Statement of Work

Comedy Service & Mobile Marketing

Version 1.1

July 18th 2016

Table of Contents

[1. Introduction 3](#_Toc456100050)

[2. Comedy Service 3](#_Toc456100051)

[a. Service Description 3](#_Toc456100052)

[b. Service Marketing 3](#_Toc456100053)

[c. Service Activation 3](#_Toc456100054)

[d. User experience 3](#_Toc456100055)

[e. Prices and payment 3](#_Toc456100056)

[f. Customer support 4](#_Toc456100057)

[g. Service exit 4](#_Toc456100058)

[3. Mobile Marketing 4](#_Toc456100059)

[a. Service Description 4](#_Toc456100060)

[b. Service Marketing 4](#_Toc456100061)

[c. Service Activation 4](#_Toc456100062)

[d. User experience 4](#_Toc456100063)

[e. Prices and payment 5](#_Toc456100064)

[f. Customer support 5](#_Toc456100065)

[g. Service exit 6](#_Toc456100066)

[4. Technical Specification 6](#_Toc456100067)

[a. Technical Architecture 6](#_Toc456100068)

[b. Infrastructure specification 6](#_Toc456100069)

[c. Technical Prerequisites 6](#_Toc456100070)

[5. Delivery Project Plan 6](#_Toc456100071)

# Introduction

The objective of this document is to detail the services intended for launch in the Ethiopian market. The initial services in scope are; Comedy Service and Mobile Marketing.

# Comedy Service

## Service Description

The comedy service will be a voice service for delivering jokes content to the customers. The content will be jokes recorded by well know standup comedians.

## Service Marketing

The service USPs are:

* + - Jokes are recorded by well know standup comedians
    - All types of handsets can access the service
    - All customers can enjoy the service without the need for specific literacy level.

The service will be advertised using a number of channels:

* + - SMS campaigns
    - Physical marketing materials
    - Regular campaigns will be planned to keep the maintain service awareness.

## Service Activation

The service will be open to all customers without prior activation/subscription.

## User experience

The following is the flow of customer interaction with the service:

* + - Customer will call a dedicated IVR number
    - Customer will hear a short welcome message
    - Customer will listen to the joked
    - Customer can hang up or stay on the line and will hear an option, e.g., “Press 1 to hear another joke”
    - If the customer selects 1, another joke will play and so on.
    - If the customer does not select anything the customer will hear a Goodbye message, e.g., “Thank you for using Comedy Service. Goodbye”, and the call will disconnect.

The following conditions will apply:

* + - The system should ensure that each time the customer calls, they will hear a joke that they haven’t heard before.

## Prices and payment

The service will be charged on a per minute basis. Each minute will be priced at xx birr. The charges will be collected by Ethiopia Telecom.

## Customer support

A dedicated number will be allocated for customers to call if they have issues with the service. Customer care representatives will receive the call and address the customer’s complaint.

Customer care representatives will have access system tools to understand the customer’s usage history and investigate the issue. Customer care support will receive training and guides to understand how to address potential customers’ issues.

## Service exit

There is no specific action required to exit/unsubscribe from the service.

## Service Evolution

To keep the service attractive, new jokes content will be regularly added to the available content database.

In subsequent phases, new types of content can be introduced such as Music, news, etc.

# Mobile Marketing

## Service Description

Mobile Marketing service intends to provide brands and ads agencies an easy and user friendly channel to deliver SMS-based marketing campaigns to their target audience.

## Service Marketing

The service USPs are:

* + - Friendly Web based user interface to setup and deliver SMS campaigns
    - No need for technical knowledge or upfront setup.

The service will be advertised using a number of channels:

* + - Physical marketing materials
    - Meetings with ads agencies/brands to promote the service.

## Service Activation

Once a client is signed, a system administrator will create an account on the system utilizing the Admin interface. Account information captured will be at least:

* + - Company name
    - Contact name
    - Contact number (Mobile)
    - Payment method

Once the account is created, a SMS will be automatically sent to the company that contains the Web site URL, username, password and customer care contact number.

## User experience

Clients will have access to a web portal that will allow them to:

* + - Login to the service
    - Upload multiple target lists
    - Setup a campaign:
      1. Assign the campaign name
      2. Select the target list
      3. Define the message text
      4. Set the schedule of running the campaign
    - Access reports on previous or running campaigns. Reports will provide information such as:
      1. Name of the campaign
      2. Start/End dates of the campaign
      3. Number of successfully delivered SMS
      4. Number of failed SMS and reasons for failure
    - Access to view and edit account information such as:
      1. Name of the account
      2. Contact information (editable)
      3. Account creation date
      4. Available SMS balance
      5. Account status

The following conditions will apply:

The system will have configurable safe guards to ensure that customers are not flooded with messages. For example, the system to ensure a specific customer will not receive more than a specific number of SMS within a predefined period of time. Also, the system can be configured to send SMS only within a specific time window within the day.

## Prices and payment

The service will be priced atone-time setup fee of xx birr in addition to yy birr per delivered SMS.The system will support two payment models:

* + - 1. Prepaid Model:

Clients will pay upfront for a volume of SMS. Whenever they launch a campaign, the volume of delivered SMS will be deducted from their credit. Once the credit is depleted, they will not be able to run any new campaigns before depositing new payment.

* + - 1. Invoice Model:

For each client, the system will generate a monthly invoice based on the SMS volume consumed during that period. In case of a client non-payment, the system administrator will disable that client’s account until they have settled their payment. While the client’s account is disabled, they can still access the web portal and view their account information but they will not be able to initiate any new campaigns. Once payment is received, the system administrator can enable the account.

## Customer support

A dedicated number will be allocated for clients to call if they have issues with the service. Customer care representatives will receive the call and address the client’s complaint.

Customer care representatives will have access system tools to understand the client’s usage history and investigate the issue. Customer care support will receive training and guides to understand how to address potential clients’ issues.

## Service exit

Based on request received from the client, the system administrator can deactivate/delete the client’s account. This will revoke the client’s access to the web portal. Any unutilized SMS balance will be refunded to the client.

# Service Evolution

In subsequent phase, the service will evolve to building its own profiled customer database. This can be achieved by launching a SMS-based opt-in campaign. During this campaign, customers will be requested to provide additional information to create a profile, such as: Gender, age group, interests.

Once this profile database is created, clients don’t have to upload their own target lists. They can access the portal and setup a run campaigns that will target users based on the required users’ profiles.

# Technical Specification

## Technical Architecture

## Infrastructure specification

## Technical Prerequisites

# Delivery Project Plan