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CASE STUDY · MARLUC SYNOPSIS

Vodafone SuperTOBi

IMPLEMENTED 2024 ONWARDS · TELECOMMUNICATIONS · UK · BAND C · CLAIMED ONLY

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Vodafone upgraded its TOBi chatbot with generative AI from Microsoft. It reported sharp gains for one customer journey in Portugal in 2024 and, in November 2025, a 70% end-to-end resolution rate across its European markets. The figures are Vodafone's own, with no definition or independent check published.

ABOUT THIS SYNOPSIS

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Facts and figures are as reported by the sources listed below, which may be incomplete, self-reported or out of date. Check the original source before relying on any figure.

The impact band, proof marker and SEAM view are MarLuc's opinion. The organisation is not a MarLuc client and has not reviewed or endorsed this synopsis. Names and trademarks belong to their owners.

NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: Generative AI customer service assistant and staff assistant, built on Microsoft Azure OpenAI.

Implemented: 2024 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: SuperTOBi live in all European markets with a 70% end-to-end resolution rate, by Vodafone's account; first-time resolution for Portugal appointment booking was up from 15% to 60% at launch

1 · The case

The facts, as reported by the 6 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Vodafone. Telecommunications group based in the UK, describing itself as one of the largest telcos in Europe and Africa. Headcount: Not reported in these sources. Canvas block: 4. Operations and process. Also 3. Customers and proposition, 5. People and skills.

Business challenge

The challenge. Vodafone said existing chatbots could typically answer only simple questions based on a few key words. Its TOBi assistant was already handling nearly 45 million customer questions a month in 13 countries, and Vodafone wanted it to resolve complex enquiries and to

Who implemented it

Microsoft (Model or cloud provider): Supplied Azure OpenAI under a 10-year partnership.

Technology (SEAM pillar E)

SEAM types: T1 Chat assistants, T3 API integrations, T4 RAG / vector search over your own data. Deployment: Cloud APIs. Vendors and products: Microsoft, SuperTOBi, SuperAgent, SuperSearch, Microsoft Azure OpenAI.

Where it was built in: In Vodafone's online customer chat, as the next generation of its TOBi chatbot; SuperAgent sits with customer care staff and searches Vodafone's own knowledge database; SuperSearch runs on Vodafone's customer-facing websites.

What changed

Before: a chatbot that, by Vodafone's account, could answer only simple questions based on a few key words. After: a generative AI assistant that interprets whole sentences, handles journeys such as appointment booking, and passes a summary to a human agent when it cannot answer. [1] [2] [3] [4] [5] [6]

What it cost

€140 million reallocated to Vodafone's wider customer experience programme in the financial year of the July 2024 announcement, by Vodafone's account; the share spent on SuperTOBi is not reported. Vodafone will invest $1.5 billion in customer-focused AI developed with Microsoft under the 10-year partnership, per Reuters.

What it saved

By Vodafone's account: in Portugal, first-time resolution for appointment booking rose from 15% to 60% and online net promoter score rose 14 points to 64. Initial tests showed a 50% improvement in first-time resolution of journeys such as complex billing enquiries. Customer call times fell by at least one minute on average. In May 2026 the chief financial officer said Vodafone was seeing "significant savings already" from AI, per RCR Wireless; no figure was given. In its half-year results of November 2025 Vodafone reported a 70% end-to-end resolution rate for SuperTOBi in all European markets and higher customer satisfaction; no baseline or definition of resolution is given. [1] [2] [3] [4] [5] [6]

Governance and control

Vodafone says SuperTOBi automatically transfers a question it cannot answer to a person, and that SuperAgent uses only Vodafone's private knowledge database. It says both tools sit under an AI Framework developed with the University of Oxford. In May 2026 the chief executive said Vodafone uses different language models, even within the same use case. Accountable owner and review of answers before they reach customers: Not reported.

S2 · Accountable owner · Not reported
Vodafone's Head of Digital Care and two technology executives spoke for the tools; a named accountable owner is not reported. [2]

A1 · Safe use · Claimed
Vodafone says both tools sit under an AI Framework developed with the University of Oxford, and that SuperAgent uses only Vodafone's private knowledge database. [1] [2]

A2 · Human in the loop · Claimed
Vodafone reports first-time resolution, net promoter scores and, from November 2025, a group-wide end-to-end resolution rate, and says SuperAgent can check call and chat transcripts to see whether more training or information is needed. [1] [2] [6]

A3 · Monitoring and assurance · Claimed
Vodafone reports first-time resolution and net promoter scores, and says SuperAgent can check call and chat transcripts to see whether more training or information is needed. [1] [2]

A4 · Vendor AI · Claimed
Vodafone cites Microsoft's commitment to responsible AI, and its chief executive says it uses different language models, even within the same use case. [2] [4]

A5 · Agent controls · Not reported
Not reported.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

– First-time resolution and net promoter score for appointment booking in Portugal, by Vodafone's account.

– Shorter calls, by at least one minute on average, by Vodafone's account.

– Handover to a person with a summary, so customers do not repeat themselves, by Vodafone's account.

– A 70% end-to-end resolution rate across European markets, by Vodafone's account in November 2025.

DID NOT

– Not reported

UNPROVEN

– Whether the Portugal gains hold across other journeys, and how Vodafone defines and measures the group-wide 70% end-to-end resolution rate. No independent evaluation was found.

– How much of the savings Vodafone cites comes from customer service AI. No figure is reported.

– Whether AI in customer service has reduced jobs. Vodafone plans to cut 2,300 roles in Germany with AI part of the picture, per Light Reading; the share linked to AI is not reported.

Jan 2024 Vodafone and Microsoft agree a 10-year partnership, with $1.5 billion for customer-focused AI [3]

May 2024 Vodafone reports tests of SuperTOBi and SuperAgent at one of its call centres [2]

Jul 2024 SuperTOBi announced: live in Italy and Portugal, with Germany and Turkey to follow that month [1]

Nov 2025 Half-year results state SuperTOBi is live in all European markets with a 70% end-to-end resolution rate, by Vodafone's account [6]

May 2026 Chief financial officer cites TOBi and SuperTOBi and says AI is already bringing significant savings [4]

Nov 2026 Vodafone plans to cut 2,300 roles in Germany, with AI part of the picture, per Light Reading [5]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

Process change (Level 2, band C). Vodafone now reports a group-wide resolution rate, but it is the company's own figure with no published method, so the grade and marker are unchanged. Vodafone's chief financial officer speaks of structural change to the cost base; that is an aim and is not graded.

A customer service process redesigned around an AI assistant that answers first and hands over to a person with a summary of the conversation. The results are Vodafone's own figures: launch figures for one journey in one market, and a group-level 70% end-to-end resolution rate for which no definition, baseline or independent check is published. Vodafone has announced job cuts, and Light Reading reports AI as part of the picture in Germany, but no source links them to SuperTOBi.

The SEAM view and lessons learnt

The assistant sits at the join between an automated front door and human agents, and Vodafone built the handover in: a summary goes with the customer to a person. Vodafone has since reported a group-wide resolution rate, which is a step towards reporting over time. The measure is not defined in the sources, so it cannot yet be compared with the launch figures. For a larger organisation, the transferable point is to define the resolution measure, report it by journey and by market, and keep reporting after launch.

1. Build the handover to a person into the design from the start.
2. Report results by journey and market, and keep reporting after launch.
3. Ground staff assistants in your own knowledge base.

Evidence

Score 1 of 4. Self-reported: the results are Vodafone's own figures from its 2024 announcements and its November 2025 half-year results; later statements come from an earnings call reported by RCR Wireless and Light Reading.

Evaluation method. Self-reported company figures: launch announcement figures for one market, early call centre tests and a group resolution rate in a results statement; baseline and method not published.

Sources disagree. Vodafone's July 2024 release says TOBi understands 11 languages; its May 2024 article says 15.

Status. Ongoing: SuperTOBi was reported live in all European markets in November 2025, and Vodafone's chief financial officer cited TOBi and SuperTOBi as in use in May 2026.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/vodafone-supertobi

[1] Vodafone: Meet SuperTOBi, Vodafone's new Generative AI virtual assistant now serving customers in multiple countries (July 2024)
https://www.vodafone.com/news/technology/meet-super-tobi-vodafone-s-new-generative-ai-virtual-assistant-now-serving-customers-in-multiple-countries

[2] Vodafone: Vodafone supercharging customer experience with Microsoft's GenAI tools (May 2024)
https://www.vodafone.com/news/technology/vodafone-supercharging-customer-experience-with-microsoft-s-gen-ai-tools

[3] Reuters, via Hargreaves Lansdown: Vodafone signs $1.5 billion Microsoft deal for AI, cloud and IoT (January 2024)
https://www.hl.co.uk/news/vodafone-signs-15-billion-microsoft-deal-for-ai-cloud-and-iot

[4] RCR Wireless: Vodafone pitches AI future on back of decent FY26 and UK FWA launch (May 2026)
https://www.rcrwireless.com/20260512/carriers/vodafone-ai-fy26-5g-fwa

[5] Light Reading: Vodafone has 'much more to do' in Germany, cuts 2,300 jobs (November 2026)
https://www.lightreading.com/finance/vodafone-has-much-more-to-do-in-germany-cuts-2300-jobs

[6] Vodafone Group: H1 FY26 results, via Investegate (November 2025)
https://www.investegate.co.uk/announcement/rns/vodafone-group--vod/vodafone-group-h1-fy26-results/9224986

Vodafone website: https://www.vodafone.com

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VERSION HISTORY

v1.1 15 November 2026 Added Vodafone's November 2025 half-year statement that SuperTOBi is live in all European markets with a 70% end-to-end resolution rate.
v1.0 15 November 2026 First published