



**Digital Campaign
DStv Platforms
Ethiopia
Core Messages and FAQs
19 December 2022**

Frequently Asked Questions

1. What is Digital Campaigning all about?

The Digital Campaign intends to introduce an interactive solution to provide/avail information that enables customers to receive offers/promotions on our **USSD/DStv** digital platforms.

2. Why is MultiChoice launching the Digital Campaigns to customers?

MultiChoice Ethiopia is committed to putting our customers first in everything we do. This campaign aims to provide “Customer Focused” information to our respective customers. We believe tailor-made information helps in customer choices.

3. Which markets will have access to these digital solutions?

The digital platform solutions will be available to Nigeria, Kenya and Angola. Botswana, Ghana, Ethiopia, Malawi, Mozambique, Namibia, Tanzania, Uganda, Zambia and Zimbabwe will be made available at a later stage.

4. Which DStv customers will have access to these solutions?

The following DStv subscribers will have access to these digital solutions:

DStv

- Premium
- Compact Plus
- Compact
- Family
- Access

5. How will this initiative be rolled out to customers?

The campaign aims to automatically identify customers qualifying for offers and inform them of the up to date offers through push notifications, SMS, EDN, email and when logging into any of the digital platforms. The objective is for customers to be made aware of applicable offer and be given an option to take up an offer and make payment with ease, on all our digital platforms (USSD and MyDStv).

6. What functionalities will this initiative entail?

The initiative will consist of the following functionalities:

- Customers will be able to pay for their offers using the digital platforms. They will receive instructions on how to take up an offer and follow a payment procedure applicable to the digital platform they are using.
- Digital platforms will be able to send communications to the customer that have been provisioned for their offer.
- Digital platforms will have the ability to **Send Push Notification** to Mobile App customers.
- Customer will be able to view the **Push Notification** and follow the existing mechanism to display Push Notifications for the mobile app users.
- On selecting to **View the Push notification**, the customer will be redirected to the mobile app to view the offer.
- When the customer selects to view the push notification offer, the mobile app will be opened for customer to read the message.
- Customers will be able **to take up an offer** on the mobile app once the mobile app is opened after clicking a notification.

7. What is the customer journey once these digital solutions are activated?

Please see below expected user journey on the digital platforms:

- **Log in** into Digital Platform
- Navigate the **“Just For You”** section on the user dashboard.
- If the customer qualifies for an offer, then the **digital platform will display the offer details** to the customer.
- Customers will be shown a **call to action** to take up offer (e.g., an option to make payment on the digital platform).
- Customers will be able to view existing self-service options with the offer available for them.
- Customer will be able to **view the offer details and the amount** that the customer needs to pay.
- If the customer does not want to take up the offer, they will have an option to ignore the offer and proceed with other self-service options available on the digital platform in use.
- If the customer takes up the offer, they will have an option to **select an option** that allows them to take up the offer. This step is dependent on the call to action needed for an offer presented to the customer. e.g., to pay early for their next month’s DStv package to get a discount.
- If the customer proceeds to **select to pay for the offer**, they will have a display of a **payment page** that will display the amount the customer needs to pay for their specific offer.

- The customer will be required to pay the exact amount displayed for the offer they are taking.
- Once offer payment is successful, the digital platform will **inform the customer that their payment for the offer was successful.**
- If the customer's payment is unsuccessful, the customer will receive display notification that their payment was unsuccessful. This means they will not be eligible for the offer if payment required is not paid.
- If the customer used **USSD** to pay for their offer, then the customer will receive payment notification from their payment vendors if payment was successful.

8. What are the payment frameworks available for customers on the digital platforms?

Customers taking up offers will be required to **Pay Price** required for the offer + **Pay applicable Add-Ons/Value Added Services + over and above amount** that is required dependent on the instructions of the offer/promotion.

Please note that the discounts exclude Add-Ons/Valued Added Services costs.

9. Which media/communication touchpoints will be used to advertise these digital solutions/improvements?

Customers will be made aware of the digital solutions through existing business as usual communications.

10. Will customers use these digital platforms for free?

Customers will need to use their mobile data/WIFI to fully make use of the digital platforms. USSD customers need airtime to make use of the platforms.

11. Where will the offer be available on the app?

The offer will be available under "**Just For You**" section on the user dashboard.

12. Will customers access offers on all these digital platforms?

Yes, customers will access offers in their respective markets when using any of the digital platforms.

13. Will customers have a language selection on these digital platforms?

Customers across all markets will have English language as their default language and Angola and Mozambique will have Portuguese as their default language.

14. What happens if a customer is already on one offer?

If the customer has been provisioned for an offer, they will not be eligible to take up the same offer during the same offer period. However, they may receive other offers they qualify for apart from the offer they have taken.

15. What happens to disconnected DStv subscribers?

Disconnected customers will be able to access offers that can enable them to reconnect again to our DStv packages.

16. How long will the offers on the digital platforms be valid for?

This initiative will be active for all campaigns throughout the year.

17. What is required for customers to access these offers?

Customers are required to download the MyDStv and Google play or App Store and login on to the apps to start receiving these notifications or messages.

18. What is the assurance of getting these push notifications/targeted offers?

Customers are required to have data or be connected to WIFI to receive offer notifications after logging in on the downloaded digital platform. This enables them to open notifications and follow instructions on how to secure the offer they have received. Please take note that offers will be applicable to specific DStv customers.

19. What happens if customers cannot access these messages through the digital platforms?

If customers experience technical difficulties, they should first check if it's a mobile data or WIFI problem. However, if it's not, they may proceed to log queries on the **MyDStv** App for assistance.

20. How long will customers have to wait to access their new offers?

We endeavour to provision customers' upgrades as soon as possible. However, each offer is reliant on service level agreements of each campaign and the process it takes to provision the offer on the system.

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