THE ELEVENTH ANNUAL AFRICAN CONSUMER PROTECTION DIALOGUE CONFERENCE

PROTECTING CONSUMERS DURING THE PANDEMIC AND BEYOND

Session 2 : Complaints, Consumer Education and Business Guidance Virtual Networking

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Business guidance initiatives

- COVID19 pandemic is affecting the entire socio-economic globe, changing its norms, disrupting its realities and creating “New Norms” but proves that ICT remains the backbone that all sectors rely on.
- Family experience where diversified and simultaneous needs are required with reliable and secure ICT infrastructure
- ICT infrastructure and services are the foundation for new norms
- ICT development and digital transformation is one of the main pillars in Egypt’s 2030 strategy
- we have invested around 2 billion USD in 2019 in ICT infrastructure in terms of connectivity, capacity, reachability and applications

Business guidance initiatives

The telecom services usage in Egypt during the summer of 2020 indicators

Mobile Internet	Fixed Broadband	Voice Calls
+35%	+100%	10%

Increase rate in Comparison over the same period during the summer of 2019

The average peak hours increased from 6 hours Daily to 16 hours

Business guidance initiatives

NTRA has developed many initiatives with collaboration with other sectors to enhance accessibility and usage during the pandemic,
for example:

- ***In the health sector***, with the support of Artificial Intelligence, we adopted tracing systems in Egypt to identify areas where the virus is most prevalent, in addition to simulate the pandemic patterns.
- ***Also For the medical teams*** we provided free voice and data packages to stay connected with their families while they are doing their duties in the quarantine areas.
- ***In the education sector***, we collaborated with the education ministries to enable free access for educational platforms and websites to guarantee the continuity and quality for students in their education process.
- ***In the financial sector***, we collaborated with the Central Bank to facilitate free registration for e-wallets and remove the administrative fees for e-payment transactions to meet citizens needs., which lead to 2.5 million e-wallets created and 30% transactions increase in one month.

Business guidance initiatives

Initiatives for Encouraging Citizens to Stay at Home for Longer Periods

- Providing all home internet subscribers with additional 20% of their internet quota (minimum of 30 gigabytes).
- NTRA agreed with the mobile operators to promote the use of e-transactions by offering several incentives for customers setting off their bills and topping up their balances via e-payment methods. Citizens receive 30 times the charged balance as free airtime.
- NTRA adopted a number of measures to limit the use of mobile phone balance recharging traditional methods, such as scratch cards, and replace them with e-payment methods, in coordination with the four mobile operators.

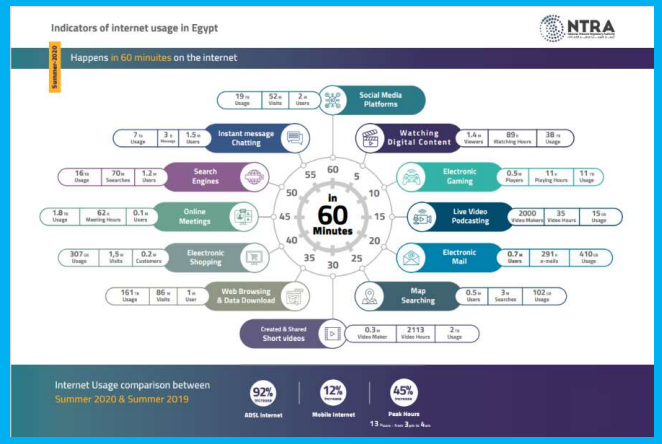
Consumer Education

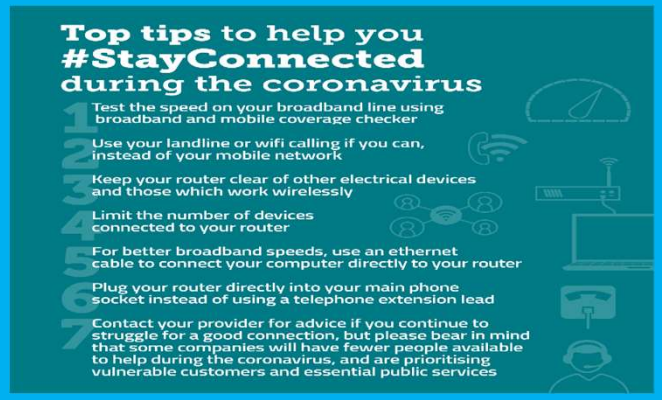
- We publish weekly reports through TV programs, Website and social media platforms, to spread awareness about quality of service, complaints, how to obtain telecom/ public services remotely .

- We provided free hotlines for citizens, to keep them updated with the latest news and precautions about the pandemic.

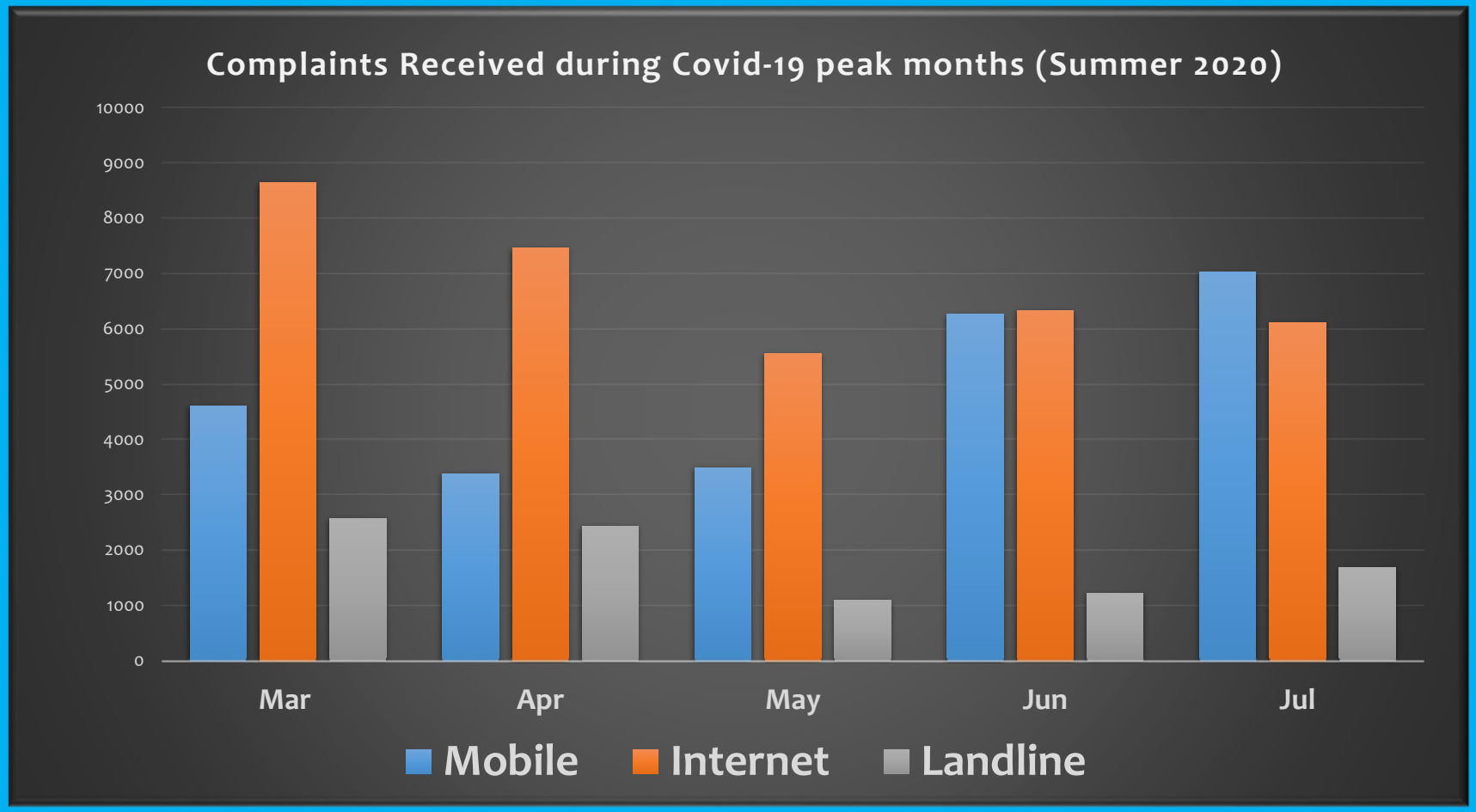
- We regularly publish tips to help consumers stay connected especially with the high consumption rates since the beginning of summer 2020 and working from Home (Remotely).
  - How to improve your broadband speed at home?
  - Which provider offer the best signal in you area ?
  - How to obtain indoor boosters from service providers?

Consumer Education

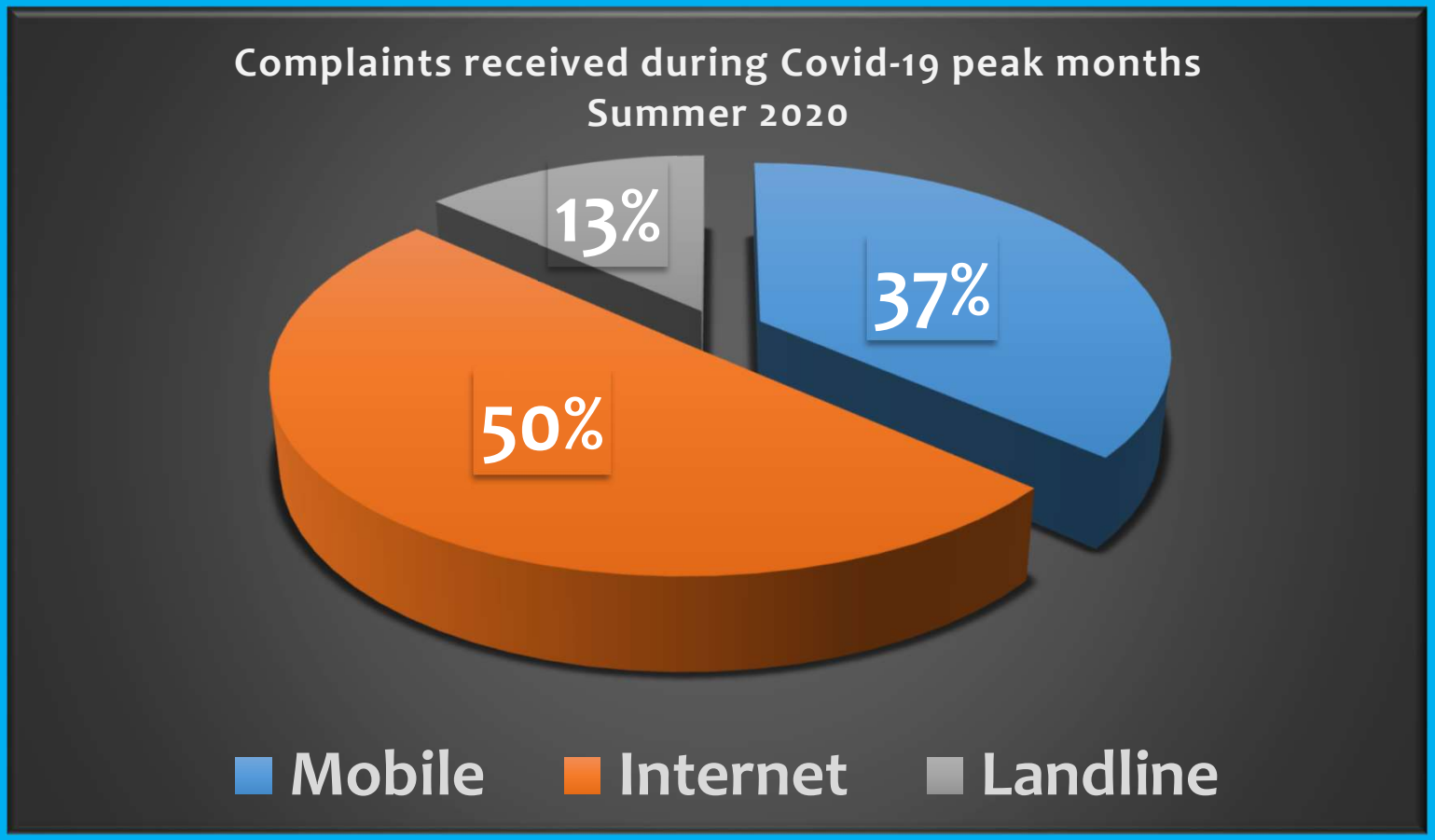




Complaints


Complaints Received during Covid-19 peak months (Summer 2020)
10000
9000
8000
7000
6000
5000
4000
3000
2000
1000
0
Mar
Apr
May
Jun
Jul
Mobile
Internet
Landline

Complaints


Complaints received during Covid-19 peak months
Summer 2020
13%
37%
50%
Mobile
Internet
Landline

What have we learned from the COVID-19 crisis?

- Connecting vital services and ensuring the continuity of public services to safeguard the populations
- The need to empower digital business models to support the most impacted businesses and communities
- The need to increase bandwidth, strengthening resilience and security of networks, and managing congestion
- Affordable and reliable broadband access is the lifeblood of economies
- The need to develop the e-learning sector including national platforms that manage and develop the digital educational process across the country.

What should we focus on in regulation to prepare for the next 20 years?

- Creating and capturing value in the digital economy especially in developing countries.
- Ensure data privacy and consumer protection rights in the digital era.
- Fostering digital innovation and empowering emerging and affordable digital technologies and services such as IoT, AI, cloud computing, and big data analytics.
- Create enough regulatory confidence for companies to take risks.
- Reviewing legal and regulatory frameworks for different services related to digital economy.

Thanks