



Vital enablers

Leading digital solutions for Africa's progress

A network diagram background consisting of numerous interconnected nodes and lines. The nodes are represented by circles of varying sizes and colors, including yellow, white, and grey. The lines are thin and light-colored, creating a complex web of connections across the top half of the slide.

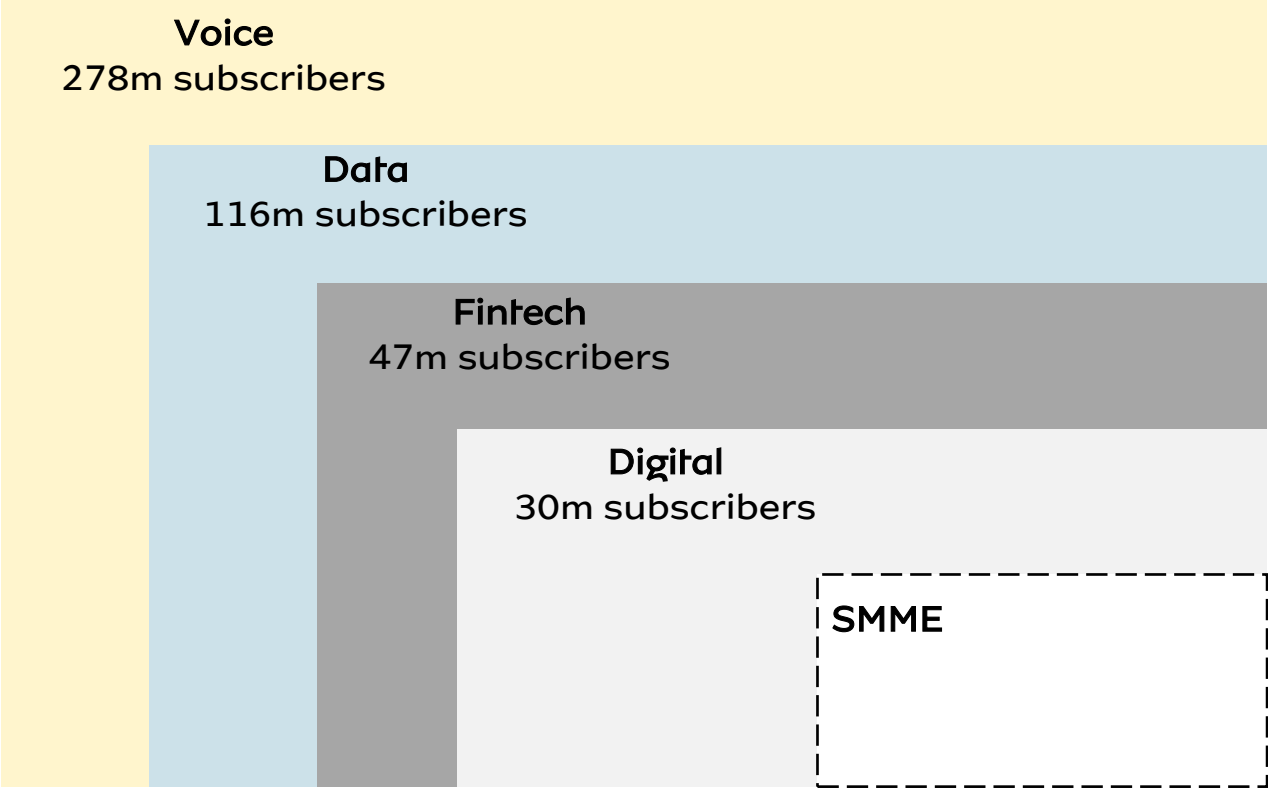
Leading customer experience



Leading customer experience (CEX) as a vital enabler

Enhancing business value by improving on what matters to the customer, supporting the customer at each touchpoint and stage of the customer journey, easing customer evolution across product offerings

Our customer-facing businesses



Customer journey



Customer maturity path



Business value return on CEX

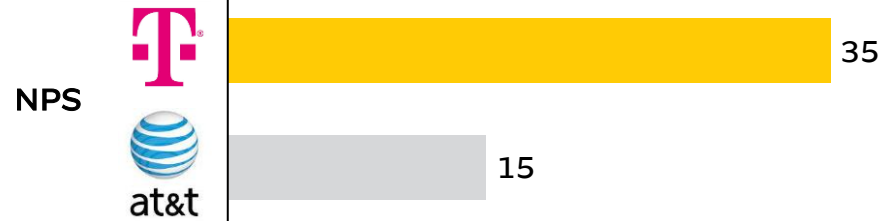
Organisations who lead in customer experience ultimately deliver more business value than those who do not

CEX leaders can have up to 5x revenue growth relative to laggards

T Mobile

A telco CEX success story

Revamped CEX by launching the Team of Experts model (TEX) – cross-functional teams serving per segment equipped with focused skills



Within three years of its refreshed CEX model, T-Mobile achieved promising business value:

- >50%** Increase in NPS (+20 points vs next best NPS AT&T)
- 8%** Revenue CAGR versus 2% for AT&T over same time period (4x more)
- 13%** Decline in overall cost to serve (lowest in company history)
- 25%** Drop in postpaid customer churn (from 1.27% to 0.95%)

Two broad categories where the benefit of leading in CEX can be quantified in monetary terms



Revenue

- Retain increased recurring revenue due to reduced churn
- Cross-selling and upselling to current customers
- Increased willingness to pay due to happier customers



- Reorganised support based on customer segmentation, eliminated 20 pain points
- Increased transaction value by \$2 billion



Costs

- Reduce support costs by eliminating reasons for complaint
- Reduce costs to serve by optimising & automating processes
- Reduce costs of hiring and training due to increased employee engagement and lower turnover

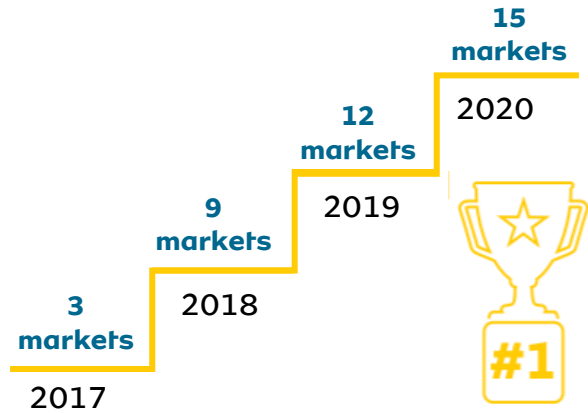


- Implemented social listening tool to analyse customer comms, customise and automate campaigns
- Time to create content for customer-facing campaigns reduced by 50%

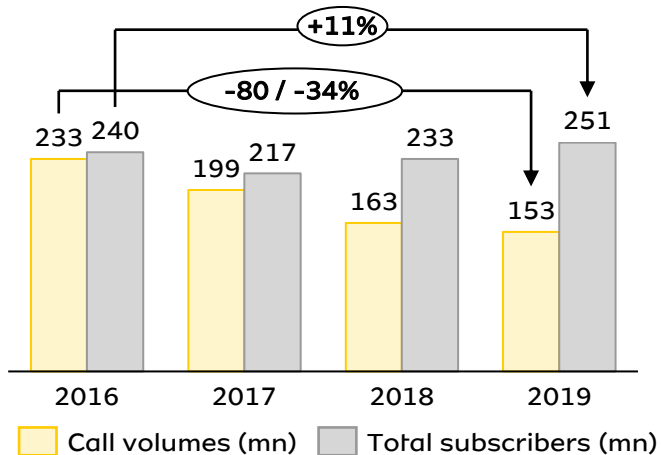
Our journey as MTN

The evolution of our flagship CEX programme focusing on High Volume Journeys (HVJs) has yielded fruitful results thus far

#1 NPS position improvements



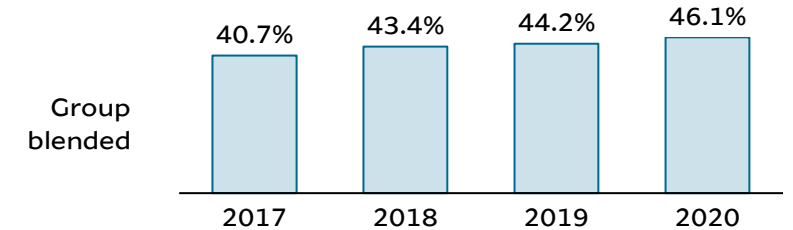
Call centre cost reduction



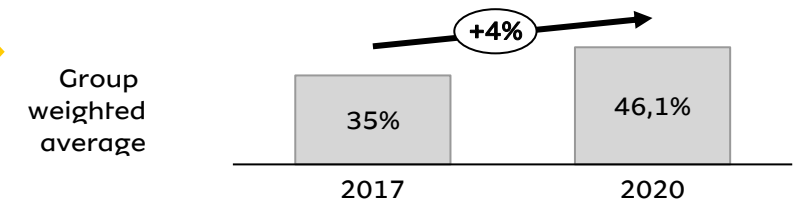
High Volume Journey (HVJ) programme

- Established in 2017
- Defined a roadmap of transformation for prioritised customer journeys by volume and criticality i.e. HVJs

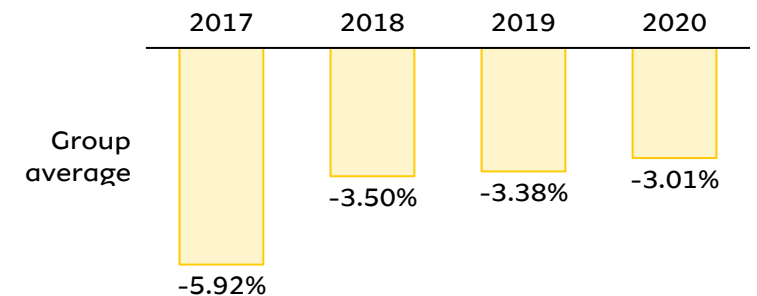
Market share growth



ARPU appreciation

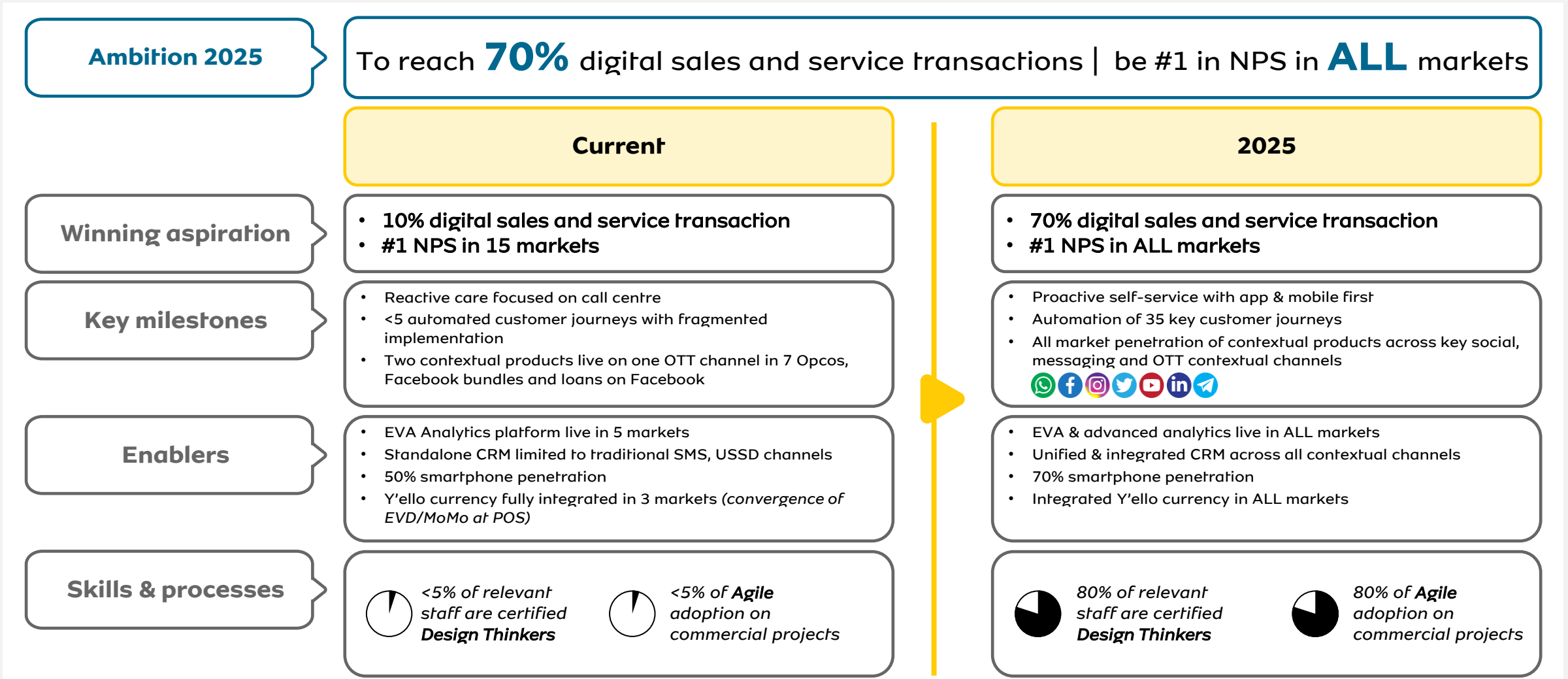


Churn reduction



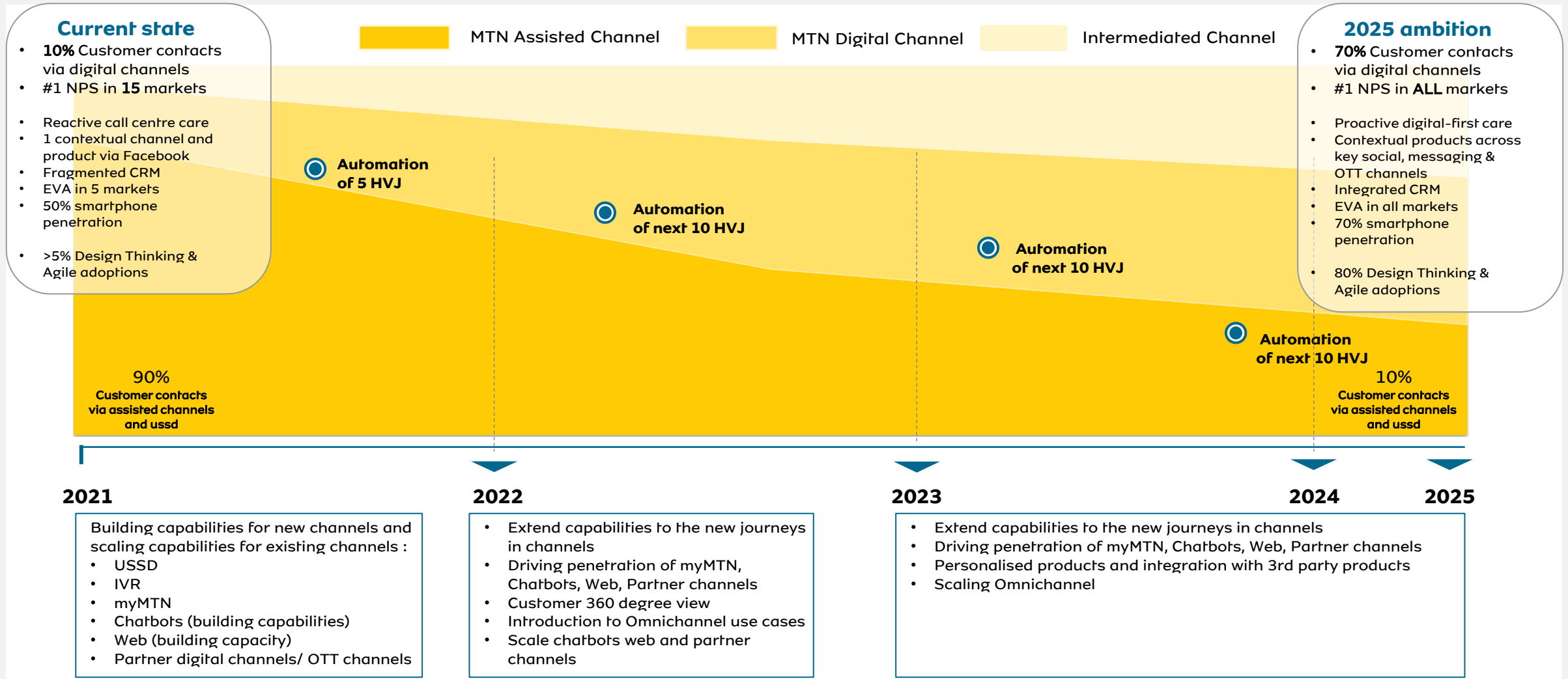
Leading CEX for 2025

Significant progress made | Committed to 2025 ambition of and “digital first” approach to lead in CEX



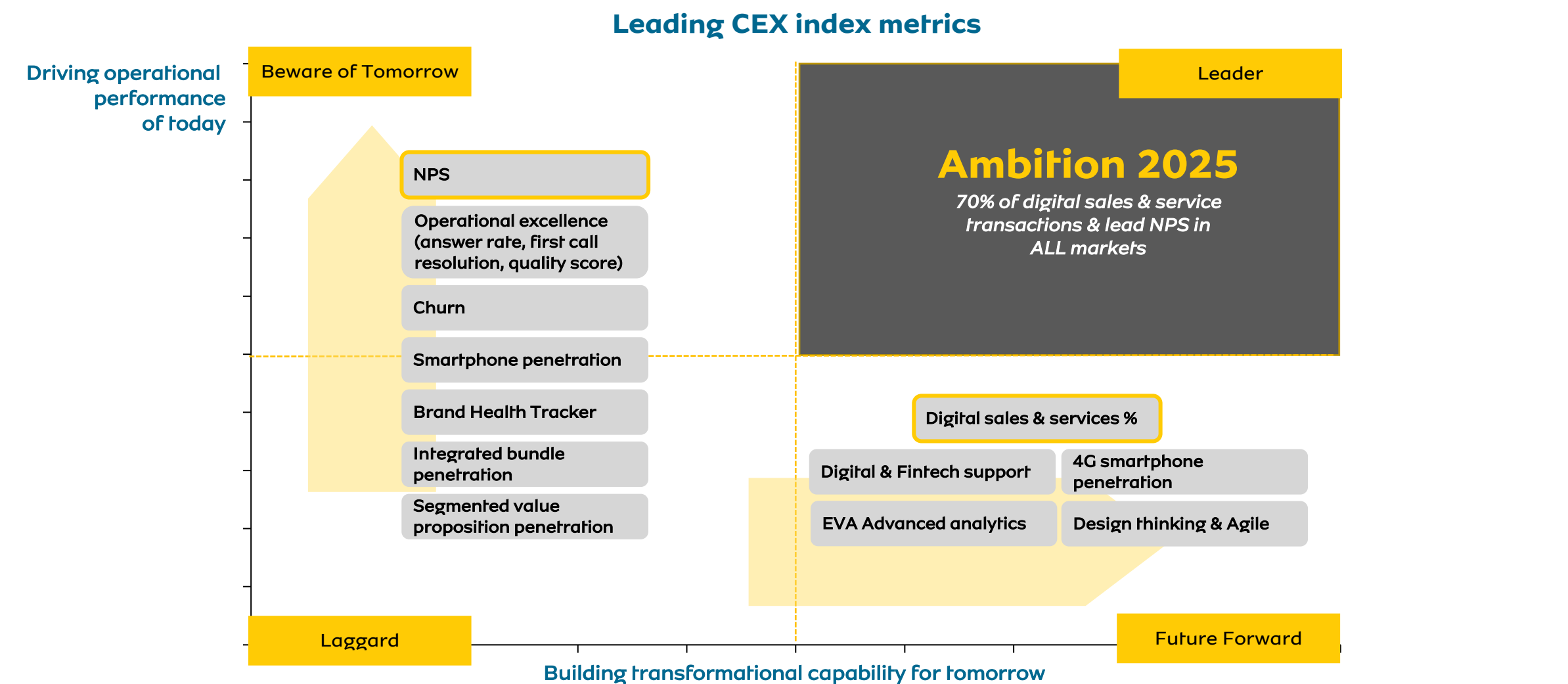
The CEX journey going forward

Our roadmap to reach 70% digital transactions and #1 NPS drives our CEX leadership going forward



Leading CEX methodology

We have developed a leading CEX methodology index to systematically measure and support the road to 2025



Advancing our markets

Driving CEX as a vital enabler advances our market position from the current state to 'Leader' positions 2025

Market positions across the leading CEX index

