



**CVM Offers via inbound IVR
DStv and GOtv
Kenya
Core Messages and FAQs**

Frequently Asked Questions (FAQs):

1. What is CVM Offers via inbound IVR all about?

The **CVM Offers via inbound IVR** introduces an Interactive Voice Response (IVR) solution to supplement existing SMS, telephone calls, emails, external media adverts (social media, Billboards, Radio) and other communication platforms used to communicate offers to DStv and GOtv customers.

2. What is an IVR System?

IVR stands for **Interactive Voice Response** – it is an automated phone system technology that allows incoming callers to access information via a voice response system of pre-recorded messages without having to speak to an agent. The IVR system also allows callers to utilize menu options via touch tone keypad selection or speech recognition, to have their call routed to specific offers or services.

3. Why is DStv/ GOtv launching the CVM Offers via inbound IVR System to customers?

MultiChoice is committed to putting our customers first in everything we do. We commit to enabling quality and “Customer-Focused” service platforms that assist customers to manage their DStv and GOtv accounts with ease. The **IVR System** allows MultiChoice to offer a more competitive service offering that will allow our customers to access specific offers relevant to their current DStv/GOtv packages.

The introduction of this **IVR** solution will enable customers to contact a number, capture their Smartcard/IUC number, and be routed to an applicable offer(s) available at the time.

4. How do customers access this system?

There will be an **inbound IVR** line number (advertised per each market), which customers can call.

5. Which media/communication touchpoints will be used to advertise the IVR line number per market?

Customers will be made aware of the **CVM Offers via inbound IVR** through SMS, DSD, EDN, Television and digital platforms (MyDStv/MyGOtv).

6. Is the IVR line a toll-free number?

The **IVR** line is not a toll-free line. Each local line will carry costs of the caller's carriers' respective charges in their respective markets.

7. Will DStv/GOtv customers access all offers?

DStv/GOtv customers can only access offers in the market where their account(s) are active, and they can only access offers of the country **IVR** line they are calling according to their respective profiles.

8. Will customers have a language selection for their local language(s)?

Customers will have the local languages prioritized per market and they will be able to select their preferred language option for the local market. Each market will have a local language as their default language.

9. What is the IVR customer journey?

Customer **dials** into the **IVR** line and hears message in the local languages prioritized per market.

- Customer **selects** their preferred language option. All subsequent communication will be in the selected language.
- Customer hears a **welcome message** to the platform.

- Customer will be requested to capture their **Smartcard Number or IUC number** (Smartcard/IUC number must be a minimum of 10 digits or longer).
- Customer captures their **Smartcard/IUC number** using the keypad of the phone used to dial the **IVR** line number.
- Once the customer has **captured their details**, customer will have his/her **Smartcard/IUC number** checked if it is eligible for offers available.
- If customer is an active DStv/GOtv subscriber, the **IVR** line will play applicable offers to the customer. Applicable offers will be based on amongst others, the respective DStv/GOtv profile and package.
- Customer will hear the **call to action**, to take up the offer made to them. The call to action may include making payment for the offer.
- Customer will be **notified** of the duration of the offer, including the last day to accept the offer.
- Customer will **receive instructions** on how to access applicable offers.
- To **accept the offer**, the customer will be prompted to **press 1**.
- A customer who accepts the offer will hear an acceptance message.
- A **reminder** and **confirmation** SMS will be sent to the customer, informing them of their selected offer, amount payable (if any) and the validity period of the selected offer. A selected offer will only be provisioned after the customer acts on the call to action
- To decline an offer or **take up the offer** at a later stage, the customer will be prompted to **press 2**, alternatively the customer can end the call.
- Customer will be thanked for the call and the system will end the call.

10. What happens when a customer has multiple smartcard numbers or IUC numbers?

A customer with multiple Smartcard/IUC numbers will need to call in for each Smartcard/IUC number they have, to access relevant offer(s) for each Smartcard.

11. What happens when the customer captures a wrong smartcard or IUC number?

A customer will be notified if they capture the wrong smartcard or IUC number and be requested to capture the correct **Smartcard** or **IUC number**. The customer will be given instructions on where they can find their Smartcard/IUC number. 3 consecutive incorrect attempts will result in the call ending.

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

If the customer has been provisioned for an offer, the system will remove that offer from the list of offers available during the said period.

13. What happens to disconnected DStv/GOtv subscribers?

Disconnected customers will be directed to disconnected offers.

14. How long will the CVM Offers via inbound IVR be valid for?

This initiative will be available on an ongoing basis.

15. What is the assurance of getting the offers?

In order to enjoy the offers, customers must act on the **call to** e.g., a customer given an upgrade offer, must make applicable payment to enjoy the upgrade.

16. What happens if customers cannot access these recording or messages through the IVR line?

The **IVR** line dedicated for each market should always work. Where the IVR line does not go through, the customer may log request for assistance on the MyDStv or MyGOtv App.

17. Are all DStv/GOtv customers included for this service?

Yes, all DStv/GOtv customers (active/disconnected) can access applicable offers if they follow the required process to access the offers.

18. Which markets will have access to the CVM Offers via inbound IVR system?

The **CVM Offers via inbound IVR** will be available in Angola, Botswana, Ghana, Ethiopia, Kenya, Malawi, Mozambique, Namibia, Nigeria, Tanzania, Uganda, Zambia and Zimbabwe.

19. Will customers' offers be visible on their MyDStv/MyGOtv app?

Yes, customers will be able to view the GOtv/DStv offers applicable to them on the apps.

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

We endeavor to provision your upgrade as soon as possible, however; this may take up to 48 hours.

ENDS