

Digitata Insights Reference Case Nedbank Quest



1 The Opportunity

Nedbank was looking for an innovative way to reach the unbanked population of South Africa in order to educate them on the benefits of banking their money.

Nedbank required a solution that facilitated two-way engagement, allowing the targeted population to share their details and request direct contact from the bank.

2 The Strategy

Digitata Insights created an interactive, text-based game using USSD technology, making it accessible to users of all types of mobile phones (not requiring a smart phone or data).

Nedbank Quest was designed as a fun, engaging and interactive game that would teach players about the benefits of banking.

Benefits of banking that were taught included:

- Keeping one's money safe
- Making one's money grow by earning interest
- Saving money towards a bigger goal such as buying a car

3 Customer Experience

The handsets below illustrate the user experience of playing the Nedbank Quest on feature phones using USSD.



The game was hosted on Vodacom's *111# star dial menu in order to benefit from the existing traffic as well as the zero-rating of the channel.

Strategically placed options within the game were used:

- to allow players to opt in to being contacted by Nedbank
- to facilitate the collection of profile data on the players
- to enable players to complete jobs in order to earn money

4 The Results



Players to access the game
728 058



Unique players to complete the game
65 333



Jobs completed
3 343 760



Players to complete at least 1 job
163 525



Average game time
38 minutes



Brand views
2 982 941

From our Customer...

Digitata Insights' Nedbank Quest USSD game surpassed our KPI's in the 1st month and the level of user profiling, engagement and brand exposure far exceeded our expectations.

Renier van Staden
Senior Manager, Nedbank