

**Connectivity is a commodity.  
The fight is now in the experience layer.**

**75+**

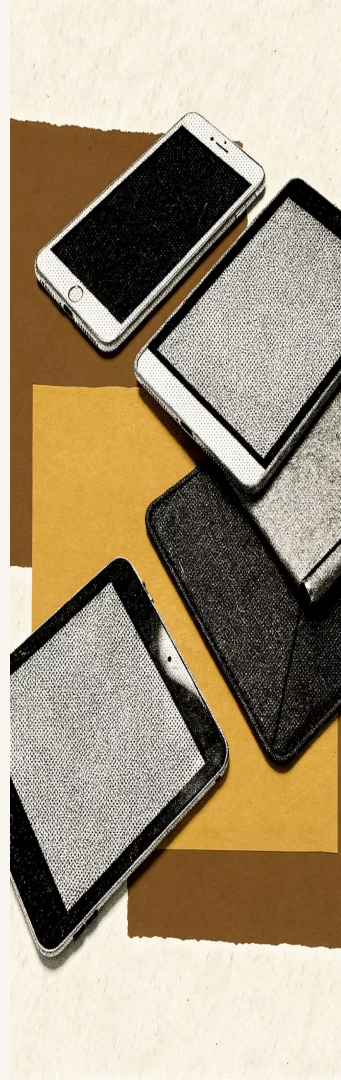
**Process steps**  
in a single  
enterprise  
onboarding

**~ 50+**

**Systems  
engineered**  
across Mobility  
Devices and Tariffs

**£0**

**Price  
advantage**  
from connectivity  
pricing alone



## Priya Sinha

Head of Product Engineering  
Managed Mobility, Vodafone Business

[priya.sinha@vodafone.com](mailto:priya.sinha@vodafone.com)



"I'm a product engineer who has relentless focus to bridge the experience gap between telco commoditization and CX curation. "



### Creative Thinker

Problem solver to manage complexity and design around 50+ systems across Devices and Tariffs



### Experience Obsessive

Believes the best telco product is one the customer never has to think about

**23+ yrs**  
In product &  
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**10+ yrs**  
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**Today**

I'm sharing what worked — and what didn't!

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MANAGED MOBILITY

# The Portfolio. The Lifecycle. The Experience.

The experience starts the moment a new device lands on someone's desk and ends with a renewal

## The Portfolio

Device Fleet



Lease & Managed Service



End-of-Life & Trade-In

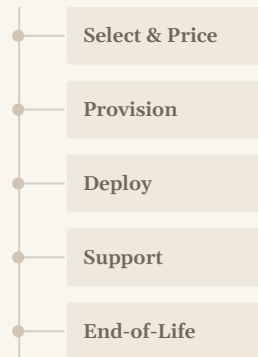


## The Lifecycle

Flexible Tariffs



Roaming & Travel eSIM



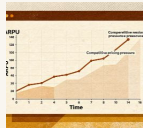
⚠️ **Physical + Digital. Automated + Human.**  
That's the experience layer.



# UK & EU Telco Mobility: The Pressure Points

**i** Telco Mobility is under relentless transformation pressure. Connectivity alone no longer wins – the battleground is.....

**CX, Bundling and integration, Operational simplicity.**



### Margin Erosion

Saturated markets and MVNO competition squeezing ARPU



### Cross-Border Complexity

Multi-country contracts, Brexit, and fragmented SLAs



### Security & Sovereignty

GDPR, NIS2, and data residency embedded in every deal



### Complex Buying Cycles

CIOs, CISOs, procurement, HR – longer RFPs, higher bar

### Further Headwinds

#### ESG & Sustainability

Circular economy and carbon reporting reshape device lifecycle

#### Slow 5G Monetisation

Hard ROI on private 5G and edge services

#### IT & Cloud Convergence

Hyperscalers encroaching on telco customer relationships

#### eSIM & BYOD Fragmentation

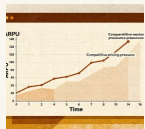
Mixed fleets and hybrid workforces add provisioning complexity



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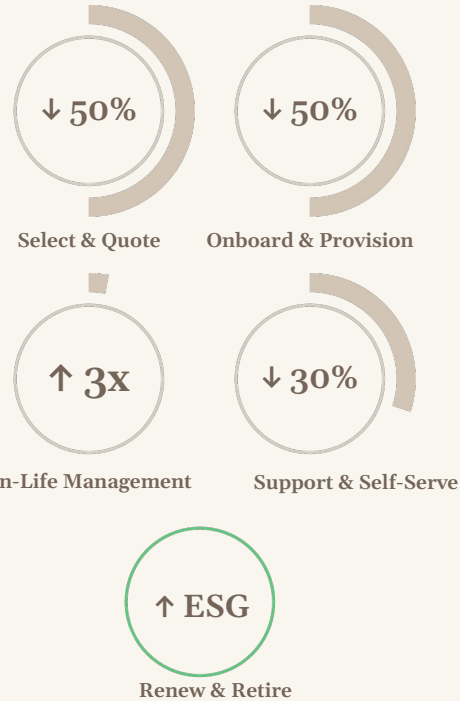
## Why Now? Automation/AI across the Lifecycle

AI and automation tame telco mobility complexity. The question is no longer whether to automate — it is where to start for maximum impact and minimum resistance.



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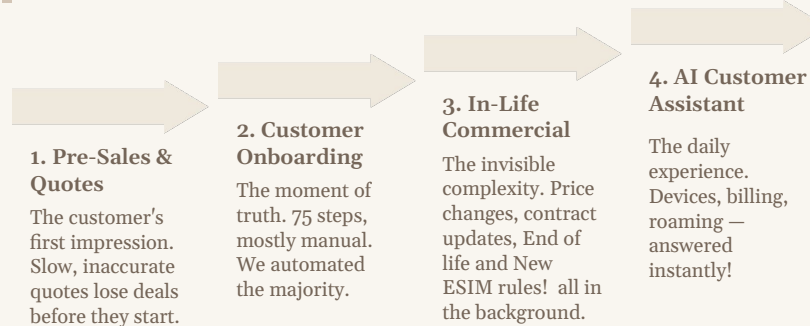




WHERE WE CHOSE TO ACT

## Four Friction Points. One Customer Journey.

We asked one question: where does the customer feel the pain?  
Then we followed the answer.



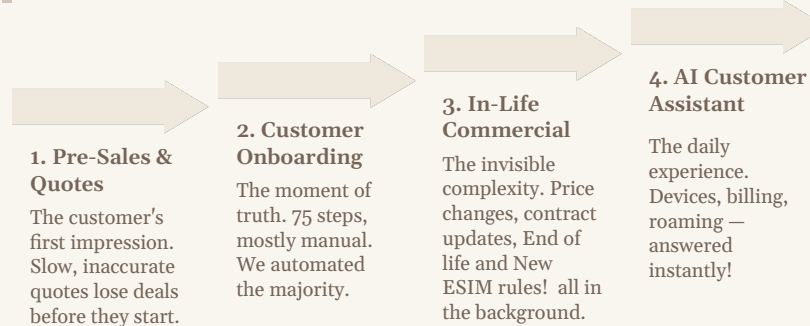
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# Digitising Quotation for Competitive Advantage

⚠️ Long deal gestation periods, Complex enterprise RFPs, multiple quote versions, approval loops, and manual updates — **adding months to sales cycles**

## ❌ Fragmented Spreadsheets

Sales teams juggling multiple disconnected pricing files across OEMs, accessories, and service bundles

## ❌ Outdated Pricing

Price changes from OEMs and market shifts not reflected in real time — quotes go stale before they're signed

## ❌ Disconnected Catalogues

Devices, tariffs, accessories, and managed services siloed across systems with no single source of truth

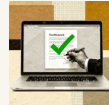
### Digital Pricing tool as a single plane of glass



Configure



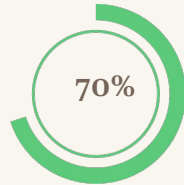
Review



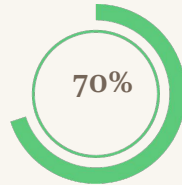
Build & Approve



Synchronised Pricing



Faster Quote turnaround from 8 hrs to a few minutes



Improved accuracy and reduced manual effort



Quicker quote to contract for in-life and end of life

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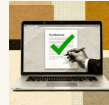
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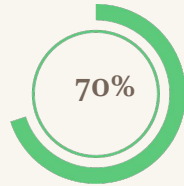
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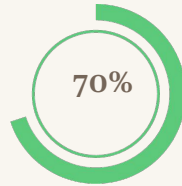
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ONBOARDING THE CUSTOMER

# Invisible Automation for Seamless Onboarding

**75+ steps. One automated flow, Zero re-entry.**

## Challenges

Manual Re-entry

Fragmented Handoffs

Weeks to Onboard

No Visibility

## What We Automated

❌ Demand Form Auto-Generation      ❌ Onboarding Manager Validation

❌ Staging Documentation & customer sign-Off      ❌ SKU Auto-Creation in ERP & WMS

❌ Supplier Workflow & Approval      ❌ BSS Data Synchronisation

❌ Onboarding Dashboard

↓ **50%**  
Manual effort

↓ **30%**  
Faster time-to-onboard

↑ **NPS**  
Improved customer NPS

🔄 Reuse data already captured. Never ask twice.



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# The Market Moves. The System Responds.

**Enterprise contracts don't stand still. Every commercial trigger is a design problem — and automation is a potential answer.**



**SIGNAL**  
OEM Price Movement

OEM quarterly price changes ripple across hundreds of live enterprise contracts

→  
**RESPONSE**  
Automated BSS sync — CRM, ERP, and portal updated.

**Real time**

sync on commercial trigger



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Scope Expansion

Customer adds a new geography or device category mid-contract

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**SIGNAL**  
Device Circular Economy

Devices reach end-of-life — creating sustainability, and procurement compliance

→  
**RESPONSE**  
Circular economy workflow — certified wipe, refurbishment assessment, redeployment or ethical recycling, ESG reporting

**Circular**

Device economy — refurbish, redeploy, recycle

**⚠ Today we react to signals. Tomorrow, AI anticipates them before they arrive.**

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# GenAI-Powered Customer Experience: Devices, Tariffs & Self-Serve



📌 **B2B Mobility customers expect instant, accurate answers with self serve.**



## Device & Tariff Q&A and Self Serve

Instant answers on specs, plan and country roaming options across the full mobility catalogue, Order tracking and bill queries



## Portal Translation

GenAI translates the portal into the user's language — no static localization required



## Contextual Ticket Escalation

Unresolved customer email converts into tickets with full conversation attached

👍 **The AI assistant would not replace the agent — it will handle the routine so agents can focus on the complex!**

★★★★★ 30%

Reduction %

Contact volume reduction

★★★★★ 120 pts

↑ Customer NPS

NPS from multilingual CX

★★★★★ 50%

↓ Time to handle

via contextual AI escalation

Metrics based on industry benchmarks. Internal measurement in progress.

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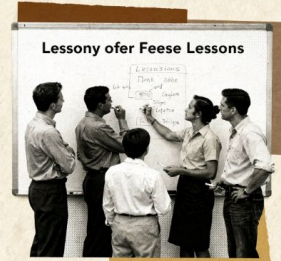
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# Delivering & Scaling in Managed Mobility

**You can't automate your way out of a process you don't understand.**



## We started with the data, not the AI

Before we wrote a single automation, we found large % of our records had pricing mismatches. Automating that would have sent wrong quotes to every enterprise customer. We spent three months cleaning data nobody wanted to talk about – and it was the best investment we made.

## We mapped 75 steps nobody knew existed

When we sat down to automate onboarding, we thought it was maybe 20 steps. It was 75. Spread across multiple teams, systems, and suppliers. You can't automate what you haven't seen. The mapping exercise was humbling – and essential.

## We kept humans on the decisions that matter

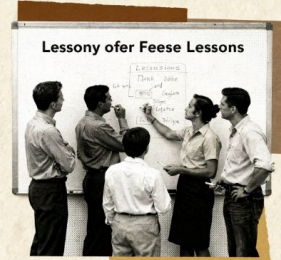
GenAI drafts the quote. A human approves it. The AI flags the anomaly. A human investigates. Every automation has a defined handoff point. That's not a limitation – it's the design. Choose the language variant explicitly and support it with terminology management and risk-based review. Enterprise customers don't want a bot signing their contracts.

**i Scale AI with clean data, clear processes, and strong change management. Use explicit instructions, for example...**

***We found that Portuguese -Portuguese and Portuguese -Brazilian created nuanced language translations.***

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# What Comes Next: Predictive & Generative AI on the Horizon

We are moving from reactive automation to proactive intelligence — anticipating needs before customers articulate them.

- 1 — Predictive Churn Signals**  
AI models identifying at-risk accounts during in-life based on usage and engagement patterns.
- 2 — GenAI-Assisted Quotations**  
Intelligent quote narratives drafted from catalogue data, tailored to customer context and sector.
- 3 — Autonomous Price Optimisation**  
AI-driven recommendations for contract renewals based on OEM trends, usage data, and market signals.
- 4 — Proactive Lifecycle Management**  
Automated device refresh prompts and end-of-life planning surfaced before customers need to ask.



## Invisible Infrastructure.

## Unforgettable Experience.

The goal is to make enterprise mobility feel like an effortless experience

"Design is not just what it looks like and feels like. Design is how it works."

— Steve Jobs

# 1

Physical +  
Digital

A device to use and an intelligent portal to chat!

# 1

Automated +  
Human

Machines handle the routine. People handle the complexity.

Contact Me

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Today + Tomorrow

Automation now. Predictive AI next.