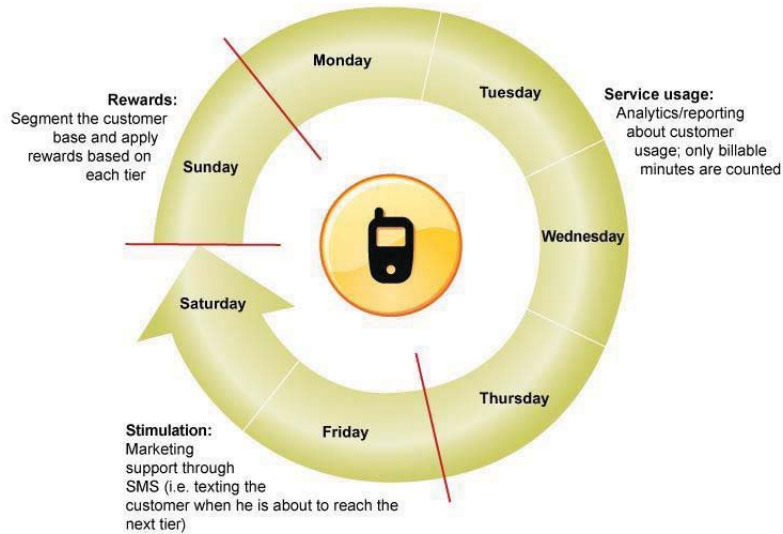


Can operators create loyalty from prepaid customers?



Orange Niger's loyalty campaign: a weekly cycle

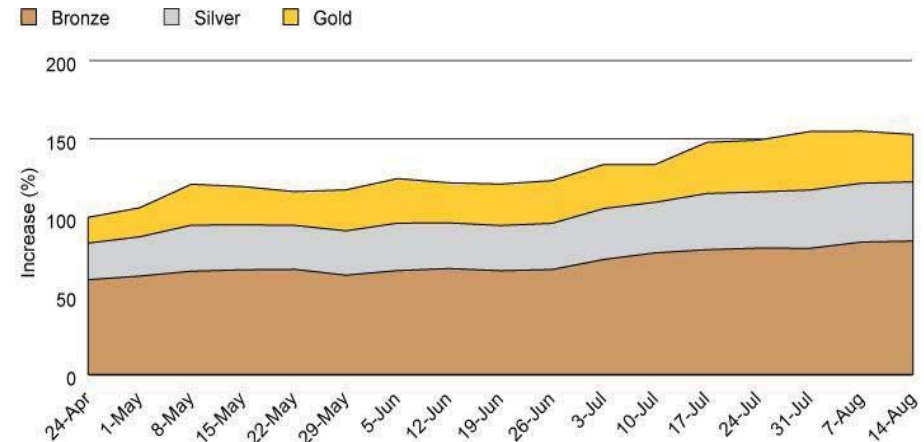


Source: Informa Telecoms & Media

- Orange Niger's loyalty campaign divided its customer base into three segments based on weekly usage.
- A program cycle was based on a weekly routine in which Orange tracked customer usage (from Sunday to Saturday) and, depending on the number of minutes used, provided additional free on-net calls.
- SMS messages intended to encourage customers to use the services more were sent every Friday and Saturday to make it attractive to customers migrate their usage tier every week.

- Campaign produced a 54% increase in total billed minutes from launch to the 16th week.
- Growth was more significant in the gold tier where billed minutes increased by 83%.
- The number of billed minutes started to decrease after the campaign ended; prepaid customers need to be constantly stimulated and motivated to continue using the service.

Orange Niger campaign results, 24 April-14 August 2010



Sources: Informa Telecoms & Media, Orange Niger, E-serv Global