

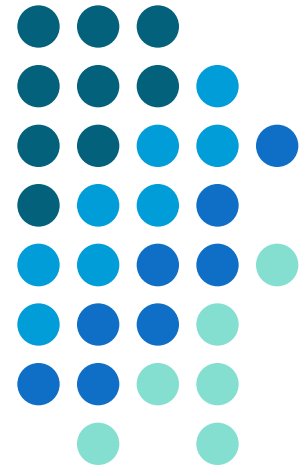
8-Digit Numbering Plan: the Communication Perspective



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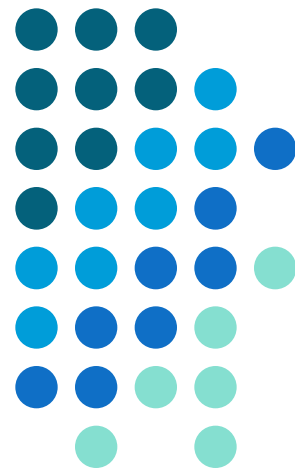
Department of Marketing and Communications



Communication Context on Numbering Plan



- National interest
- ICT Authority's perspective:
Economic, Social & Technical
Regulation
- Advise on policy matters



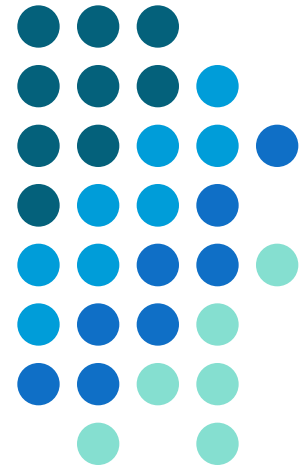
Facts and Figures



ICTA

- Population: 1.3 million
- 1,275,000 mobile subscribers
- 1,171,982 -- prepaid
- 102, 238 -- post paid

(*Source: Statistics Mauritius*)

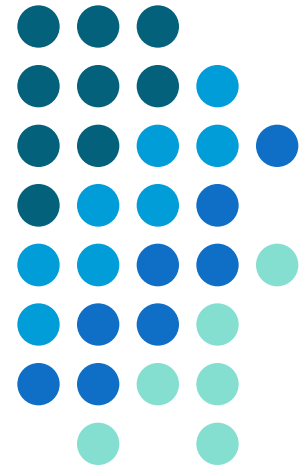


Objectives



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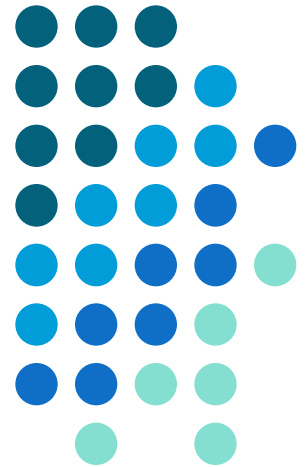
- To inform, engage and guide
- To facilitate & assist the Behaviour change
- To ensure proper change management
- Strategy so it is as seamless as possible



Segmentation of needs



- To segment according to end user needs
- e.g age; otherwise-able
- level of technology awareness
- socio-economic considerations

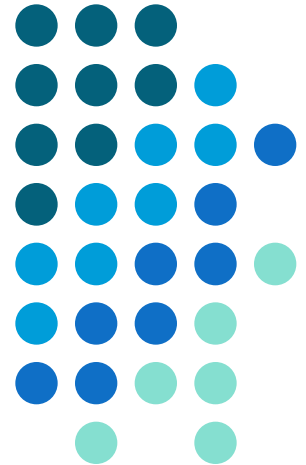


What are numbers in telecommunications?



ICTA

- For consumers: new debate/issue in Mauritius
- Consumers' perception about numbers
- Concept of Numbers as a scarce resource

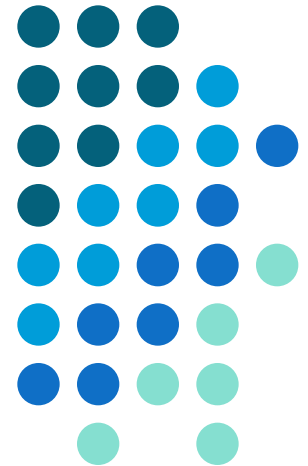


Consumers/End-users



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- Consumer Survey- one proposal
- To sound out consumers' concerns/questions
- FAQs
- Reduce Fear Factor/Resistance

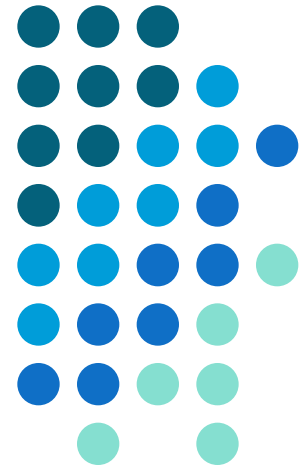


Likely questions



ICTA

- Why the change in Numbering?
- How it will be done?
- When it will be done?
- Where do I (customer/consumer) fit in?
- How will I be affected?
- Will it cost me more?
- Where can I go for help/info?

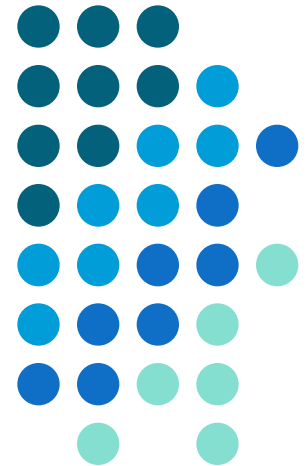


Consumer Issues



ICTA

- Deactivation
- The number ‘belongs to me’
- “I bought the SIM”
- Personal identification with a number

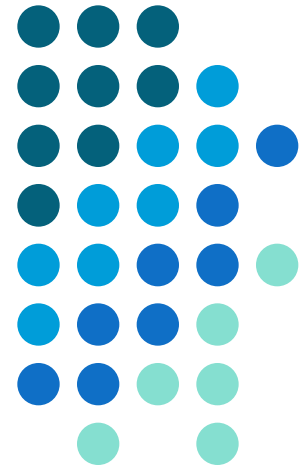


Consumer Empowerment



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- Concept of Interest Groups
- eg Numbering Forum/workshop
- Otherwise-abled customers

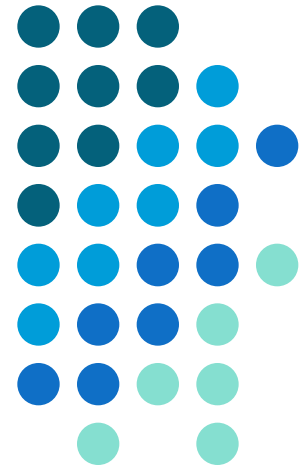


Message and Approach



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- Seamless across stakeholders
- Use Kreol; Bhojpuri, French & English
- Text; Images & sound that they can identify with: Mauritian cultural narrative – trend in communication
- Scenarios – commonality of tone
- Keep it Simple

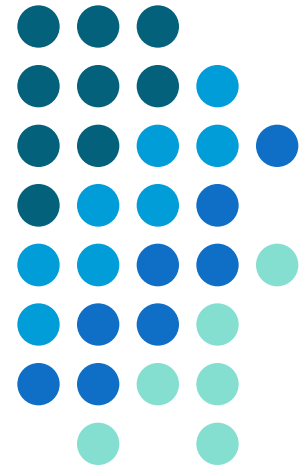


Align message/s



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- Clear information- standardised to avoid confusion
- Need to align message and campaign
- ICT Authority- custodian of the communication
- Consumer Organisations; operators— customers will have the same need

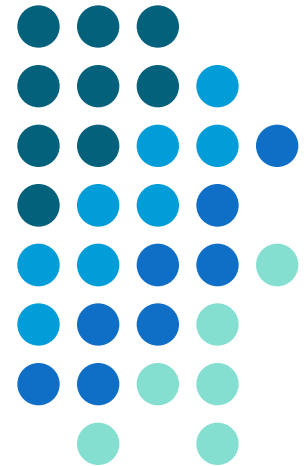


Timeframe

- Once implementation date set
- When does the campaign start



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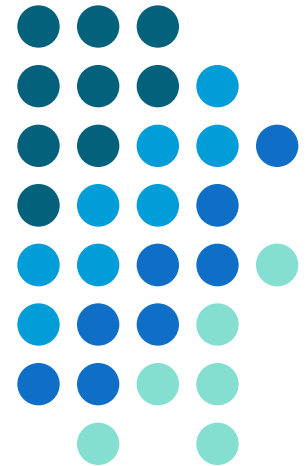


Constructing Communication



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- Message
- Format
- Tools
- Channels to distribute
- Frequency
- Timeline— informing & building up to change point ie implementation date

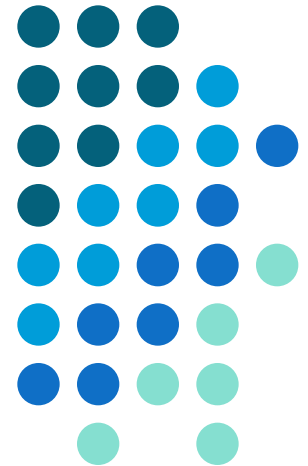


Structure for Communication



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- Numbering Change Monitoring Committee
- ICT Authority
- Ministry
- Operators
- Consumer organisations
- Industry
- (Technical Sub-committee)

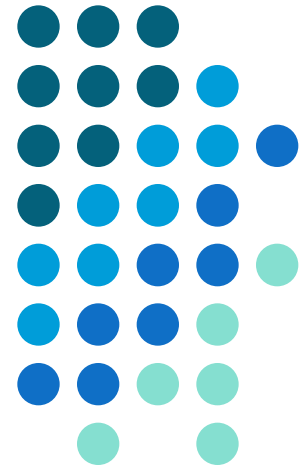


Successful Migration



ICTA

- ICT Authority addresses the public interest objective- the Consumer
- Multi-stakeholder Collaboration
- Operators- satisfying Customer Base
- Conflation of these two mandates
- Successful Migration





ICTA

Thank You

