

PEG Africa

# Experience in Ghana



# PEG Africa in Ghana: a snapshot



① Started in late 2014 with PAYG Solar

② Approx 30,000 customers

③ 160 FTEs + 200-250 field based agents

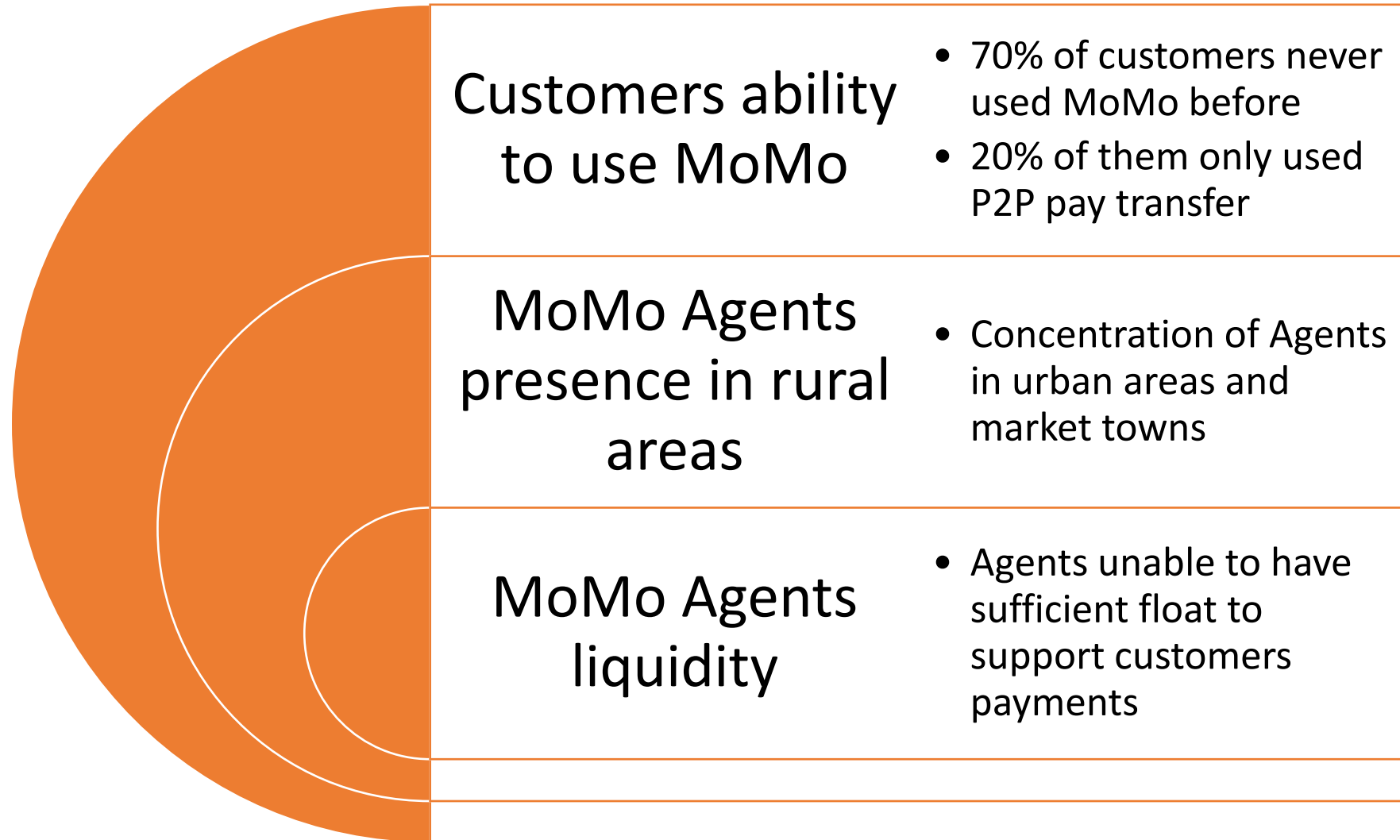
④ Selling M-Kopa and D.Light

# Why Ghana?



- ① Easy to do business and stable country
- ② Relatively wealthy BoP, High cost of energy
- ③ Broad rural mobile coverage
- ④ Large population off-grid or with unreliable grid

# Key Challenges



# Customers Ability to use MoMo

## Focused on simplicity

Register all customers to MoMo at point of sale

Dedicated USSD string for one-click payment

Pay over the phone via Customer Service

## Impact

45% of payments from customers' own wallet

25% of all payments via new solutions

40% less likelihood of churn compared to customers paying via other means



# Thank You!