VODAFONE GROUP SELECTS ERICSSON AS GLOBAL CUSTOMER EXPERIENCE MANAGEMENT PARTNER

- Ericsson Expert Analytics selected by Vodafone Group as strategic solution for Customer Experience Management (CEM) across 22 countries
- Multiple deployments planned following a successful trial with Vodafone Spain

Ericsson (NASDAQ: ERIC) today announced that Ericsson Expert Analytics has been selected by Vodafone Group as a strategic solution for Customer Experience Management (CEM) across 22 countries.

Ericsson Expert Analytics is a real-time, end-to-end, big data analytics solution that enables operators to predict customer satisfaction, understand probable cause, and automatically take the next best action to improve experience. The global agreement follows a successful market trial of the offering by Vodafone Spain, which is the first of multiple rollouts already underway as Vodafone targets a unified CEM strategy across its markets.

Ericsson Expert Analytics, together with Ericsson CEM Consulting & Systems Integration, helps operators realize the full potential of actionable network and customer behavior insights. The offering is supported by productized use cases and technologies that span mobile consumer and enterprise services, as well as fixed-line and TV-focused offerings.

Insights are driven directly to the desktops of key internal groups, including the service operations center, customer care and marketing. As operators seek to boost their Net Promoter Scores, Ericsson’s patent-pending Service Level Index (SLI) offers a real-time view of how the customer experience measures up at any given moment, offering opportunities to make quick changes with positive impacts, and close the gap between technical KPIs and NPS.

Ericsson’s deep domain expertise – based on years of research, annual user studies and customer projects – is embedded in Ericsson Expert Analytics, providing superior data models and business rules to drive actionable insights from big data. Time-sensitive, closed-loop actions can be triggered or actuated toward either the network or customers, resulting in improved experience. This functionality represents an advance over alternative approaches that require manual actions based on collected data.

Ove Anebygd, Vice President and Head of Solution Area OSS/BSS, Ericsson, says: “Vodafone undertook a rigorous evaluation process of CEM solutions to meet its global
requirements. Ericsson is proud to be selected as Vodafone’s sole preferred CEM solution provider and we look forward to partnering on this important initiative."

Operators must become agile as they support services across networks, offer a range of plans and push the limits of innovation. Ericsson helps customers meet changing demands with a comprehensive, unified OSS and BSS product suite that combines business, IT and network capabilities.

**Ericsson at Mobile World Congress 2016**

During Mobile World Congress 2016, held February 22 to February 25, 2016 in Barcelona, Spain, Ericsson will showcase its unique industry insights, the latest innovation and inspirational discussions that enable powerful new business opportunities.

We are in the midst of the societal transformation we call the Networked Society: a society in which mobility, broadband and cloud empower every person and every industry to reach their full potential. Opportunity is everywhere, and companies are transforming according to the role they have chosen to play in the value chains and ecosystems of the Networked Society.

Join us in our Hall (Hall 2, Stand 2N60) to learn about 5G, the Internet of Things and cloud, and to discuss the impact digital transformation can have on people, business and society. Ericsson Expert Analytics will be showcased in the Ericsson and Vodafone booths.

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**NOTES TO EDITORS**

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*Ericsson is the driving force behind the Networked Society – a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfill their potential and create a more sustainable future.*

*Our services, software and infrastructure – especially in mobility, broadband and the cloud – are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.*

*With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world’s mobile traffic is carried over Ericsson networks. And our investments in research and development ensure that our solutions – and our customers – stay in front.*
Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

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