

Vodafone

Case Study



iReach has recently completed a website research project for www.vodafone.ie that receives 3 million visitors per month. Our online research received over 16,000 responses to our survey link on the website in just over one week.



www.vodafone.ie

This Website Profiling project in 3 Phases included an incentive based online survey of business and consumer mobile phone visitors to the website. A key deliverable from the first phase of this project was the development of a 'wish list' of enhancements (content and features) as suggested by respondents. We used 'Open Text' responses to capture suggested website improvements, to make it as easy as possible for participants to respond, but to also avoid setting any constraints or limits to suggestions or user recommendations.

Phase 2 included a representative survey of online users in Ireland to understand the requirements of mobile phone users across all providers and also to weight or rank suggested enhancements so as to prioritise potential website changes or additions. The final phase of this project included Qualitative Focus Groups across key Vodafone and non-Vodafone customer types and Business and Consumer segments to discuss the suggested and planned website enhancements.

iReach Methodology

An integrated 3 phased project using a mix of Quantitative and Qualitative methodologies to capture feedback from Vodafone website visitors, to identify potential website enhancements in terms of content and features. Further phases were designed to distil these suggestions and prioritise same based on user feedback and impact.

Project Summary

The objective was to understand what kind of information and functionality that would distinguish the Vodafone Ireland Website as 'best in class' from those of key competitors - based on plans to add the additional functions to their website to improve the online customer engagement and also to enhance Vodafone online customer experience.

Research Connect Answer

Research starts with YOU - not us. Our approach is to use the most relevant and cost effective research methodologies to deliver tailor made insight to maximise business performance for our clients.

We **Connect** line of business executives to share experience and best practices.

We **Answer** our client's questions and provide trusted, objective advice and actionable insights.

