



What is Vodafone U

Vodafone U - A digital first engagement platform that helps you get more out of life by providing you with the resources that you are short on.

Vodafone U provides various telco & non telco offers specially designed for the need of youth. It also has a special hacks section for value for money lifestyle hacks

Offers and Discounts:

- Amazon Prime membership @ 50% off, available exclusively to Vodafone youth customers (18-24 years) ONLY at 499 Redeemable through the week

Mechanism:

Step 1
On MyVodafone App, click on the Amazon Prime offer banner

Step 2
Click "Pay ₹499 now"

Step 3
Click "Activate Now"

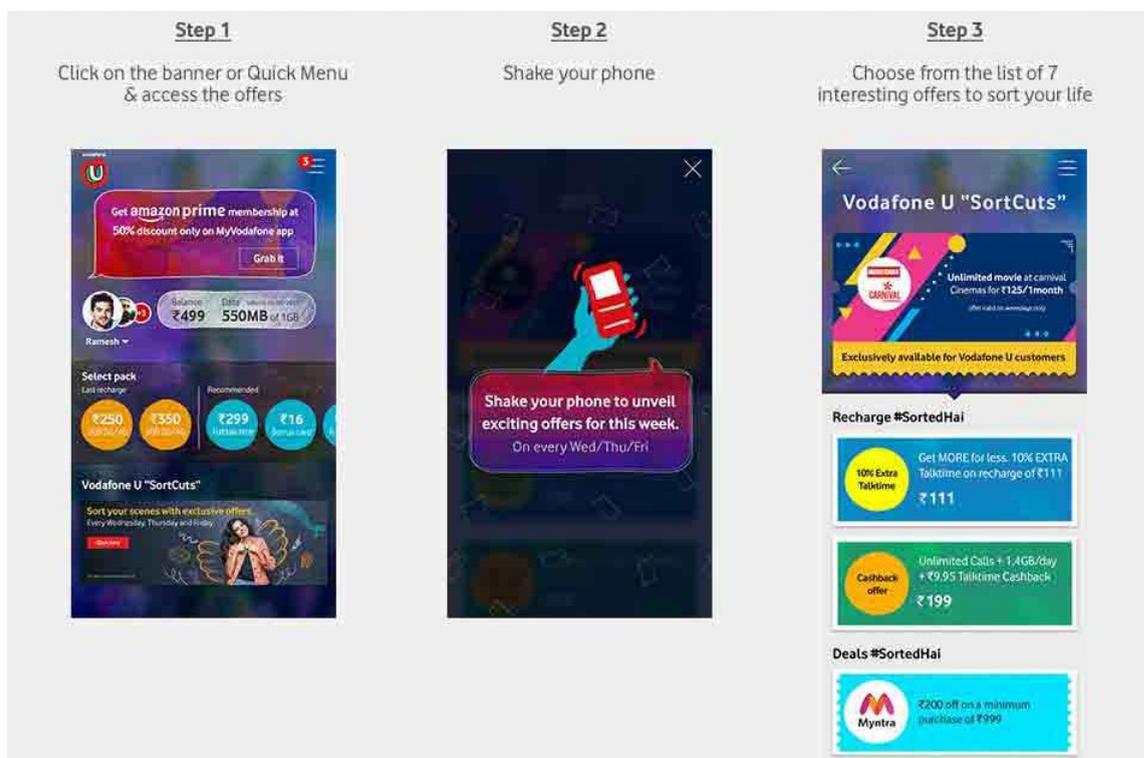
The diagram illustrates the process of redeeming an Amazon Prime membership offer on the Vodafone U app. It is divided into three steps:

- Step 1:** On the MyVodafone App, click on the Amazon Prime offer banner. The screenshot shows the app interface with a prominent banner for "Get amazon prime membership at 50% discount only on MyVodafone app" and a "Grab it" button. Below the banner, there are options to select a pack (Last recharge) and recommended packs (₹250, ₹350, ₹299, ₹16). A "Vodafone U 'SortCuts'" section is also visible.
- Step 2:** Click "Pay ₹499 now". The screenshot shows the "Offer details" screen for the Amazon Prime membership at ₹990, with a 50% discount resulting in a price of ₹499 and 5GB data free. Below the offer details, there are sections for "Unlimited FREE fast delivery", "Prime Video", "Prime Music", and "Grab the best deals first". A "Pay ₹499 now" button is visible at the bottom.
- Step 3:** Click "Activate Now". The screenshot shows a "Payment Successful!" screen with a checkmark icon. Below the success message, there is a prompt: "You now need to login to your Amazon account to activate your Prime membership." and an "Activate now" button with a hand cursor icon.

Other offers can be redeemed through the shake mechanism – the customer needs to shake his/her phone every Wed/Thu/Fri to get exclusive offers

- Exclusive discounted telco offers and cashback
 - 10% Extra talk-time on recharges
 - 5% cashback on Unlimited recharges and data recharges
- Offers on youth's favourite brands:
 - Unlimited movies for a month at Carnival Cinemas @ 125 per month
 - Buy 3 milkshakes at the price of 1 at Baskin Robbins @ 179 only
 - Exclusive offers from other brands like Zomato, Ola, Ixigo, Pizza Hut, Faasos, The Souled Store, Lakme, VLCC, Enrich (attached)

Mechanism:



Business Objective:

Background:

Youth is a segment that always wants to get more out of life. However, they lack the resources for the same. Online channel is one of the primary channels where they look up ways to do more.

They are not loyal to a single brand and make easy switches to any brand which gives better offers.

Our aim:

Drive loyalty among users and acquisitions among non users

Measurable KPI:

MVA Downloads among users, Increase Brand Consideration among non users

Target audience:

Demographic Profile

Urban, 16-24 years, students and first jobbers

Telecom Profile

All Smartphone Users

Actionable Insight:

"I would like to do a lot more in life, but I am short on resources and opportunities. Online is one of the main channels for me to look up ways to do more; be it having fun with friends, getting discounts etc....."

How to access the Vodafone U platform

Download the My Vodafone App. It is age gated for Vodafone consumers between the age of 16-24 years.

What we want:

Be able to customize the offers and discounts for the consumers basis:

1. Preferences /Profile:

- a. Demographic: We divide our youth segment into two broad sub segments – College Goers and Early Jobbers

Since, they are at two different life stages, the kind of resources they lack are different

- b. Interests: Basis, the offers they redeem , we customize the rest of the offers that are being shown to them

2. Location:

Basis the location detected in real time, offers can be customized. For example, if a pizza hut store is in the vicinity ; the offers that are displayed on Vodafone U should be the pizza hut offers.

The Expectation from Hackathon

1. The new app wireframes to be created (designing the layout, how will the app flow etc)
2. Creating a backend dashboard, tracking the user behaviour by bucketing him in geographically, demographically and basis his interest level.
3. Backend API Generated which sits on the main app and does these functions
4. Voice based discovery of discounts and deals wherein users just ask the app and using alexa api, the responses are metted out to the users basis the questions