Smart Bundles 4 Home

Changing the Home Connectivity Landscape.

"Experience ultimate connectivity speeds at amazing prices."

Promotional Launch Offer

For

=

HUAWEI LTE ROUTER

+

LTE SIM

+

S4H BUNDLE

Smart4Home Solution Packages

PACKAGE NAME	DATA BUNDLE ALLOCATION	PRICE	
	GB	USD	ZWG
Smart4Home 50	50	30.00	N/A
Smart4Home 75	75	40.00	N/A
Smart4Home 100	100	50.00	N/A
Smart4Home 200	200	90.00	N/A
Smart4Home 500	500	215.00	N/A
Smart4Home 1000	1000	340.00	N/A
Smart4Home 1500	1500	375.00	N/A

Notes

- Smart4Home (WTTH) is a Fixed Wireless Access for the home offered with discounted bundles at unrestricted speeds available to selected customers.
- Selected Econet Prepaid Subscribers eligible for this phase.
- Identification required for Sim Registration.
- Router is plug & play with no installation required.

SMART4HOME PURCHASING PROCESS

Step 1

Onboarding

Customer visits Econet Shop, purchases Smart4Home Sim Card for USD$1 and Sales Consultant registers Smart4Home MSISDN (**provided by Broadband Team**) Smart4Home Router for USD$48. Consultant proceeds to receipt CPE (S4HCPEB320) and input the Smart4Home number for Promo Bundle crediting.Smart4Home 100GB 100GB Bundle is credited automatically

Step 2

Functionality

Smart4Home Bundles are available on *143# Option 1 (USD Bundles) then Option 8 (Smart4Home Bundles) and Balance Enquiry is done on *143# Option 1 (USD Bundles), Option 1 (Check Balance) then Option 4 (Smart4Home)

Step 4

Query Escalation

Fo failed Smart4Home 100GB Promo bundle crediting, Consultant to send an email to Broadband Team providing S4H Line & Router receipt.

For failed router purchases, Consultant to raise a ticket with Ecorec Team.

SMART4HOME VS SMARTBIZ COMPARISON

ECONET Wireless

Smart4Home

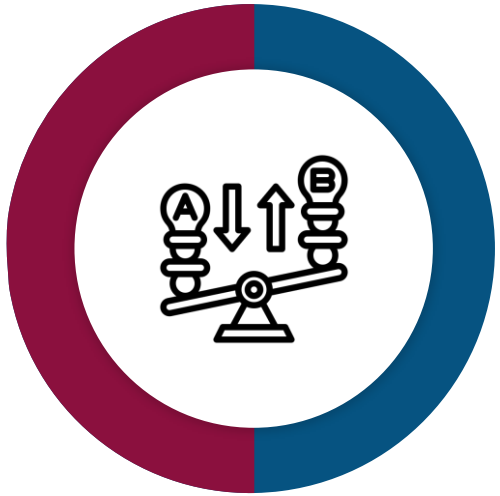
S4H is a fixed wireless product for the Home

Connectivity

The product offers unrestricted speeds

Equipment

The S4H package includes a router & SimCard.



SmartBiz

SmartBiz is a fixed wireless product for the Business

Connectivity

Offers have different speeds starting from 5Mbps.

Equipment

Customer can bring their own router.

FREQUENTLY ASKED QUESTIONS

FAQs – SMART4HOME

1. What is Smart4Home?

It is fixed wireless access offer with discounted bundles.

2. What is the difference from SmartBiz?

Smart4Home bundles are bundles specifically for the home user offering unrestricted speeds, whilst SmartBiz offers bundles with different speed caps.

3. Can I purchase the Smart4Home line only as I already have my own router?

No, the product is a combo, whereby on purchase the customer gets the router and Sim Card.

4. Where can we find these bundles?

For the initial purchase of a router and Sim card the customer must visit an Econet shop. To purchase the Smart4Home bundles the customer can visit *143# USSD, choose Option 1, Choose Option 8and then select the preferred bundle, enter the Smart4Home number and choose payment option to complete the transaction.

5. What is the validity of these bundles.

The bundles are all valid for 30days.

6. Is this a promotion, and if so, how long will it last?

These are long term products that will be available for our customers going forward.

ECONET WIRELESS

Smart4U Data packages

Chenayi Manhambara

Unlimited Bundles

ECONET Wireless

About

They are Voice, data and SMS combined bundles

Target Customers

Smart4U Bundles target all customer value segments that is LVC, MVC and HVC

Mechanics

The bundles are based on the customer spend pattern in the past 3 months and offers will be specific to each customer

How to access the UB

The Customer dial *143#, select currency, select Data and select option 7 Smart4U (USD) or option 6 Smart4U (ZWG)

Unlimited Bundle Proposal- Creating unlimited offers for all customers segments

ECONET Wireless

30 Day FUP							
UNLIMITED BUNDLE PACKAGES	PRIMARY COMPONENT (GB)	SECONDARY COMPONENT (GB)	TERTIARY COMPONENT (GB)	VOICE COMPONENT (Minutes)	SMS COMPONENT	PRICE (USD)	PRICE (ZiG)
A1 0-2.5	2.5	25	22.5	88	88	5.00	125.00
A2 2.5-5	5	50	45	133	160	10.00	250.00
B 5-10	9	90	81	200	240	15.00	375.00
C 10-15	13	130	117	280	340	23.00	525.00
D 15-20	16	160	144	420	500	30.00	720.00
E 20-30	25	250	225	580	700	45.00	850.00
F 30-40	35	350	315	750	900	60.00	1300.00
Bronze 41-50	40	400	360	920	1100	75.00	1500.00
Silver 51-65	70	700	630	1250	1500	98.00	1800.00
Gold 66-105	110	1100	990	1580	1900	158.00	2142.48
Platinum 106-130	155	1550	1395	1890	2480	195.00	2644.20

Notes

- ✓ The data component has a cap as outlined above with a Fair Usage Policy. Throttling (reducing the speeds) of speeds will be implemented at each component stage.
- ✓ The offers are based on the customer spend patterns for the past 3 months
- ✓ Offers are different from one person to the other.
- ✓ Customers will pay using EcoCash or Airtime, USD or ZiG.
- ✓ Smart4U Offers are not available to all customers, and we will be adding more customers gradually.

Customer Journey

Customer receives targeted sms about the Smart4U bundle offers

Customer purchases the targeted bundle by dialing *143#

Customer select payment method ie MA or EcoCash

Customers enjoys the Smart4U offer

DATA: MY FAVOURITE PRODUCT FRAMEWORK

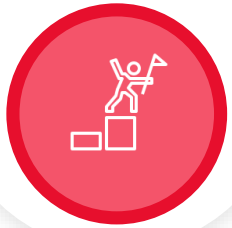
The 'My Favourite' bundle represents the most frequently purchased or preferred combination of items by our customers. It provides a convenient and efficient way for users to quickly select their favorite bundle from the menu, streamlining the ordering process and enhancing the overall customer experience.

Overview

Customer should be a registered Econet subscriber and have been purchasing data bundles

Menu Selection

1. Dial *143#
2. Select option 1 USD Data Bundles.
3. Select option 3 Data
4. Select option 2 My Favourite



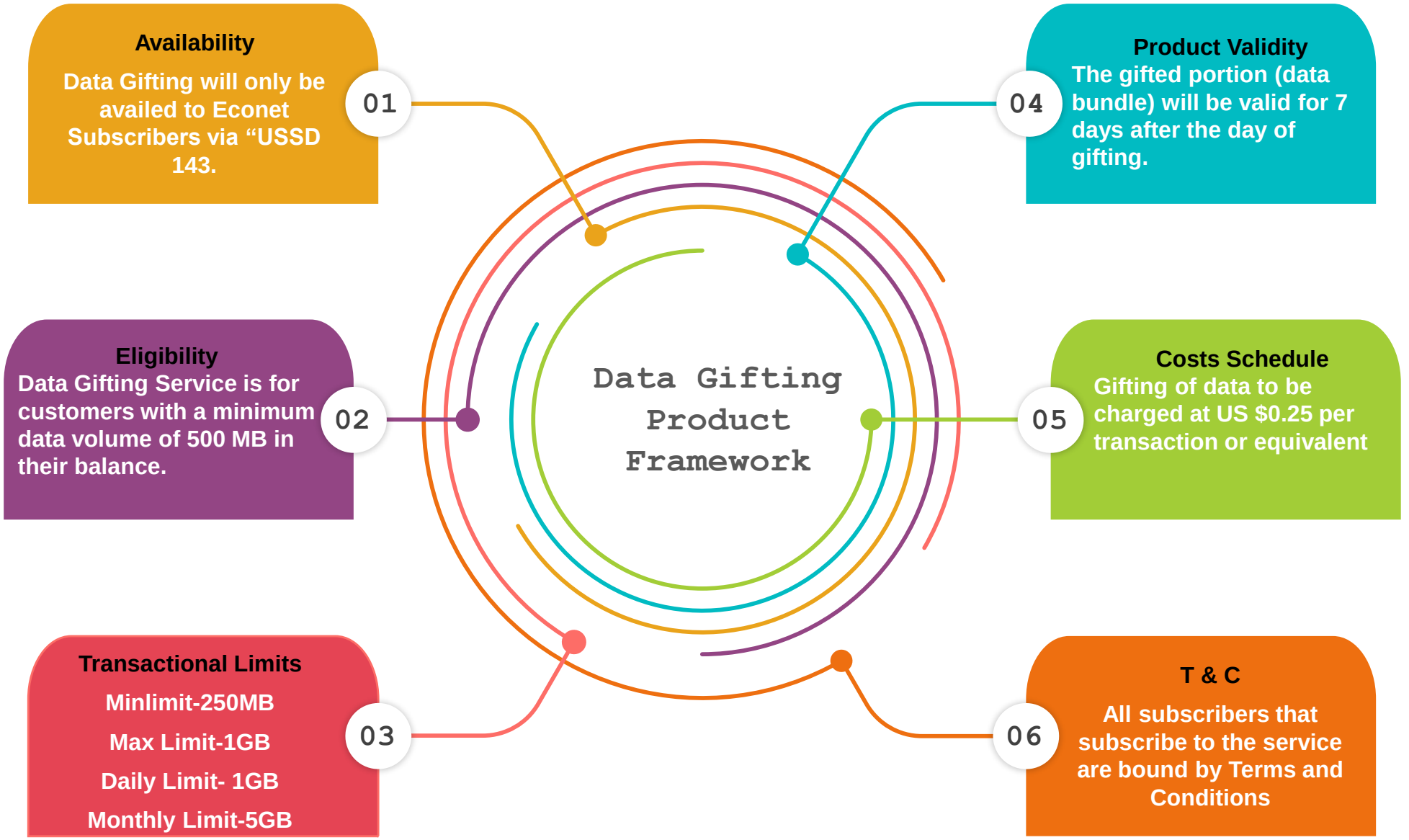
Solution

- Any technical challenges faced by customers should be reported to VAS team.
- Failed bundles purchase to the back-office.

Outcome

Quickest and easiest way to grab the customer's favorite combo from the menu in one go.

Data Gifting Product Framework



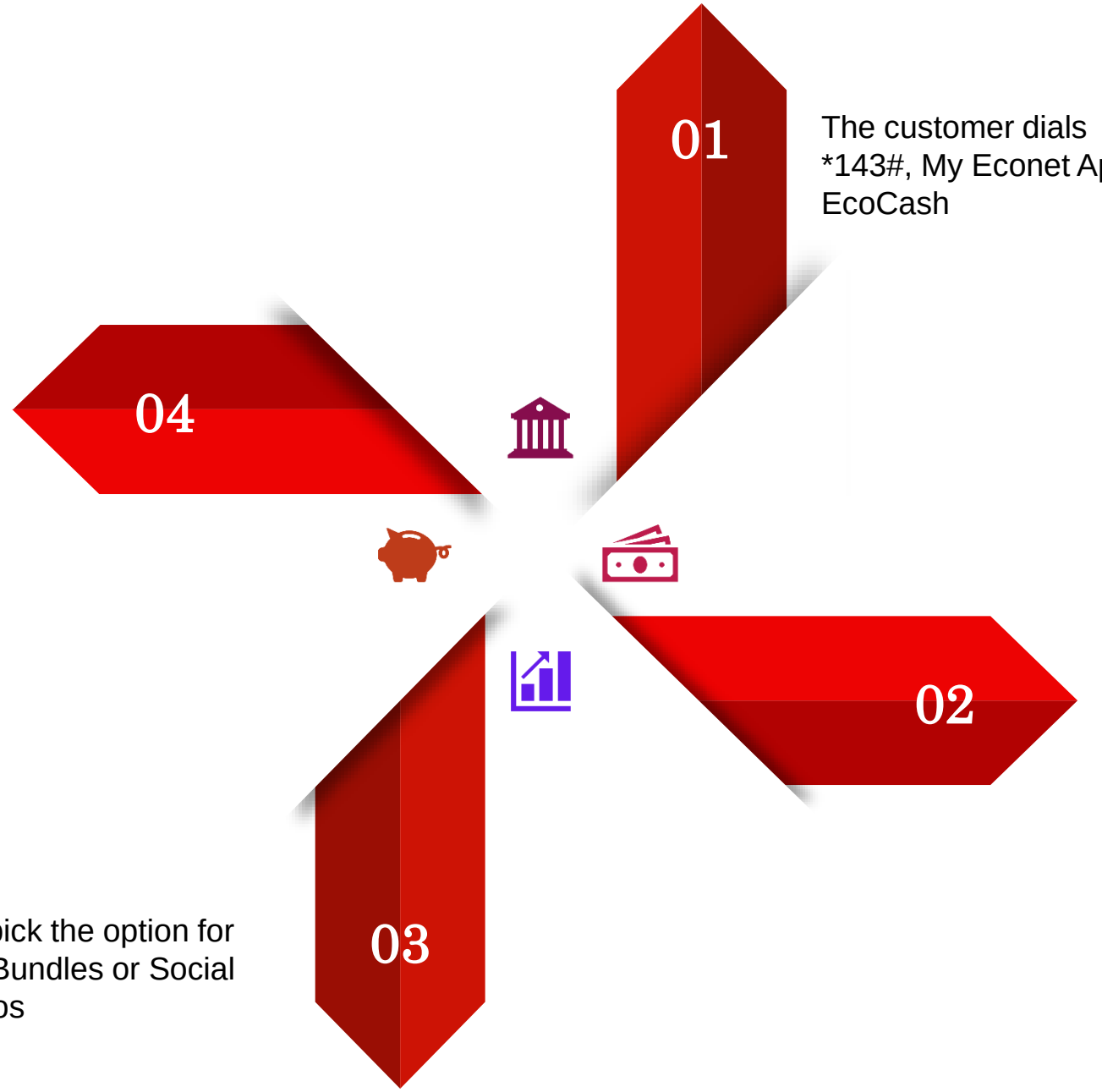
NIGHT BUNDLES-SOCIAL BUNDLES:

- Night Bundles are Data bundles that are specifically available for use from 2300hrs to 0400hrs only. The bundles are combos that include general data bundle & a social media bundle.
- Social combos comprise of general data bundles and social media bundles that are available for anytime usage and are lowly priced from as little as US$0.10 to US$2.00.

Bundle	Volume (MB)	Validity	USD
Night Bundles (23.00-04.00)			
Data 250Mb + WhatsApp 50Mb	300	Daily	0.30
Data 1GB + TikTok 100Mb	1100	Daily	1.00
Data 100Mb + Facebook 30Mb	130	3 Days	0.15
Data 500Mb + WhatsApp 100Mb	600	3 Days	0.60
Data 1Gb + Facebook 200Mb	1200	Weekly	2.00
Data 4GB + TikTok 1GB	5120	Weekly	5.00
Data 13GB + Facebook 500Mb	13824	Monthly	16.00
Data 22GB + Youtube 2GB	24576	Monthly	24.00
Hourly Bundles			
Data 50Mb + WhatsApp 10Mb	60	Hourly	0.10
Data 100Mb + Twitter 20Mb	120	Hourly	0.20
Daily Bundles			
Data 50Mb + Facebook 5Mb	55	Daily	0.20
Data 100Mb + WhatsApp 20Mb	120	Daily	0.50
Data 140Mb + Twitter 15Mb	155	Daily	0.70
Data 500Mb + WhatsApp 50Mb	550	Daily	1.00
Weekly Bundles			
Data 100Mb + WhatsApp 20Mb	120	Weekly	1.00
Data 350Mb + Facebook 35Mb	335	Weekly	2.00
TikTok Bundles			
TikTok 100Mb + WhatsApp 20Mb	120	Hourly	0.20
TikTok 100Mb + Twitter 10Mb	110	Daily	0.50
TikTok 250Mb + Facebook 25Mb	275	Weekly	1.00

Rule	Description
Currency	The bundles are available in USD currency only.
Availability	The bundles must be available 24hrs a day.
Validity	Night bundles must be valid from 2300hrs to 0400hrs. The validity of the bundles must be activated by usage.
Precedence	The night bundle takes precedence over existing bundles on the subscriber account.

NIGHT BUNDLES-SOCIAL BUNDLES: CUSTOMER JOURNEY



FIXED WIRELESS ACCESS: DEFINATIONS AND ELIGIBILITY

Wireless Access Solution

The Internet service provided by us, including access to the internet through a designated APN and data packages.

Monthly Package

A predefined bundle of data and other services offered for a specific monthly fee.

WTTH

Wireless to Home

WTTB

Wireless to the Business.

01 This service is open to all Econet Subscribers.

02 Reside , operate business situated in the selected areas with 4G/LTE.

03 Have a 4G/5G provisioned router

04 Have an Econet LTE provisioned Sim card.