

Ringier One Africa Media

Building and maintaining customer trust in a pandemic

Presented by Diane Moalem





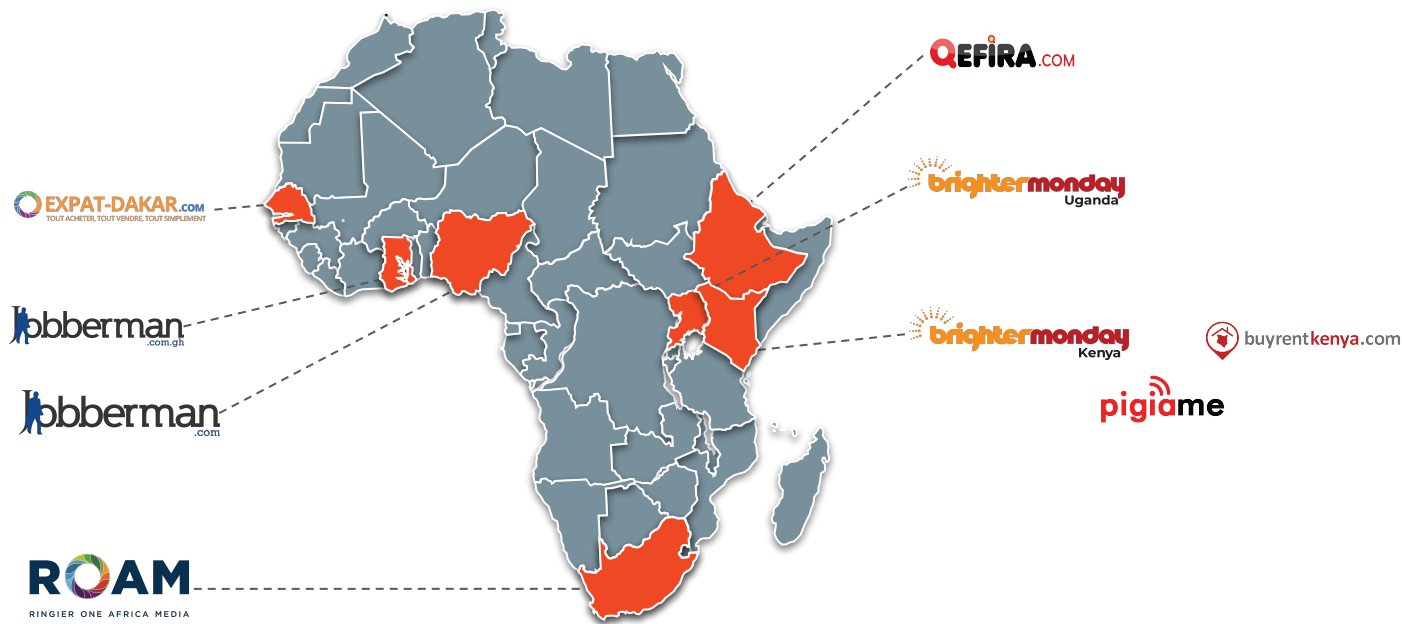
Trust and transparency are real daily challenges.

Our markets are ripe for **disruption** with a digital rise, lacking legacy infrastructure, and entrepreneurial spirit.

We support this by creating **leading digital marketplaces**, and connecting Africans to jobs, homes, and general goods.



ROAM operates strong market leaders



<300 employees driving change on the African continent!

8 companies

Market leadership

29m users served
in 2021

8.9m leads connected
in 2021

6.6m listings
in 2021

COVID in Africa: Returning to business as usual



COVID-19 context

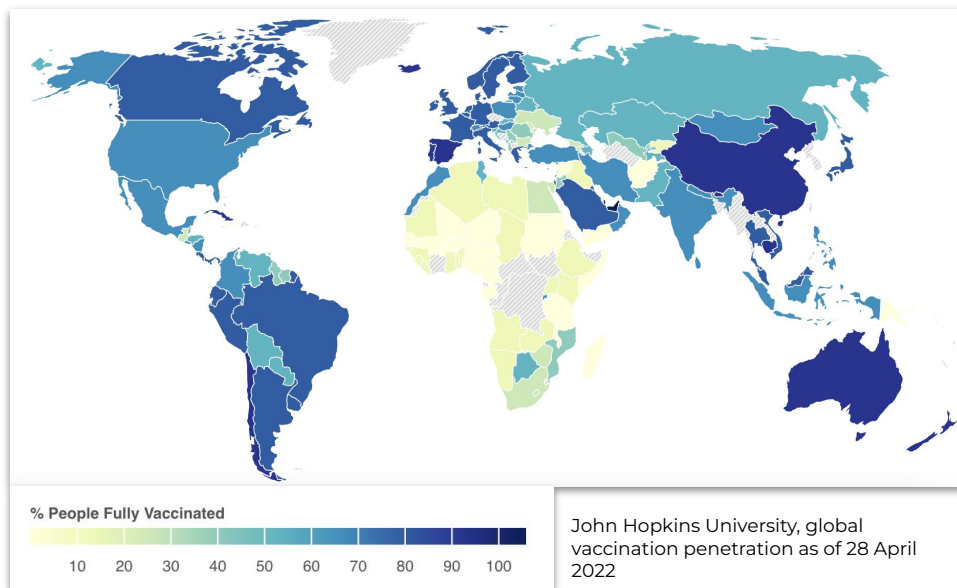
Size: 1.2bn population, 500m in ROAM's markets¹.

Africa COVID-19 cases: 8.3m cases and 170k deaths (28 April 2022), ~13% of USA's cases².

Vaccinations: 15% of adult population, 435m doses administered (March 2022)³.

Economic impact: +3.6% GDP growth in 2022, down from +4% due to Coronavirus waves and Ukrainian conflict⁴.

Despite low vaccination rates causing some economic risk, business returns to normal except a few changes...



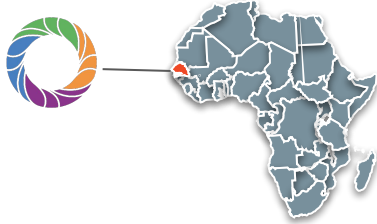
1. [Statista](#), 2021. 2. [WHO](#), 2022 3. [WHO](#), 2022. 4. [WorldBank](#), 2021. 4. [Economist](#), 2021, 5. [GSMA](#), 2021



Building and maintaining customer trust in a pandemic



A case: Expat Dakar



Francophone

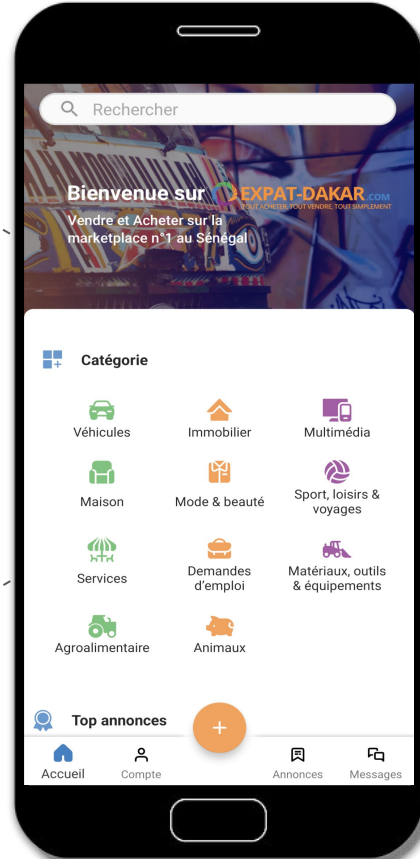
**Senegal's largest
general classified**

**14th most visited
website in Senegal**

Launched in 2008

Educated the market on
online research and sales

Our customers are mostly
B2C not C2C. Strong B2C
monetisation.



Vertical units:



Property



Cars



Market
Electronics
Home
Fashion & beauty
Other



Jobs

Our market:

Mostly informal market with most
business in Dakar region. Oil
discovered, driving an economic
boom in the coming years.

Growing digital: Small population
of 16m, 8m internet users, 4m FB
users, and 3.5m Expat Dakar users
in 2021.



Changing post-COVID behaviour: Seeker & seller

Sellers: Higher demands for online in value, product, & ROI

Want more **value** for every dollar spent online

Online holds bigger proportion of marketing budget than pre-COVID

Ask for deeper business **partnerships**: data, deals, & marketing

Want online services to be easier and better than before
→ more **product demand driven**



Seekers: Online research, then buy offline

COVID-19 curfews shortened shopping time → consumers do **pre-shopping research**
Research behaviour stayed when curfews lifted

Buying behaviour: try-before-buy pre-COVID. Now happy to pay on-delivery
→ **more trust in online products**



Trust in our marketplace



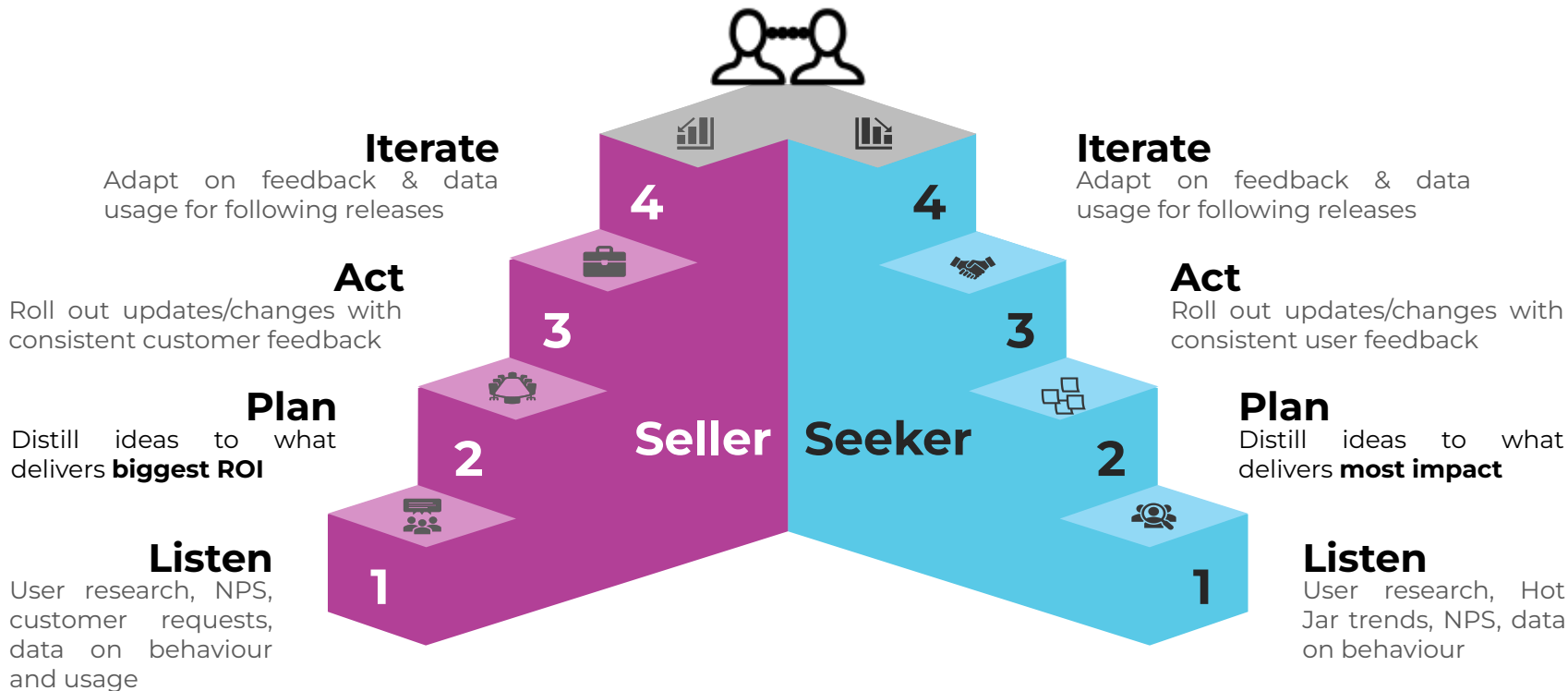
Trust is key for both seeker & seller. The pandemic amplified this. How do we serve both needs?



How do we build & maintain trust?



Our approach to building trust





How we met the needs for trust

Seller

App: Improving listing quality by making it easier to **post listings** and post higher volumes → appear to be more “trusted”

Improved moderation with listing tips and advice

Verified sellers on listings

Pandemic support: free listings, free prominence for higher visibility

Seeker

Improvements in seller quality:

Improved moderation

Verified seller badges for frequent sellers

Improved platform chat with 2021 migration

Platform & searchability:

Improved search: updated elasticsearch to later version that improves relevance

SEO improvements in categories for improved organic traffic



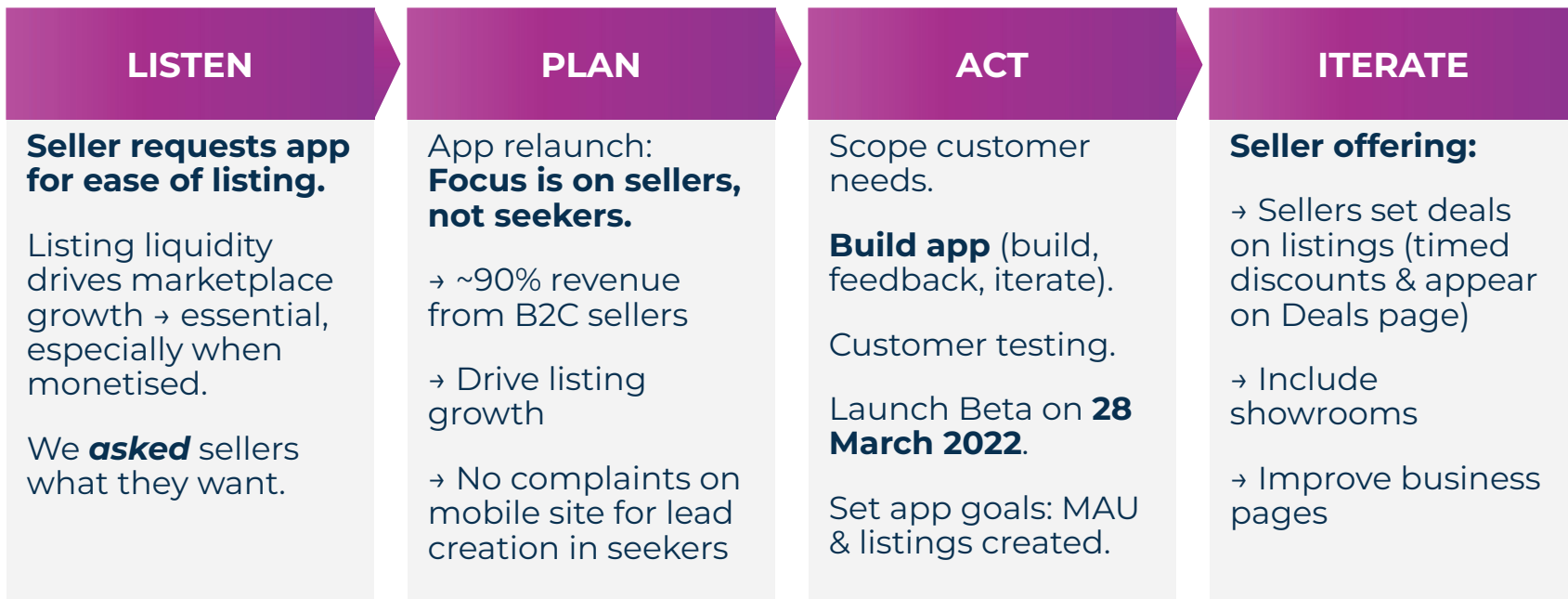
SELLER



Example applied: Seller

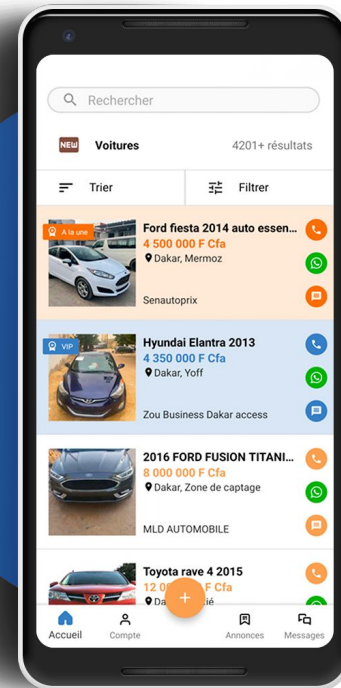
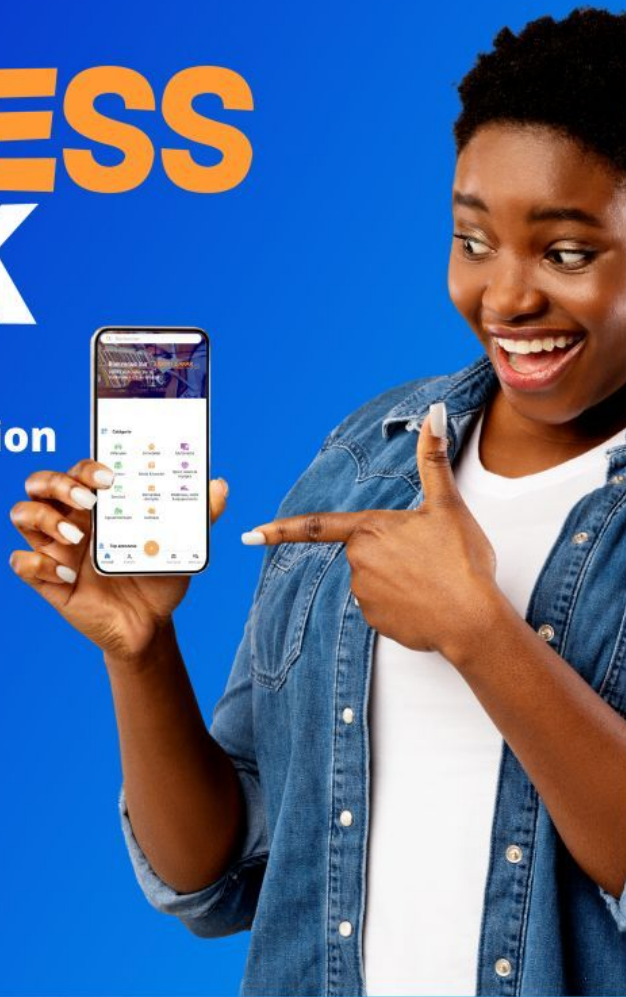
Context: 84% of users sitewide are on mobile.

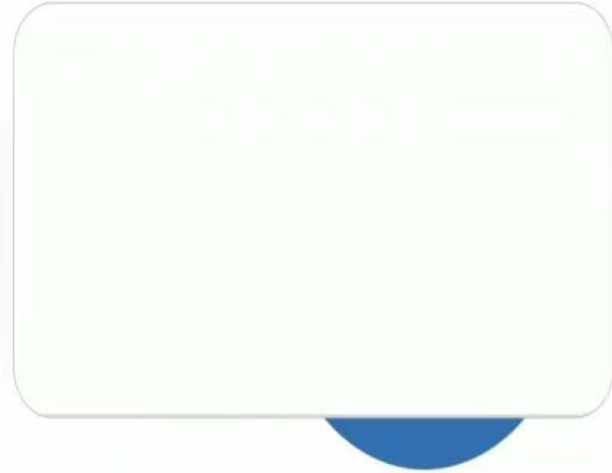
The challenge: In early 2020, we terminated our app due to old tech, poor UX, and customer complaints. Our site remained mobile-first but not an app.



LU BESS TAKK

Découvrez votre
nouvelle application







SEEKER



Example applied: Seeker

Context: Seekers need a safe way to browse and shop.

The challenge: There is risk of fraud, often a lack of transparency in pricing, poor product quality, and we wanted to avoid seekers leaving the platform for WhatsApp.



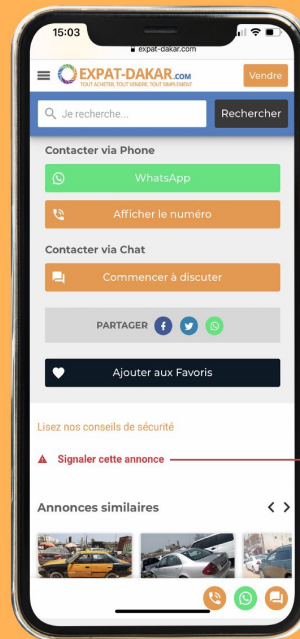
Faites votre "WAXALÉ" en ligne !



May 2021:
Improved
platform
chat &
platform
stickiness



May 2021:
Report
fraud on
listings



Comment signaler une annonce ?

Chaque annonce à un bouton

 **Signaler une annonce**



Connexion / Inscription



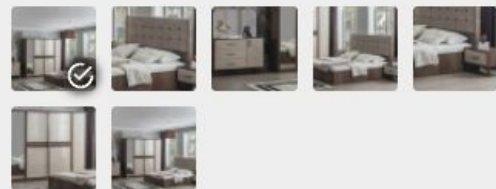
Je recherche...

Rechercher

Vendre

Véhicules Offres d'emploi Immobilier Multimédia Autres Catégories Showrooms Promo

< Retour Accueil / Annonces / Maison / Mobilier / Lits, chambres à coucher



MASTER OFFICE
Membre depuis 7. févr. '20

Vérifié via : Facebook Numéro de portable

Voir mon showroom

Site Web du vendeur

Contacteur Vendeur

Contacteur par Téléphone



WhatsApp

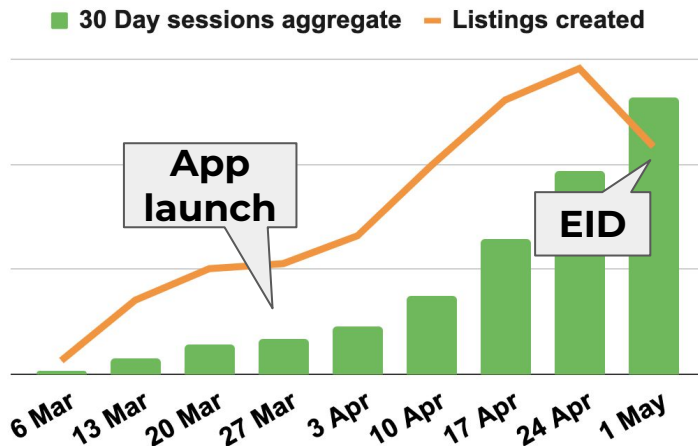
Introduced
verified
sellers



Impact on trust growth

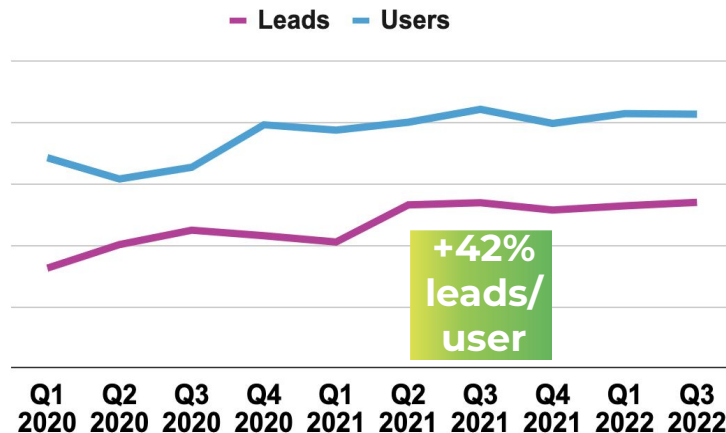
App growth: listings

App growth: sessions & listings



Signal of trust: leads

User and lead growth over time: 2020 to date



Complementary actions building trust for seekers and sellers show tangible impact.



Summary: Building trust



Observe

Observe customer behaviour over time and seek consistent feedback.

Customise

Custom approaches to building trust: seeker & seller
→ Changes can complement trust in seekers & sellers, ie. seller changes impact trust in seekers.

Process

Follow the simple model

LISTEN

PLAN

ITERATE

ACT



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