Using Interactive Mobile Technology for Humanitarian Response

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The Challenge:
3B people are disconnected from valuable information
The Solution: Mobile penetration rates –

“In 2013, there were some 96 cell-phone service subscriptions for every 100 people in the world.”

-UN Telecommunication Agency, 2014
VOTO solves major M4D problems

Reaches across literacy barriers, in one’s own local language

Simple, reusable software tools that don’t need setup or high technical capacity.

Mobile connections at low costs through telco relationships, ready to set up in minutes

Thoughtful design consulting and research on how to translate mobile engagement to impact
Mobile Engagement Explained

- Health information
- Travel advisories
- E-Vouchers and Coupons

Real-time feedback
Embedded questions
Accessible internationally with any kind of phone
About Us

Based in Ghana, launched in 2013

Used by >550 organizations

In >36 countries

Over 3 million People Reached

Mission – Create a communication platform that allows policy makers, service organizations and companies to meaningfully engage the poorest 3B people on the planet.

Vision – A world where policies, products and services affecting the world’s poorest 3B people are co-designed by those they are meant to serve.
VOICE – The ideal tool for connecting the next 3 billion

Works on every phone
And across all languages

An inclusive solution
1 billion non-literate adults, Two-thirds are women

 Doesn’t cost the respondent anything
Receive calls or “flash” and call-back

Allows for building a trust relationship
Build in intrinsic incentives

Advanced Analytics
Accelerate learning and enable better decision making
Use Voice over SMS messaging

Based on a VOTO & World Bank comparative study in Ghana, 2014

- Total Participation: Voice 10x Text
- Women Representation: Voice 45x Text 2x
- Rural Representation: Voice 50x Text 4x
Use Cases for IVR

Information Portals available across all mobile phone numbers to access immigration, travel, health, assistance information on toll-free hotlines

Rapid polling tool for remote data collection in communities (for example, on household food security, access to energy etc.)

Using data collection and visualization to close accountability and feedback loops within humanitarians programs
Maternal Health

Improving health outcomes for mothers and babies through mobile education.

Type: In/Outbound IVR
Content: 60-Week Curriculum
Reach: 8,000 Women
Country: Ghana
Free Information

Providing free on-demand multi-sector locally relevant information at scale, in partnership with mobile network operators.

Type: Inbound IVR
Content: ~500 Messages
Reach: Millions of People
Countries: Malawi, Nigeria, Ghana, Mozambique, Zambia
Knowing Users

Helping companies expand to new countries through market studies, and surveys of active and churned users.

Type: Outbound IVR
Content: 30-Question Survey
Reach: 10,000 People
Countries: India, Zambia, Kenya, Tanzania, Ghana, Colombia

facebook • internet.org
Create a free account at votomobile.org
VOTO Dashboard

Add subscribers and create groups for segmented outreach.

Create voice and SMS surveys and messages.

Schedule calls and messages. Create rules for incoming calls.
A VOTO partner used the scheduling feature to automate message delivery for an entire 40 week maternal health education program to 2500 mothers in Ghana.

Send survey now, at a specific time in the future, or on a routine or repeating pattern.
Analyzing Results

View individual and aggregate responses. Export data for further analysis. Create new groups based on responses for further outreach.
Analyzing Results

Results from a larger survey conducted by a partner to gather citizens’ feedback regarding electricity tariff rates being increased by 78%.

A VOTO partner added GPS location to IVR Survey results, yielding a map of the results.
A VOTO partner is providing inbound functionality so farmers can have “information-on-demand”. Farmers call-in a specific number to hear past educational messages, pricing and weather information.

Call-in triggers a specific action, like an IVR directory or a voice message.

Inbound functionality can be used in crisis situations, like after an earthquake, for citizens to call-in to leave information regarding their location, condition and needs. The information is crowd-sourced in real-time.

Select the subscribers to be included.
Some of our 500 Users
neema@votomobile.org

Watch a 5-minute demo of the VOTO Platform
Watch a 10-minute demo of our advanced features
Check out our API