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CASE STUDY

# Vodacom Social Media Command Center Transformation

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From Social Media Care to Customer Journey Intelligence

## Executive Summary

Vodacom, one of Africa's largest telecommunications providers, manages one of the continent's most active social media ecosystems, serving millions of customers across multiple digital channels. While the company had established a highly responsive Social Media Command Center (SMCC), leadership recognized that responding to customer conversations alone was no longer sufficient. The challenge had evolved from managing social interactions to understanding the underlying customer journeys driving them.

To address this challenge, Vodacom partnered with CallForce and OnviSource, through their strategic joint venture OnviForce™, to transform social media engagement from a reactive customer care function into a strategic customer intelligence capability.

Leveraging CallForce's operational expertise and OnviSource's NexMedia™ social analytics platform, Vodacom gained unprecedented visibility into customer experiences, root causes of dissatisfaction, and business processes requiring remediation.

The result was a shift from measuring responsiveness to understanding why customers were engaging, where journeys were failing, and what actions would have the greatest impact on customer satisfaction and retention.

## Customer Profile

### Vodacom Group

- Leading telecommunications provider in Africa
- Millions of mobile and digital customers
- Extensive social and digital engagement footprint
- Multiple customer-facing digital channels
- Large-scale customer care operation

### Social Media Scale Managed

- 2.4 Million Facebook followers
- 891,000 X (Twitter) followers
- Approximately 120,000 monthly social mentions
- 75% of interactions occurring through private messaging
- More than 500 Google Business locations and pages monitored

## Business Challenge

Vodacom had successfully built a high-performing Social Media Command Center capable of handling significant volumes of customer interactions across multiple social and digital channels.

However, the organization faced several strategic challenges:

### Limited Visibility Beyond Individual Interactions

While individual customer interactions were being managed effectively, there was limited visibility into how these interactions connected to broader customer journeys.

### Difficulty Identifying Root Causes

Customer complaints, dissatisfaction, and escalations often represented symptoms rather than the underlying problems. Business teams lacked a systematic method for identifying root causes across large volumes of interactions.

## Operational Silos

Customer feedback existed across social channels, NPS programs, app reviews, and operational systems, making it difficult to develop a unified understanding of customer experience issues.

## Prioritization Challenges

Without clear insight into where customer journeys were breaking down, business teams struggled to determine where remediation efforts would deliver the greatest impact.

## Solution

### CallForce Social Media Command Center

CallForce provided the operational framework and expertise needed to manage large-scale social customer care operations, ensuring rapid response times, service consistency, and excellence in customer interaction and engagement.

### OnviSource NexMedia™

OnviSource deployed its NexMedia™ Social Media Performance Management platform to capture, analyze, correlate, and transform customer interactions into actionable business intelligence.

The solution unified data across:

- Social media interactions
- Customer feedback channels
- NPS responses
- Vodapay (Vodacom App) application reviews
- Customer service conversations
- Digital engagement platforms

Using advanced analytics, sentiment analysis, trend identification, and journey intelligence, NexMedia enabled Vodacom to move beyond interaction management and gain visibility into complete customer experiences.

## What OnviForce Delivered

### Unified Journey Intelligence

NexMedia consolidated customer engagement data from multiple channels into a single analytical framework, providing a comprehensive view of customer journeys and experience drivers.

### Root Cause Identification

Rather than focusing solely on customer complaints, the platform identified the underlying business issues that generated them.

Analysis revealed that recurring customer dissatisfaction was frequently linked to:

- Network-related issues
- Data service challenges
- Payment and billing processes

Importantly, the findings demonstrated that many customer frustrations were not primarily caused by agent performance, but by operational issues elsewhere within the business.

## Closed-Loop Customer Intelligence

The platform connected customer feedback with the operational teams responsible for addressing underlying issues, creating a closed-loop improvement process between customer care operations and business stakeholders.

### Business Outcomes

#### Prioritized Remediation

Vodacom gained the ability to identify exactly where customer journeys were failing and prioritize corrective actions based on business impact.

#### Faster Organizational Response

Customer experience issues could be escalated directly to the business functions responsible for remediation, reducing delays and improving accountability.

#### Improved Customer Experience Visibility

Executives and operational leaders gained a data-driven understanding of customer sentiment, drivers of dissatisfaction, and emerging trends.

#### Stronger Continuous Improvement

The organization established a foundation for ongoing customer journey optimization, automation initiatives, and customer experience transformation programs.

### Value Delivered

#### BEFORE

- Focus on interaction response
- High-volume social care management
- Limited visibility into root causes
- Reactive issue resolution

#### AFTER

- End-to-end customer journey intelligence
- Root cause visibility across customer touchpoints
- Prioritized business remediation
- Closed-loop customer experience improvement
- Data-driven operational decision-making

### Key Results

- ✓ Unified analysis across social media, NPS, and application reviews
- ✓ Identification of recurring customer pain points and dissatisfaction drivers
- ✓ Root-cause visibility into customer journey failures
- ✓ Improved prioritization of business improvement initiatives
- ✓ Closed-loop collaboration between customer care and operational teams
- ✓ Foundation for customer experience transformation and automation

## Executive Takeaway

The challenge was not simply responding to customers faster.

The challenge was to understand precisely where customer journeys were failing, identify the root causes of customer dissatisfaction, and enable the business to take targeted action.

Through the combined capabilities of CallForce's Social Media Command Center and OnviSource NexMedia™, Vodacom transformed social media from a customer care channel into a strategic source of customer journey intelligence, enabling more informed decisions, improved customer experiences, and stronger business outcomes.

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Brought to you by OnviForce™ — the strategic joint venture between CallForce and OnviSource.