

CIRDA Conference – Kampala Uganda

March 4, 2015



Human Network
INTERNATIONAL

Bridging the development divide



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

Bank Account

Marketplace

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

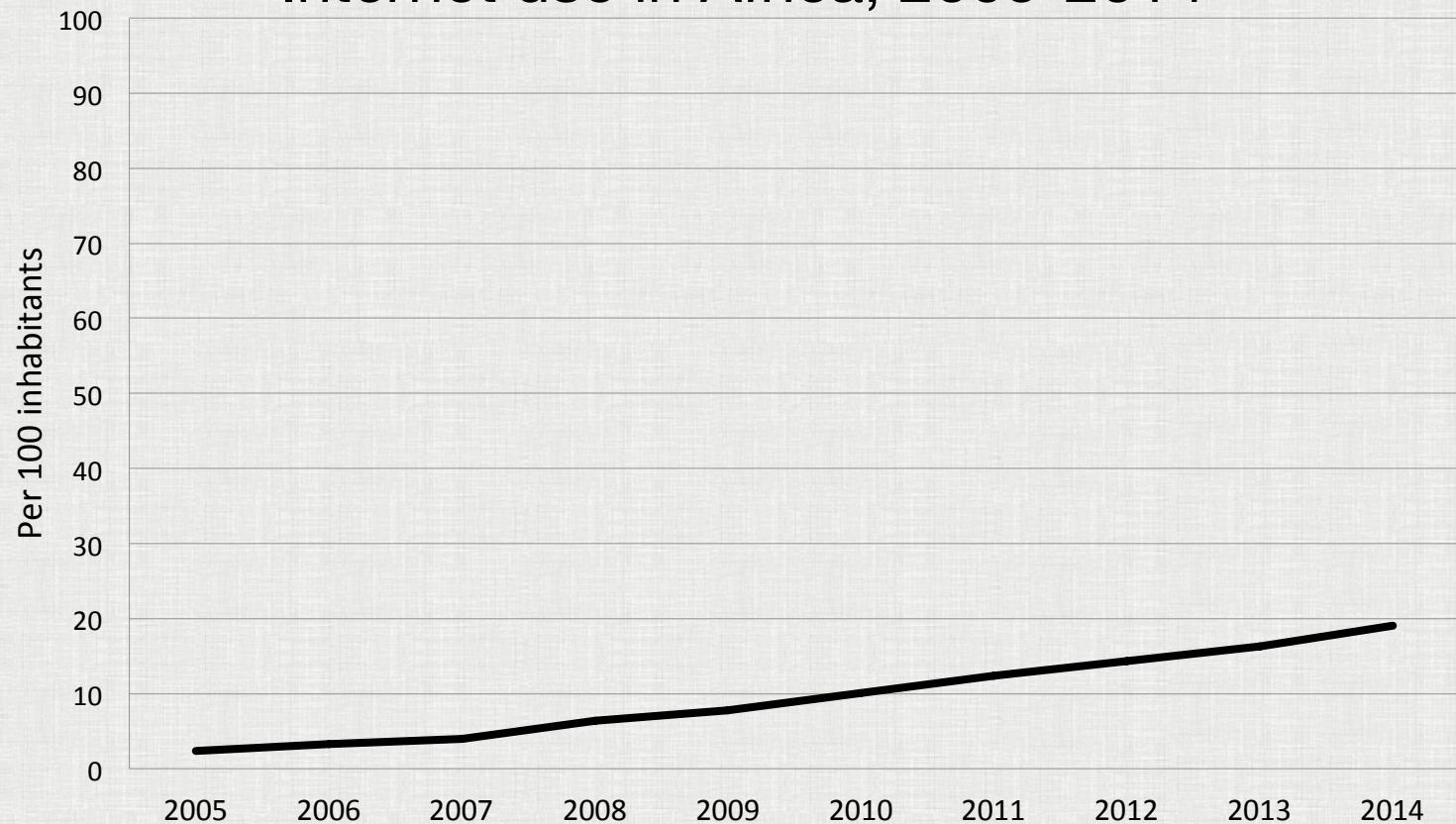
How can isolated people in the developing world get on-demand information?



Photo Credit: Carla Antonini

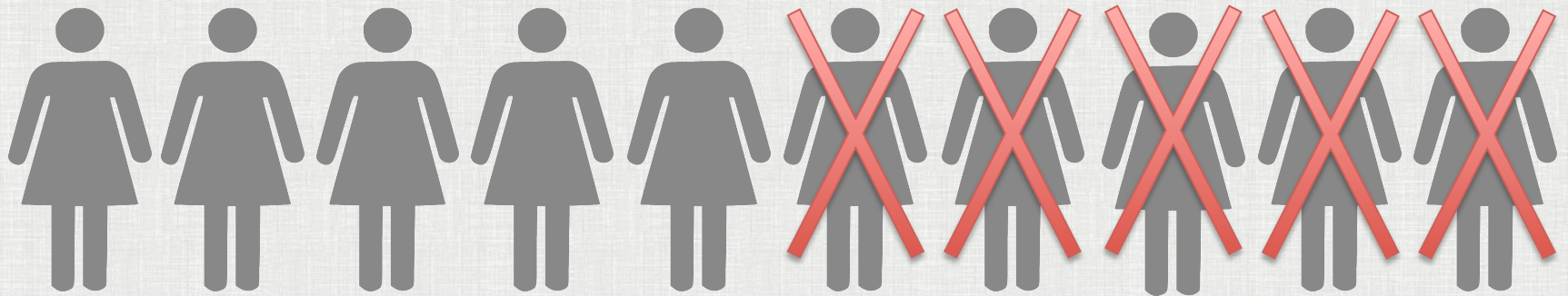
Most people in Africa will not have Internet access any time soon

Internet use in Africa, 2005-2014



Source: ITU World Telecommunication. Estimates for 2014

Adult illiteracy remains stubbornly high



5 in 10 women in Sub-Saharan Africa cannot read

Source: UNESCO Institute for Statistics, May 2013

Need

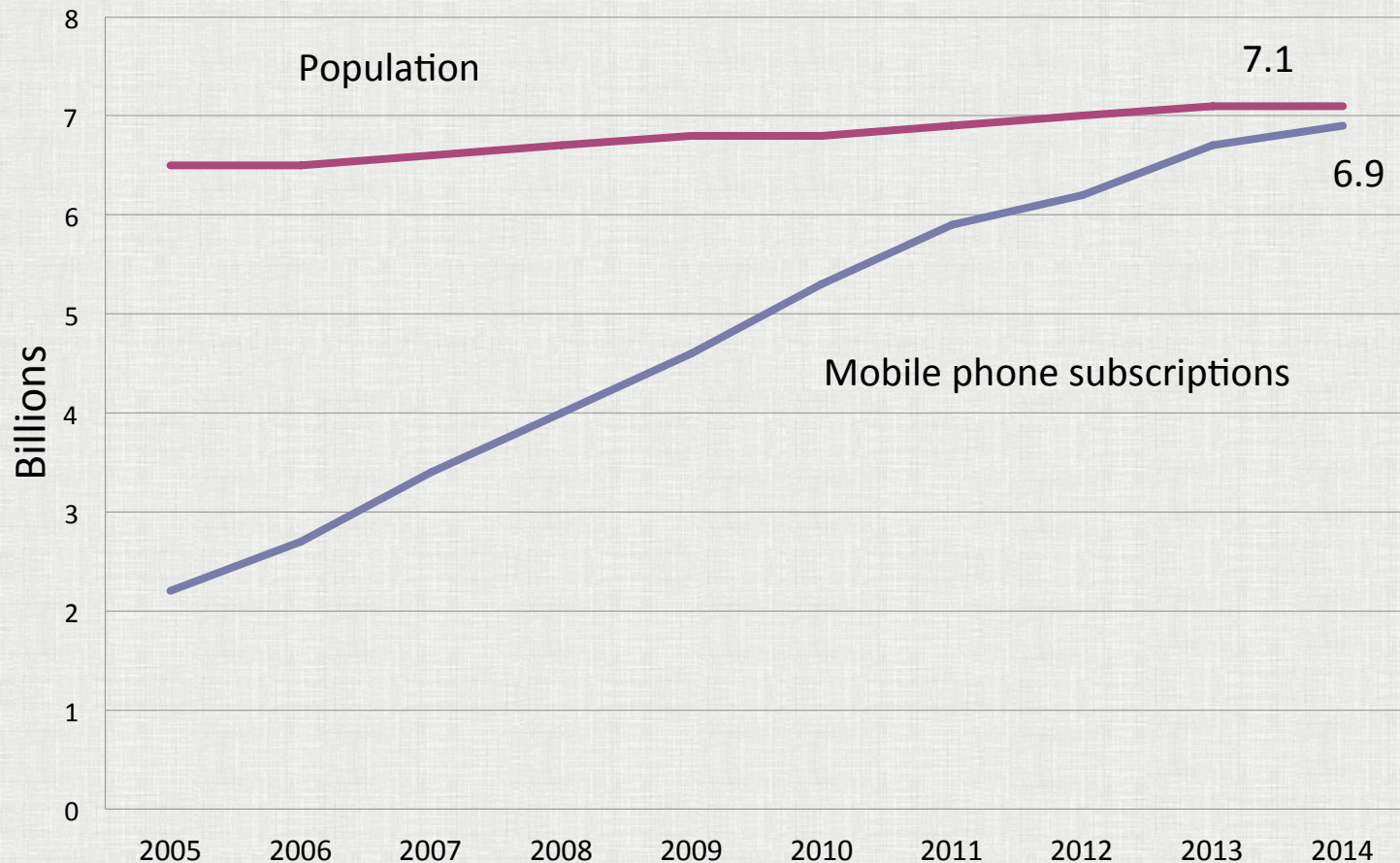
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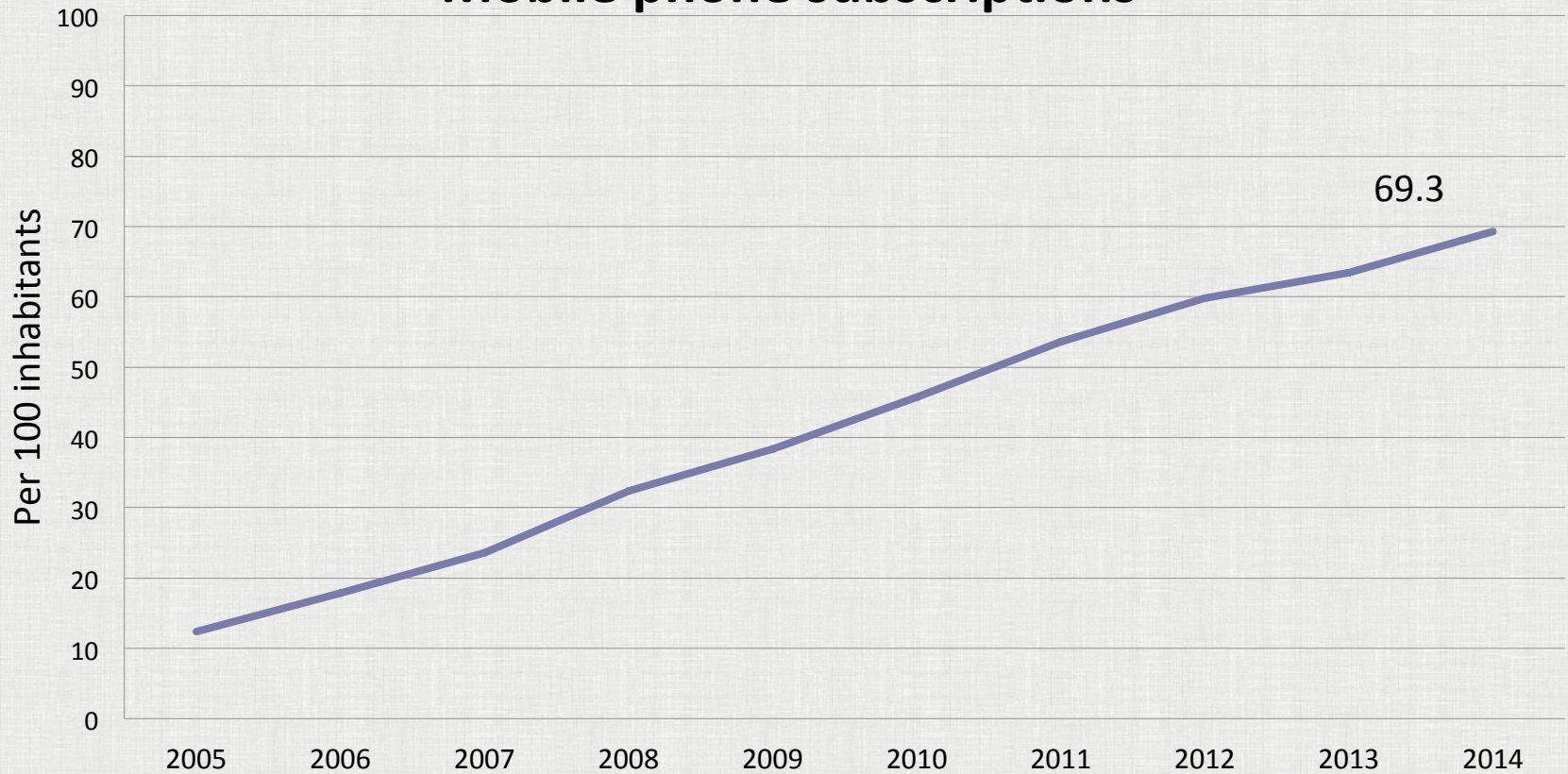
Simple mobile telephones are everywhere...



Source: ITU World Telecommunication. Estimates for 2014

...even in Africa

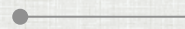
Mobile phone subscriptions



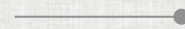
Source: ITU World Telecommunication. Estimate 2014

Need

Opportunity



Idea



Strategy

Solution

Can we make public service information searchable via simple mobile phone?



Photo Credit: Sylvester Johnson

Need

Opportunity

Idea

● ————— ●

Strategy

Solution

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

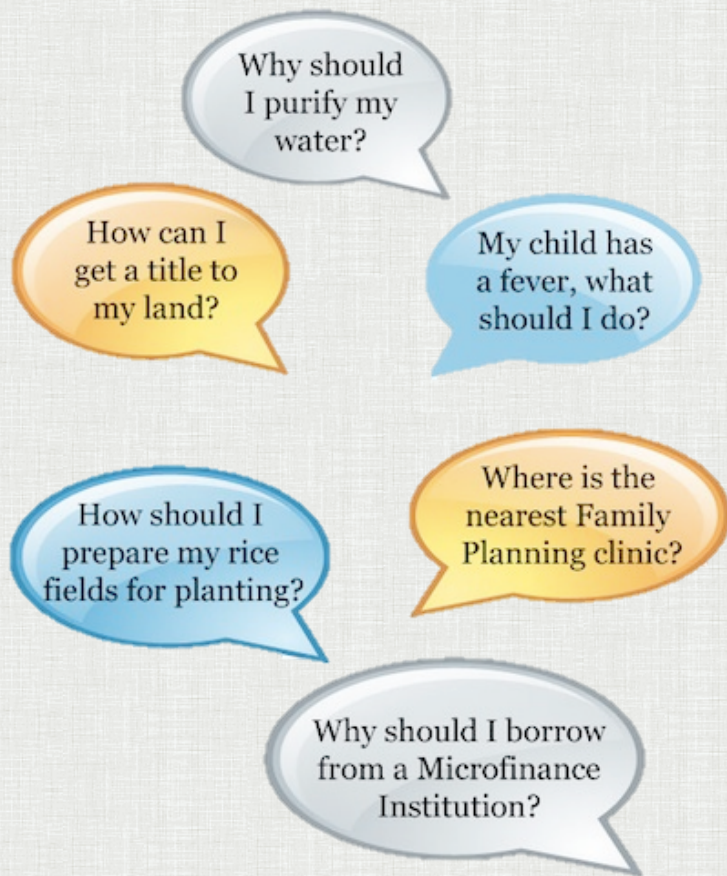
Strategy

● ————— ●

Solution

A Simple Solution – 321 Service

A search engine where there is no Internet



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

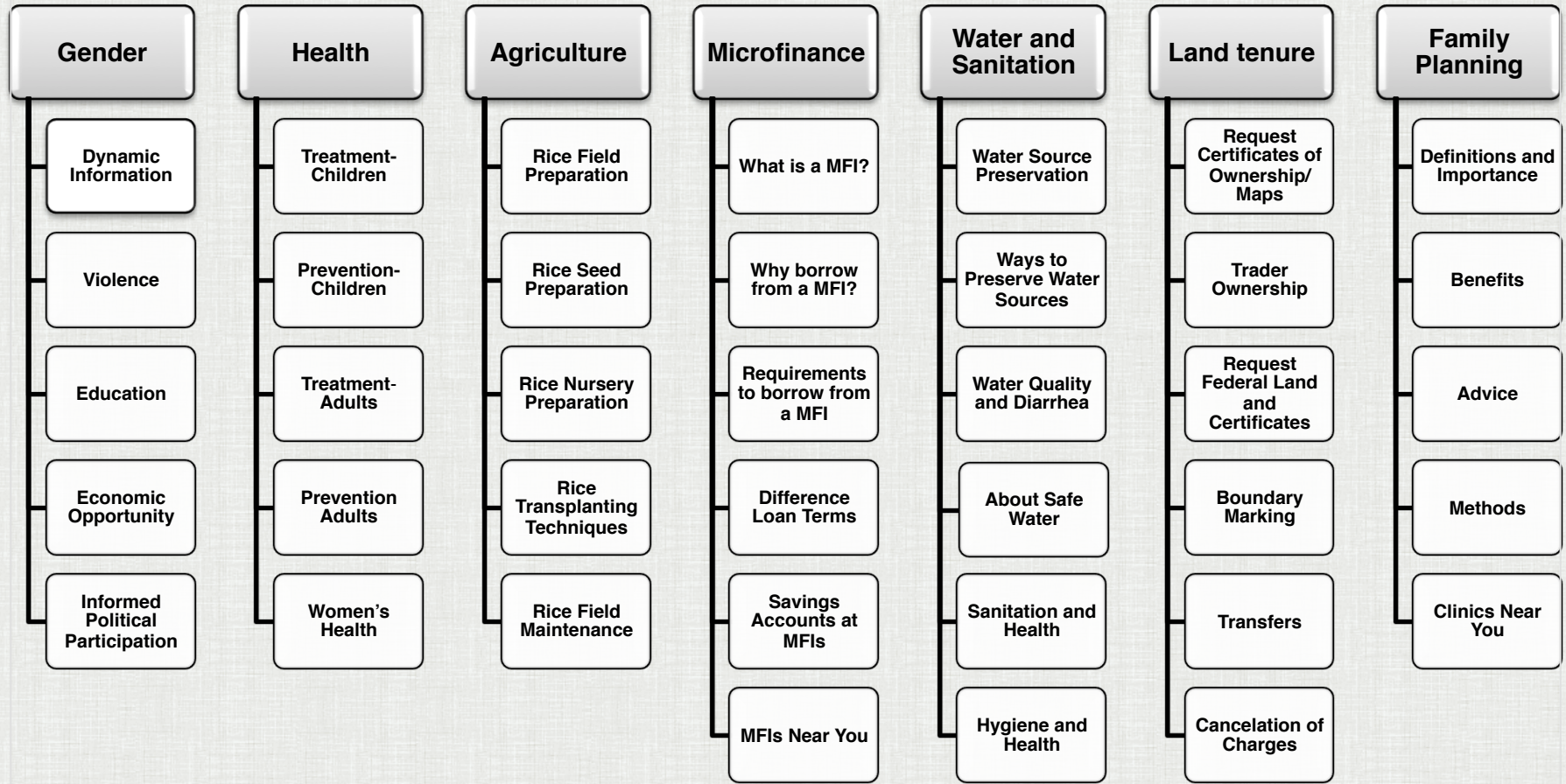
3 and a half months after his/her birth

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 strengthen your baby's immune system.

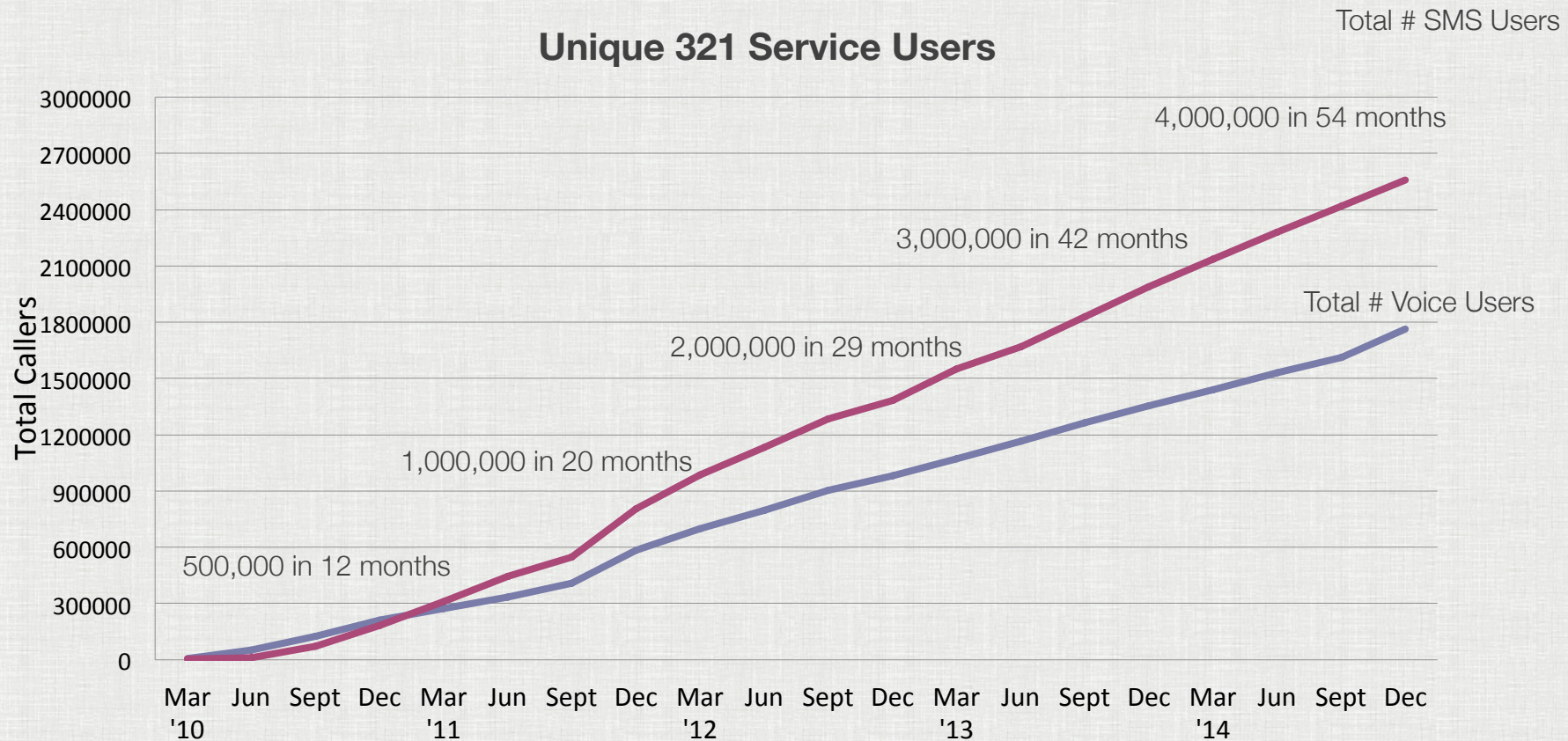
How many topics are there?

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



Are people using the 3-2-1 Service?

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

Voice – March '10 to Dec '14

Unique Users	1.8 million
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Total Calls	9 million
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Total Donated Minutes	17 million
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Average/month 2014	200,000
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USSD – Sept '12 to Dec '14

Unique Users	1.2 million
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Total SMS	2.5 million
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Average/month 2014	200,000
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SMS - March '10 to Dec '14

Unique Users	2 million
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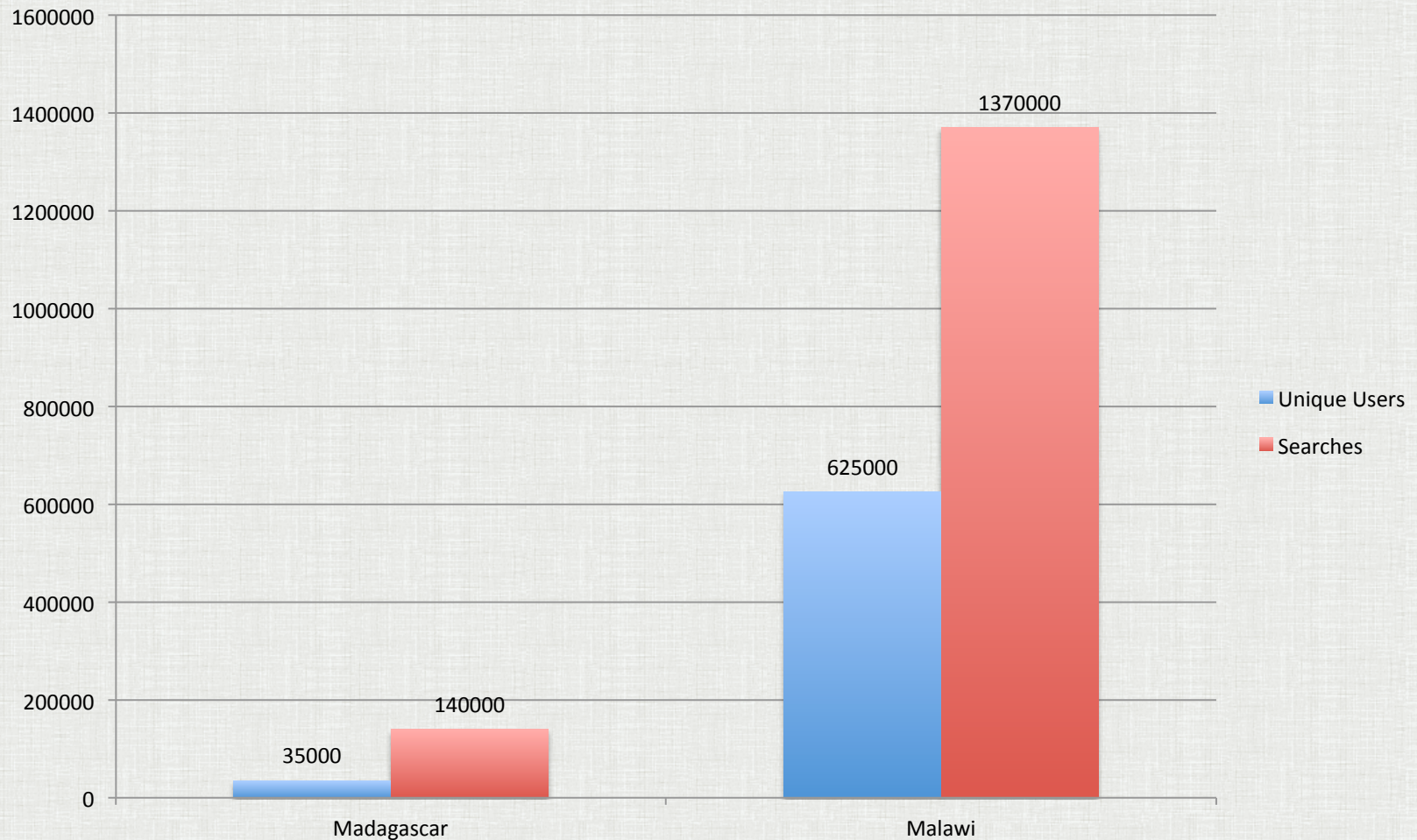
Total SMS	32 million
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Average/month 2014	800,000
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Source: User statistics provided by Airtel and HNI's IVR software

First Three Months After Launch

Madagascar vs. Malawi



Do you have evidence of impact?

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

% of women who reported that the gender equality information...

...changed their lives or behaviors	62%
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...improved their ability to make household decisions	91%
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...added value to their lives	96%
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% of men and women who reported that the gender equality information...

...improved their knowledge on the importance of education for girls	82%
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...gave them a more favorable view of Airtel	88%
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Source: User statistics provided by Airtel and HNI's IVR software

What are the terms of the deal?

It's simple



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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

www.airtel.com

**antsoy maimaimpoana ny "321" !
Tolotra Mandroso, mampivoatra
ny fiainanao**

Na amin'ny firy na amin'ny firy, mahazoa torohevitra sy fahatalàna mahasoana ny fiainanao isan'andro :

- Antsoy ny "321" ary araho ny toromarika ahazoanao izay lohahevitra tianao

	Fahasalamana		Fananantany
	Fambolena		Rano sy fahadiovana
	Findramam-bola madinika		Fandrindrana fiterahana

• Antsoy ny "321" raha te-hahazo torohevitra maimaimpoana lanao
• Midira ao amin'ny "Tolotra"(Menu), fidio "airtel", fidio "Service Mandroso" hahazoanao SMS maimaimpoana momba ny Fahasalamana.
Mpanjifa maherin'ny 600 000 no efa nampiasa an'io tolotra io manerana ny nosy.
* Antso 4 maimaimpoana isam-bolana, Ar 200 manomboka eo amin'ny antso fahadimy

www.airtel.com

**Na amin'ny firy na amin'ny firy, mahazoa torohevitra
sy fahatalàna mahasoana ny fiainanao isan'andro.**

Antsoy* ny 321 ary araho ny toromarika, na midira ao amin'ny safidy "airtel" dia fidio ny lohahevitra ilainao, na alefaso SMS maimaimpoana amin'ny nomerao 321 ny kaody mifanaraka amin'ny lohahevitra tadiavinao.

	Fambolena		Fahasalamana
	Findramam-bola madinika		Rano sy fahadiovana
	Fananantany		Fandrindrana fiterahana

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Roles and Responsibilities

Key Stakeholders and
Organizations

Provide content

Relevant Government Ministries

Approve content



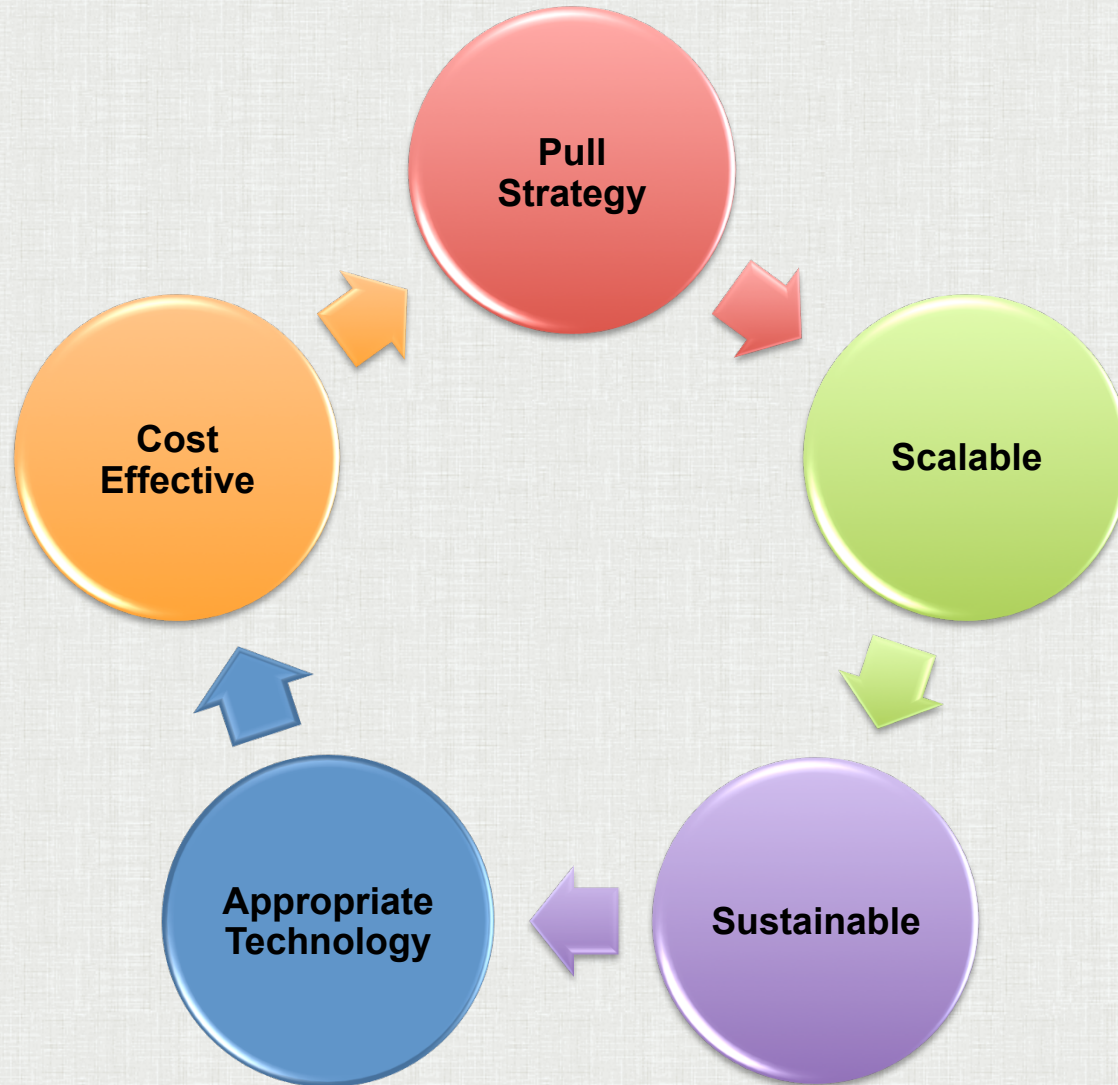
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Signs with Telecom
Prepare content for distribution



Makes content available
for free to subscribers

What is innovative about your strategy?



Last Word

“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