HNI develops information services that people use every day

Mobile phones can help every organization and individual on the planet

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Search Engine
Data Collection Tool
Communications Tool
Feedback mechanism
Marketplace
Bank Account
Follow Up Messaging
Marissa Mayer’s “Daily Habits”

Voice calls
Texting
Email

Play games
Share photos

Turn-by-turn directions
Get financial quotes

Check the news & sports
Check the weather
Need

Opportunity

Idea

Strategy

Solution
How can isolated people in the developing world get on-demand information?
Most people in Africa will not have Internet access any time soon

Internet use in Africa, 2005-2014

Adult illiteracy remains stubbornly high

5 in 10 women in Sub-Saharan Africa cannot read

Source: UNESCO Institute for Statistics, May 2013
Simple mobile telephones are everywhere…


Population

Mobile phone subscriptions

...even in Africa

Mobile phone subscriptions

![Graph showing mobile phone subscriptions per 100 inhabitants from 2005 to 2014 with a peak of 69.3 in 2014.](chart)

Source: ITU World Telecommunication. Estimate 2014
Can we make public service information searchable via simple mobile phone?
Strategy – Part 1

In each country, work international and national experts to determine key messages across a range of sectors

Motivation – Stakeholders attracted by the promise of making their messages available on simple mobile phones
Strategy – Part 2

Partner with a local telephone company to launch a free, on-demand Information Service to make the new content accessible on simple mobile phones for isolated people.

Deliverable: 20 million callers within 12 months of launch
100 million callers within 3 years
Need
Opportunity
Idea
Strategy
Solution
A Simple Solution – 321 Service

A search engine where there is no Internet

- Why should I purify my water?
- My child has a fever, what should I do?
- How can I get a title to my land?
- Where is the nearest Family Planning clinic?
- How should I prepare my rice fields for planting?
- Why should I borrow from a Microfinance Institution?
How does it work?

Callers dial 3-2-1 and listen to public service information in the local language anytime, anywhere, free of charge.

Thank you for calling the 321 Service a new service that provides you with useful information. You can call this phone number for free, 8 times each month. After the 8th call, you pay just $0.04 for each call.

You have 7 choices. Listen closely to these subjects, then make your choice. Would you like to know about:

- Gender — Press 1
- Health — Press 2
- Agriculture — Press 3
- Micro finance — Press 4
- Water and Sanitation — Press 5
- Land Title — Press 6
- Family Planning — Press 7
- Emergency Preparedness — Press 8

If you have questions, comments, or suggestions about the 3-2-1 service, please call the free number 033 65 00 321. If you want to hear your choices again, press the # button.
How does it work?

Vaccines improve immunity for your child, protect from commonly contagious childhood diseases and help your child to grow properly. Before the 9th month, your baby should receive all 5 immunizations to be protected from nine potentially fatal diseases.

Caution! If your baby does not receive vaccines, he/she may get sick or die. You should take your baby to the health center at the following times to get vaccinated:

At birth
1 and a half months after his/her birth
2 and a half months after his/her birth
3 and a half months after his/her birth
The last shot, when the baby reaches 9 months of age

If your baby is at least 6 months old, ask your health center or community health worker for vitamin A to strengthens your baby’s immune system.
How many topics are there?

Users choose from 7 topics, 40 sub-topics and 400 messages.
How quickly did the 321 Service grow?

Rapidly in spite of virtually no publicity or advertising

Unique 321 Service Users

- 500,000 in 12 months
- 1,000,000 in 20 months
- 2,000,000 in 29 months
- 3,000,000 in 42 months
- 4,000,000 in 54 months

Total # SMS Users

Total # Voice Users
Are people using the 3-2-1 Service?

Every month, 200,000 people in Madagascar made 1 million information requests for free.

<table>
<thead>
<tr>
<th>Voice – March ‘10 to Dec ‘14</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Users</td>
<td>1.8 million</td>
</tr>
<tr>
<td>Total Calls</td>
<td>9 million</td>
</tr>
<tr>
<td>Total Donated Minutes</td>
<td>17 million</td>
</tr>
<tr>
<td>Average/month 2014</td>
<td>200,000</td>
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</table>

<table>
<thead>
<tr>
<th>SMS - March ‘10 to Dec ‘14</th>
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<tbody>
<tr>
<td>Unique Users</td>
<td>2 million</td>
</tr>
<tr>
<td>Total SMS</td>
<td>32 million</td>
</tr>
<tr>
<td>Average/month 2014</td>
<td>800,000</td>
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<tr>
<th>USSD – Sept ‘12 to Dec ‘14</th>
<th></th>
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<tbody>
<tr>
<td>Unique Users</td>
<td>1.2 million</td>
</tr>
<tr>
<td>Total SMS</td>
<td>2.5 million</td>
</tr>
<tr>
<td>Average/month 2014</td>
<td>200,000</td>
</tr>
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Source: User statistics provided by Airtel and HNI’s IVR software
First Three Months After Launch
Madagascar vs. Malawi

- Madagascar: 35000 (Unique Users), 140000 (Searches)
- Malawi: 625000 (Unique Users), 1370000 (Searches)
Do you have evidence of impact?

Results of a call-back survey of 150 women and 150 men who had listened to Gender Content

<table>
<thead>
<tr>
<th>% of women who reported that the gender equality information…</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>…changed their lives or behaviors</td>
<td>62%</td>
</tr>
<tr>
<td>…improved their ability to make household decisions</td>
<td>91%</td>
</tr>
<tr>
<td>…added value to their lives</td>
<td>96%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>% of men and women who reported that the gender equality information…</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>…improved their knowledge on the importance of education for girls</td>
<td>82%</td>
</tr>
<tr>
<td>…gave them a more favorable view of Airtel</td>
<td>88%</td>
</tr>
</tbody>
</table>

Source: User statistics provided by Airtel and HNI’s IVR software
What are the terms of the deal?

It’s simple

Human Network
INTERNATIONAL

Provides the content for free…

… makes content available for free
Why would Airtel give away +30 years of airtime?

Also simple: It’s good business

1. Promote subscriber loyalty (reduce churn)
2. Generate revenue
3. Educate new users
4. Corporate social responsibility
Results from the GSMA sponsored analysis of the 3-2-1 Service in Madagascar

Commercial Key Performance Indicators of the 3-2-1 Service

- Decrease in Churn: 15%
- Increase in ARPU: 5%
- Increase in Outgoing Voice Usage: 9%
- Increase in Outgoing SMS Usage: 28%
- Subscriber base penetration: 7-10% per month
Who owns the 321 Service?

Airtel does…and they recently started to promote it
The Challenge

Airtel’s Mo>va>on:

1. Reduce churn: 3-­‐2-­‐1 offers a significant content advantage for Airtel as it seeks to expand its subscriber base.

2. Generate revenue: Callers can make 4 free calls per month; Airtel charges $0.08 for each additional call in the month.

3. Educate new users: Airtel’s internal research shows that 3-­‐2-­‐1 callers are more likely to use advanced telephony services (SMS, mobile money, USSD, etc.)

4. Corporate Social Responsibility requirements specified in licensing agreement with host governments

Roles and Responsibilities

Key Stakeholders and Organizations

Provide content

Approve content

Relevant Government Ministries

Signs with Telecom
Prepare content for distribution

Human Network International

Makes content available for free to subscribers

Airtel
What is innovative about your strategy?

Pull Strategy

Cost Effective

Scalable

Appropriate Technology

Sustainable
“Airtel has offered the 321 Service for almost five years now because it is good business. Users of the 321 Service are more likely to use other advanced telephony services, and, as important for Airtel, we appreciate the benefit of providing this public service information for free and on-demand to our subscribers. Our intention is to continue to make our 321 Service available for the foreseeable future.”

- Airtel Malawi Managing Director, Heiko Schlittke