

# Standard operating procedure

## 1. New Data Bundles Campaign Launch

An SOP for launching promotional data bundles which is generally done by the Sales and Marketing Department. The scope of this applies to the marketing team, product team and digital platform administrators. The objective is to roll out and monitor new promotional bundles successfully.

Step by step procedures

Step	Responsible Party	Description
1.Campaign Proposal	Product Manager	Draft proposal including pricing, duration, and target market. Get approval from management.
2. Plan Campaign Assets	Marketing Team	Create graphics, social media captions, email templates, and push notification content.
3.Platform Configuration	IT/Admin	Set up bundle on SwiftConnect web portal and mobile app with all conditions and prices. Test functionality.
4. Internal Testing	QA Team	Perform end-to-end testing: activation, billing, expiry, and customer flow. Report bugs to IT for fixes.
5.Pre-Launch Notification	CRM/Marketing	Schedule SMS and email alerts to notify customers of the upcoming bundle.
6.Campaign Launch	Marketing Lead	Publish the bundle live. Push campaign across digital channels (social media, website banners, SMS).
7.Performance Tracking	Data Analyst	Monitor signups, revenue, customer engagement daily. Adjust campaign if needed.
8. Campaign Close & Report	Marketing & Product Teams	Deactivate expired bundles. Compile performance report and insights for future campaigns.

## 2. Home Router Application and Installation Process

### Objective

To ensure a smooth, verified, and efficient process for customer application, approval, and installation of home routers, from submission to final activation.

### Scope

Applies to the Sales & Marketing, Customer Care, Finance, Digital Platform Administrators, and Field Technicians at SwiftConnect (DF).

### Step-by-Step Procedures

Step	Responsible Party	Description
<b>1. Customer Application Submission</b>	Customer / Sales Rep	Customer submits router application via online portal, in-store kiosk, or through a sales representative. Required documents: National ID, Proof of Residence, and Latest Payslip.
<b>2. Document Verification</b>	SwiftConnect Front Office (DF)	Verify the authenticity of submitted documents. Ensure that the ID is valid, payslip shows affordability, and residence is within coverage area. Flag any suspicious or incomplete documents.
<b>3. Eligibility Approval</b>	Sales & Finance Teams	Based on verification, approve eligible customers. Finance team confirms customer affordability. Notify customer of application status (approved/rejected) via SMS or email.
<b>4. Package Confirmation</b>	Customer Care / CRM	Confirm selected router package (data cap, speed, pricing). Send confirmation form for customer signature (physically or digitally).

<b>5. Platform Update</b>	Digital Platform Admin	Register the customer and router package in the SwiftConnect system. Generate order ID and assign to installation team.
<b>6. Installation Scheduling</b>	Field Ops Coordinator	Schedule installation date and time with customer. Assign technician based on location and availability.
<b>7. On-Site Installation</b>	Field Technician	Install router at customer's residence. Verify coverage and signal strength. Configure router settings and test connectivity. Collect customer signature on delivery note.
<b>8. Post-Installation Activation</b>	IT/Admin	Activate router service in the system. Send welcome email/SMS to customer with login credentials and support contact.
<b>9. Customer Feedback Collection</b>	Customer Care	Call/SMS customer to confirm satisfaction and collect any complaints. Offer support if needed.
<b>10. Final Audit &amp; Reporting</b>	QA / Sales Ops	Weekly audit of installation files and documentation. Submit operational performance report and customer feedback summary to management.