

Data Refill GTM

EBU products and services

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Ensures your business is
always connected





The Data Refill service is one that ensures data using customers never go out of bundle.

The service auto-allocates data bundles into the customers' accounts that are opted into the service.

This service will be made available to the EBU mobile voice and data customer base. It is also available to CBU customers. This excludes the Vodacom Business Data base of customers who already receive auto-allocating bundles.



Macro Context: businesses have to work harder than ever before

South Africa's stark reality



37%

Unemployment

67%

Youth unemployment

7%

Adults engaged in entrepreneurship

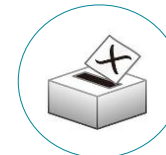
They have to work harder



Greater competition



Economic challenges



Political uncertainty



How are decisions made regarding service provider choices?

SMEs

LE/ VGEs

UNIVERSAL

Coverage → signal and product availability: A universal driver and need, for example, can I make and receive calls and connect wherever I need to? Applies across the product spectrum from the most basic to the most advanced services but particularly where regional offices involved.

Management of downtime and speed of recovery: In the almost inevitable event of a service disruption, how well are communications managed by the service provider? How much notice is given of down-time, are updates sent and most importantly, how quickly is service restored?

Cost: The total price of the product or service. A universal decision driver which in larger businesses becomes relative to the level of dedicated service and the standard and speed of technical support. In smaller businesses cost management is often simply a matter of survival.

Key Take out

Enterprise customers are constantly looking at **better ways to manage their company's mobile data spend**. Vodacom must innovate to help its customers better **manage their data spend**.



Vodacom Sentiment

The following areas are having a negative effect on our position in market & require immediate action



Mobile broadband products & services
-7 points for NPS
(May)



Account Manager & ease of contacting the right person
- -7 NPS score for Small businesses, -6 for medium



Experts
-9 on BMS (May) for Large & -4 for Medium



Forefront of technology
-4 on BMS (May) for Medium

General lack of awareness on the products and services we have available – internally and externally. A General repositioning and awareness campaign needs to be implemented to address this



In line with Vodacom strategic pillars

Digital Organisation and Culture



We build an organisation of the future where digital is first for all employees, underpinned by innovation, agility and new skills.

Data Refill service coupled with Vodacom's network can assist customers in achieving their digital goals. Data Refill keeps opt in customers always connected to our high quality superfast network providing customers with the capability to access services which assist them in servicing their customer needs.

Best Customer Experience



We provide the most engaging customer experience, blending the best of technology and human interaction in a personal, instant and easy way.

Enterprise can considerably reduce data costs by activating a Data Refill bundle while satisfying their growing data usage appetite.

Our Brand and Reputation



We are a purposedriven brand cementing our reputation for accelerating socioeconomic transformation by empowering the digital lives of our customers.

Vodacom has the best network in South Africa and providing the Data Refill service will ensure worry-free usage on SA's best network.



Product Info



Data Refill Benefits



Use Vodacom superfast LTE network for data connection. Exclusive to Vodacom customers
Keeping your business always connected.



Never run out of data with data refill .



Bundles are cheaper than OOB rates saving businesses money – affordability.



Data Refill : Pricing

Savings from OOB

Data Refill MBB Bundles			
Description	Price	In Bundle Rate	Bundle Validity
500 MB	R 50.00	R 0.10	30 Days
1 GB	R 80.00	R 0.08	30 Days
2 GB	R 141.00	R 0.07	30 Days
Data Refill MI Bundles			
30MB	R12. 00	R0.40c	30 Days
100 MB	R 29.00	R 0.29	30 Days
500 MB	R 100.00	R 0.20	30 Days
1 GB	R 149.00	R 0.15	30 Days

MBB – Data used on laptops/ desktops/ routers

MI – Mobile data (Voice lines)

USSD (*135*)

Contact Customer Care (082 1940)



Data Refill : Value Proposition

Benefits

- Never run out of data with auto-allocating bundle
- Use Vodacom superfast LTE network for data connection
- Exclusive to Vodacom customers

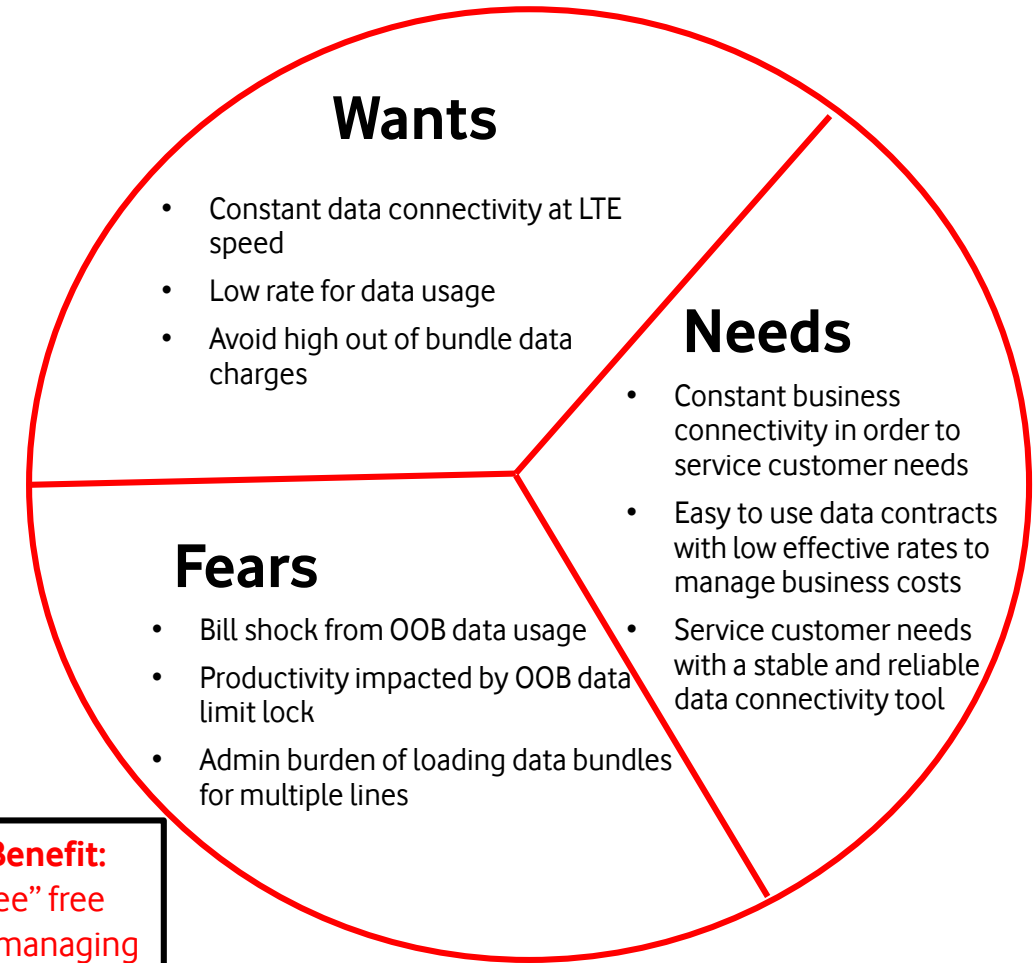
Features

- Auto-allocating bundles which can be activated to your voice and data line
- Low in bundle rates guaranteed
- Easy to activate and deactivate across self-service channels

Experience

- Worry-free usage
- Constant connectivity at low data rates
- Works on Vodacom's LTE network
- Never use data out of bundle with Data Refill bundles

Human Benefit:
"Worry-free" free solution to managing your growing data needs



Positioning: Keep your business connected with automatic data refills



Customer journey

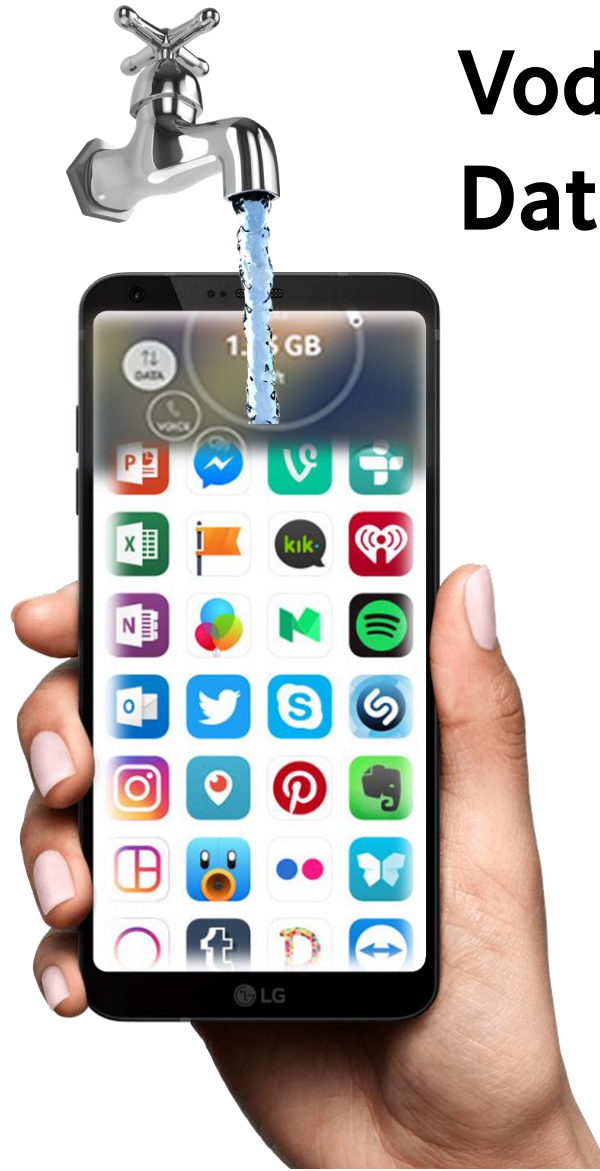
- Extending validation – include in FAQ's and Customer Journey



Go-to-market Application



Recommendations | **Creative direction**



Vodacom now brings you Data Refill Worry-Free Data



GTM Readiness table



Product Details	Pricing/ Propositions	Internal Comms	BTL activities
<ul style="list-style-type: none"> • Received & Included in brief • CXX Not included 	<ul style="list-style-type: none"> • Received & Included in GTM 	<ul style="list-style-type: none"> • Announcement on emailer/ Yammer • Trade Bulletin • Sales Solutions / selling guides/ Battlecards / brochure content (For Account Managers, Call Centres & All sales staff) • FAQ's • Video Training • Call centre training: 1960/ 1940/ 1951 	<ul style="list-style-type: none"> • Brief required for BTL requirements for marketing to execute: • Social Media (LinkedIn/ Twitter) and Owned website banners/ presence / Blog presence: 1 March • (Possible inclusion) March Catalogue
Retail presence	Sales Channels	CVM	ATL
<ul style="list-style-type: none"> • Possible Catalogue (TBC) 	<ul style="list-style-type: none"> • Website – requires updating with relevant products • Fixed Sales / Account Managers 	<ul style="list-style-type: none"> • CVM to be engaged on targeting a base. 	<ul style="list-style-type: none"> • None

Go-to-market recommended implementation:

TIMELINES	1 March 2019 (LAUNCH DATE)	7 April 2019	7 May 2019
BUDGET	Always on / Digital		
Content Ideas	Call out Savings ,Convenience , Canvas		
Online & Social Media Activities	<ul style="list-style-type: none"> Website 	Portlet & takeover Banner & Copy	
CVM	<ul style="list-style-type: none"> OOB Targeted CVM (SMS & Emailer) Included in error messages & notification 	Target customers who have depleted their data or customers that usually deplete their data fast . Direct customers to the website for more info/account managers / to 1960 to get the product now Requirements : CVM banner ,email and sms copy	
BTL	<ul style="list-style-type: none"> Blog 	Social Media (LinkedIn/ Twitter) and Owned website banners/ presence / Blog (RECOMMENDATION) Call out on Vodacom magazine)	
Internal Comms	<ul style="list-style-type: none"> Internal mailer 	eMailer's & blog articles	
Recommended advertising	Posters at gas station , Gautrain , Mugg'n'bean ,Vida Cups / Vida website		



Sales Channel Execution

	Franchise & Dealers 4U stores	Direct	Online	National Chains Game, Dion, Makro, HiFi, Edcon, Pick 'n Pay, Musica
Commissions & Incentives to drive sales	N/A	N/A	N/A	NONE
Training planned	TBC	<ul style="list-style-type: none"> Learner guide tour FAQ'S 	<ul style="list-style-type: none"> Website content Brochure 	TBC
In channel materials to support sales teams	<ul style="list-style-type: none"> Battlecards Process documents Video demonstration 	<ul style="list-style-type: none"> Sales Toolkit / Sales presentation Battlecards 	<ul style="list-style-type: none"> Sales Toolkit Cheatsheets 	
Merchandising requirements requested	<u>Instore</u> <ul style="list-style-type: none"> Digital Screens in BIR stores Catalogue 	<ul style="list-style-type: none"> A5 Leaflet Sales proposals Cheatsheets 	<ul style="list-style-type: none"> Terms and Conditions available Brochure Catalogue FAQ's Creative collateral 	TBC





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