



Engaging rural customers

Allan Mero responds to enquiries from **REDAVIA's** mini-grid customers, offering practical advice to enable people to make the most of having electricity.

Allan is employed as REDAVIA's Customer Care Representative in its Dar-es-Salaam office. With experience in customer care roles elsewhere, Allan came to REDAVIA in September 2017 and manages the company's toll-free phone line.

Customers from Isenzanya and Shitunguru phone Allan for support: "For a customer to be satisfied, he must reach you instantly and you must attend to him accordingly. When he calls, he is happy that there is someone on the other end who can help him, who can direct him, who can explain the various power services available at REDAVIA."

"Customers ask me various questions, for example, how they can top up their account using the mobile top-up system, the status of their account and their credit balance, and also how they can benefit more from having access to electricity."

Being able to answer this last question is something which Allan finds rewarding about his job: "To work with REDAVIA makes me feel like I change people's lives; when I started here, there were few people who used electricity and they did not understand the potential benefits of reliable, affordable power. Now, the feedback I get from our customers is that they have opened mills and shops and that their children can revise in the evenings to improve their academic performance. Customers are now more receptive, they appreciate that electricity can bring development."