

MTN Uganda launches SME business support centre

In a bid to further consolidate its effort in supporting and enabling SMEs in Uganda, MTN Uganda today announced two new innovative solutions that have been designed to help offer more value and control for business owners, while enabling them to manage their costs with greater efficiency.



MTN CEO Brian Gouldie

MTN also announced the launch of a 24/7 business support centre that will be fully dedicated to SMEs. This is part of an effort to offer personalised customer support, discreet and confidential services and cut down on the time that would otherwise be spent visiting the service centers.

Uganda has been described as the most entrepreneurial country in the world, and MTN CEO Brian Gouldie, said under MTN Business, MTN embraced technology “to create innovative solutions that allow customers to focus on their core businesses as we enable their technology and communication needs”. “Today is another major milestone in this journey.”

MTN Business has introduced two new bundle solutions, aimed at offering affordable value to its Business customers; the Kazi bundle targeting SMEs and the trader community and the Business Combo focusing on the unique needs of large corporations.

The Kazi bundle comprises of a combination of voice-call minutes, SMS’s to all networks, bundled with data designed in packages designed for multiple users to suit their varying communication needs. MTN Business customers using the Kazi

bundle are able to customize their selected bundle according to their specific needs for voice calls, Data or SMS in varying combinations. Users of the Kazi bundles also get to make free calls within their groups as long as a bundle is active.

“Kazi bundles are designed for business owners who would like to manage a fixed communication budget, while still providing communication benefits for their employees, business partners or associates,” said MTN Business general manager Reginald Kafeero .

In a move to meet the needs of its broader business customers, MTN has also introduced The MTN Business Combo bundle, offering Voice, SMS, Data bundles, and International bundles which MTN’s corporate clients can assign to their employees in different package options to suit the role each employee serves in driving the organisation’s business agenda.

Kafeero concluded by noting that SMEs create around 80% of the regions employment, with formal small and medium sized enterprises contributing up to 45% of the total employment and 33% of the national income (GDP) in emerging economies.”

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