

# Man on a mission



**Eduardo Continentino**

GM: MultiChoice Angola

**When it comes to maintaining a competitive edge, innovation is critical. Nobody knows this better than Eduardo Continentino. Not only has the MultiChoice Angola GM had to think out the box when it comes to differentiating the company in the market, but he's had to pull out all the stops to make it happen too.**

Although, there probably wasn't a better person for the job. With more than 40 years' experience working in the Brazilian and African IT, telecommunications and satellite TV industries, and significant tenures in leadership positions, Eduardo was well-placed to tackle repositioning the company in the consumer media landscape.

## PRIORITISING INNOVATION

"There were a number of touchpoints we wanted to revamp: firstly our customer experience, and then our distribution model. These two elements form the base of the plan we are currently rolling out in Angola, which puts our customers at the centre of everything we do. Instead of us as MultiChoice doing what we think our customers want, we have listened to them and are now giving them what they want," explains Eduardo, adding that this represents fresh, new thinking for the company.

In order to elevate the customer experience, Eduardo and his team began by tackling the number of distribution points across the country's multitude of provinces. A total of 23 new stores have been opened, including 10 highly innovative mobile stores, increasing the company's footprint and as a result, consumer access to its products.

"There's a certain culture connected to old stores; a culture around service, pricing, installation and so on. We needed to refresh that culture, and these new stores have provided the opportunity to do so. Our mobile stores have been incredibly well received. Quick and easy to build, flexible in that they can be moved around to prime locations, and highly visible for brand building, these stores are opening up exciting new markets for us," he adds.

It's not just here that the company is innovating. It recently introduced scratch cards that allow customers to activate their new DStv subscriptions anytime, anywhere, 24/7. The cards tap into the well-entrenched scratch card tradition that exists in Angola, providing a sense of familiarity to new customers as well as an enhanced customer activation experience. As the cards are sold through both formal and informal channels, the company has also significantly furthered its reach.

## A NEW DIRECTION

"These developments are building renewed excitement around the brand. It was important that our talent also reflected this reinvigoration, so we have

been focusing a lot on developing the skills of our people as well as bringing in new staff to introduce new ideas and fresh 'oxygen' into the company. There's a great new vibe at MultiChoice Angola!" laughs Eduardo.

He certainly has reason to be excited; the company has recorded 20% growth in the 24 months since the team began executing the new vision. With Eduardo now turning his attention to quality – notably the quality of the customer experience – this figure is expected to keep climbing.

## ENRICHING LIVES

Although Eduardo has found his past two years as GM of MultiChoice Angola to be incredibly fulfilling, he says it's the greater sense of purpose he derives from working for the MultiChoice Group that has been most rewarding.

Prior to this position, he was GM for MultiChoice Mozambique for five years. Between the two posts, he has had the privilege of seeing just how entertainment can enrich lives, and even change them.

"We have a really good product, and clear and honest intentions regarding the local market. We really want to improve the quality of the lives of African people," Eduardo explains. "Our product revolves around entertainment, and entertainment brings joy into people's lives. It unites fragmented families and brings communities together. When you have the opportunity to be part of that, it's amazing. Essentially, we sell happiness. And that makes me happy. It's important to me that what I do every day is more than just a job, that it has the power to have a positive impact in other people's lives. I can honestly say, it does just that."

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