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# Voice

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# Voice Performance: Revenue, Customers, Usage, Tariff

LEAD MEASURES

A1D Subscriber Count (06 Apr 22)

2.99M4.9%  
MoM Growth

Global MTD Subscriber Count

5.34M2.9%  
MoM Growth

MoU (06 Apr 22)

15.69M9.7%  
MoM Growth

MTD MoU

91.21M6.8%  
MoM Growth

Tariff (USD) (06 Apr 22)

0.0282-13.7%  
MoM Growth

MTD Average Tariff (USD)

0.0292-11.0%  
MoM Growth

LAG MEASURES

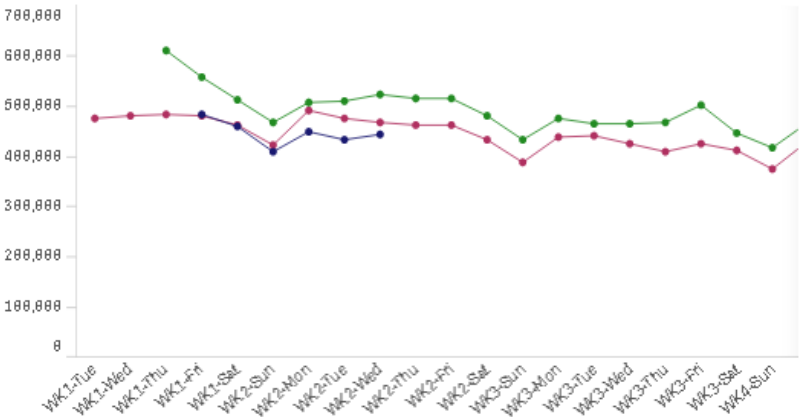
Revenue (USD) (06 Apr 22)

439.8k-4.9%  
MoM Growth

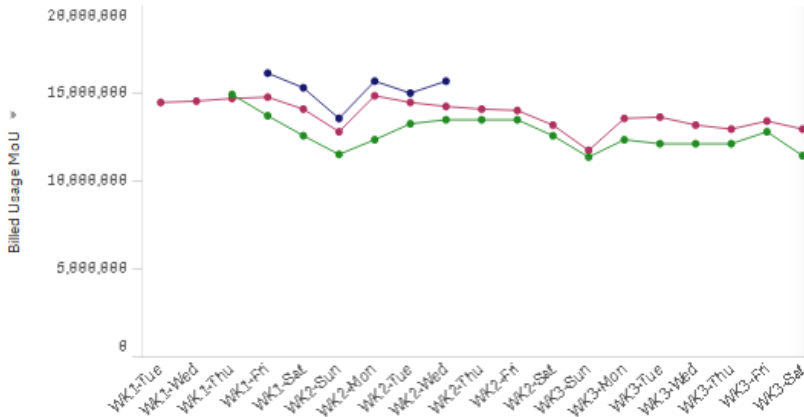
MTD Revenue (USD)

2.65M-4.6%  
MoM Growth

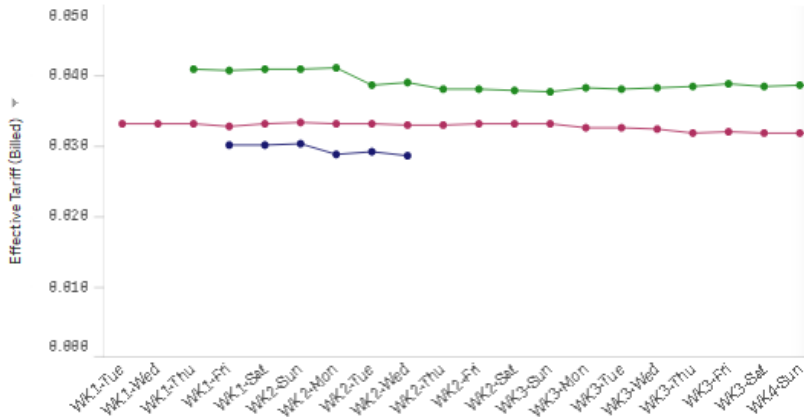
Voice Revenue Trend (USD)



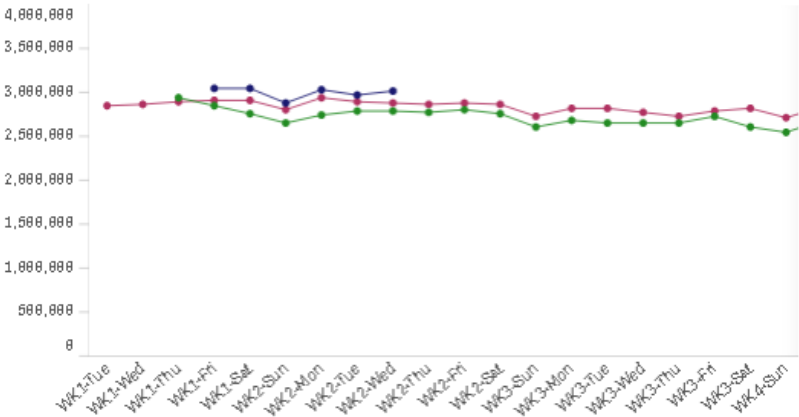
Voice MoU Trend



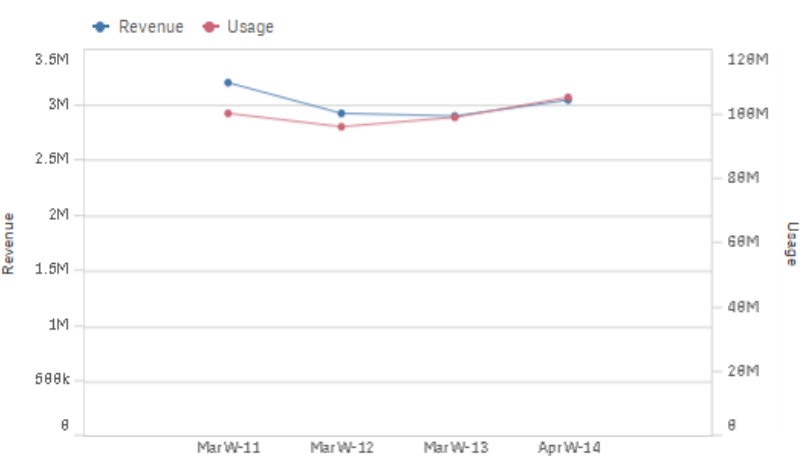
Effective Voice Tariff (USD) per Minute



Voice Daily Subs Trend

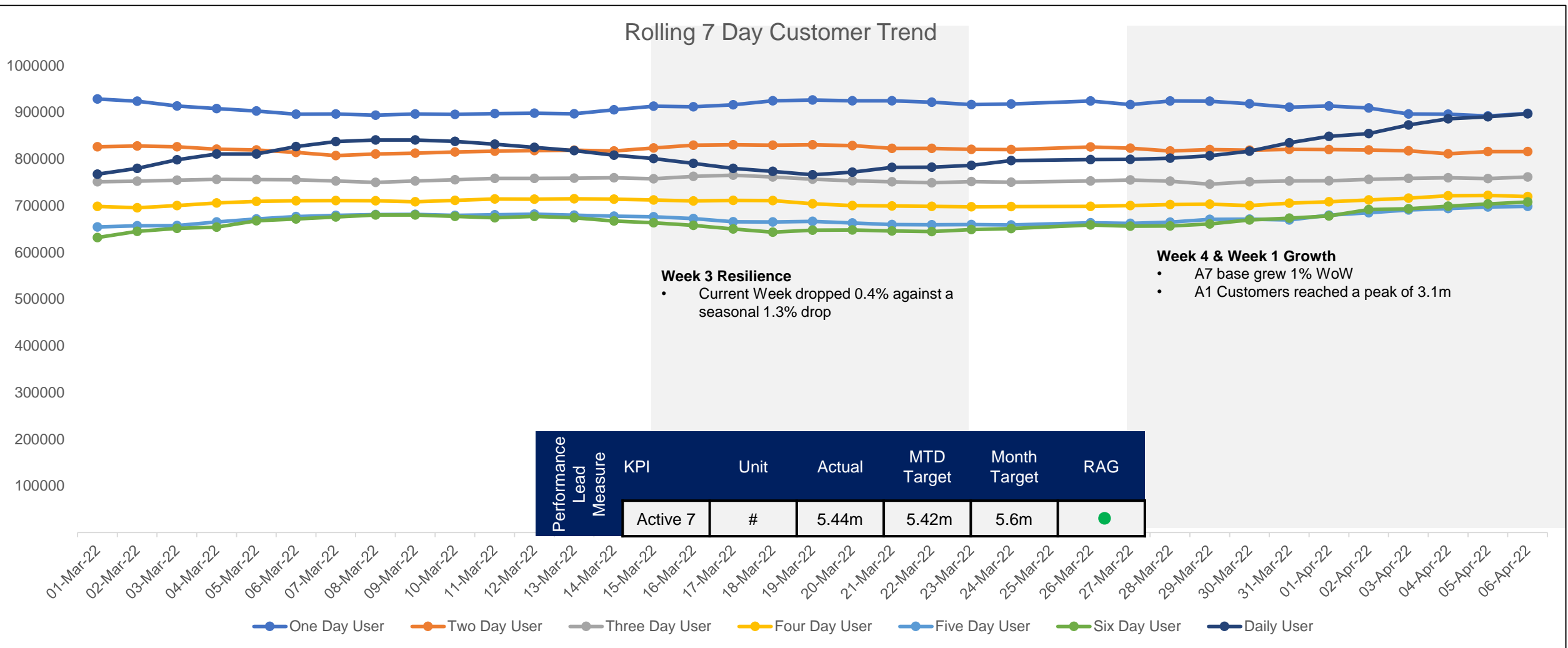


Weekly Voice Revenue (USD) & MoU



Performance Lead Measures	KPI	Unit	Actual	MTD Target	Month Target	RAG
	MTD Active Customers	#	5.34m	5.32m	6.9m	●
	MTD Usage	#	91m	89m	420m	●
Initiatives			Target		Date	
2G Customer Acquisition			382K Cust		30 April	
Mad Sundays			491K Cust		30 April	

# Customer Performance: Improvement in Customer Frequency of Use



**Comments.**

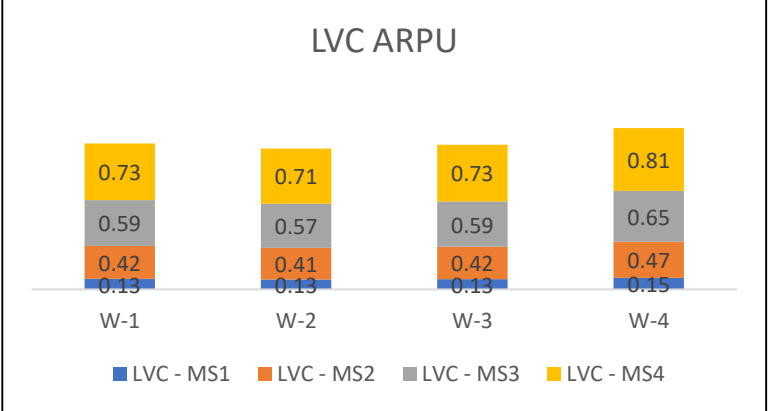
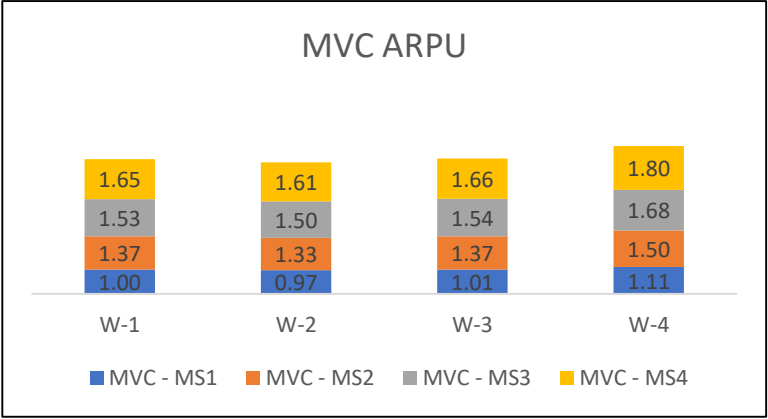
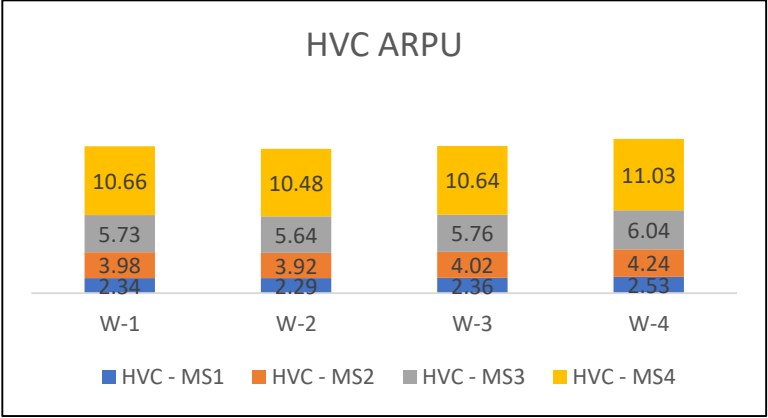
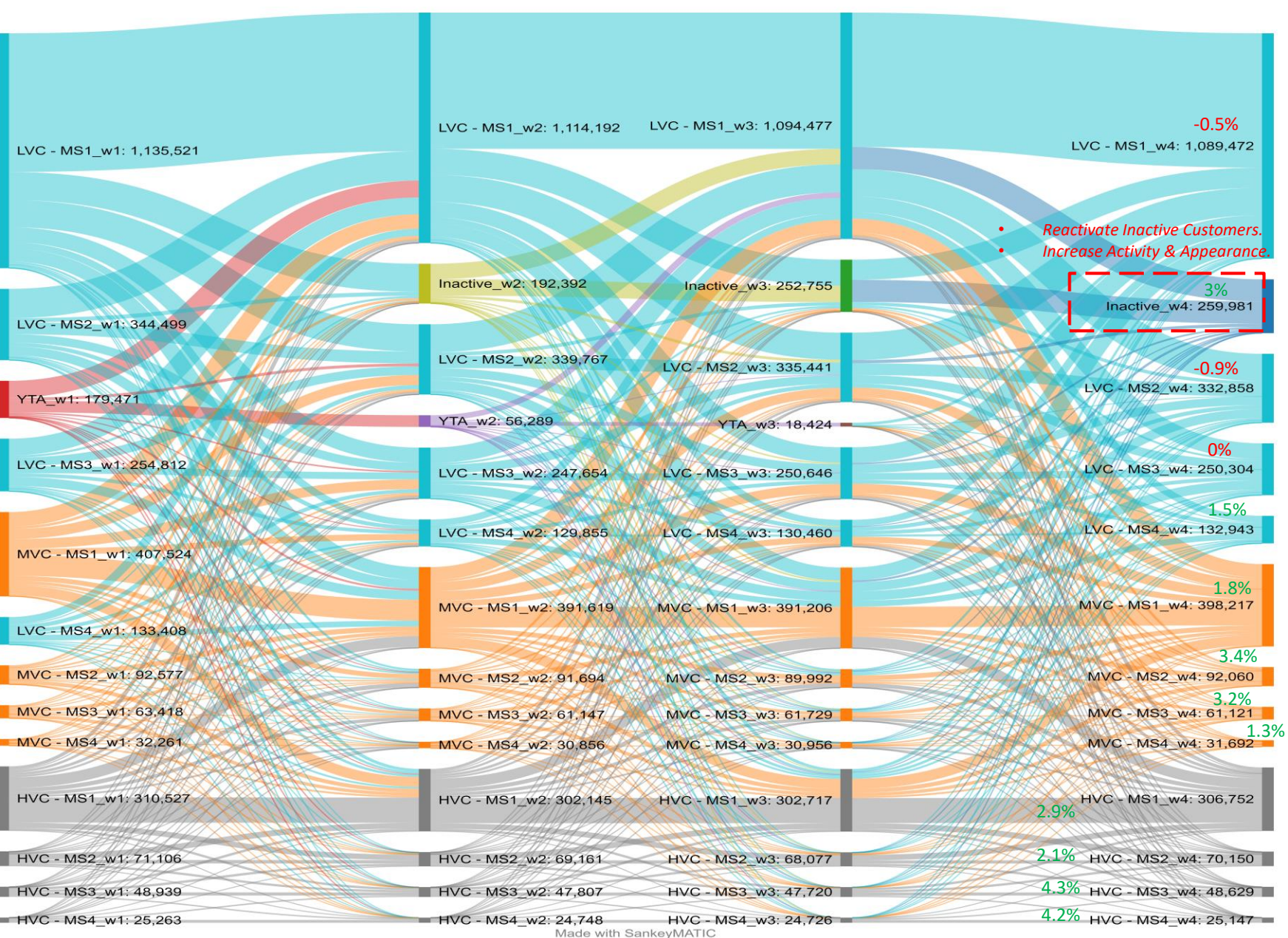
- Growth in A1 Voice Subs coming from growth in the 5-7 days active customers.
- Position being managed by the A7 Ring-fencing Campaign & the frequency of use Management Campaigns.
- For the week , Daily users are averaging 869k from 800k in prior week, 6 Day users at 692k from 657k & 1 day users dropped from 925k to 900k comparing with prior week.

**Comments:**

- Regional wise, HS has the highest growth rate at 4%, MEC 2% & Man & Mat 1% over prior month.
- Over the past 30 days Segment wise, the LVC grew 3%, HVC & MVC 1%
- Active 7 Ring-fencing, Recency & Frequency Management initiatives have contributed to the growth of A7 over prior month.



Customer Performance: Growth in Microsegment customers & ARPU Resilience.



# The Voice (Service) washing machine : Customer Managing Customer Activity & AUPU



Total Voice Customers  
**6.93M**

Min ARPU  
Threshold  
**USD0.8**

Sub = ARPU < 0.8  
**3.46M**

Average ARPU – Voice  
**USD2.54**

## Comments

- 49% of voice customers contributing ARPU below average are work in progress to manage their ARPU & AUPU
- 10% of Voice customers have ARPU of \$4.00

## Call To Action

- Grow ARPU for LVC MS1 - LVC MS3 through targeted Microsegment initiatives
- Manage offers to low ARPU segments to manage costs

## Washing Objectives

- Increase Segment ARPU to a min of \$0.2
- Increase Activity on Voice & Appearance to 10days (LVC)
- Increase min AUPU from 4.41 to 6.73min



# Voice Performance: Win Back, Usage Uplift & Retention Campaigns



Campaign	Objective	Campaign Base x1K	Actual Activated x1k	Progress	Actual Response Rate	Expected Response Rate	Control Base x1K	Control Percentage Response	Start	End
Inactive 35-90 Reactivation	Acquisition	322	11	●	3%	16%	18	0.02%	1-Apr	30-Apr
Gross adds Mop Up	Acquisition	283	7	●	2%	12%	20	0.01%	4-Apr	31-Mar
2G Customer Acquisition	Acquisition	119	2	●	2%	15%	30	0.25%	2-Apr	31-Mar
LVC Frequency Management	Frequency	288	9	●	3%	24%	10	0.10%	1-Apr	31-Mar
Recharge Promotions	Frequency	311	12	●	4%	30%	16	0.80%	4-Apr	31-Mar
Low Age Inactivity Management	Retention	449	10	●	2%	24%	19	1.60%	4-Apr	31-Mar
Active 7 Management	Retention	301	13	●	4%	20%	12	0.05%	1-Apr	31-Mar
Low AUPU Stimulation	Usage	415	16	●	4%	25%	40	0.51%	1-Apr	31-Mar
Mad Sundays	Usage	337	22	●	7%	28%	13	1.01%	3-Apr	31-Mar
MVC & HVC Stepped Usage Management	Usage	428	18	●	4%	28%	17	0.95%	5-Jan	31-Mar

**Comments.**  
1. Precision campaigning to manage effective rate (max of 40% discounts, no offers on BOJ)  
2. Inactivity & Usage bases are recycled weekly.