

MTech Communications PLC

Comprehensive Services



About MTech

MTech is a Multinational Technology Company that specializes in Digital Solutions and was one of the leading pioneers in the Mobile VAS industry in Nigeria.

A selection of the products and services we have launched are

- Ringback tones,
- video and music streaming,
- Bulk SMS solutions,
- mobile interactive content,
- Short and USSD codes .

MTech has grown from its office in Lagos, to **operating in 13 African countries (Ghana, Kenya, South Africa, etc..)**

Shortcode: Overview



As mobile phone usage in Nigeria continues on an upward trend, the use of Short Message Service (SMS) is an incredibly effective tool for promoting brand awareness and customer engagement for many companies and businesses.

What is a Shortcode? SMS shortcode is a 3-5 memorable number which is used to receive and send out text messages. This is issued by the Nigerian Communications Commission (NCC).

There are two forms of Shortcodes ; **Dedicated** and **Shared**.

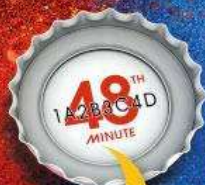
Dedicated shortcodes are operated on a platform used by one company/business .

A shared shortcode is operated on a platform that is used by multiple companies/businesses with each identified by their own unique keyword(s)..

**GUARANTEED
AIRTIME
FOR EVERY
ENTRY**

**SEND CODE +
TEAM TO 1759**

**LIMITED
OFFER**



**GUINNESS
MADE OF MORE**

DRINK RESPONSIBLY.
WWW.DRINKIQ.COM 18+

OFFICIAL BROADCAST SPONSOR OF
THE BARCLAYS PREMIER LEAGUE ON



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Shortcode: Use Case

CUSTOMER REWARD PROMO

Guinness Most Valuable Player (MVP) SMS Promotion

Guinness Nigeria were running a loyalty promotion campaign for their customers.

Customers are awarded airtime or entered into a weekly draw by texting the numbers under the crown cap to the 1759 shortcode.

MTech acquired the shortcode for Guinness and provided technical integration and support.

Each campaign generates over **12.47 million messages** every month.



#TEAMBISOLA

SMS

"VOTE BISOLA"

TO

32052



#BB9JA

BISOLA AIYEOLA

#BBNaija Housemate

Shortcode: Use Case

SMS VOTING

Big Brother Naija Reality TV Show

The organisers behind the hit TV reality show, **Big Brother Naija** required an easy and user friendly system for viewers to vote for their favourite contestants in the house.

Additionally, they required a solution that made it easy for viewers to **vote without internet access**.

MTech acquired the shortcode for Big Brother Naija and provided technical integration and support.

Viewers were able to vote by texting the number assigned to their contestant to the 32052 shortcode.

Big Brother generates in excess of **18.3 million** messages every month.

Shortcode: Use Case

PRODUCT AUTHENTICATION

NAFDAC Mobile Authentication Service (MAS)

The National Agency for Food and Drug Administration and Control (**NAFDAC**) required a service that would assist in the fight against counterfeit drugs in Nigeria.

The brief from NAFDAC was to have a verification service where the members of the public could verify the authenticity of the medication they had purchased.

MTech provides and manages a dedicated shortcode for consumers to text the NAFDAC number on the product for verification.

Over 3.8 million products are successfully verified every year.



Consumer purchases a drug(s) from a pharmacy and scratches the hidden code

Consumer texts product hidden code to an assigned short code (35058)

Authentication message will be received on customers phone



Shortcode: Use Case

CUSTOMER SERVICE

SMS Notification (New Subscription Alert, Clear Error Message, Transaction Alert)

DSTV was clear about their customer experience and wanted customers to have the very best of experiences in resolving any form of inquiry, complaints, error messages and other service-related issues.

DSTV wanted an all in one solution that customers can do everything at the most without having to wait to talk to any customer service personnel.

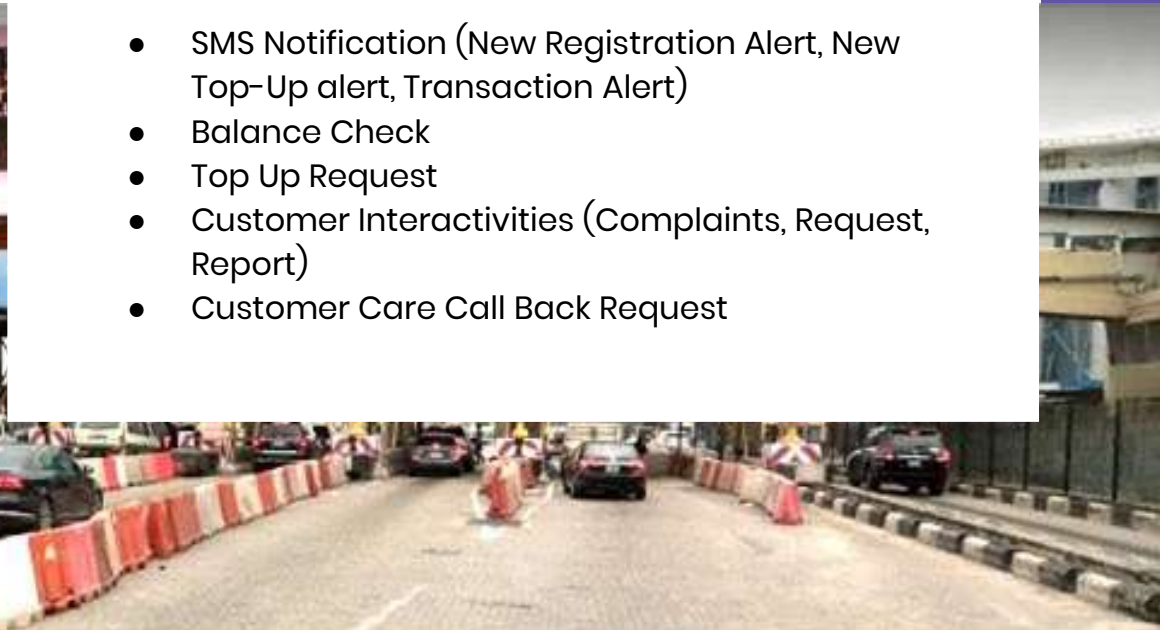
Shortcode: Use Case

LCC wanted a solution that will ease every form of interaction and transaction with their customers

They needed tailor-made solutions that will be peculiar to their unique customer needs and nothing generic.

With this brief, we designed the below services to help their business

- SMS Notification (New Registration Alert, New Top-Up alert, Transaction Alert)
- Balance Check
- Top Up Request
- Customer Interactivities (Complaints, Request, Report)
- Customer Care Call Back Request



Benefits of Shortcode to your business

The Shortcode service is a great advantage available to strengthen your company's business performance by drawing on a diverse pool of customers and consumers of your product and/or services. Other benefits include:


- Increase in Revenue
- Memorable numbers for subscribers makes it user friendly
- Internet not required to interact with customers
- Fosters quicker interactivity between customers and brands/organizations
- Short codes are also ideal for sending messages to a wide pool of customers at a rapid rate.





USSD: Overview

- Mobile users are constantly looking to do more with their mobile phones and a large proportion of mobile phone users in Nigeria do not have smartphones.
- USSD (Unstructured Supplementary Service Data) is a session-based standard for **real-time transmission** of information over a GSM network.
- USSD provides mobile users with interactive menu-based access to a range of enhanced services – without the need for software installation on the handset or SIM card.
- Once a USSD session has been initiated, a USSD menu or text information is displayed to the mobile users, depending on the service type or request. This interaction continues until the user terminates the USSD session.

A hand holding a black smartphone. The screen shows a white background with the USSD code ***696*926#** in large black text. Below the code is a numeric keypad with letters for T9-style input. At the bottom of the screen is a grey bar with a white telephone handset icon.

***696*926#**

USSD Services

With the benefits of low entry requirements, near-instantaneous interaction and built-in security, USSD can help Twinings Ovaltine Nigeria Limited bring a range of interactive services to their customers not limited to:

- Mobile money transfer
- Payment for goods and services
- Mobile banking and balance checking
- Payment for car parking
- E-ticketing
- Tokenless two factor authentication

USSD: Use Case

CUSTOMER CARE/SUPPORT

EKEDC Customer Service (ECS)

The Eko Electricity Distribution Company (**EKEDC**) required a channel on which their customers can contact them to register their requests and complaints.

The drive from EKEDC was to bring customer centricity in their systems, processes and, most importantly, help free-up their customer service team from support requests that are easily automated..

MTech provides and manages a shared USSD code for electricity consumers to reach EKEDC platform and services for the product for verification.

Over 70,000 service requests are successfully completed every month.



Customer wishes to confirm their last electricity payment date and dials the EKEDC shared USSD code (*696*7#)

Customer receives the a menu and selects the Last Payment option by replying 4
Customer is prompted for their EKEDC account number

The customer enters their EKEDC account number and the last payment details is displayed on the phone.

Benefits of USSD to your business

The USSD service is a great advantage available to strengthen your company's business performance by drawing on a diverse pool of customers and consumers of your product and/or services. Other benefits include:

- No downloads needed
- Works on all mobile phones
- Real-time interactions
- Direct connections between handset and applications
- More secure and cost efficient than SMS
- No internet connection needed



IVR: Overview

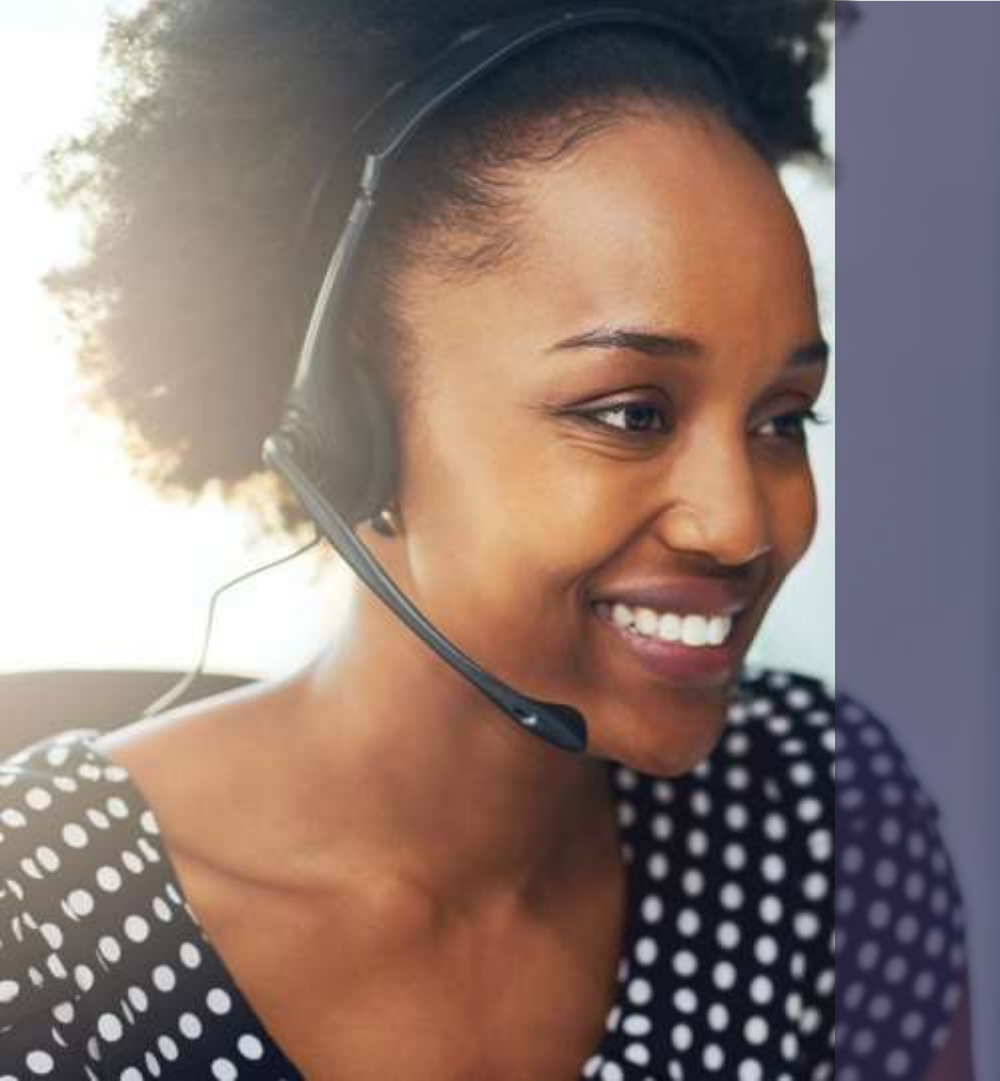


Are you getting a high volume of calls from your customers which you are unable to manage effectively?

An **Interactive Voice Response** (IVR) system allows for effective call management for businesses.

Customers connect to an automated computer system by phone; through a series of scripted prompts, customers would use their telephone keypad or speech recognition to navigate a pre-recorded menu.

Depending on their selection, customers are able to make transactions, exchange information, have responses to frequently asked questions or reach a live representative if required.



IVR Services

Here are a few examples of how an IVR system can be used:

- Automated Call Attendant (unmanned)
- Office call routing & call centre forwarding;
- Account transactions (e.g. balance check, blocking card etc)

IVR systems can also be used in more complicated ways to simplify processes.

- **Sales:** The IVR system can be used by customers to fill out sales order forms with a phone keypad. The computer then sends the completed form to a salesperson.
- **Marketing:** Marketers can use IVR systems to send out surveys to customers to gauge interest in a product or service.
- **Tele-voting:** In the case of public events such as TV shows, charity actions, etc., the IVR is used to receive calls from the public which votes for their options.

In 2017

1,367,423

People across Nigeria accessed a contraceptive method of their choice through any one of MSION's service delivery channels.

Our Clinics

Abuja: 29 Ekuinam Street, Utako, Abuja
Lagos: 2 Araromi Bus stop, LASU-Isheri Rd, Igando
Edo: 2B Aruosa Street, off Saponba Rd, Benin City

FREE



0800 00 22252

WhatsApp/SMS



0908 00 22252



**MARIE STOPES
NIGERIA**

Children by choice, not chance

www.mariestopes.org.ng



IVR: Use Case

MARIE STOPES INTERNATIONAL

Customer Care Call Center

Marie Stopes International is a Non Profit Organization (NGO) that offers a wide range of modern contraceptive methods and services, at a number of different locations.

Marie Stopes required a way for their target audience to call in and find information and access their services.

For ease of offering efficient customer care service and manage high volume calls from their customers, **MTech developed an automated Interactive Voice Response for them.**

This solution enhanced the quality of their customer care service by providing their customer with access to language and menu option selection when they call-in and manage call queues efficiently.



Benefits of IVR to your business

IVR technology can benefit both large and small businesses in the following ways:

- Saves time and money. IVR technology can reduce the dependency on hiring individuals to answer frequently asked questions or to provide commonly requested information such as directions, hours of operation.
- 24/7 service. IVR technology can operate without any interruptions and is available to provide information to callers whenever they need it.
- IVR is able to handle and manage high volumes of calls effectively



WhatsApp Services: Overview

- With 1.5 billion users who send an average of 65 billion messages a day, the potential audience for businesses is enormous.
- WhatsApp messages have a 99% open rate & 40%+ response rate. This is great for connecting with existing customers or even acquiring new users.
- As a customer service channel, it will allow you to engage with customers on a platform they're already using.
- It's also great for digital communications, allowing you both to reach up to 256 people at a time or interact on a one-on-one basis, depending on the nature of the message.
- As a marketing channel, it can be used to send paid notifications or to directly message consumer leads.



WhatsApp Services

- Payments
- Loyalty Services
- Lead generation & Client acquisition services
- Surveys
- Personalized Messages
- Quizzes
- Suggestions
- Transaction Confirmation, Invoices & Notifications
- Feedback & Reviews
- Customer Support

-



MESSAGE SENDING

Digital technology



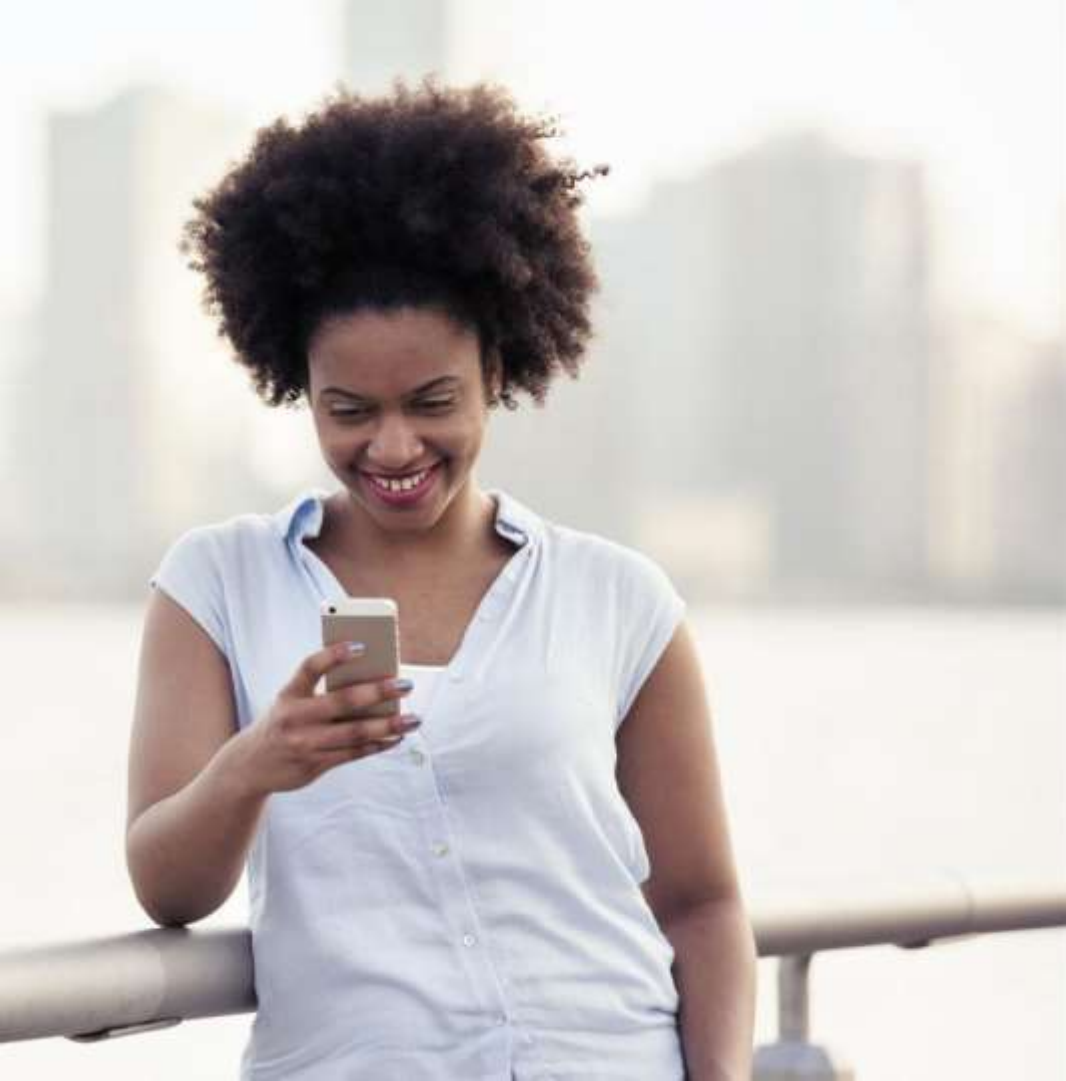
Bulk SMS (MCAST): Overview

MCAST is a marketing and communication tool which provides an Application-to-Person (A2P) messaging services to large and small businesses, NGOs and individuals. It is the most comprehensive means of targeting a large audience.

MCAST products includes:

SMS Gateway API – The Electronic Application Programming Interface allows the user to SMS enable your own applications for automatic notifications to message delivery statuses.

Web to SMS – A Bulk SMS account enables the user to login from any internet enabled device and communicate instantly via bulk SMS text messaging.



MCAST: Use Cases (Bulk Messaging Platform)

THE EXPERIENCE EVENT

Mcast was used to generate publicity at an annual Interdenominational Gospel concert organised by **House on the Rock** with over 500,000 people in attendance. With 24/7 support, Mcast was an ideal choice to reach a wide audience and congregation.

BETWAY SMS SUPPORT

The Betway Group is a global online gambling company with a number of brands including Betway Sportsbook, Betway Casino etc

MTech has a strong relationship with Betway and provides support and service in:

1. Notification of winning bets to customers
2. Password management
3. Promotions



Benefits of Bulk SMS to your business

- Wide coverage with over 180 million mobile subscribers in Nigeria and large mobile number database we can help you reach your audience.
- Affordable rates to meet your target audience
- Cost effective way of promotion for goods and services
- Community communication for churches, NGOs, or other community groups
- Keep customers/audience informed about your business
- Send reminders – customers are always on the move and need fast and reliable information from businesses and services they engage. .
- SMS marketing boosts sales – market new products and services directly through SMS and increase purchase rate.
- High open rates
- Easy linking to mobile sites/app store(s)
- Personalisation is possible with the appropriate data being made available



Our Other Services

- Web & Mobile Solutions
- Software development
- Profiled Databases
- Digital marketing
- Branded HTML Games
- Hosting
- Branding, design & multimedia
- Strategy & Planning
- Cloud & DevOps Support
- Media Monitoring (Real-time TV & Radio Monitor)
- ShowAfric Live Streaming Service
- Airtime Top-Up Promotions
- Data Top-Up Promotions
- Product Authentication
- Credit Scoring
- Corporate Caller Ring Back Tone (CRBT)
- Retail Lending / Loyalty Services

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we are
fun, creative,
innovative, witty
passionate,
mobile, techy,
we are mtech

www.mtechcomm.com



THANK YOU!

DETAILED OVERVIEW OF NOKIA LIFE TOOLS (NOLT) SERVICE

Nokia Ovi Life Tools (NOLT) was a subscription-based service developed by MTech for Nokia, offering personalized and location-specific information directly on feature phones and compatible Nokia phones. Unfortunately discontinued after Microsoft's acquisition of Nokia, the service covered Agriculture, Healthcare, Education, Sports and Entertainment, requiring no data or internet access for enhanced accessibility.

The Agriculture feature, tailored for the Nigerian market where Nokia dominated, aimed at empowering farmers with timely and relevant local information. This included crop prices from local markets, weather forecasts from the **Nigerian Meteorological Agency (NIMET)**, and Agric Advisory information and tips from reputable Agricultural Research Institutes like the **International Institute of Tropical Agriculture (IITA)**. With a focus on informed decision-making, the service provided insights into local market prices for seeds, plants, crops, livestock, fertilizers, and pesticides, as well as optimal planting times. Available in multiple languages, including English, Yoruba, Hausa, and Pidgin, the service catered to a diverse user base.

Key features of the Nokia Life Tools Service included:

1. **Market Prices:** Subscribers received updates on locally relevant market prices of food crops, livestock, fertilizers, and seeds across three markets in each of the 36 states of Nigeria.
2. **Weather Information:** Daily local weather forecasts for all 36 states enabled farmers to plan their activities effectively.
3. **Information and Tips:** Regular updates on the latest farming techniques and agricultural news for both crops and livestock helped farmers stay current and improve their practices.

Implementation of the service involved a meticulous process:

- **Communication Mechanism:** The service utilized SMS as a primary communication mechanism. Subscribers, farmers, and enumerators could communicate with the service via Toll-free SMS messages. This facilitated the uploading of the latest market prices, service requests, and more at no cost.
- **Accessibility:** The service did not require smartphones, airtime, or data, ensuring easy reach to subscribers in almost every corner of the country. The service would also provide advisory info based on the markets and weather condition that is closest to each subscriber.
- **Service & Content Growth:** The service generated tremendous traction and witnessed year-on-year growth in both subscriber base and the volume of content. This highlighted its widespread adoption and positive impact across diverse linguistic communities.

In the initial three years since its inception, the Nokia Life Tools Service effectively drew in more than six million farmers and users. This accomplishment underscores its capacity to connect with and provide value to a sizable audience, especially during a period when GSM and data coverage were not as universally prevalent. Simultaneously, the service played a pivotal role in advancing agricultural development in Nigeria.

IN A NUTSHELL

- **Service Overview:**
 - Nokia Life Tools or Nokia Ovi Tools (NOLT): Subscription-based service by MTech for Nokia
 - Service yielded over 6 million subscribers within its first 3 years
 - Collaborated with
 - **NIMET:** Nigerian Meteorological Agency
 - **IITA:** International Institute of Tropical Agriculture
 - Discontinued post Microsoft's acquisition of Nokia
- **Features:**
 - Tailored for the Nigerian market
 - Service ran via SMS as a primary communication method
 - Utilized some apps on Nokia devices that would allow subscribers to request and receive SMS content
 - Toll-free SMS
 - No requirement for smartphones, airtime, or data
 - Service was free for subscribers to request for subscription packages
 - Service was free for enumerator to collect and upload market prices
 - Service offered a number of daily, weekly and monthly packages ranging from N5 to N200
 - Provided the following service options:
 - **Agriculture**
 - **Healthcare**
 - **Education**
 - **Sports and Entertainment**
 - Agric service included:
 - **Market prices (Crops & Livestock)**
 - **Weather forecasts,**
 - **Agric Information & Advisory**
 - Service focused on informed decision-making, offering insights on local market prices and optimal planting times taking into consideration the weather, location and other environmental factors
 - Service was available in multiple languages:
 - **English,**
 - **Yoruba**
 - **Hausa**
 - **Pidgin**
- **Key Agric Features:**
 - **Market Prices:**
 - Updates on local market prices for food crops, livestock, fertilizers, and seeds across three markets in each of the 36 states of Nigeria.
 - **Weather Information:**
 - Daily local weather forecasts for all 36 states to aid farmers in planning activities.
 - **Agric Advisory - Information and Tips:**
 - Regular updates on the latest farming techniques and agricultural news for crops and livestock.
- **Main users of the service included:**
 - **Farmers:** to aid in their knowledge and cultivation of their farm stock
 - **General Public (subscribers):** subscribe to receive the information to determine the best prices and availability of stock
 - **Enumerators:** Content uploaders who perform daily data collection in 108 markets
 - **Agencies:** A number of agric agencies utilized this information to make more informed decisions