

VOIS: SuperTOBi: AI Customer-Service Agent Across Vodafone Markets

VOIS' proprietary agentic customer-experience platform, deployed across Vodafone's markets and handling around 60 million customer conversations a month, with around 70% of contacts resolved end to end without human intervention. One of the largest enterprise agentic AI deployments globally.

Award standing: **Finalist**

VOIS emerged as a Finalist in the 2026 HFS SaS Awards, selected from more than 250 submissions across the awards program. The recognition centers on VOIS's submission, "SuperTOBi: AI Customer-Service Agent Across Vodafone Markets", in the category of Best 'Services Eating Software'.

The challenge behind the VOIS entry

Most organizations still struggle to move AI beyond isolated pilots. Customer service remains one of the largest operational cost centres, yet traditional automation solutions often create fragmented experiences, limited scalability and poor customer outcomes. Organizations are under increasing pressure to reduce cost-to-serve while improving customer experience and employee productivity.

The work described was delivered for Vodafone itself: VOIS is Vodafone's own intelligent solutions provider across technology and operations, so the platform currently serves Vodafone's operating companies as well as VOIS serving external clients.

Results

- SuperTOBi is one of the largest enterprise agentic AI deployments within Vodafone. Today the platform.
- Handles around 60 million customer conversations a month across Vodafone's markets.
- Resolves around 70% of contacts end to end autonomously across customer care, sales and service journeys on both digital and voice channels.
- For Technician Appointment Booking journeys, delivered a +9 percentage-point increase in resolution and a +8 percentage-point NPS uplift, answering around 70% of customer queries without human intervention.
- Reusability is a core design principle: the same platform serves markets of very different sizes, with journeys shared rather than rebuilt each time.

What they built

- SuperTOBi is an AI-powered agent platform built by VOIS on a single modular global platform, to which all Vodafone operating companies connect for AI capability across both digital and voice channels.
- The platform evolved from traditional chatbots to generative AI (hence Tobi to SuperTOBi), and now runs its first agentic use cases, letting VOIS enable every market with the latest capabilities from one shared core.
- Chat and voice run natively on the same platform, with a shared library of customer journeys that markets can reuse or customize, maintained by a community of people building and sharing journeys across markets.
- New markets connect largely plug-and-play (for example to their Genesys contact centre), giving strong time-to-market with only light per-market customization.
- As a highly regulated telco, VOIS also runs an extensive responsible-AI and compliance practice, with outputs rigorously checked before anything reaches a customer.

Bottom line

VOIS backs its claims with production evidence rather than a roadmap: around 60 million customer conversations a month with around 70% resolved end to end, on one platform reused across markets. That is the kind of evidence this category was built to reward. The main caveat is that the platform is currently deployed within Vodafone rather than for external clients.

Learn more about VOIS at www.voiscentre.com

Appendix: About the Category and the Awards

Best Services Eating Software

This category tracks what HFS Research calls services codified as software: traditional, people-led services (in areas such as finance, IT operations, and back-office processing) broken down into repeatable workflows, bots, and AI agents, then repackaged as modular, platform-enabled, subscription-style offerings. Entrants are judged on how far they have moved from billing for effort toward delivering software-defined, observable outcomes.

Every submission in this category was evaluated by HFS analysts and board members against five shared criteria:

- AI-driven delivery – is the solution genuinely autonomous, or is AI still assisting humans doing the work?
- Agentic adaptability – does the platform learn and orchestrate across workflows, or does it execute fixed rules?
- Outcome orientation – are commercial terms tied to results? Is there a quantified business case?
- Scalable architecture – is the IP reusable across clients and industries, or bespoke to one engagement?
- Proven enterprise success – verifiable, production-scale evidence with named or named-tier clients.

The HFS Services-as-Software Awards recognize the enterprises and technology providers leading the shift from labor-based delivery to AI-native, software-defined operations. Finalists in each category were selected by the HFS analyst team following a structured review of submissions against the criteria above. Winners were then determined by the HFS board of external advisors, who scored and ranked the finalists to reach a final result.

About HFS Research

HFS Research is the leading global analyst firm focused on business operations, digital transformation, and enterprise modernization.

For over a decade, HFS has shaped market language – from OneOffice to Services-as-Software – helping enterprises and providers understand where operating models are headed.

We work with global enterprises, IT and business services providers, software and cloud vendors, investors, and innovators.

The Services-as-Software Awards extend that leadership by recognizing organizations delivering measurable transformation in the market.