

Understanding and championing SMEs

Tim Price, Vodafone Business
Paul Nola, Context Consulting

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Understand what truly
defines a SME and use
this insight to make
Vodafone Business into a
pan-European SME
champion

SMEs have had a tough time through 2020/21

50% of small businesses are operating with fewer than 15 days in buffer cash

(Federal Reserve Bank of New York)

One third of SMEs fear to be out of business without further support within 1 month

(OECD)

25%-35% of small businesses could close permanently from the disruption in the first four months of the pandemic

(McKinsey)

Objectives

Supporting SMEs with
the tools they need to
succeed

To drive engagement
with Vodafone Business

Customer Engagement



Multi-phased insights programme

'Deep dive' into target audiences

Customer-centric execution



5 key insights



01 Key insights

Covid has increased
SMEs' focus on key
business challenges
which **technology**
can address

Covid didn't *change* as much as *sharpen* SMEs' needs

**Finding and
keeping
customers**

**Resourcing my
business**

**Managing costs
and efficiency**

**Enabling better
collaboration**

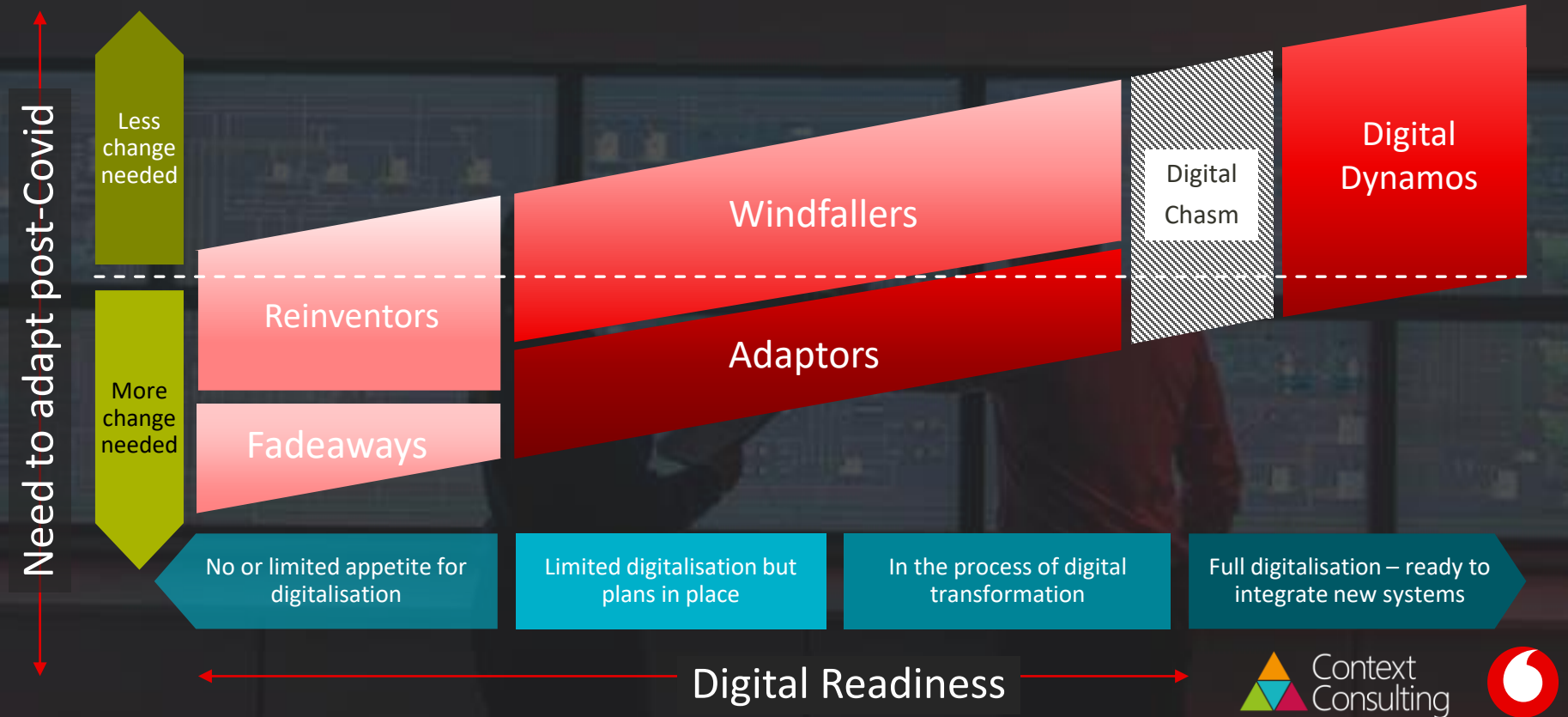
A person is seen from the side, wearing a grey long-sleeved shirt, working on a silver laptop. Their right hand is on the trackpad and their left hand is on the keyboard. A smartphone is visible on the desk to the left of the laptop. The background is dark and out of focus.

02

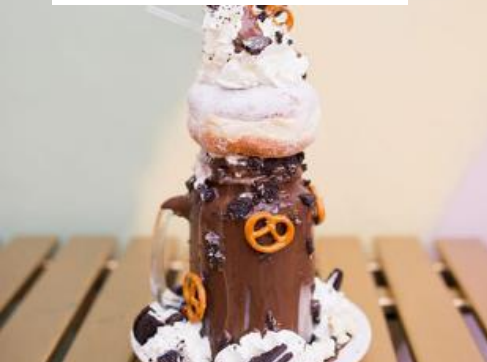
Key insights

We developed a set of SME typologies based on their digital readiness and need to adapt / change due to CV19

SME 'Covid Digital Readiness' landscape



Pâtisserie & Café 1



Pâtisserie & Café 2



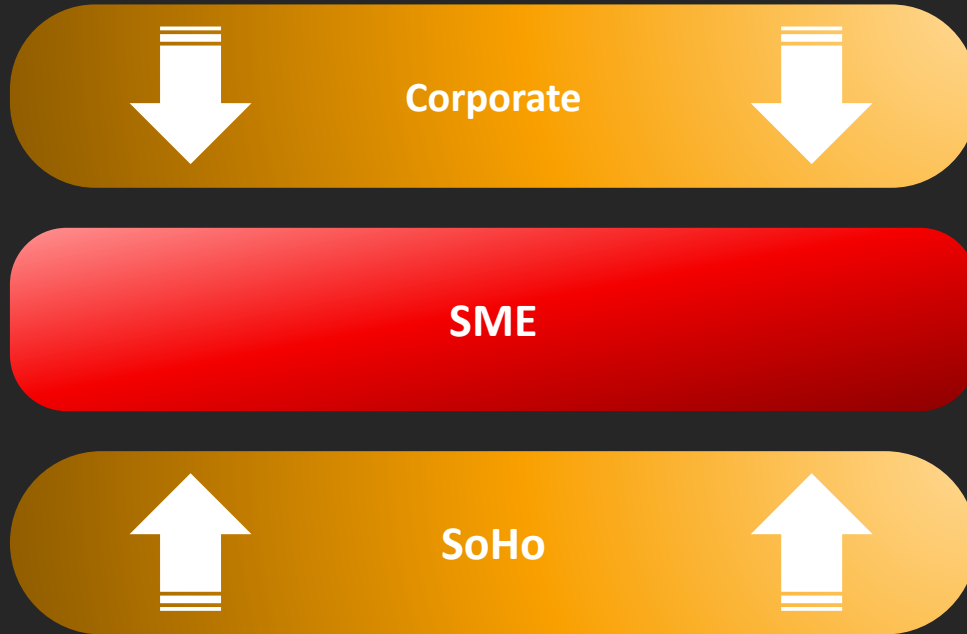


03

Key insights

Many SMEs feel
underserved by
large technology
companies

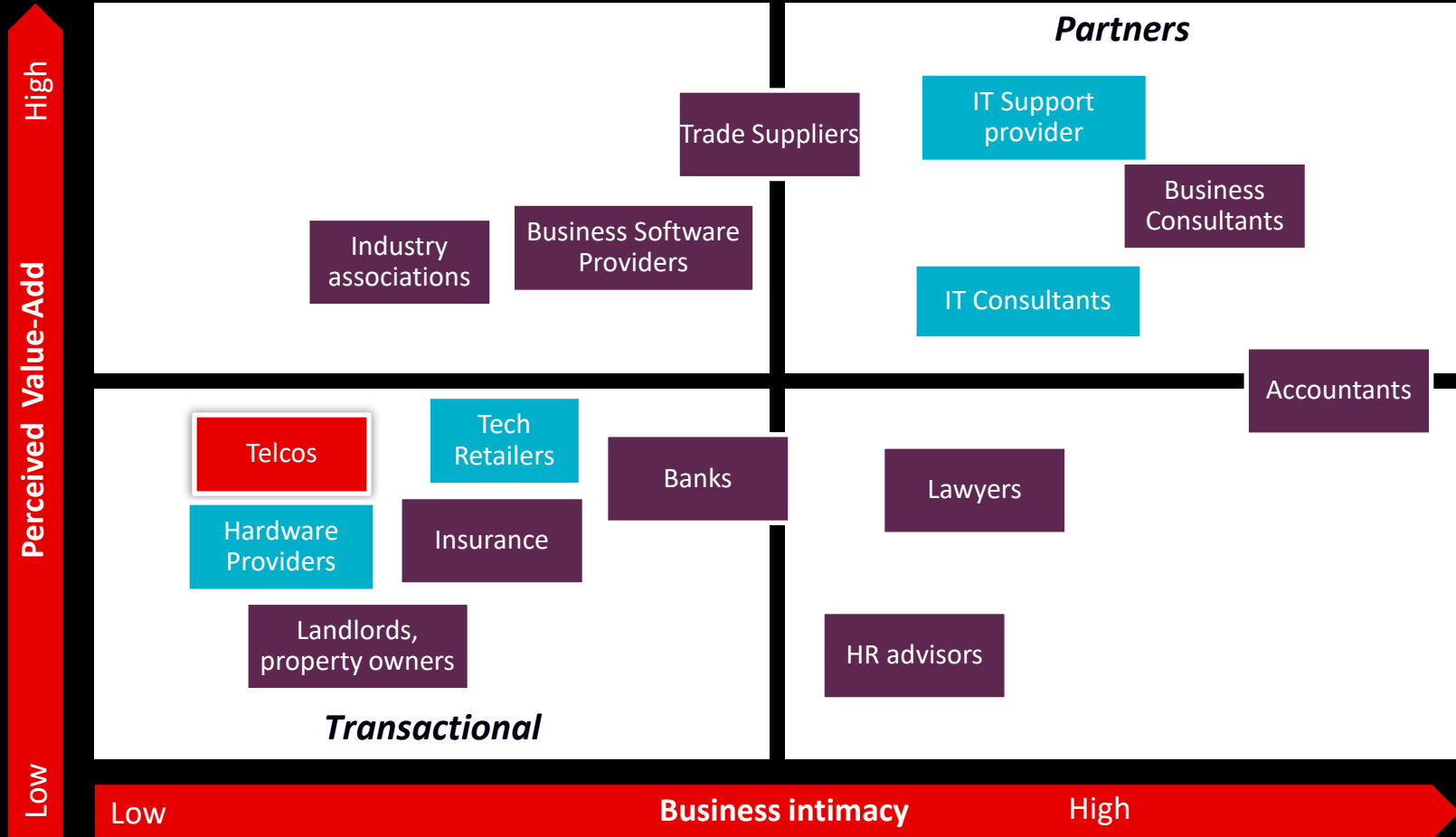
SMEs feel squeezed by tech vendors in a 'segment sandwich'





04 Key insights

SMEs were much more likely to name other company types as **valued partners**





05

Key insights

The power of community

SMEs value networking
They want to engage, share ideas, be inspired
Different businesses have a wide range of 'watering holes'

Summary – 5 key insights

01

Covid has increased SMEs' focus on key business challenges

02

SMEs varied based on their digital readiness and need to adapt to CV19

03

SMEs feel underserved by tech companies - falling into the 'segment sandwich'

04

SMEs were more likely to consider *other* company types as their most valued partners

05

The power of community and the importance of relevant watering holes

Implications

Three imperatives to succeed

Build a new way of thinking about SMEs

Engage with SMEs and help solve their key business challenges

Proactively champion the SME community

Enabling insights to turn into action ...




Development of
new target
audiences

Creation of
targeted
'content recipes'

Driving insights
into all parts of
the organisation


What we are doing


Created the V-Hub - a free service to provide support on digital readiness to SMEs

[Shop](#)[Business solutions](#)[Why work with Vodafone](#)[Help](#)

"We completely changed our advertising strategy from that one phone call with a V-Hub adviser, it's probably one of the most valuable phone calls we've had."

Sam Warburton - former Wales & British and Irish Lions Captain and SW7 Academy Founder





"Picking up the phone to Vodafone's V-Hub and getting guidance on all kinds of digital topics has been a real lifeline for us."

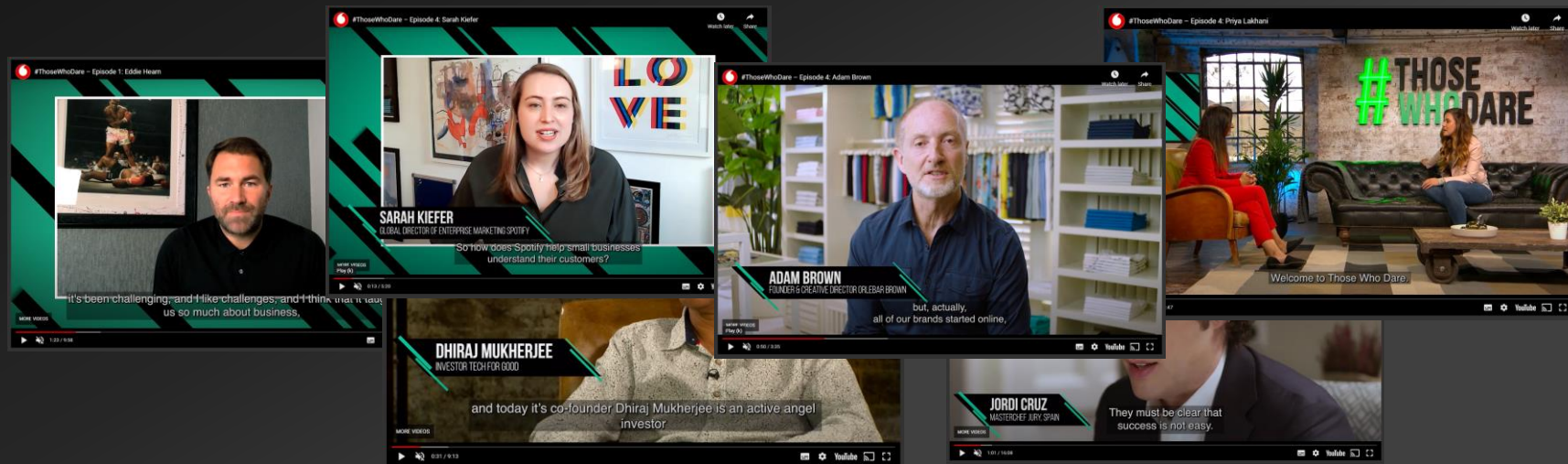
Petra Barran - Founder of KERB

[Chat to an advisor](#)

We launched inspirational SME content - #Thosewhodare



Inspirational stories, tips
and tricks from the rule
breakers who dared to be
different



'Together We Can' B2B Campaign





We are creating
tailored propositions
to help SMEs solve
their business
challenges

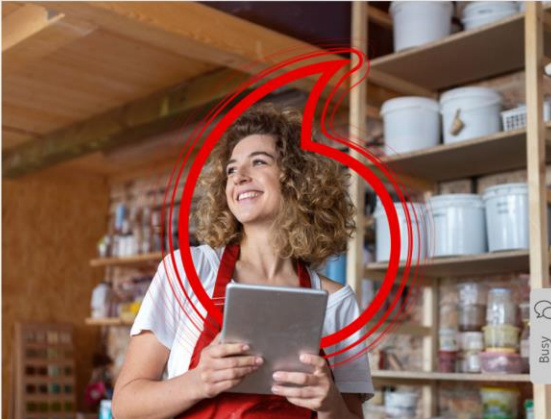
Business Boost helps SMEs to find and keep customers

Personal Business Public Sector

Shop Business solutions Why work with Vodafone Help

You can boost your business online more easily than you think

Discover how to boost your business >



Busy

BOOST

Discover built-in tools to boost your business online

Together we can **vodafone** business

CONTROL

Take control of your digital operations

Together we can **vodafone** business

Your digital business

Everything you need to get up and running

- A free personalised domain name for your business for the life of the contract – backed by secure and reliable web hosting
- A state-of-the-art web builder tool that makes it easy to design and build your own high-quality website
- Quickly and easily import content from an existing website to make the move even easier
- Support to get you up and running with our team of professionals

Build trust and professionalism through your business email

More ways to start generating revenue

- A complete solution that helps you launch, run and scale your online store
- Accept secure online payments, start selling subscriptions and collect recurring payments
- Deliver a mobile-optimised experience to serve the growing number of customers who prefer to buy via their mobile device
- Let customers make online bookings or appointments, stream and buy media content, or get mobile tickets for events

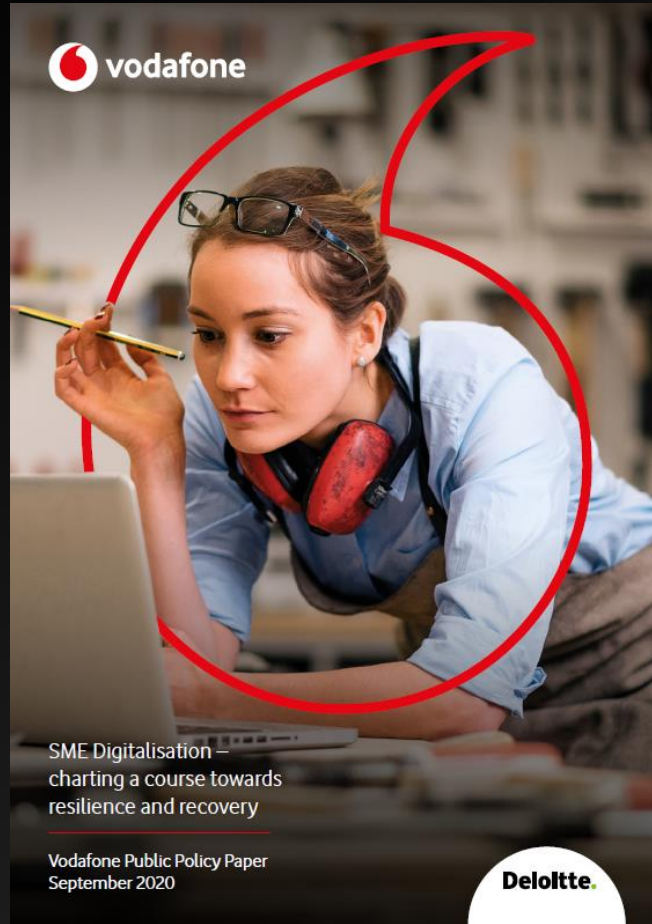
Built-in tools to help your business grow online

- Sell on social media by connecting your eCommerce to Facebook and Instagram – reaching even more customers online
- Drive more traffic using directory services to ensure your site is easy to find on search engines and other directories
- Use Visitor Analytics to understand how people are using your site, allowing you to continually improve the experience
- Use smart features, such as Abandoned Cart Recovery, that let you send automated reminder emails to prevent lost sales

The confidence you're always in control

- Get 24/7 support so there's always someone there to give guidance and answer any questions
- Update your site and make changes whenever you need to – without the need for technical expertise
- More ways to protect your business from cyberthreats – with Lookout Mobile security





We are lobbying
in support of
SME
Digitalisation



Impact



Thank You

