mWomen

how to evaluate the gender gap in Orange African subsidiaries?

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Orange started a thought on women access to mobile phone trough Orange internal existing studies

- 3 concerned studies : Brand Tracking, Quality of Service and Segmentation marketing data
- Objective : to find out more about the gap between men and women
- Why ? because the outcome should be a clearer understanding on potential products/offers/services that might appeal to women.
- What did we observed ? women attitudes to the technology, women behaviors, women perceptions of mobile brands.
- How ? we extract the studies results under the sex filter. Then we made the differential women/men. We concluded on key learnings concerning women social and lifestyle characteristics, behavior among ICTs and perception of Orange Brand.

example : analysis of Orange AMEA “Quality of Service” survey (2Q12)

- among the results obtained to each asked questions, we wanted to determinate the gender gap between women versus men who :
  - use the national language to answer the survey in the streets
  - are city dwellers vs living in rural areas
  - fit into one of the AMEA segmentation category
  - own a mobile phone
  - bought a SIM card in the country
  - use usually Orange vs another operator for mobile phone
  - use their mobile phone for work purpose/modality of this use
  - subscribe to a specific mobile phone contract
  - belong to a specific age category
  - belong to a specific socio-professional category

- analysis methodology
  - Results obtained at a given moment, May 2012
  - Extraction of the differential women/men according to the percentage of women and men who answered in a certain way, for each questions, per countries

Example : Language used to conduct the survey. In Botswana answers had been done in the national language or in an other. 704 persons had been interrogated (327 men and 357 women). X% of the men answered in English (national language) and Y% in another vs. A% of the women answered in English and B% in another language:

differential women/men on answers in national language : X-A= …

differential women/men on answers in another language: B-Y= …

  - Focus on sample of four countries : Tunisia, Kenya, Niger, Ivory Coast

bias to the analysis

1 due to the fact that interviews all take place in capital, cities under Orange cover and maximum 50km distant from the main city

2 due to the fact that the sample is not necessarily representative of the men/women repartition within the country's population

3 due to the fact that interviews all take place in the street: in certain countries, there are many women who refuse to answer or/and there are more men than women in the street.

key take aways on women

1

Quality Of Service study

- among the interviewed the rural/urban repartition between men and women is equal
- women reach a large part of householders (maximum observed : 65%)
- interrogated women don't use their mobile phone for work purpose as much as men do

2

Brand tracking study

- women are less aware of internet services via mobile
- women are less aware of Orange Money services
- no significant difference between male and female customers when it comes to positive or negative experiences with the brand

3

Usage and internet study

- usage of mobile phone is lower compared to men
- women's mobile phone is less advanced
- Internet knowledge is much less developed among women (between 27% and 24% - depending on the region – don't know exactly what internet is about)
- barriers of usage are mainly linked to their lack of knowledge and to a lower extent to the cost

thank you

