



Mobile for  
Development Impact

# VAS Workshop Feedback Summary

## LATAM Plenary #41

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Workshop held on 27 May 2014 in Montevideo, Uruguay



The MasterCard  
Foundation



OMIDYAR NETWORK™

# M4D Impact Workshop focussing on Value Added Services

- Convening **21 representatives** from **16 MNOs** across more than **15 countries**
- Objectives:
  - To communicate the opportunity presented by social innovation services to key members of mobile operator companies – especially those working in VAS, CSR and business innovation
  - To create a forum for collaboration, shared learning and peer networking for mobile operators
  - To gather and publish valuable insights to support partnerships between the mobile industry and the wider community of social innovation service providers



## Key Insights from Delegate Feedback

- **New Approaches to VAS:** Approaching VAS via multiple personas delivered key business ideas and insights to delegates, especially for social innovation VAS.
- **Value of Network:** Enormous value in regional network of *all* VAS stakeholders, not just VAS Managers.
- **Shared Challenges:** Challenges in implementing VAS products are not unique to individual operators.
- **VAS Best Practices:** GSMA holds a unique position to identify and communicate VAS best practices.

## Highlights from Delegate Quotes

- “Useful to **see common problems and look for solutions**...[Exercise 1] helped me look for a business model for these types of services, which is always complicated. This provided **momentum for a creative process**.” - *Ricardo Atlaco, Business Development Manager, Speedymovil (America Movil), Mexico*
- “The knowledge **changes our way of thinking** and makes us grow professionally. We had lots of different positions facing the same situation. It was great to learn with the group.” - *Katia Galvane, Head of eGovernment, Digital Brazil, Telefónica*
- “As an operator we are always working face-to-face and at the front edge of development. This workshop clearly reinforced that notion, but I took ideas from the table for future use.” - *Edgar Geidens, Group CTO, Trilogy International*
- “**Useful method** to get important information and network. The time allocated to each exercise was enough to explain the ideas and conclusions.” - *Orlando Pereira, MIS Manager, Hola Paraguay*

- “Showed me that we always **need to think wider (outside of the box)** even if we think we are already doing so.” - *Leandro Innocenzi, Roaming Consultant, NII Holding, Nextel, Brazil*
- “Was very productive to **analyze the service** in a **different point of view** especially for this kind of service that we are prioritizing in Brazil.” - *Jose Lecy Costa, SVA & Senior Innovation Sr. Manager, Telefónica Brazil*
- “Very useful as it **confirms my pain point is not isolated**. Most organizations have the same roadblocks and need to work on solving human barriers.” - *Amanda Quiros, Sr. Marketing Rep, Belize Telemedia*
- “In today's world, revenue is the only thing on everyone's mind. It is a good refresher for me as VAS Manager to focus back on services that can **contribute socially to the market rather than just commercially**.” - *Syed Zaidi, Sr. Product Manager VAS, Digicel, Haiti*
- “**CSR as a VAS component is more important than I thought**.” - *Biljana Jovicic, VAS Manager, Digitel, Venezuela*
- “My company is in the middle of changes. This type of **sharing best practices**, brainstorming, sharing experiences, finding solutions, and networking do help.” - *Violeta Davis, Cable & Wireless Panama*

**Quantitative feedback indicates delegates gained enormous value from new business ideas and networking. There's strong interest in continued engagement.**

**84%**

Were given **new ideas or insights** that support or inform **new products, services, or other business activities**.

**74%**

**Changed view positively on Mobile for Development** based on the VAS workshop. Remaining 26% already held positive view of M4D.

**63%**

Had either **not previously met or communicated with** anyone in the room.

**89%**

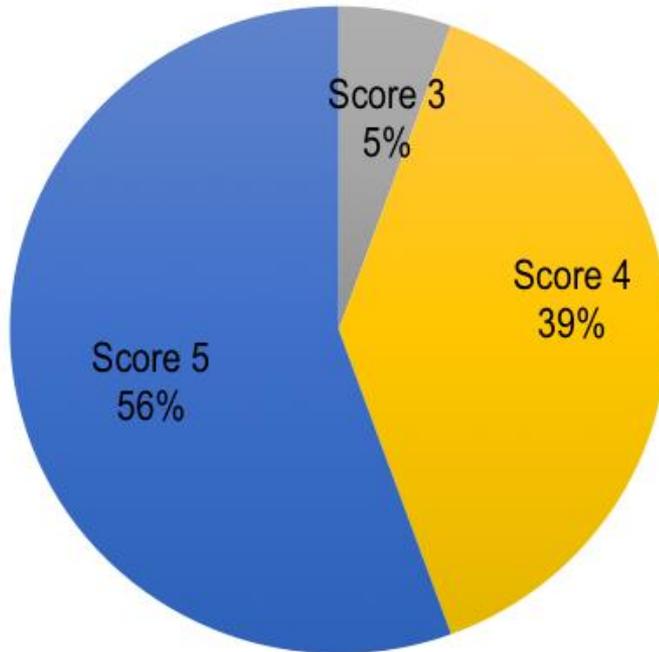
Reported interest in attending **future convenings**.

**79%**

Would join **future briefing calls**.

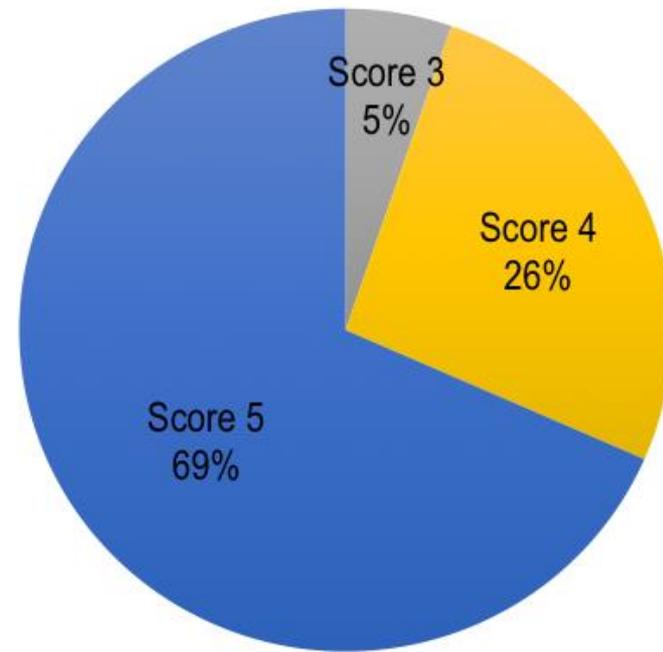
**Delegates gave workshop exercises high marks, with >90% of delegates giving a score of 4 or 5 to both exercises.**

How useful did you find Exercise 1?  
(Scale 1-5)



Average Score = 4.5

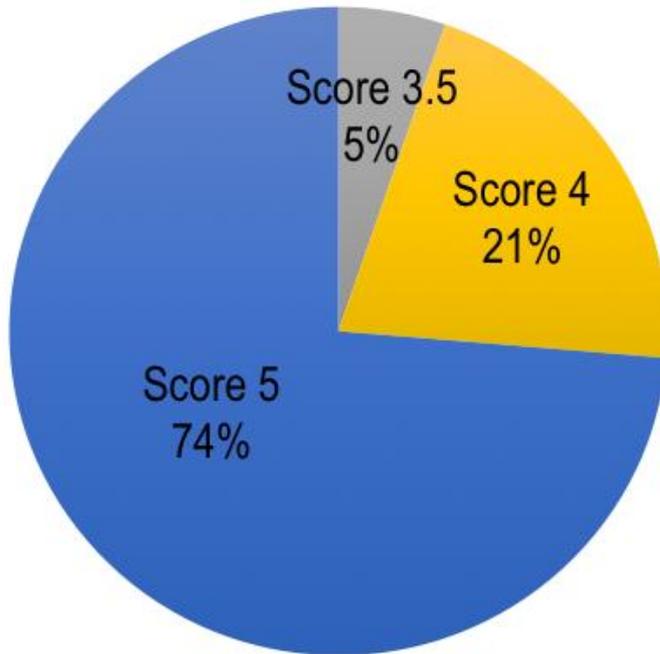
How useful did you find Exercise 2?  
(Scale 1-5)



Average Score = 4.63

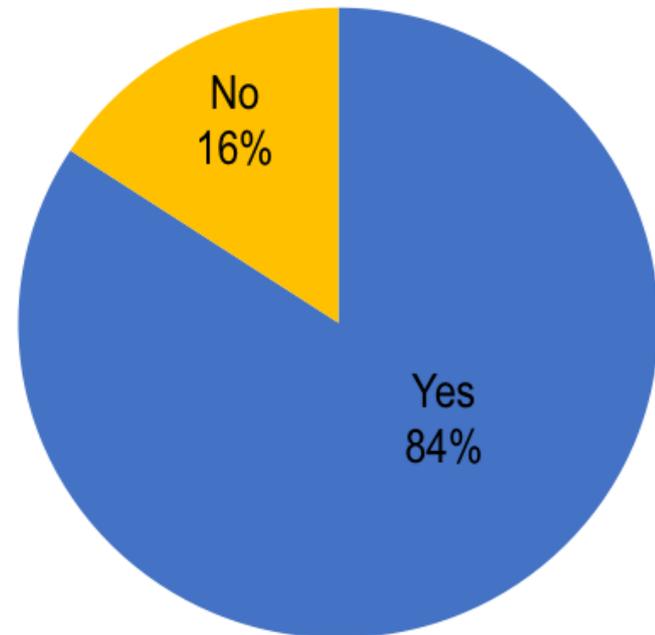
**Delegates gave an average overall workshop usefulness score of 4.7 of 5.  
84% gained ideas or insights to inform new products, services or business activities.**

Overall, how useful did you find the workshop? (Scale 1-5)



Average Score = 4.71

Has the workshop given you ideas or insights to inform new products or business activities? (Yes/No)





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Thank you

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