

Vodafone Accreditation Training

Vodafone Mobile Overview



No V/O

Vodafone and ACN Partnership



Vodafone Group Plc



Vodafone Hutchison
Australia (VHA)



Post-Paid Mobile &
Mobile Broadband



Let's start with a quick overview of what the Vodafone opportunity for you is all about.

Vodafone Group Plc – Is the world's leading mobile telecommunications company. They have a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States through the company's subsidiary undertakings, joint ventures, associated undertakings and investments so you know you are dealing with a reputable brand.

Vodafone Hutchison Australia (VHA) –

- Is a 50:50 joint venture between Vodafone Group Plc and Hutchison Telecommunications (Australia) Limited formed following a merger in June 2009
- VHA provides mobile services to 5.5 million Australian customers under the Vodafone brand as of June 2017.
- VHA is headquartered in Sydney, employing approximately 3,000 staff

ACN has partnered with VHA to enable ACN IBOs to refer customers to Vodafone for Post-Paid Mobile and Mobile Broadband services. You will be eligible to receive customer points and residual commissions for the referral of both **new customers** who connect to the Vodafone network and **existing** Vodafone customers who **upgrade** and then commit to a new fixed-term contract.

Customers referred by IBOs will be billed and serviced by Vodafone. They will not be ACN

Vodafone 4G Network



\$3 billion invested since 2012



22 million Australians



If a new customer signing up to a plan is **not** satisfied with the network within the **first 30 days**, they can cancel (T & Cs apply)



According to 2016 "P3 CommsDay Mobile Benchmark"



Here are the most important things you need to know about the Vodafone Network so you can communicate these facts to your customers:

- Vodafone has spent over 3 billion dollars since 2012 to deliver better indoor coverage, faster download speeds and a stronger signal across many parts of Australia.
- The Vodafone 4G network covers more than 22 million Australians.
- Here is something really important to remember to tell all of your customers:
 - If a new customer signing up to a plan is not satisfied with the network within the first 30 days, they can cancel. It's called the Vodafone Network Satisfaction Guarantee.
 - Vodafone will even refund any monthly access fees and monthly handset instalments provided the customer returns the device in its original packaging within 10 days of a claim. It's available once per person per year. This is in addition to the customer's Australian Consumer Law rights. Other T&Cs apply which you can find on the Vodafone website.
- And finally, in the 2016 "P3 CommsDay Mobile Benchmark" report, Vodafone recorded a 57% network improvement over the last 2 years – **the largest improvement of the three Australian networks.**

Network built for the Internet



1. More Coverage

- ✓ 96.96% Aust population
- ✓ 5,500 network upgrades
- ✓ 1,200 roaming sites



2. Vodafone 4G

- ✓ 98% metro coverage
- ✓ 3 million+ 4G devices
- ✓ Improved voice quality



3. Reliability

- ✓ Dropped call rate at <0.5%
- ✓ 4G data session at 99.68%
- ✓ 4G availability at 99.61%



Here is something else you can mention to your customers - the Vodafone 4G network is built for the Internet.

Here are the 3 most important things to remember in relation to that:

1. The network has more coverage:

- 96.96% of the Australian population has coverage
- Over 5,500 network upgrades have occurred in the last 2 years, and
- Over 1,200 roaming sites in regional areas are on the Optus network

2. Vodafone 4G has:

- Outdoor covering 98% of the metro population
- Over 3 million 4G devices are on the network, and
- Voice Over LTE (VoLTE) rollout will continue throughout 2017 and improve voice quality

3. In terms of Reliability, Vodafone has:

- Dropped call rate at <0.5%
- 4G data session set up success rate at 99.68%, and
- 4G availability at 99.61%.

Network Coverage Check

Top Tip



ALWAYS check coverage



Address and mobile device



vodafone.com.au/coverage



Both Calls/SMS and Data



You should advise **every** potential customer to check network coverage at and around their home and work address prior to applying for services

This can be performed at: www.vodafone.com.au/coverage

The Vodafone coverage checker allows the customer to specify both their address and mobile device.

The customer should be sure to check the available coverage for both Calls/SMS and Data, which may differ



So finally, as part of the introduction to the opportunity, let's summarise all the great reasons for your customers to choose Vodafone:

1. They have highly competitive mobile and mobile broadband offers – watch out for those in our marketing and training communications
2. Your customers can access the latest handsets, including iPhone and Samsung
3. There is an option to link plans on the same account to share data inclusions amongst a few users using the pool
4. \$5 per day roaming in over 50 countries – of course T&Cs apply
5. Competitive international calling options
6. And of course, the Vodafone Network Satisfaction Guarantee for new customers in their first 30 days to ensure they are happy with coverage.

Congratulations, you have completed the section on the Vodafone Mobile Overview. If you are confident you have understood all of the content so that you can pass the quiz at the end, then please proceed to the next module the 'Customer Accreditation Process' and remember to mark each task 'Complete'