

# Martin Dawes Systems upgrades Vodafone CRM System for UK business customers

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Warrington, 08 May 2007 – Martin Dawes Systems has announced the completion of a major project for Vodafone to upgrade the customer management systems at its UK Enterprise Business Unit (EBU). This involved the implementation of the latest version of dise3G, the company's award-winning end-to-end billing and CRM solution.

The Vodafone EBU provides a range of communication services and products for UK enterprises. These are supported by dedicated business customer support centres that utilize the Martin Dawes Systems' solution to manage customer requests and queries.

The customer service agents who use the newly upgraded systems will benefit from a range of new features and functionality that enhance customer care. Its provision of a 360° view of a customer will enable Vodafone to further improve customer service handling and build cross-selling of products and services, helping the operator reduce customer churn and increase ARPU.

Vodafone is also benefiting from greatly improved systems scalability and resilience by running in a single environment. This will deliver significant reductions in operational costs whilst improving system performance.

The extensive Vodafone upgrade, which consisted of an amalgamation of five major releases, was planned and implemented in just three months. The software will be used by 270+ Vodafone customer care representatives in the EBU call centre.

Barry Dowd, Martin Dawes Systems Customer Support Director, said: "Vodafone is committed to the enterprise market and meeting the high expectations of business communications users. We specialize in this area and the operator recognized the unique benefits our solutions bring to this complex environment. We worked together to deliver this massive upgrade in a timely and efficient manner and we are extremely pleased to have helped Vodafone evolve its customer management systems with the swift completion of this latest project."

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## About Martin Dawes Systems

Martin Dawes Systems is an independent software vendor of end-to-end billing, CRM and revenue assurance solutions for the communications market. It also offers turnkey enabler services to mobile and fixed line Virtual Network Operators worldwide. Martin Dawes Systems' suite of end-to-end billing and customer care solutions is the foundation of its MVNO portfolio. Enablement services also include operator relations, partner interfaces, provisioning & order management, handset branding & fulfillment and payment & collections. Martin Dawes Systems offers innovative software and services reducing operational costs, enhancing customer service and increasing revenue assurance efficiencies. Customers include Vodafone Ltd, BT Retail, O2 (UK), Opal Telecom and Orange France.

For further information please visit [www.MartinDawesSystems.com](http://www.MartinDawesSystems.com)

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