

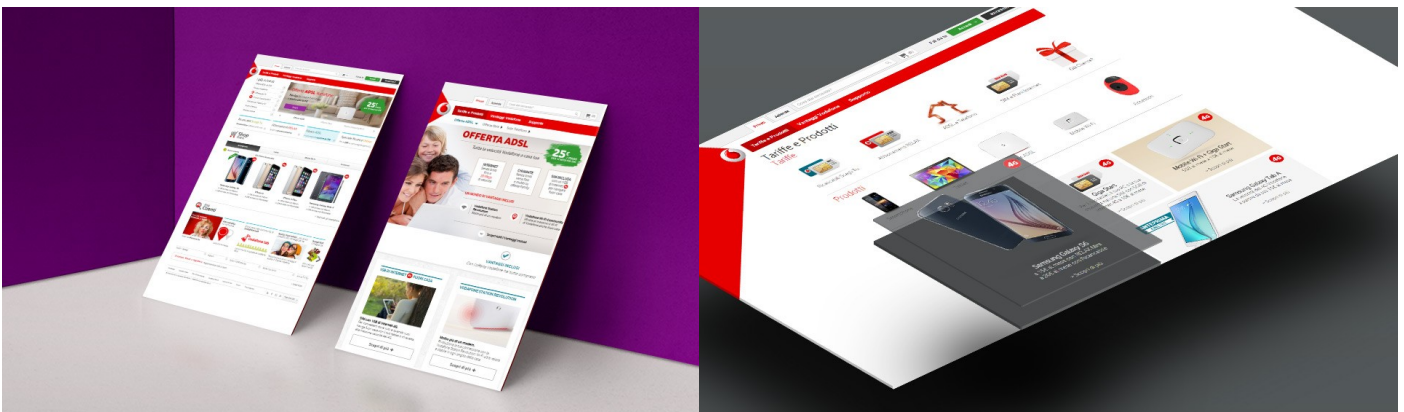
MOTIVIAN



Vodafone Online Portal

Visit the portal & Enjoy the special offerings

March 2013



Motivian revamped the portal of Vodafone Italy by introducing a Content Management System which differentiated from the competitors for its easy-to-use user interface and it's flexibility in terms of customization.

The goal was to maximize customer satisfaction, by enabling the operator to offer more and advanced value-added services faster, and increase revenues while keeping operational costs low.

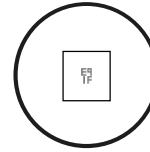
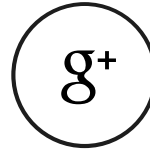
Using modular architecture and template based design, gave the "power" to business and reduced time-to-market.

Through the portal, customers can view mobile devices & plans, get product information, purchase online and view a number of personalized promotions offered by Vodafone. The new portal is customer-centric, as the whole content personalized in order to be targeted and effective.

The solution is fully integrated with Vodafone's back end systems by using state of the art technologies and by utilizing the resources in the most efficient manner.

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