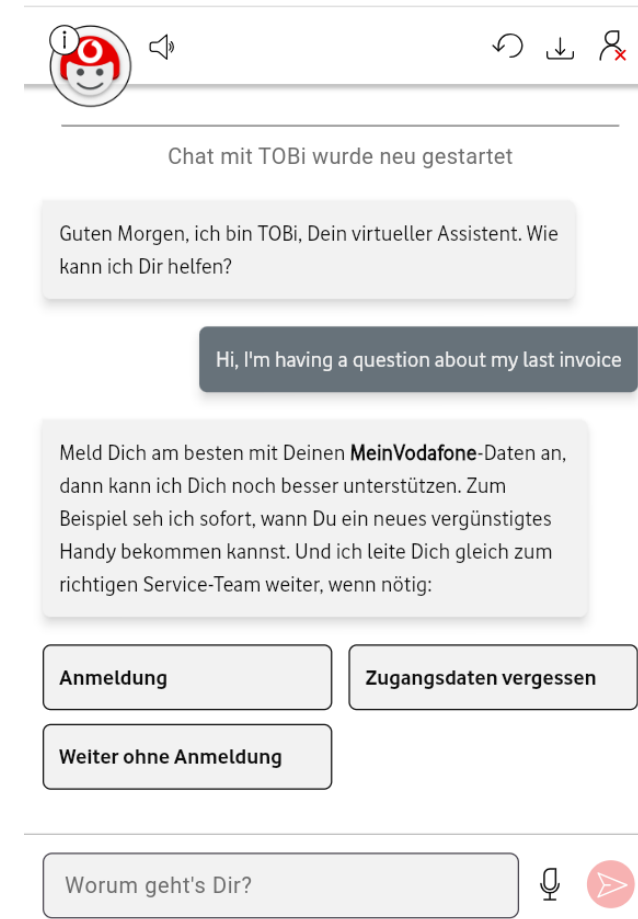
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TOBI – our chatbot

Smarter through customer data

Enriching our chatbot with customer data enables more flexible and relevant responses to individual customer needs



The screenshot shows a chatbot interface with a header bar containing a profile icon, a speaker icon, and navigation icons. The chat history shows a greeting from TOBI and a user response. TOBI's next message suggests logging in with 'MeinVodafone' data. Below the message are three buttons: 'Anmeldung', 'Zugangsdaten vergessen', and 'Weiter ohne Anmeldung'. At the bottom is a text input field with a microphone icon and a send button.

Chat mit TOBi wurde neu gestartet

Guten Morgen, ich bin TOBi, Dein virtueller Assistent. Wie kann ich Dir helfen?

Hi, I'm having a question about my last invoice

Meld Dich am besten mit Deinen **MeinVodafone**-Daten an, dann kann ich Dich noch besser unterstützen. Zum Beispiel seh ich sofort, wann Du ein neues vergünstigtes Handy bekommen kannst. Und ich leite Dich gleich zum richtigen Service-Team weiter, wenn nötig:

Anmeldung

Zugangsdaten vergessen

Weiter ohne Anmeldung

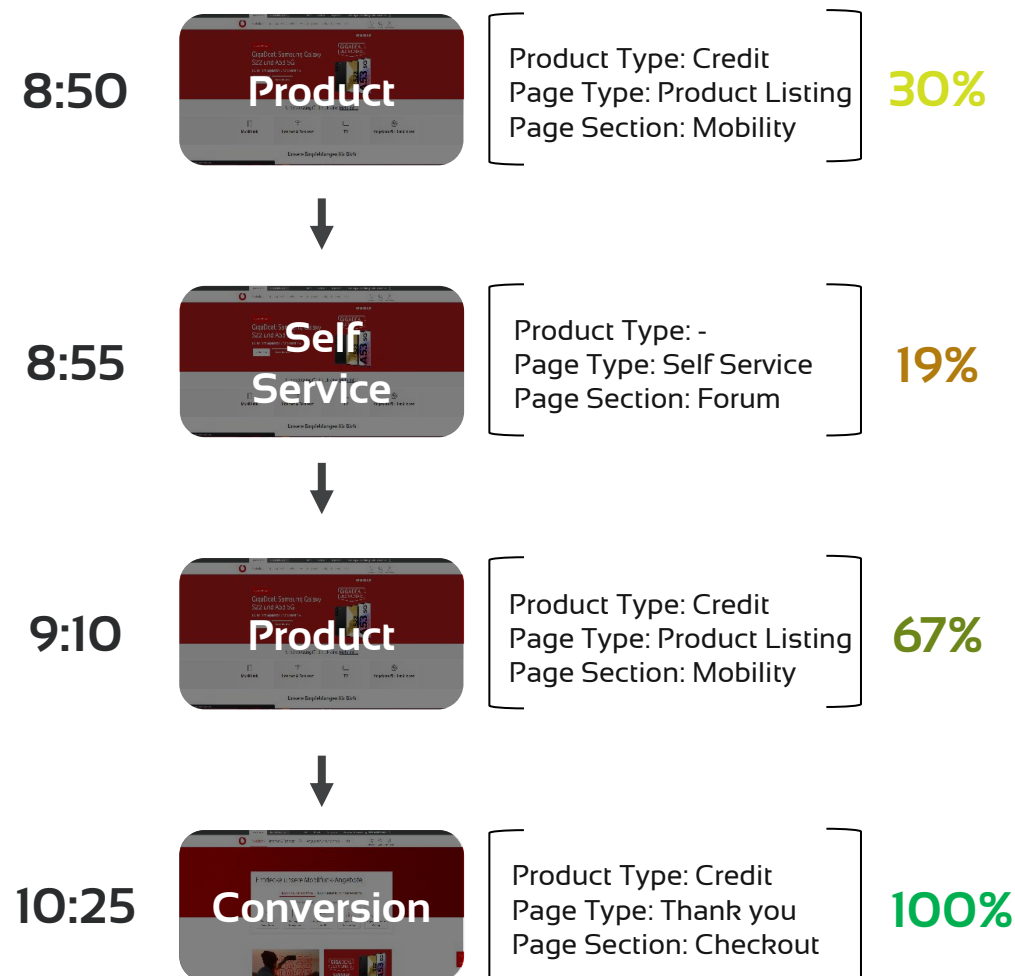
Worum geht's Dir?

TOBi knows that I'm a customer and asks me to log in

Propensity-To-Buy

The Model Returns Probabilities

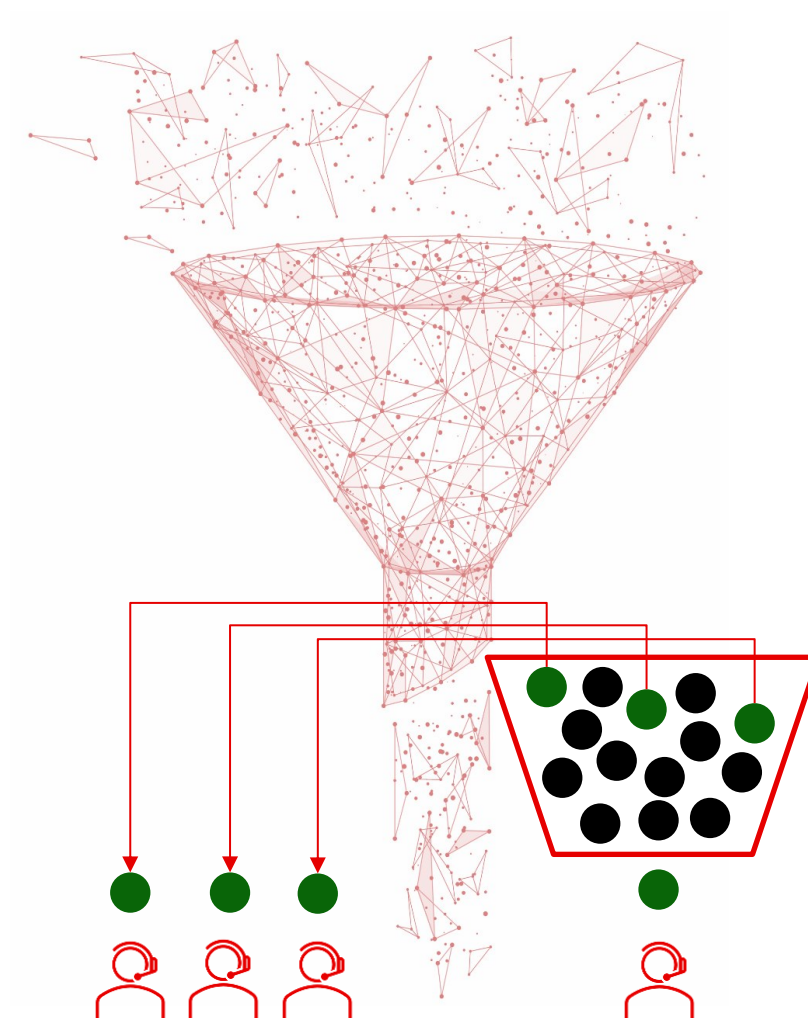
It processes millions of visitors per month in **real time** and predicts **67% of conversions one hour in advance correctly.**



Propensity-To-Buy

ML Probabilities to Increase Telesales

The user with a **high propensity to buy** benefits from a **prioritised queue**.



CDP - Customer

Churn Score

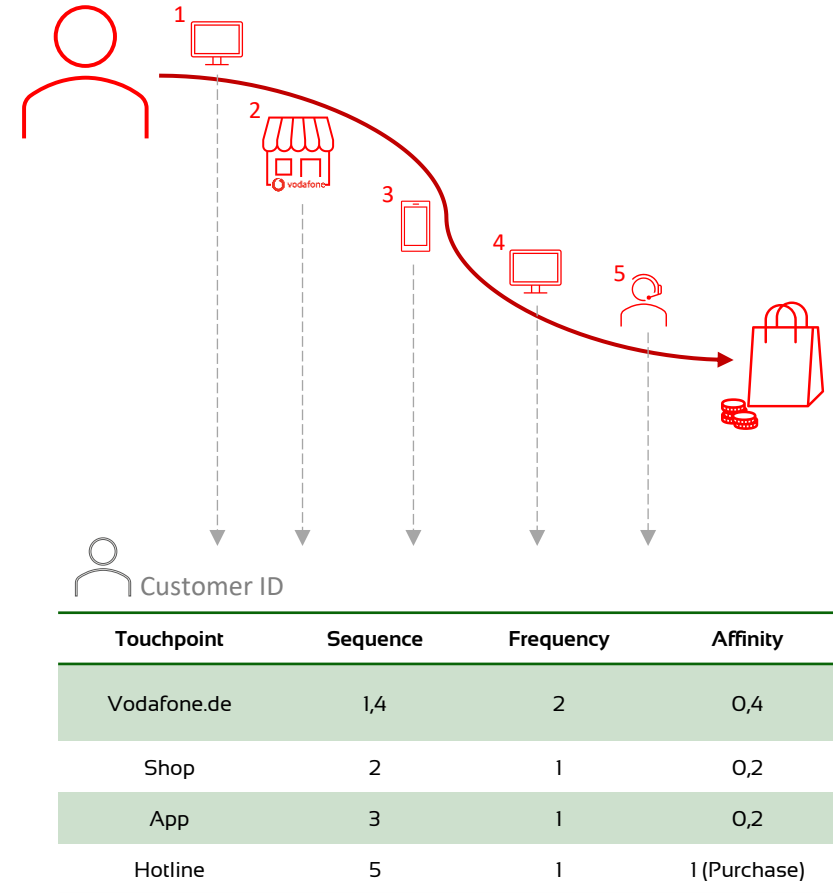
More than 100 behavioral and interaction signals from various sources are combined into a score to identify customers with an increased risk of churn.



Campaign
Feedback

Customer interaction history

Adding digital events into the customer interaction history enables a full customer journey for AI



Summary

Relevant Data For Relevant Customer Interaction

- Treat data as your foundation
- Real-time capabilities
- Data-driven evaluation and optimisation
- Business context transforms data into value



Takeaways

LEARNING BY DOING.

You can only gain knowledge by practical experience.

A FOOL WITH A TOOL IS STILL A FOOL.

It requires a skilled team, vendor or partner.

GET IT DONE TOGETHER.

It needs cross-functional collaboration.

IT'S EASIER SAID THAN DONE.

Don't let endless discussions get in the way of deploying the system.





What does AI mean to you?



Thank you!

Meet us at booth #10

