

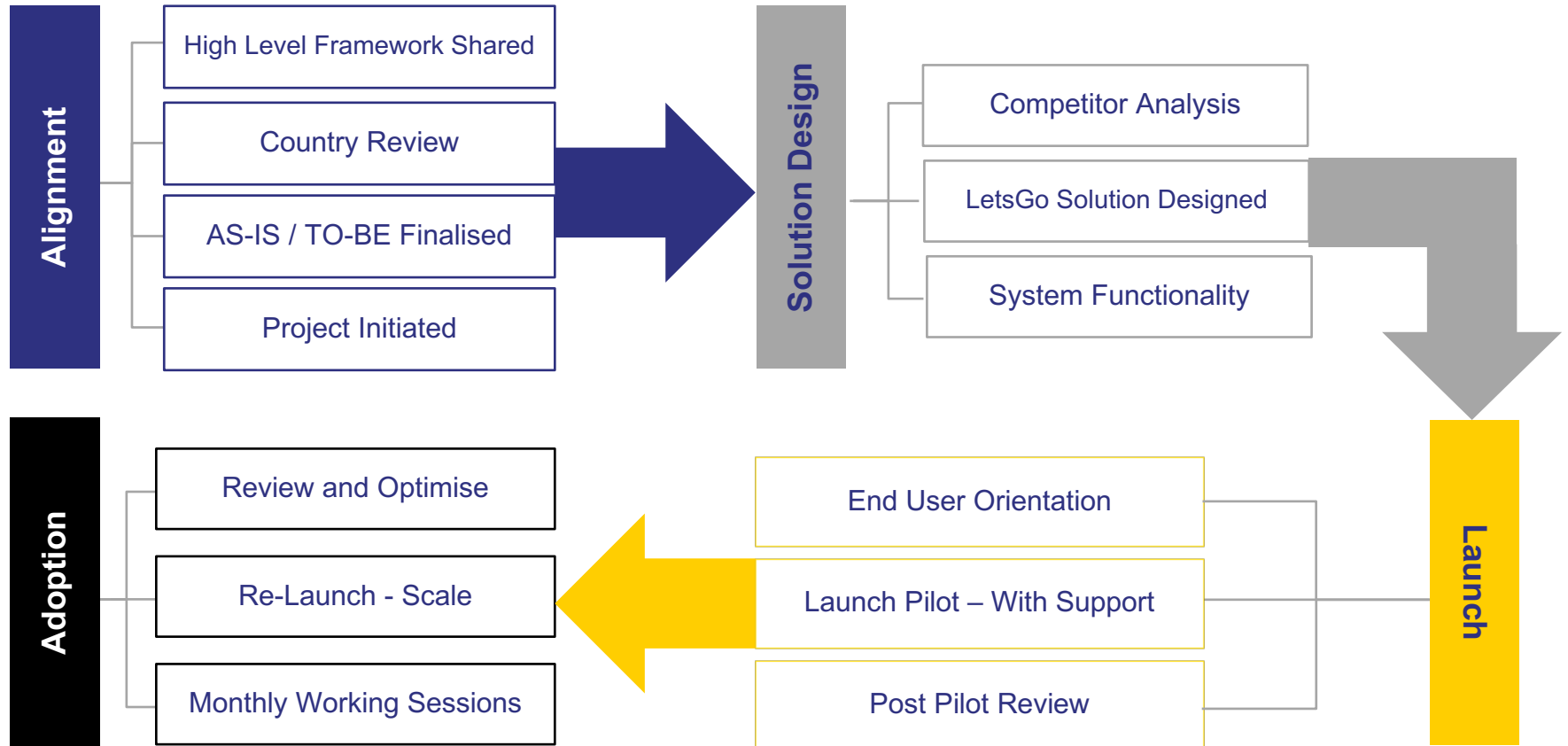


COUNTRY ENGAGEMENT PHASES & ROUTE TO MARKET

COUNTRY ENGAGEMENT PROCESS

2

COUNTRIES ARE HERE:



2

COUNTRIES ARE HERE:



ROUTE TO MARKET: Pilot Phases

Step by step process to establish country specific – LetsGo **ALL-IN-1** solution

Customer Value Proposition



- Create Customer Value Proposition
- Opportunity to test different messages for results



- All staff to create their own LetsGo (*put themselves in the customers shoes*)
- Internal training on LetsGo

Awareness and Understanding

Conversion



- Targeted SMS campaigns to existing customers
- Targeted telemarketing campaigns to existing customers



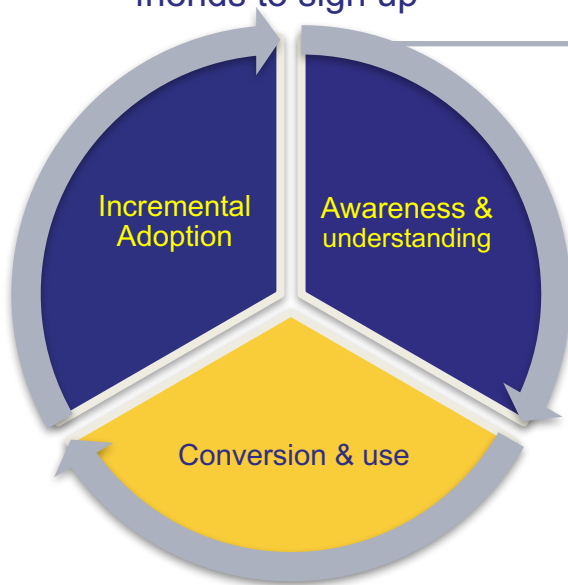
- Document Customer Journey
- Review results for customer behaviour, experience, functionality of LetsGo and revise
- Scale LetsGo All-in-1

Review

LetsGo – Go To Market

The success of LetsGo is underpinned by driving the appropriate “**all-in-1**” value proposition to the customer in a 3-pronged cyclical process:

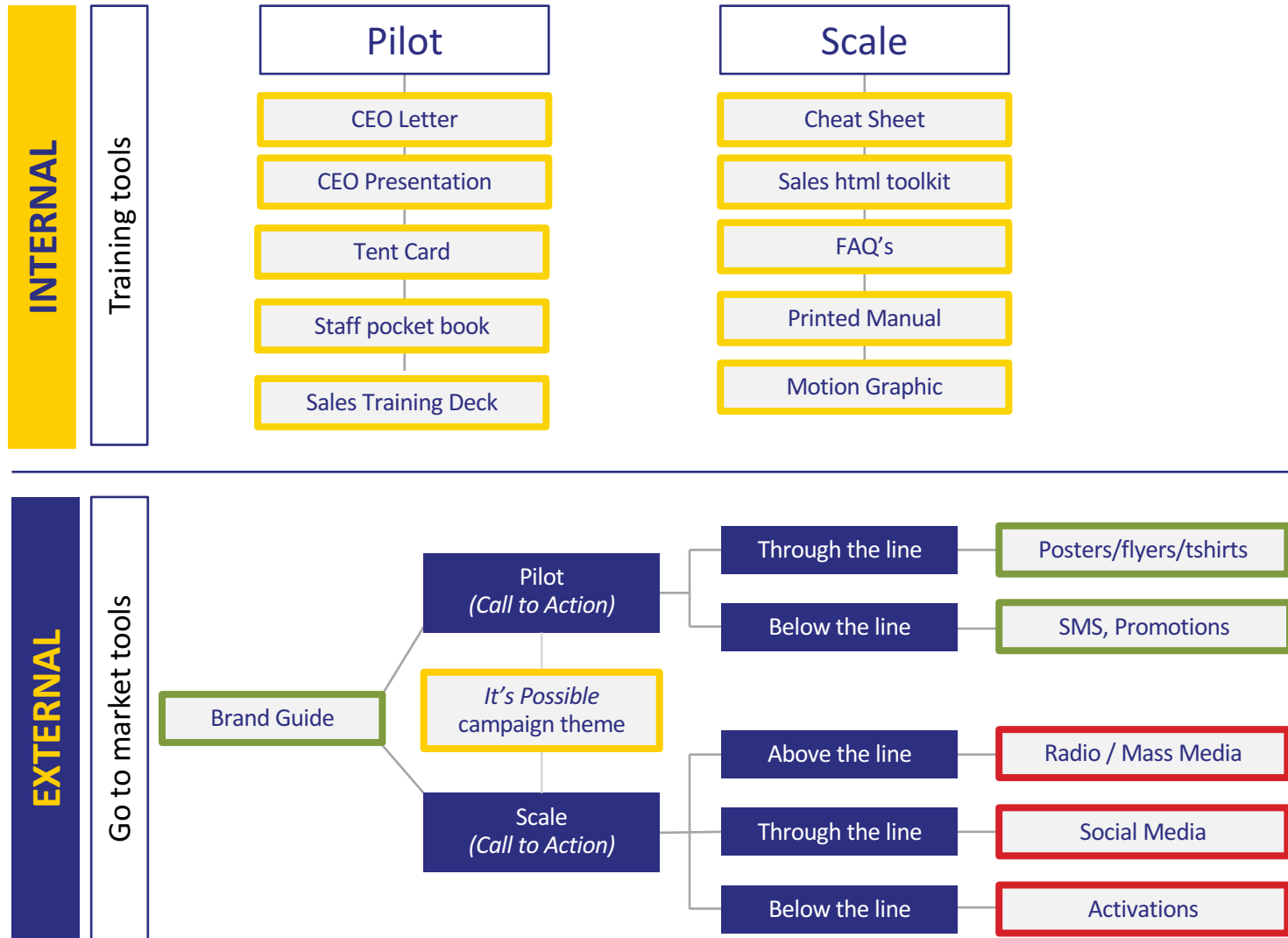
1. **Awareness:** the customer becomes aware of LetsGo **all-in-1** and understands the value from the solution (*Can pay or get paid; Save or Borrow – all-in-1*)
2. **Conversion:** customer opens and is an active user of LetsGo
3. **Incremental adoption:** Customer uses more features of LetsGo **all-in-1** and also encourages family & friends to sign up



How	Awareness & Understanding	Conversion & Use	Incremental Adoption
	Sales team training		
	Internal staff training & account opening (for feedback)		
	Direct Marketing		
	SMS; Email		Promotions & incentives
	Activations & roadshows		
		Community immersions	
	Branding & retail visibility		
	Branded collateral & apparel		
	Media: mass & social		

Overview of Deliverables

FRAMEWORK



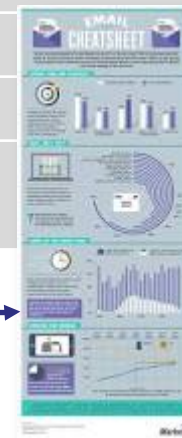
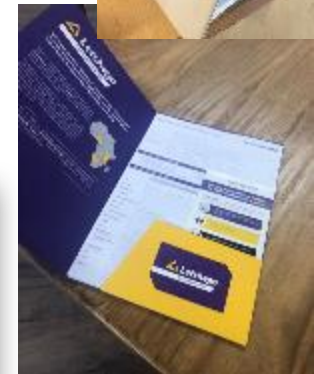
LETSGO ALL-IN-1 LOGO



Training | Sales team, Customer Facing team, All staff

- All staff to understand **LetsGo all-in-1** and what it means for the customer.
- To be carried out at least 3 weeks before launch of LetsGo All-in-1 in-country
- Sales & customer facing team having the most robust and drilling down to address specific customer areas – upselling & conflict resolution.
- Training materials which also serve as solution tools for sales & customer facing include:

What	Sales Team	Customer Facing (incl call centre)	All other Staff
	Sales Presenter & folder		
	“Cheat sheet” (quick reference guide) incl customer quick reference document		
	FAQs	Detailed FAQs	
	Information flyers (to give out to Customers)		
	Account opening forms		
		SMS & Call scripts/guide	



Branding & Retail Visibility

- The branding & retail visibility elements serve two purposes: brand top of mind and as demarcation of where one can interact with LetsGo
- Minimum standard materials to be developed include:

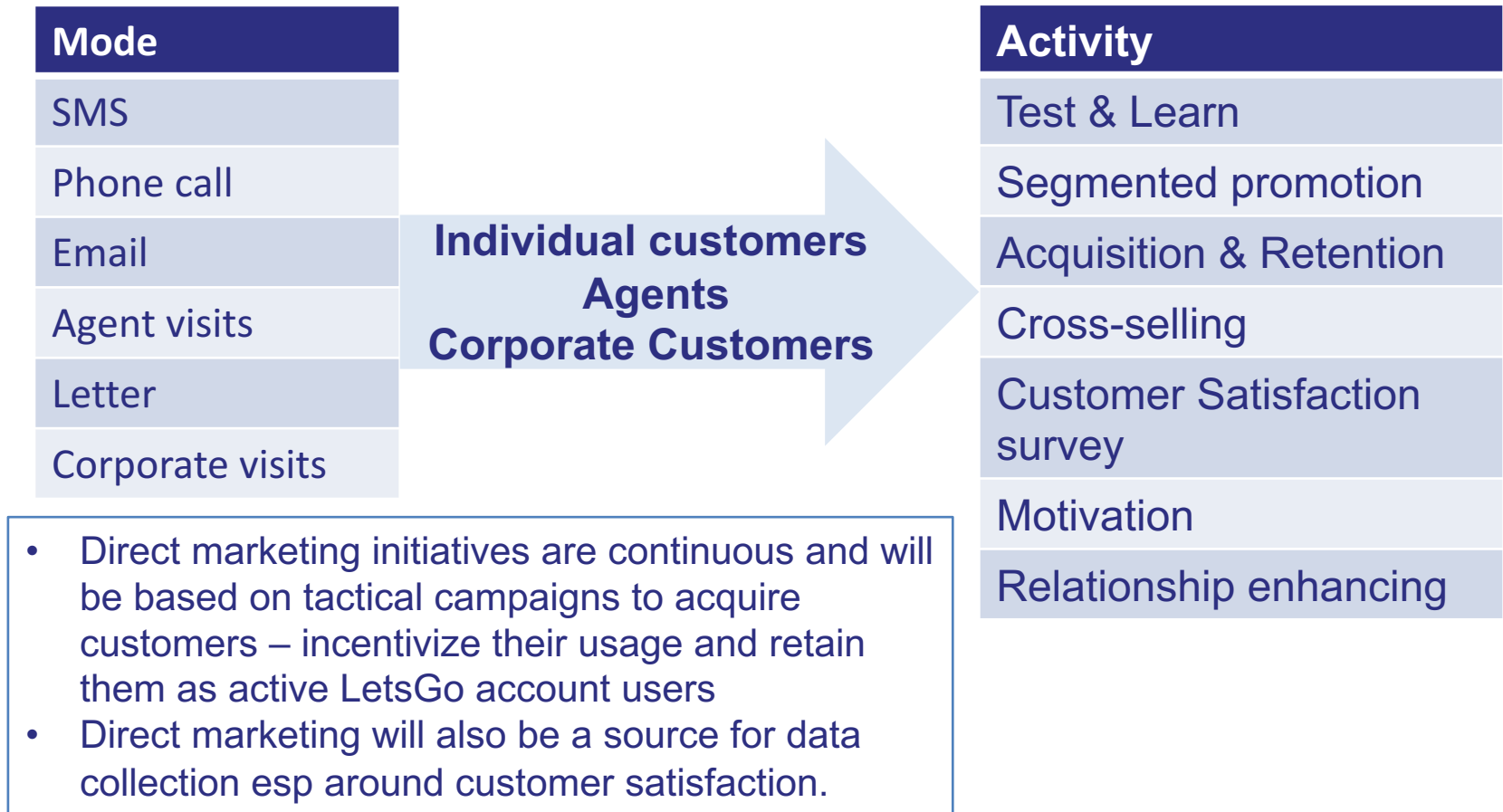
	Where		
What	Branches	Agents	Partners
	Signage boards (large)	Signage boards (small)	
		Parasols	Canopy cover
	Outdoor stands	A-boards & Flags; Windvane	
	Printed material incl: posters, pyramid tent card, flyers , account opening forms		
	Branded materials incl pens, notebooks, lanyards		
	Branded apparel incl t-shirts, bucket hats, khanga/kitenge, drapery (agents only)		Passenger Seat Back Branding

Other Items to be included: branding of PSVs (e.g. internal); Market signage; directional signage; wall branding; bus shelters; banners



Direct Marketing

Reaching out to sub-segments of the customer base to test or up-sell LetsGo at different intervals. Main mode us through internal resources – SMS, Emails, Direct calling



Activations & Immersions

Use of market & corporate activations, road-shows and community immersions as the interactive process with individuals, communities and/or corporates within the settings & environment in which they are likely to be more relaxed, comfortable & engaged to promote adoption and use of LetsGo

Individuals	Agents/3 rd parties	Corporates
Market (day) activations & shopping arcade set up		
		Office road-show
Community immersion <i>(e.g. community meetings; church events; fund-raising events; local soccer matches; school meetings etc)</i>		
Door2Door <i>(foot soldiers)</i>		
Pop-up stalls <i>(e.g. salons for women; board games for men)</i>		



Mass & Social Media

Use of appropriate and relevant mass and limited social media to communicate awareness of the LetsGo account and the value proposition to the different segments of customers.

Segmented & tactical in approach & execution

Individuals	Agents/3 rd parties	Corporates
Radio: spots, intro & outro boards (sponsorships); interactive (edutainment) intervals		
Newspaper: more corporate positioning		
Social media <i>promoted ads</i> and financial wellbeing messaging		Social media <i>promoted ads</i> and financial wellbeing messaging

- Explore unique opportunities e.g. PSV music; in-store radio &
- Develop infographics, visuals & audio clips that can be shared on social networking groups

PR, Corporate Comms & Stakeholder Engagement

Ensuring all relevant stakeholders receive accurate, appropriate and timely information in order to get buy-in & support, as well as alignment on the LetsGo agenda.

		Who		
What	Internal (staff)	Partners	Media & Interested parties	Regulatory, Governments, Board Members
	Information emailer & relevant toolkits or pocket books		Press release	Requisite formal notification doc
	Town hall	Media briefing & event		
				Scheduled meetings
		Publication bookings (Information sharing + thought leadership)		
	Appropriate & relevant communication (incl digital & radio)			

