



LEADING ICT INNOVATIONS
FOR ZIMBABWEANS FEATURE

TelOne Pre-paid slashes voice costs by 80pc

VOICE BUNDLE PRICE	\$5	\$10	\$20
On-net Benefits (mins) (TelOne to TelOne)	200	450	950
Off-net Benefits (mins) (Local)	50	100	200

TELONE has slashed voice calls by more than 80 percent seeing on-net calls going down to one cent per minute from five cents and mobile calls down to four cents from 16 cents. This reduction has come about through the recently launched prepaid voice bundles promotion which is running up to the end of November with an extension possibility.

The pre-paid bundles have been put in place to benefit residential clients migrating to pre-paid voice across the country where 65 exchanges are already offering this service. The massive bundles are set to revive the TelOne voice service for our residential segment and are expected to rapidly increase pre-paid voice uptake.

Pre-paid voice by TelOne means that clients on the platform now have to recharge their phones using vouchers before they can make phone calls. Recharging is done through interactive voice response facility by simply dialling 216 and following the voice prompts in three easy steps.

TelOne pre-paid voice is a product of the on-going network modernisation under the National Broadband project under the ChinaExim \$98 million facility. The project has also seen the network upgrade and establishment of a new backbone fibre link with South Africa through Beitbridge. This link, which has already been completed is expected to reduce bandwidth landing costs by up to 40 percent thereby strengthening TelOne lead as the most effective communication service provider in Zimbabwe.

Other value added services that have already started to benefit TelOne clients include the functionality where home broadband credentials can now be used to connect to the internet at any TelOne Wi-Fi site across the country giving clients the much desired flexibility.

NEW!

Introducing TelOne voice bundles

THE NEW ERA OF CONVERGENCE

Good news for all those on Prepaid voice service. You can now purchase Prepaid voice bundles and enjoy great benefits.

VOICE BUNDLE PRICE	\$5.00	\$10.00	\$20.00
On-net Benefits (minutes) (TelOne to TelOne)	200	450	950
Off-net Benefits (minutes) (Local)	50	100	200

Now that you are on Prepaid, you can purchase voice bundles and enjoy this great deal

• Offer valid until 30 November 2017. Available for Prepaid residential clients only.

MOVE OVER TO PREPAID TODAY AND SAVE! Call 950 or (04) 700950 to get connected or visit your nearest TelOne Client Service Centre to buy your landline recharge voucher.

Voice | Broadband | Satellite

Bringing You Together

Runhare House, 107 Kwame Nkrumah Avenue
Harare: (04) 783 565/6, Bulawayo: (09) 717 760 or 886 688, Gweru: (054) 221 794 or 230 617, Mutare: (020) 63395 or 67666, Masvingo: (039) 263 284 or 263 384, Call Centre: (04) 700 950

clientservices@telone.co.zw

https://facebook.com/TelOne

@teloneZw

www.telone.co.zw

*All Bundles are valid for 30 days. Terms and conditions apply

MAZ unveils new identity

THE Marketers Association of Zimbabwe (MAZ) last week unveiled a new and refreshed MAZ identity logo during the Association's 10th Anniversary celebrations held in Harare.

The new logo maintained the tag line and the colour scheme (black and gold) but was refreshed to have a more modern look and to make it more clinical and upbeat. The new logo replaces the triangle and globe at the centre of the old logo with emphasis on 'A'.

"The font is bold and non-confined, giving the logo a dynamic feel which is synonymous to MAZ's innovative nature. The black is a symbol of stability and balances well with the richness of the gold. Together, these colours speak to MAZ values and ethics," said MAZ marketing and training manager Enia Zimunya.

MAZ was formed in 2007 as a result of major challenges that were identified within the marketing profession, which included lack of recognition of the marketing profession in Zimbabwe and gross fragmentation among professionals due to lack of adequate networking facilities.

Today, MAZ's membership of individuals is over 400 while the Association boasts of 150 corporate members.

Speaking at the celebrations, Dairibord CEO Anthony Mandiwanza who was the guest of honour urged marketers to build enduring brands that are relevant to the existing consumer needs and behaviours.

"People are prepared to pay a premium not because of the brick and mortar but because of the brand, when people make an investment they link with the brand. Brand recognition commands loyalty," Mandiwanza said.

"Big brands face extinction; brands must remain relevant to the emerging consumer needs. In Zimbabwe today, our biggest challenge is how to defend the domestic market as well as generate foreign currency. These two call for defence and attack strategies. To succeed in the domestic and international market, you need to build enduring brands."

The Association is the brains behind the Super-brand concept, an international concept that has been adopted in Zimbabwe since 2009. This concept identifies and pays tribute to exceptional brands by recognising, rewarding and reinforcing leading brands.