

## **PRESS RELEASE**

### **Ströer Dialog supports Vodafone online branch in Cologne**

Cologne, 19 December 2018 The Ströer Dialog Group, the specialist for dialogue marketing within the Ströer Group, has been contracted by Vodafone to manage the online branch of the telecommunications service provider.

Operation of the new Vodafone online branch started a few days ago from the Cologne location. A camera live stream transmits the business premises of the replicated store to [vodafone.de](http://vodafone.de). There the customer can take up the discussion and sees meanwhile its personal customer advisor over the Stream of on-line branch. Current products are presented live to the customer if desired and demonstrated in their operation. The livestream and the possibility for a product demo guarantee a personal and emotional consultation. Browser sharing makes contract processing transparent and creates a new level of commitment with the customer.

**"We are always driven to combine talents and technologies in the best possible way to create outstanding customer experiences together with our partners. This initiative is another milestone to meet this demand", says Torsten Krause, CEO of the Ströer Dialog Group at the start of the project.**

**"By integrating the online and retail channels, we are creating new opportunities to bring the shop directly to the customer. The online branch supplements the available channels through which customers can contact us, and is a highly transparent communication channel in which we combine the consulting strength of the shops with online commerce. We are delighted to implement this important project with our long-standing and reliable partner, the Ströer Dialog Group," says Axel Pfahl, Head of Quality Telesales at Vodafone.**

The online branch can be reached from Monday to Friday between 10 a.m. and 8 p.m. via [www.vodafone.de](http://www.vodafone.de). The store is open on Saturdays between 10 a.m. and 5 p.m. Experienced customer advisors could apply voluntarily for the project. Afterwards they

completed a specific training course, which among other things dealt with the special features of the sales presentation in the online store.

## **About the STRÖER Dialog Group**

The Ströer Dialog Group GmbH is a leading dialog marketing specialist and combines tailor-made contact center services with performance-oriented field sales and is a partner for successful customer management solutions. The Ströer Dialog Group employs around 9,100 people at 26 contact center locations and over 150 sales locations in Europe. These serve annually approximately 134 million customer contacts in 12 industries, among other things within the ranges telecommunications, energy, IT, tourism, Multimedia and E-Commerce.

For more information on the Company, please visit [www.stroeer-dialog.de](http://www.stroeer-dialog.de)

## **About Ströer**

Ströer is a leading digital multi-channel media house and offers its customers complete solutions along the entire marketing and sales value chain. Ströer's goal is to be the most customer-centric media company. With the addition of dialogue marketing, Ströer can offer its customers complete solutions on a performance basis - from location- or content-based reach and interaction to the entire spectrum of dialogue marketing and transactions. In addition, the media house publishes premium content in digital publishing via all digital channels and offers with t-online.de and special-interest portals of one of the largest networks in Germany.

The Ströer Group markets and operates several thousand websites, primarily in German-speaking countries, and operates around 230,000 out-of-home advertising carriers. It employs around 13,000 people at more than 100 locations. In the 2017 fiscal year, Ströer generated Revenues of EUR 1.33 billion.

For more information on the Company, please visit [www.stroeer.com](http://www.stroeer.com).

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