A framework to reach female customers with mobile

**INCLUDE A FOCUS ON FEMALE CUSTOMERS AT THE ORGANISATIONAL LEVEL**

1. Set gender targets that are endorsed and communicated by leadership
2. Nominate an appropriate department to champion reaching female customers and involve the wider organisation

**UNDERSTAND THE OPPORTUNITY AND CHALLENGE OF REACHING WOMEN**

3. Get on top of your data, but don’t let a lack of quality gender data prevent you from taking action
4. Understand both women’s aspirations and challenges in your market
5. Establish the commercial opportunity from the outset, at both an organisational and project level

**TAKE ACTION TO REACH WOMEN THROUGH NEW OR EXISTING INITIATIVES**

6. Ensure offerings holistically address women’s barriers and aspirations in your market
7. Consider whether adapting your mainstream products could reach female customers effectively rather than developing female-specific ones
8. Proactively ensure your marketing and distribution are tailored to reach women as well as men
9. Incorporate women in distribution activities to influence and onboard female customers
10. Consider using partners to extend your reach or bring complementary strengths