

IDLENOMADS – Solution

Intro

Idle Nomads have established a business model that can support telcos in Africa to accelerate their existing customers migration to 4G and 5G and also attract new customers through a device financing model.

4G and 5G handset cost has been a key barrier historically to end users and has slowed the migration but with Idle Nomads device leasing program and with a selection of low to high end affordable handsets, it makes the transition more seamless.



Idle Nomads Role

Device sourcing portfolio, both new and 2nd hand devices.

Work together with telco to set up and manage a new flexible device leasing program for 12 to 24 months with options at end of cycle to renew or upgrade.

Provide onboarding and tracking platform for new and transitioned end users.

Set up and manage extended warranty program in country.

Set up aftermarket support platform for end users for In warranty extended warranty and out of warranty repairs / exchanges.



Telco Support / Partnership

Support telco with traditional advertising includes in-store demos, retail point-of-sale signage and displays

Support telco with applications preload to improve customer engagement and new revenue streams.

Work together with telco to set up online efforts for marketing campaigns via

- Web platforms
- Local channels
- Social influencers

Partner with the telco to track and manage missed payments and fraudulent activity as well as handset de-activation or network lock.

