**Ooredoo Oman**

**Minutes for Apr’2024 Performance Meeting**

(Meeting held 28/05/2024)

**Attendees:**

**OG:** SheikhMohammed Abdulla M. A. Al-Thani,Abdulla Ahmed A Al-Zaman, Bilal Kazmi, Najib Khan, Sean Borejszo, Shouq Mohamed I B Al-Mohannadi, Sekhar Menon, Saad Sabah Al-Kuwari, Timos TSOKANIS, Rene Heinz Werner, Vivek Gupta, Anandi Agnihotri, Eyas Naif Saleh Assaf, Ravindran Devarajan, Tomas Ramirez, Mark John Brownscombe, Prakash Kumta Mohandas, Htar Thant Zin, Haseeb Bin Hakim

**OPCO:** Saoud Al-Riyami (acting on behalf of Bassam Al-Ibrahim), Enrique Vivas, Dr. Ahmed Al-Abri, Nasser Al-Yarubi, Majid Al-Marzooqi, Khawla Al-Amri, Hisham Malhas, Jaffer Al-Khaboori, Aws Al-Ghazali, Saied Al-Lawati, and Imad Al-Hamdani

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| **Minutes** | **Actions** |
| * Sean opened the meeting stating that we are not doing as we are still behind budget however we are seeing some good traction on B2C which is encouraging to see. * Floor was opened to Bilal who again re-enforced that it’s a journey and we are heading in the right direction. As per the agreement, he gave Enrique the floor to discuss about his plans around B2C (Prepaid, Postpaid, Fixed) and if he is seeing some early indicators of the initiatives, he and team in OO has taken. * He said that we are doing good in Prepaid however we will be slightly down MoM, while in Fixed we are expecting a gap. * On Postpaid, Enrique also mentioned that MoM in May we see a growth in billing. He updated the forum that we have started Dunning process on 90 days instead of 180 days. This is impacting the involuntary churn as customer who have not even paid one bill are now getting out of the system quickly and old sales are getting cleaned quickly. He also added that we are focused on removing all fraudulent sales and want to run a clean business. Bilal appreciated this and encouraged them to continue this process. * Najib asked if OO team is doing the first bill call to customers to explain bill in detail. Enrique mentioned that OO does not have this issue as these are fraudulent sales. * Enrique mentioned that previously 30% commission was on sales hence sales team was not worried about bill payment and there was not commission claw back from franchisees. * He added that we are now paying 50% commission on First bill payment and 50% on second bill payment. * D2C subsidiary, channel had most churn which we closed as there was no claw back but now we have re-designed the structure and opening the channel. * On the customer experience, he said that VAS is an issue and OO is trying to control this through multiple safe guards. He then said that they will have an offline session with Bilal and Rene to go into the details of this. Rene added that it would be good to understand this and also to look if platforms like Evina and Empello can help OO balance revenue and customer experience. * On Fixed sales channel, Hisham added that OO team is focused on productivity per head count. They have 149 sales staff now and they are continuously hiring them as the attrition is 50%. They don’t want to have less people but OO is also focused on productivity per head count. * Base in Fixed is an issue due to two main reasons: 1- Customer changing location (Smaller issue in Oman), and 2- Re-contracting (Bigger Issue) * Out-bound teams are given leads to solve the base issue by calling these customers and convincing them to re-contract with OO. Plus OO team has identified 13,000 potential customers who are also given to Out-bound calling team to being into OO family. * Hisham shared that this will be the first month we will be hitting 2000 Fixed orders.   + Fixed: MTD 1,950 in May’24 vs. 800 in Apr’24 MTD   + FTTH: MTD 625 in May’24 vs. 224 in Apr’24 MTD * OO’s share in clean gross add order is 23% which is lower than OO’s fair market share. OO team is focused on hitting that fair share first. Rene said that in Europe order conversion is above 90%. Hisham replied that OO’s order conversion is 80% which is good considering GCC. * Hisham also mentioned that this all without any offer and just organic post the sales infrastructure fixtures. He told the forum that before he joined there was not GTM for fixed which is now established and producing early results. * Bilal asked the team about hiring and if there are any financial challenges to it. He mentioned that OGHR said that there are 18-20 vacent positions in Oman and OO team should fill them on priority. He also mentioned that if they need, we can recommend good people from OPCOs to join. OO team needs to have an offline session internally and then they will update Bilal, if any help is require on this. * Najib took over and said that all is ok and not significant issue currently that needs to be addressed. * Tomas as the status of 5G sites and if TRA has given any Feedback. Dr. Ahmed from OO updated that OO did not receive any reply from TRA but they will start with the first batch of upgrade. He added that it will be better the sooner they do it and not wait for TRA and they might in trouble if the response came late. * Ravi took over and inquired about bad debt. OO team shared that they will be doing the following to improve the bad-debt situation.   + Hired additional temp resources to support collection   + Educating the customers/ improve awareness   + Shorten the dunning cycle * Saoud ended the meeting from OO side by saying that they will call offline session on VAS with Rene and Bilal, plus inform OGT on the status of 5G rollout and also with align offline on Headcount. * Sean then ended the meeting with the note that if OO team requires any help, we are here and looking forward to good May numbers based on the actions taken by the OO team. |  |