

## CASE STUDY 2012

Industry: Telecom  
Customer: Tigo DRC  
Services by: Kirusa Inc  
Platform: Voice SMS



## Share of Voice: A Customer Success Story

### About Tigo DRC

Tigo DRC is the Congolese operation of Millicom International Cellular (MIC SA). MIC SA is the leading operator of cellular telephone services in the world's emerging markets and launched its network in Democratic Republic of Congo (DRC) in 2007. Today, Tigo is well known as the most innovative and competitive operator in the market with affordable rates and unbeatable services including "the per second billing", and especially value added services that drive its success. Tigo launched Voice SMS service across Democratic Republic of Congo in September 2010, using the pioneering Voice SMS technology from Kirusa, world's leading vendor of mobile social media and value added services.

### Tigo DRC customers say:

"I use a lot of Voice SMS because it allows me to convey my message with all my feelings and emotions, something that I can't do with a written SMS."

"A Voice SMS doesn't take much time to compose and is direct".

### Background

The Democratic Republic of Congo or DRC, located in Central Africa, is second largest country in Africa and 11th largest in world. The civil strife has caused immense strains on DRC's infrastructure and traditional fixed-line network is negligent in the country. This has resulted in the rapid growth of mobile telephony. However, national tele-density remains extremely low, creating enormous potential for provision of basic services. There is also strong demand for Internet service which has been hampered by the underdeveloped telecoms infrastructure. Wireless technologies serve as a replacement of the obsolete fixed network infrastructure and public payphones.

### Mobile Network in DRC

Mobile networks have taken over as the providers of basic telecom services. By 2001, some 16 private operators had been granted mobile telephony licences and the subscriber was growing at triple digit growth rate per year. Over the years, the mobile sector has consolidated and now has four major players: Vodacom Congo, Bharti Airtel (formerly Zain), Millicom International Cellular (Tigo) and France Telecom-Orange (formerly Congo Chine Telecom). The vast majority of subscribers are on prepaid plans.

### Business Challenges

- Growing competition with the arrival of new networks resulted in subscriber growth and rapidly falling tariffs
- Urgent need to understand and gauge needs of the subscribers in order to provide an attractive and compelling service

### Need Analysis

- After careful study of the market, growing aspirations of subscribers and foreseeing future challenges, Tigo DRC decided on offering Voice SMS as the value proposition to its clients
- Voice SMS offered businesses the ability to quickly respond to requests from clients and investors

### Why Voice SMS

- With growing competition Tigo DRC needed a solution that could capture the interest of mobile subscribers - something that was new, attractive and compelling
- Given the high level of illiteracy there was a huge demand for a solution such as Voice SMS which could address the hassle of writing text, as well as need to capture emotion in a message
- Voice SMS empowered people with the ability to send a message in any language as well as convey emotions
- It also offered businesses the ability to quickly respond to requests from clients and investors



**"We introduced Voice SMS to Democratic Republic of Congo (DRC) to facilitate better communication. We are delighted with the runaway performance and customer response to this service. We are very happy with the stability and performance of the Voice SMS service."**

**- General Manager of Tigo, Mr Abdellatif Bouziani**



### Unique Value of Kirusa Voice SMS

Kirusa is world's leading provider of Voice SMS. **Kirusa Voice SMS has been selected by more than 30 leading mobile carriers in 4 continents, and is used by more than 70 million unique users every month.**

The simplicity of Voice SMS has changed the way people communicate with each other, and it was evident in its rapid adoption by Tigo DRC subscribers. It is so easy to send a Voice SMS. One has to just dial \*(star) followed by the recipient's number and speak the message in his/her voice. The message is recorded and delivered to the recipient.

- One of the notable features of Kirusa Voice SMS is Speed Codes™. It enables a user to associate phone number with an easy to remember mnemonic Speed Code such as \*MOM (\*666) or \*DAD (\*424)
- Users can also access their Voice SMS messages over the web
- Kirusa Voice SMS works on all types of handsets across all networks
- Revenues from Kirusa Voice SMS are providing a 1-3% ARPU uplift for carriers
- A recipient of a Kirusa Voice SMS gets an SMS notification from the sender with instructions on how to listen to the voice message

Kirusa's platforms have processed more than 600 million calls and the number of unique mobile users of Kirusa mobile services grew to over 70 million in March 2012, creating a new landmark in the company's history.

### Tigo DRC Voice SMS in News



**Tigo DRC achieved a high adoption rate in little over six months from its launch which showed that people of DRC were in need of such an innovative service.**



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