

Vodafone Hungary Ltd. – Take our mobile app to a whole new level

Introduction to the Challenge

We are living in a digital era in which our customers need digital solutions. As a TechCo company, our aim is to build a trusted partnership with every one of our customers through all possible digital communication channels. To do so, we must ensure availability & comfort with speed & simplicity, all aligned with the newest trends among all generations.

Our aim is to have our mobile app – MyVodafone App – as the primary channel to deal with our customers.

We are seeking new features for our app, by which we can

- engage our users,
- gain more customers to use the app,
- engage non-Vodafone users to use our application,
- open new possible revenue streams,
- reduce the footprint of our retail shops & the load on all customer center

Practically, we are looking for a couple of new portlets/pages/parts to extend our MyVodafone Application:

- to attract non-customers to visit there (maybe because of further benefits)
 - o maybe by earning credits to spend later
 - o maybe by discovering new Vodafone friends
 - o maybe to check fixed-line services available of my area
- to make our customers log in more
- to be educated around the features available online
- offload the contact center
- offload our retail stores from non-sales transactions (info items and cash payment are the biggest pain points)
- to develop new, non-telco revenue streams

We have our app, but we need fresh ideas to be described & developed within to build a whole new level of digital care & communication.

Who we are

We are a leading global company in the Telco industry providing telecommunication & digital solutions for more than 200 million customers all over the globe. As technology is changing, we are stepping ahead with our services coming from a Telco company to become a TechCo or TechComms company, meaning that we are not just a trusted partner for telecommunication, but for digital solutions that emerges by our customers' requirements & trends running through our technology driven life. These digital solutions require the skill set of tomorrow, meaning that we are focusing more and more on digital & data engineering; cloud-based solutions & agility.

As the world & our life is changing rapidly - especially in the last 2 years, technology evolved also exponentially. To reflect on these changes, we are not just gaining the knowledge of these technologies, but we react as an employer too: we introduced the concept of hybrid way of working firstly in Hungary. By this, we engage our employees to think not only about working from home or from an office, but to align and plan the different types of works with the several options and locations we can provide. We are tearing down the geographical boundaries for talents to build a career in our team.

In Hungary, we are providing solutions & services for more than 3 million mobile customers, a significant portion of whom use our mobile application.

What we will provide

We are providing two mentors from our IT team to help & support you with your ideas. Moreover, we can share clickable prototypes of our current App with working basic features and the design so you can inspire yourselves through the ideation.

- Postpaid: <https://vodafone.invisionapp.com/share/JFWBGXA3WB4>
- Prepaid: <https://vodafone.invisionapp.com/share/ERWYVRHM7NW>

Implementation and technology

We expect you to create a working prototype or a pilot app/feature supported by a tangible business case. Please also introduce the way you would onboard (comms channels; promotions, etc.) the users to this/these new function(s) or capability(-ies). The main quest is to create, develop & introduce new features to users. There is no need to develop/code features which are not part of your solution (e.g. authentication).

For the prototype, you can use any tool you like. There are no restrictions.

Judging criteria

As described above, we will judge according to:

- The idea itself, how tangible it is. What would be the impact on the customer base and why?
- How strong is the business case around the idea
- Quality of the prototype designed for our current app might be a criteria of judgement, depending on the level of the basic idea you will bring.
- What is the expectation and vision around the onboarding process of the users to the new feature(s).

Prizes

1800 € valuable voucher