



Leading Customer Experience

Unlocking growth,
Delivering returns

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Our Purpose: “Leading digital solutions for Africa’s progress”

Platforms of choice for consumers, homes and businesses

Connectivity

Scale
Data

Accelerate
Home

Empower
Enterprises

Fintech

Grow
Ecosystem

Accelerate Advanced
Services

Digital Infrastructure

Advance
Fibre
Networks

Expand AI-
Enabled Data
Centres

Unlock
Towers
Value^

Leading Customer Experience

Leverage Artificial Intelligence for Growth

Create Shared Value

***Experience,
built on world-class
infrastructure,
will define
commercial leadership***

We will differentiate by making MTN the easiest, most reliable and most trusted digital experience in our markets

By 2030, MTN will deliver Africa's most effortless, trusted and inclusive connectivity, digital & fintech experiences at every moment that matters

Our three leading customer experience pillars

1

**Simple & effortless
- by design**



*Fewer products, simpler journeys
& consistent experience standards
across all markets*

2

**Digital & AI-first,
human when
it matters**



*Drive app'ified engagement &
self-service, reducing reliance on
physical & assisted channels*

3

**Always listening,
always improving**



*Embedding real-time customer
feedback & rapid iteration into how
we design & improve experiences*

The world's leading platforms win on the same experience principles

Experience standards

1

Simple intuitive journeys

2

Always-on listening and rapid iteration

3

App-centered engagement models

4

Trust through consistency and transparency

Leading digital platforms (Global & frontier markets)

 **Meta**



- Continuous listening at scale
- Habitual, low-friction engagement
- Ecosystems embedded in daily life



- Seamless 'super app'ified' ecosystem
- High discoverability across services
- Strong trust through consistent service delivery



- Real-time learning and personalisation
- Effortless interaction and content discovery
- Rapid product evolution

We are building 4 capability engines to deliver our leading CX

1

Digital Platforms (AI enabled apps)

Powered by resilient technology

Expanding MTN and MoMo apps as primary customer interface



2

Experience Design (Gold standard experiences)

Minimum Customer Experience Journey and Product Design Standards

Across high volume and high-value journeys



3

Customer Intelligence (We listen)

In-journey testing & design validation

Real-time feedback & closing the loop actions



4

Service & Operational Excellence

Shaped by a customer-first culture

= TRUST

Reliability, transparency and consistency *build* trust

Trust *drives* frequency of use | Frequency of use *leads* to scale | Scale + trust *drive* long-term value

We measure progress through a focused set of customer and business outcomes

Trust

- Brand health tracker
- Service reliability
- Customer communication effectiveness

Experience Improvement

- Net promoter score
- Customer satisfaction
- Customer effort score

Digital Adoption & Efficiency

- App adoption rate
- Digital adoption %
(% journeys digital)
- Reduced cost to serve



By 2030, CX will be our measurable driver of commercial success

This is what success looks like by 2030:

1

MTN is top-quartile in CX across all markets

2

Customer interactions are digital, effortless and completed the first time

3

Customers trust MTN for their everyday connectivity, digital and financial needs.

4

Consistent CX performance - regardless of market size or maturity

5

CX as a measurable driver of customer retention, ARPU stability and reduction in cost-to-serve

We will leverage our existing infrastructure advantage, while prioritising investment in digital platforms, data, customer intelligence, and experience design to deliver this transformation



MTN **Ambition** 2030

Connectivity | Fintech | Digital Infrastructure

One MTN – Three Platforms

Thank you

