

MTN Nigeria Presentation to the NCC Public Enquiry on Calls to Customer Care Lines to Lodge Complaints



everywhere you go

29th August 2006



Presentation Confidential between MTN and audience

Key Strategic Objective (Customer)



Improve Customer Service at all our customer touch points through

- Interactive Voice Response IVR
- Friendship Centres
- Call Centres
- Connect Stores
- Dealership Channel
- Consumer Foray

Current Service Offerings

Chargeable or Free Service



Service

Prepaid Call Centre IVR

- This service is dedicated to help all MTN (prepaid, post-paid dealer etc) customers

Post-paid Call Centre

- This call centre is dedicated to help all post-paid customers as well as corporate users.

Corporate Call Centre

- This centre is dedicated to corporate account administrators.

Dealer/ Virtual Call Centre

- This centre is dedicated to help all vendors and dealers of MTN utilising the virtual/online services..

Prepaid Call Centre (Agent)

- This centre is dedicated to help prepaid customers
- Excludes Booster customer who enjoy the service for free

Free or Chargeable

Prepaid Call Centre

- **Free**

Post-paid Call Centre

- **Free**

Corporate Call Centre

- **Free**

Dealer/ Virtual Call Centre

- **Free**

Prepaid Call Centre

- **Chargeable-Flat rate of N25**

Call Centre Charging

Key issues and Reasons



Key Issue (s)

Reasons

Prank Callers

- Customers utilising free services for inappropriate conversations not related to bona fide customer service issues. (music, someone to chat, flirting & sexual harassment)



Abusive Customer

- Customer s utilising free services (dealer channel) to abuse staff (Recordings)

Prank Callers

- New subscribers, who have recently acquired a handset or GSM service.



Abusive Customer

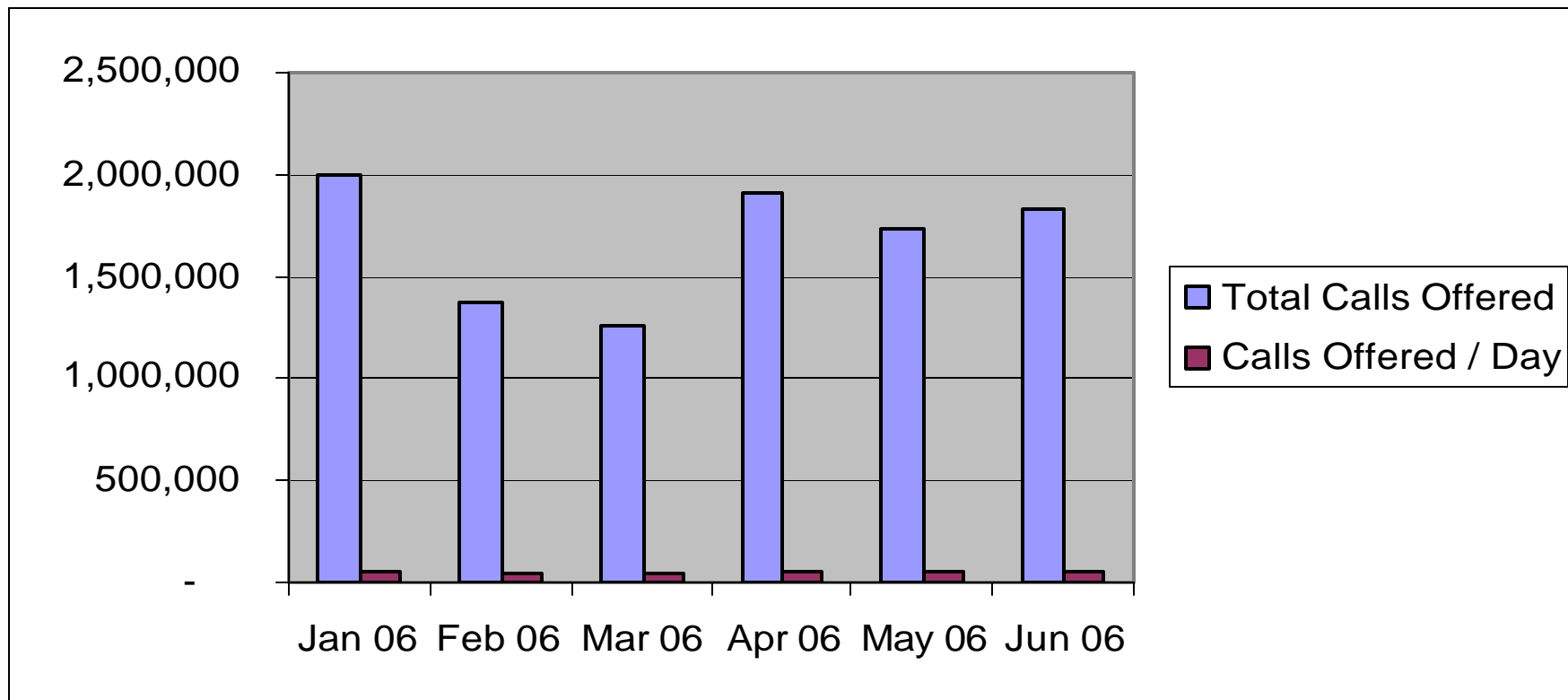
- Customer s utilising free services to abuse staff.

Prepaid Call Centre Snapshot

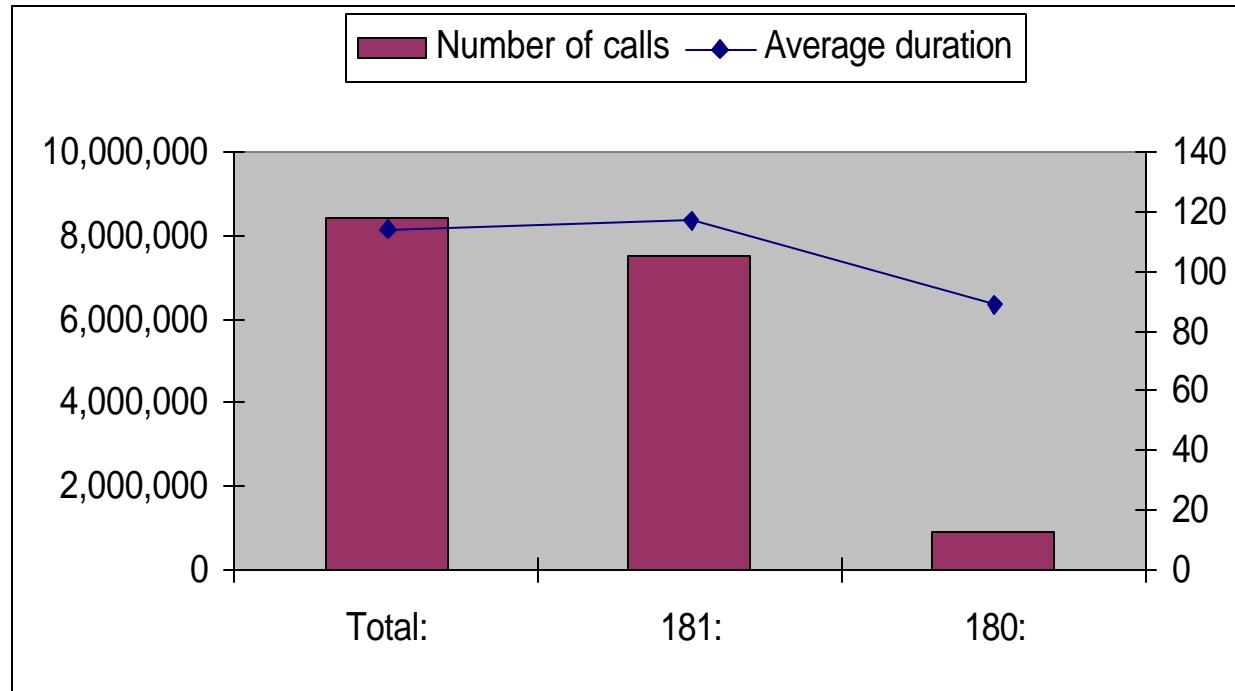
180(Q1 and Q2)



	Jan 06	Feb 06	Mar 06	Apr 06	May 06
Total Calls Offered	1.99m	1.38m	1.25m	1.91m	1.73m
Calls Offered / Day	64k	49k	40k	64k	58k



Prepaid Call Centre IVR Utilisation (June)

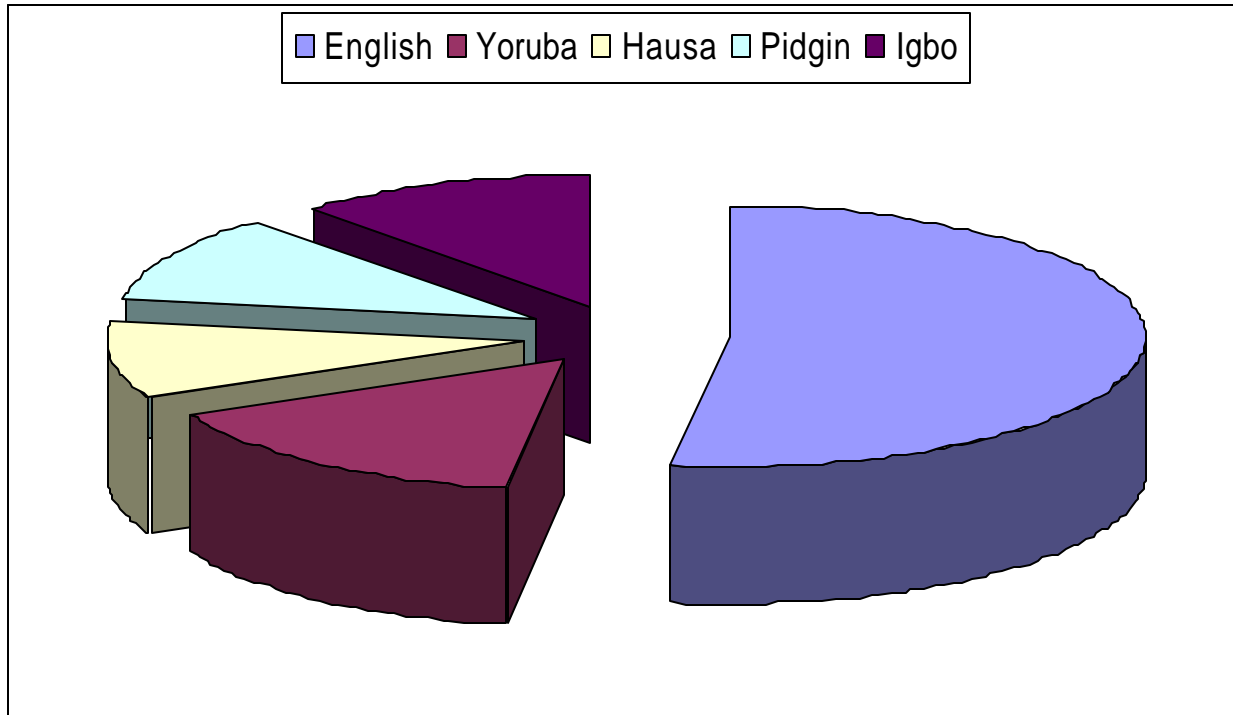


Free calls vs Chargeable Calls

Free Service → IVR: **90%**

Chargeable Service → 180: **10%**

Prepaid Call Centre IVR Multilingual Breakdown (June)




Multilingual IVR Facility

English Yoruba Hausa Pidgin Igbo

Call Centre Initiatives

2006-2008




Initiative	Objective	Timelines (est)
IVR Upgrade	Capacity upgrade From 720 → 1480 Channels	Dec 2006
Intelligence Routing Upgrade	Segregated Customer management based on profile, language, demographics etc.	Dec 2006 
Call Centre Technology Upgrade From Traditional TDMA to IP (VOIP)	Technology Upgrade Better customer /profile management	Dec 2007

Overall Call Centre Initiatives

Contd



Initiative	Objective	Timelines
Over the air Simswap	Empower customers to easily perform a Simswap online 	Current
Headcount Deployment and Training	Improve service levels and prepare for the launch of the free service	Dec 2006

Eventually



everywhere you go



Questions



Q & A ?