

2015

Mobile Coupons in Careline:

A shift to efficiency



Mobile

The key to future customer
engagement in customer care



If the customer is going mobile....

-
- ▶ Lets look at what South African customers looks like today.
-
- ▶ Important to how you engage with them on their mobile devices



Who are South Africans?

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- ▶ The 'Survivors' fit into the categories of LSM 1-4 and they make up 33%

 - ▶ The 'Strugglers' form about 45% of South Africa's population and they fit into LSM 5-7

 - ▶ The 'Frustrateds' make up about 2.5 million of the total population and they fit into LSM 7-8.

 - ▶ The 'Settled/Top-End' makes up about 4% of the total population and they are currently worth R300 billion in spending power. They fit into LSM 9-

 - ▶ 10 and are growing rapidly yet they are spending slowly.

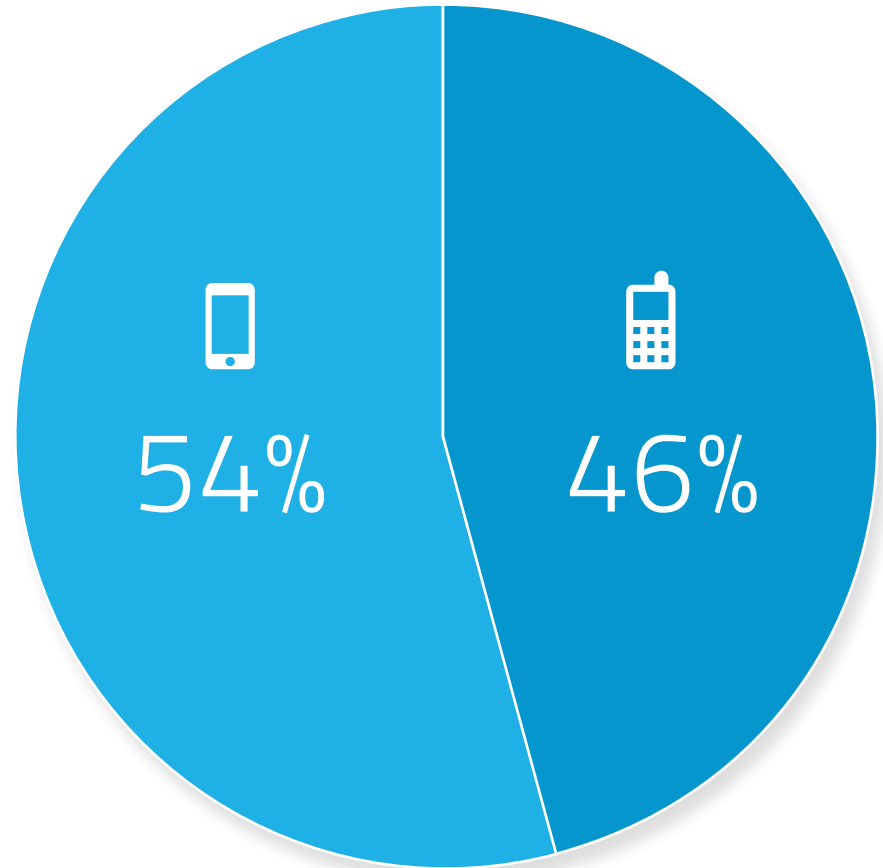
Source: Unilever Institute 2014



Who are the Majority?

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- ▶ 70% of the population still lives in households earning less than R6,000 a month
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- ▶ Data too expensive and feature phones still dominate

Smartphones
— VS —
Feature phones





Mobile Transactions are on the up and up



FEATURE PHONE

- ▶ Majority – USSD and SMS is king
 - ▶ Prepaid airtime/banking/USSD/SMS brand engagement
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SMART PHONE

- ▶ top 20%
- ▶ Slowly moving to App driven transaction activity/banking/vouchers and coupons/loyalty

But what is important

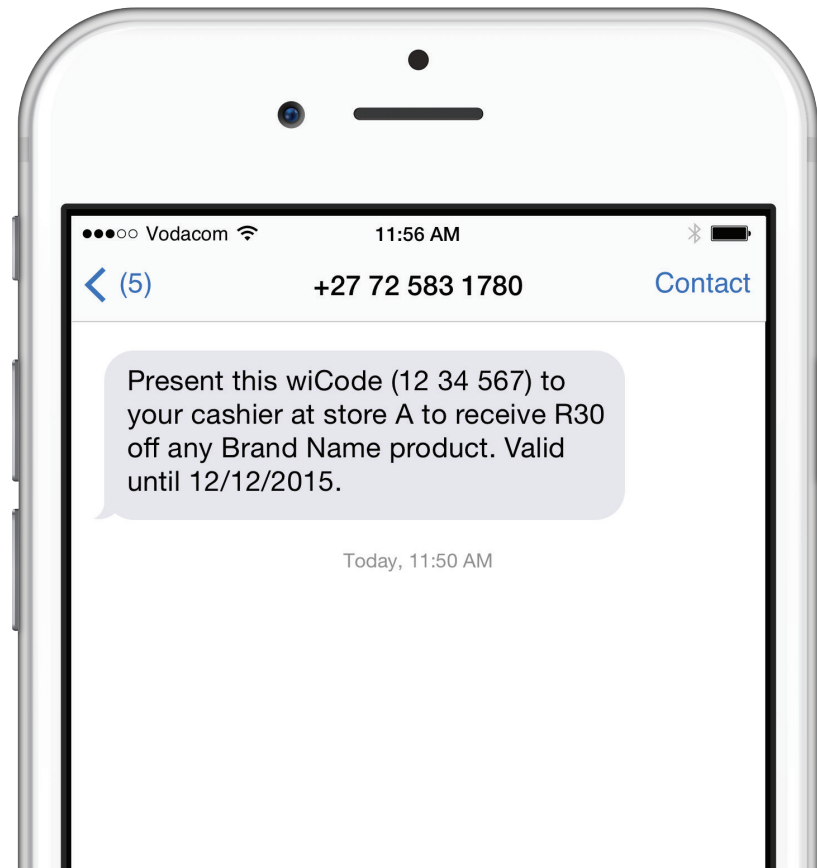
- ▶ South African Mobile penetration is close to 100% of adult population





Customer Care and Mobile engagement

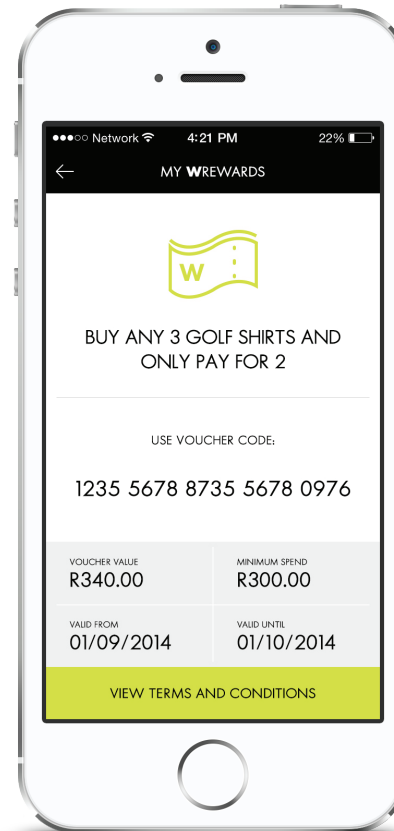
- ▶ Right now any engagement needs to reach the majority – SMS and USSD





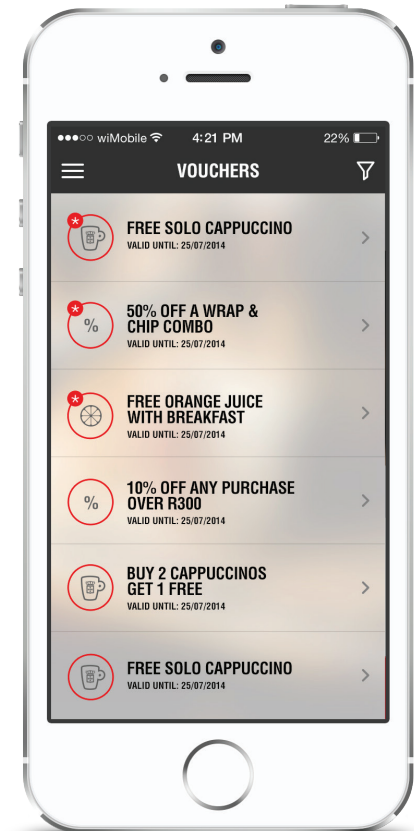
Future engagement might get more slick

- ▶ In App customer care vouchers



Woolworths

AVAILABLE ON    



Vida e Caffé

AVAILABLE ON  



How Mobile Coupons and Vouchers can Improve Customer Experience



ISSUE



SOLUTION

Manual sending of paper vouchers

Integrated mobile coupons/vouchers



ISSUE



SOLUTION

Cost of postal services or courier

Cost of SMS



ISSUE

Delayed customer satisfaction



SOLUTION

Immediate resolution where required and greatly improved customer satisfaction.



ISSUE



SOLUTION

Reporting limitations,
opportunities for fraud

Real time reporting, valuable insight
into effectiveness and offering



ISSUE



SOLUTION

Opportunity for fraud – customers using vouchers for other brands/products

Ability to ring fence products



ISSUE

Getting physical item into
customers hands



SOLUTION

National footprint within Shoprite,
Checkers, Pick n Pay, Dischem



Automated Voucher Care Line Mechanic

1 Agent takes careline call



2 Selects voucher denomination

Search Campaign ID Search Campaign Type

ID	Campaign Name	Campaign Type
2242	R30 off Careline Voucher	Voucher
2241	R20 off Careline Coupon	Coupon

3 Sends SMS to consumer

Select Mobile Numbers:
Load a file containing one mobile number per line or enter the mobile numbers manually

[Load File](#) [Enter manually](#)

SAB Miller

Digital Careline Solution

1 Complaint Logged >

2 Denomination Selected >

3 WiCode sent via SMS >

4 Discount

**SAB DIGITAL CARELINE SOLUTION**

Consumer complains to SAB Customer Care Agent.

Agent selects rand value voucher they would like to send to the consumer based on the level of complaint.

Agent logs into wiGroup portal, enters mobile number and sends voucher directly to consumers phone allowing for instant gratification.

Consumer receives relevant discount when purchasing a Clover product in store. The wiGroup system restricts discounts to SAB products only.

To replace paper coupon solution and allow for better reporting, monitoring and an improved customer journey.

To replace paper coupon solution and allow for better reporting, monitoring and an improved customer journey.

±R100 000

worth of redemptions

±80%

Redemption rate

Clover

Digital Careline Solution

1 Complaint Logged > 2 Denomination Selected > 3 WiCode sent via SMS > 4 Discount

"This process is much easier than paper coupons. We can send customers vouchers on the same day, and there is much less room for fraud... our customers love it"

**ANNEKE SMALMAN,
CLOVER CARELINE**



Our other departments can also use the vouchers as rewards

**ANNEKE SMALMAN,
CLOVER CARELINE**

±50%

Redemption rate

Easy

management of budget

±R260 000

worth of redemptions

CLOVER DIGITAL CARELINE SOLUTION

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To replace paper coupon solution and allow for better reporting, monitoring and an improved customer journey.



In conclusion

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- ▶ More and more customers will engage overtime using mobile..
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- ▶ Customer care can help drive that transission in the business with simple and easy to implement solutions now.



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