



Press Release

Vodafone Germany & Online Services Platform Mila Launch Crowdsourced P2P Tech Support Marketplace

Vodafone Germany Taps the Power of the Sharing Economy to Enable Residential Consumers to Find Local Tech Support from the “Techie Next Door”.

Berlin, Germany, 4th of September 2014 - Mila, the location-based service marketplace, is announcing today that Vodafone Germany, the country’s second largest telecoms provider, is launching “Vodafone Service Friends,” to help customers quickly and conveniently find friendly, reliable and personal tech support in their neighbourhood.

Vodafone customers who need extra help with their tech products can go online to Mila.com’s service marketplace (www.mila.com/vodafone), browse vetted neighbourhood techies, and directly book one to help resolve their tech issues.

Launching initially in Berlin, the new service sees Vodafone Germany tapping the sharing economy to enlarge its customer service offerings. In its August 2014 report on customer service, Price Waterhouse Coopers found that technology is dramatically altering and heightening consumer expectations of service (<http://tinyurl.com/kt8sutq>). PwC predicts that savvy companies will provide customer support that is “proactive, integrated and omnipresent.”

Robert Hackl, General Manager Commercial Operations at Vodafone Germany said: “At Vodafone we have set up a customer-oriented multi-channel strategy and we had a general overhaul with regard to our service. We are much more than just customer hotlines, we are better and we have become more innovative.” He continues: “As part of our new multi-channel strategy, we have now created new formats. In the future, we provide our customer support wherever our clients need us: in store, on the web, on the phone, or now, even in your own home. This is where the partnership with Mila steps in and offers a new service at the customer’s home - Vodafone Service Friends - a fully comprehensive customer support.”

Manuel Grenacher, CEO of Mila, said, “We’ve seen a real global revolution where consumers are embracing the collaborative economy and want to help one another, either by sharing the costs of using an item or service, or by sharing their skills with one another. We’re happy to see forward-thinking corporations like Vodafone Germany taking part in our pilot that will allow their customers to seek help quickly, safely and conveniently from the “techie next door.”

Vodafone Germany provides 33.8 million residential customers with products ranging from Internet access to digital TV services to mobile telephone services.

How “Vodafone Service Friends” works:

A Vodafone Germany customer needs simple technical support – for example, to set up their WiFi network. Customers can:

- Browse the online and mobile marketplace www.mila.com/vodafone to discover friendly, local “Vodafone Service Friends” providing tech support
- Message the person providing the technical service on the platform to agree upon the details of the job, like where and when. Alternatively, the “Vodafone Service Friend” contacts the customer.
- Pay for the service through the safety and convenience of Paypal, credit card or cash.
- Leave public feedback/review for the person providing the tech support.

The Vodafone Service Friends pilot follows Mila’s successful launch in November 2013 of [Swisscom Friends](http://www.swisscom.com/friends), a platform that allows Swisscom’s customers to find and hire local tech support online.

Explanatory Video Vodafone Service Friends: <http://youtu.be/uYviDd-eQvU>

About Mila:

Mila (www.mila.com) is a location-based online platform for trusted services that lets people find, discover and buy services from friendly and skilled people and small businesses in their neighbourhood. With Mila, busy people can get help to get tasks done while people or small businesses with spare time, skills can earn money through peer-to-peer transactions. Mila was established in 2013 as a spinoff of Swiss-based technology company coresystems, which specializes in building mobile platforms. Today, Mila has offices in Zurich (Switzerland), Berlin (Germany) and Cluj-Napoca (Romania).

Mila presents Vodafone Service Friends at the Consumer Electronics Fair (IFA):

Sep 05, 2014 – Sep 10, 2014, daily from 10AM to 6PM
Messe Berlin, Hall 18/101 (Vodafone stall)

Further Information:

www.mila.com/vodafone

www.mila.com

www.facebook.com/mila

twitter.com/MeetMila

www.youtube.com/MeetMila

[google.com/+MeetMila](https://plus.google.com/+MeetMila)

You can find pictures here: www.flickr.com/milaeurope

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