



COMMERCIAL OPERATIONS

Trade Fairs

The period under review was again filled with various activities. The Windhoek Show was our first main event in the financial year. Other trade fairs and shows included the Tourism Expo and of course the largest trade fair in Namibia, the MTC Ongwediva Annual Trade fair where we collected an award for the “Best ICT Exhibit”.



Products & Services

From a products and services perspective, it was yet another busy year focusing on innovation. There were various enhancements made to existing data bundles. Seeing the launch of a cost-effective bundles while simultaneously offering larger bundles for the ever increasing data appetite. MTC proudly added a new member to the “Aweh family”, Oka Aweh which targeted the lower end of the market with a 3-day product vs. the traditional 7-day product.

On the new product development side, MTC launched Netman TurboBoost. This product allows standard speed access to customers based on their service plan and is linked to a specific Fair Use Policy (FUP). Once customers reaches the FUP, they can choose to “TurboBoost” their speed, or still have access to the Internet at a reduced speed. This product gave true unlimited Internet access to MTC customers from as little as N\$ 179.00 per month.

On the enterprise side, MTC launched MoBiz. This product simplified MTC’s offer to the Business community. The product features a subscription fee that includes Free SMS, Free Minutes and Free Data. Customers that have more than 5 Service Plans will benefit from a discount based on the volume of service plans per customer. As part of the data offering to corporate customers, we introduced a TurboBoost option with similar workings to our residential customer base.

HELLO BUSINESS
ON THE GO.

THE MTC BUSINESS SOLUTION. **MOBIZ** | VOICE

Bertus Struwig
CEO of Prosperity Group of Companies

MOBIZ 100	MOBIZ 200	MOBIZ 300	MOBIZ 400	MOBIZ 600	MOBIZ 1000	MOBIZ 1500	MOBIZ DUET 600	MOBIZ DUET 900
N\$ 79 p/m	N\$ 159 p/m	N\$ 249 p/m	N\$ 399 p/m	N\$ 749 p/m	N\$ 1299 p/m	N\$ 1999 p/m	N\$ 599 p/m	N\$ 869 p/m
100 MIN 100 SMS 100MB DATA	200 MIN 200 SMS 200MB DATA	300 MIN 300 SMS 300MB DATA	400 MIN 400 SMS 400MB DATA	600 MIN 600 SMS 600MB DATA	1000 MIN 1000 SMS 1000MB DATA	1500 MIN 1500 SMS 1500MB DATA	600 MIN 600 SMS 600MB DATA	900 MIN 900 SMS 900MB DATA

MoBiz Voice packages specifically designed for your business needs.
Terms and Conditions apply.

mtc.com.nawww.mtc.com.na/MoBiz

The highlight in terms of innovation came in April 2016 when MTC successfully launched the commercial use of LTE-advanced (LTE-A) and inaugurated the first 4.5G trial on the African continent with the first ever-recorded 1 Gigabit per second speed.

With regards to roaming, MTC committed itself to work with the local regulator, and under the guidance of Communications Regulators Association of Southern Africa (CRASA), we successfully reduced roaming data rates on two of our South African Partner networks. Customers are now accessing data at much more affordable rates whilst roaming in South Africa.



Promotions & Campaigns

During the year, MTC launched a number of SMS promotions, the most successful being the Million Yeah Campaign, where MTC gave away N\$2 million in cash prizes, the top prize being N\$1 million.

Wanna be a MILLION Yeah?

WIN YOUR SHARE OF N\$2MILLION IN CASH PRIZES!

N\$1Million Grand Prize
5 x **N\$44,000** Runner-Up Prizes
13 x **N\$25,000** Weekly Prizes
91 x **N\$2,500** Daily Prizes (2 per day)

SMS 'MTC' TO 3000 AND FEEL LIKE A MILLION-YEAH!
Enter as many times as you like between 8 July and 6 October 2016.

N\$3 per SMS. Terms and Conditions apply.

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make the connection
mic

With data taking center stage towards the latter part of the year, MTC launched a campaign to educate customers on the usage and management of data. With numerous applications such as video and pictures being up and downloaded, it became clear that customers were not fully aware of the implications these applications have on their consumption. MTC felt obliged to educate customers accordingly and ensure they would not exhaust their data unnecessarily.

The largest campaign by far was the “OsmartPhona” campaign. MTC embarked on a national network upgrade, taking 3G services into many areas where 3G was previously not available, predominantly in the rural areas of the country. The main aim was to bridge not only the digital divide, but also the urban and rural divide.

SEND AN OMESSENGA AT THE MTC ROADSHOW IN A TOWN NEAR YOU.

O Smart Phona

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Our roadshow, which crisscrossed most parts of Namibia, delivered a very high spec smartphone handset into the market at a highly subsidised price resulting in retail price of N\$ 399 per device. At each of these road shows customers were able to trade up their old handsets. Further more acquire a 3G-enabled smart phone including 5GB of free data. Customers were also assisted with opening various social media accounts such as email, Facebook and WhatsApp.





The Roadshow put over 20 000 handsets into the hands of customers whom, for the first time ever, had the opportunity to use and experience the Internet. The results of the campaign delivered double digit growth in terms of data consumption and saw Average Revenue per User (ARPU) increases far beyond our expectations.

Towards the end of 2015 calendar year, MTC introduced the new iPhone 6S and 6S Plus and a number of other new handsets into the market, including the new Samsung ranges.

In November 2015 MTC launched their Christmas "Selfie " campaign, calling all Namibians to take a "selfie" and submit to MTC via a dedicated WhatsApp number. Five hundred participants could win N\$500 worth of airtime and have their "Selfie" used in our advertising.

During the period under review, MTC conducted several research surveys. The highlight of this was the Customer Value Management Survey. The primary objective of this research exercise was to enable MTC to enhance and improve its overall connection with its customers, in order to continuously provide the best options, retain and grow customers and improve profits.

For the first time ever, MTC scored 80% (ideal is 83%) in this survey.



Retail

On the retail side of business, MTC developed an advanced Q Flow system and tested it successfully. Yetu - TV was implemented and deployed in all Mobile Homes. Yetu - TV will allow communication to staff via live video feed to all 34 MobileHomes giving a platform for management to engage with staff around the country, provide training and the dissemination of critical information quickly and effectively.



Key Accounts

Key Accounts implemented the Connect SMS initiative. Connect SMS allow Key Accounts to send notifications to customers informing them of their contracts that are due for renewal or any other relevant information of importance to the customer. Since implementation approximately 500 - 600 SMS per month were sent out. From an acquisition perspective, we witnessed a positive growth on Voice and M2M achieving 23% above target.

Key Accounts participated in several trade shows presenting our Business offerings to SME and large businesses.

1. Ongwediva Annual Trade Fair
2. Annual Women's Summit
3. Dundee Precious Metals Golf Day

Customer Service

Finally, from a customer service standpoint, we experienced another excellent year. The Call Centre delivered on their KPA's and for the first time achieved an overall of 90% in the Service Quality survey in September 2016. In terms of Internet access supply time; 100% was achieved for delivery within 7 days; 100% was achieved for the initial supply time for mobile PostPaid connection within 7 days. In terms of faults reported; 99.9% were resolved within 24 hours. 92% of all customer complaints were also resolved within 24 hours.

