



Vodafone use Entropy to improve management of CSR data collection and reporting

“An unexpected result was the lack of complaints from users. We were prepared for more resistance and more errors but it went surprisingly smoothly.”

Chris Burgess Corporate
Responsibility Manager

Vodafone UK needs

- Improve the collection of CSR data and reporting across multiple international sites
- Move away from using a myriad of spreadsheets and word documents which was extremely inefficient and a barrier to sharing and synchronizing information amongst teams and management
- Scalable solution that could be integrated over a period of time and manage data growth arising from increased deployment
- Requirements included scalability, ease of use, and value for money

Vodafone UK results

- A unified system that improved quality of data collection
- Improved data quality has led to improved engagement on CSR issues
- CSR reporting and internal benchmarking – Improved internal performance
- Tangible value and Return on Investment

Background

Vodafone is the world's leading mobile telecommunications provider with ownership interests in more than 20 countries across five continents, as well as Partner Networks in a further 30+ countries. They are in the Fortune 500's top 100 largest companies in the world.

Vodafone Needs

Environmental and social issues are very important to Vodafone. They use the Monitoring aspect of Entropy Software[™] for international data gathering across their operating companies. This information is then fed into their Corporate Social Responsibility (CSR) Report and has resulted in significant data improvements.

Within Vodafone, Entropy Software[™] has been used for data gathering and reporting ever since their third annual CSR report. Prior to this, the company was using Microsoft[®] Word and Excel documents to draw upon and manage data but they quickly realised that they needed a system that took a more sophisticated approach and a solution that could be integrated over time. They also recognised that they needed a system that could grow, and to develop and maintain an in-house system was considered too time-consuming and costly.

Several options were considered before deciding upon Entropy Software[™] and the final decision was based upon the system's usability, its ability to grow with the business and its value for money.

Vodafone's CSR programme is driven by two committees: the Group Policy Committee (GPC) and the Group Operational Review Committee (GORC), while senior directors

and executives champion the work on each of the seven strategic CSR initiatives:

- electro-magnetic fields
- energy efficiency
- products and services
- responsible marketing
- waste management, refrigerants and fire suppressants
- handset recycling
- supplier relations and management.

The CSR team, which is based at the Group HQ in Newbury, UK, coordinates internal CSR guidance and communications, and also provides direct support to the two committees. A network of CSR representatives also provides a link between the Group CSR team and the individual operating companies.

For reporting purposes, Entropy Software[™] is accessed two or three times annually by the operating companies and on average there are two users per operating company involved in entering data into the system. The data is then used by the operating companies to benchmark against each other.

Solution and Benefits

Since its purchase several years ago, Entropy Software[™] has been proven to be easy to use and has helped to improve both internal performance and external reporting. The Group CSR team at Vodafone have successfully implemented it as a data-gathering tool and it is enabling them and their CSR colleagues in the operating companies to effectively analyse and report relevant data and information.

Entropy Software[™] strengthens Vodafone's data quality and helps improve engagement on CSR issues. Full access to the System

across all operating companies enables them to benchmark their own performance data directly against each other. As well as improving transparency, it also helps Vodafone in achieving their goal of producing operating reports across all operating companies.

Entropy Software[™]'s flexibility is seen as a major strength, particularly the ability to easily turn areas on or off as required. Reporting data is gathered over a two week period from the operating companies and the CSR team then spend two months analysing and checking for discrepancies.

For Vodafone, CSR is about having a positive effect on people's lives and the environment by running a successful value-based business, which involves managing and measuring their interactions with society and the natural environment.

Vodafone's management systems offer a framework and set company standards but all operating companies are free to choose whether to obtain certification to ISO 14001. Currently, several Vodafone operating companies in Europe, plus some retail operations and the network of Vodafone Egypt, have achieved company-wide ISO 14001 accreditation.

Entropy Software[™] has provided Vodafone with better quality data than was previously available, has been used to monitor and report on performance against commitments and has helped to further define key performance indicators. It has enabled them to increase the sophistication of their reporting and internal benchmarking and over the coming years, further enhancements are anticipated as the data available continues to improve.

Contact us to find out how BSI's Entropy Software[™] can help your business make excellence a habit.

