



mWomen

Snapshot: Etisalat in Togo and Benin

June 2014

Etisalat Weena: An introduction



Executive summary

In 2013, Etisalat, with its Moov affiliates, received an mWomen grant to develop a bespoke brand aimed directly at rural women.

In November 2013 Etisalat launched 'Weena' in Benin, a holistic mobile offering tailored specifically to the needs of rural women in West Africa. The offering has since been launched in Togo and is in the pipeline in other Etisalat affiliates.

The service

Weena is a bespoke value proposition for rural women incorporating:



Tariff plan

A tailored tariff plan that offers discounted rates on calls to other community members



Loyalty mechanism

Consumption-based loyalty bonuses plus a community loyalty scheme that accrues funds for local projects



VAS

Free access to agriculture, health and business training SMS information services



Distribution network

A dedicated network of ambassadors and agents to promote the brand, register new users and manage group loyalty bonuses



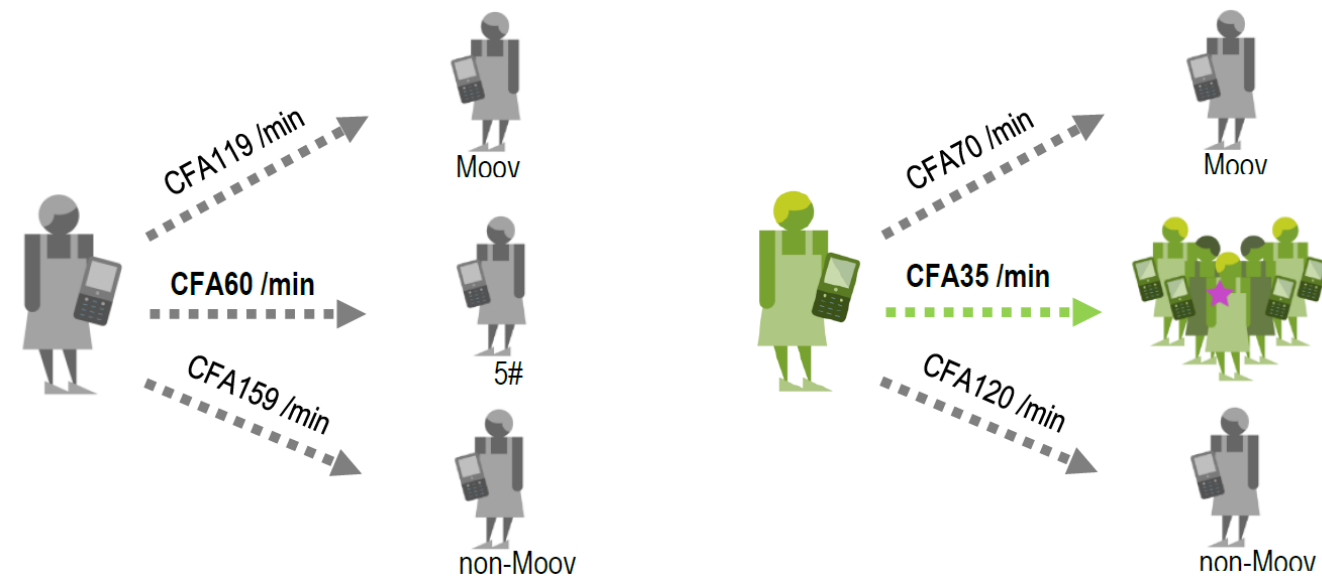
Marketing & comms

Marketing and branding aimed specifically at the rural women segment

A tailored tariff plan

Community closed user groups (CUG) can encourage usage and reduce churn

Example 1: Adapting the price per minute (Togo)



Standard users

Standard users have 3 rates:

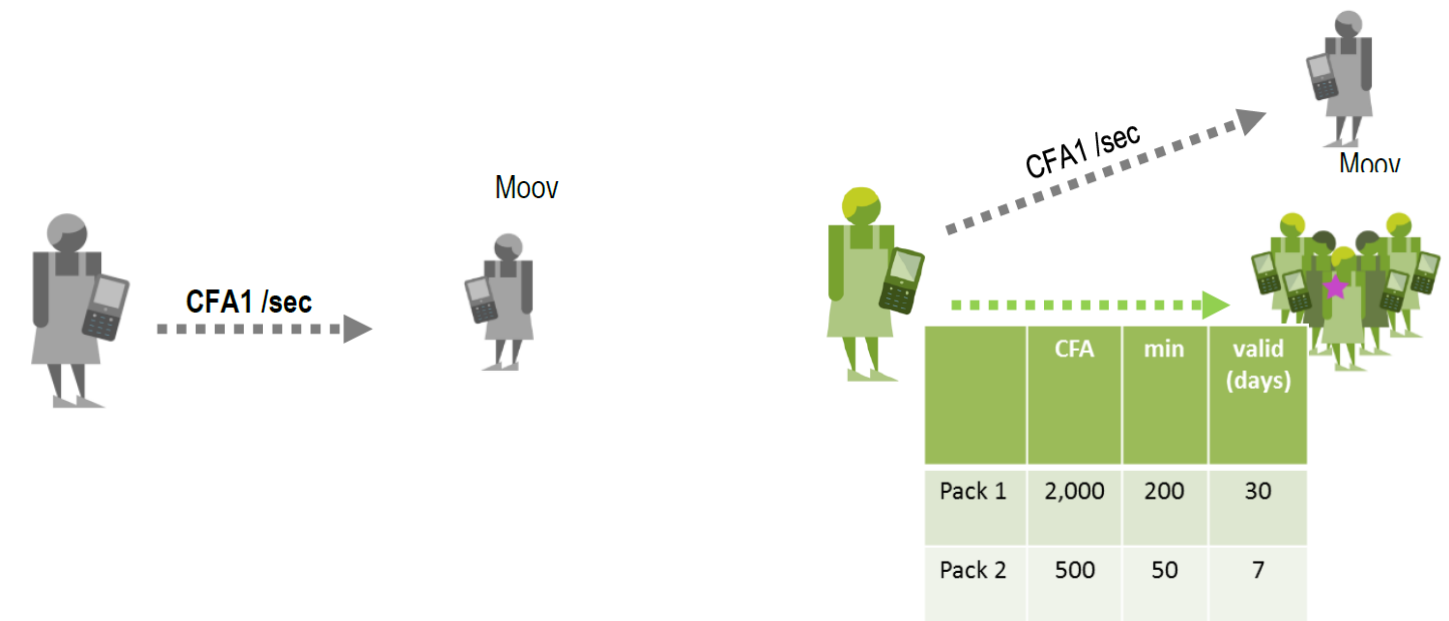
- Moov (on-net)
- Non-Moov (off-net)
- F&F (5 preferred numbers)

Weena users

Weena tariff differs in 2 ways:

1. Price points are lower
2. Weena subscribers in a given local community are part of a CUG

Example 2: Building a group package (Benin)



Standard users

Standard package users are charged CFA1/sec for all on-net calls

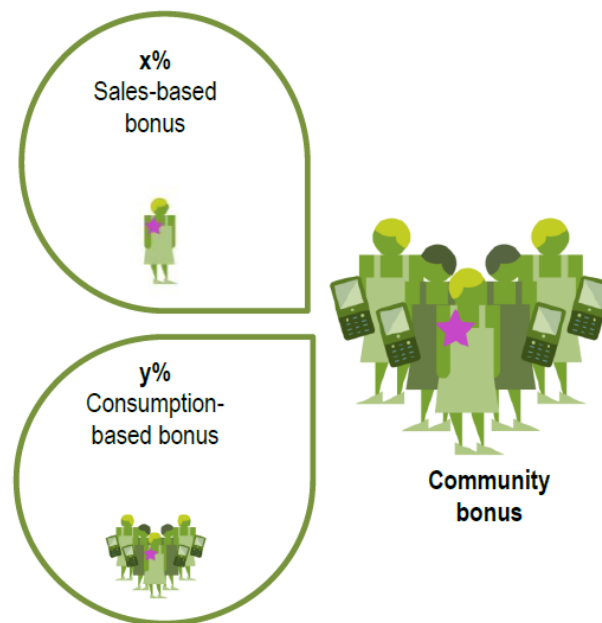
Weena users

Weena subscribers can buy a package of discounted minutes to be used in calls to other subscribers within their Weena community

Innovative loyalty bonuses

Innovative bonuses can support retention and increase awareness and usage of mobile money

Retention through community bonuses



Accumulating a bonus

Weena communities accumulate a group loyalty bonus in a mobile money account

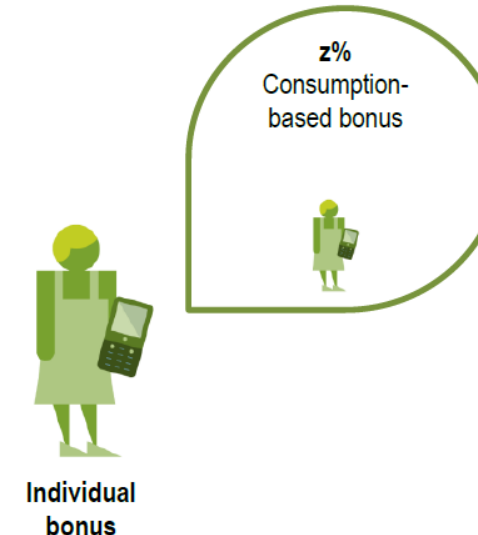
Bonus calculated as

- % of local Weena agent's monthly sales
- % of Weena community's total monthly consumption

Spending the bonus

- Community bonuses are spent on local projects; the community is in charge of developing and submitting the project
- The community bonus account is managed by the community's Weena agent

Retention through individual bonuses



Accumulating a bonus

Individual community members accumulate a loyalty bonus in a mobile money account

Bonus calculated as

- % of subscriber's monthly consumption

Spending a bonus

- Individual bonuses are accumulated in mobile money accounts rather than given as airtime
- Account acts as an incentive for Weena users to gain exposure to and familiarise themselves with mobile money

Dedicated distribution and marketing

Tailored distribution and marketing can be very effective for low-income, rural women

Weena Ambassadors



Weena Ambassadors support in promoting the brand. They are typically women who are active in supporting social projects in the country

The role of an Ambassador

- Promoting the Weena brand
- Recruiting and mentoring Weena agents
- Overseeing the spend of community loyalty bonuses by Weena agents

Weena Agents



Weena Ambassadors recruit one Weena Agent per community. They are more than the usual agent as they are in charge of managing their community

The role of an Agent

- Recruiting and integrating new community members into the Weena community
- Attending training sessions from the distribution channel and Weena ambassadors
- Managing the community's loyalty account

The Weena brand



Etisalat developed a bespoke brand “Weena”. By communicating all activities under a single brand it is easier for the end user to identify the range of services designed for her

Developing the brand

- Weena sounds like a local female first name associated with values such as determination, altruism, and care
- It translates to “Thanks to you” in Mina/Gen language, and “to take ownership” in Kabiye language.

Questions for operators

- Providing you design it as part of a full value proposition, how much do you think an attractive “rural women” tariff plan would impact volume, churn, market share, brand perception...?
- How much could you benefit from leveraging local women communities to reach and educate rural customers in a structured manner?
- What would happen if your main competitor were to launch such a value proposition in your market tomorrow? What competitive advantage would you gain should you be the first to seize the opportunity and launch this value proposition?

For more information see our full report:

<http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2014/02/Snapshot-Etisalat-in-Togo-and-Benin.pdf>



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