Empowering Girls through Interactive Voice Response (IVR)

Insights from piloting to implementation of “Girls Connect” - a ‘low-fi’ mobile solution in Nigeria.

Authors: Abosede, A., Jones, A.
Girl Effect is an international non-profit working to support adolescent girls in low and middle income countries through a stage in life that defines their future. We support girls to make choices for themselves so they are healthier, more educated and financially secure. To do this we create safe spaces for girls to find information and advice, online and in their communities. We answer girls’ curiosities, questions and concerns through our content and products, and connect girls to services that help them take control of their bodies and their lives.

Founded by the Nike Foundation in 2004, our work is based on 15 years of deep insights and data from girls during the complex stage of adolescents. Girl Effect is now an independent organisation reaching over 20 million people, working from nine global locations and active in over 50 countries. Girl Effect is a UK Registered Charity (1141155).

The white paper is an objective record of Girl Effects’ successes, challenges, and key learnings from the implementation of a custom-built IVR line in Nigeria, called Girls Connect. The insights covered in this paper are for like-minded organisations such as those working in international development, designing for Social and Behaviour Change Communications (SBCC), implementing programs using digital technologies, and/or those in monitoring and evaluation.

With contributions from:

Au, N., Baringer, L., Fulcher, A., Haruna-Usie, H., Michel, K., Picton, H.

July 2020
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Terms</td>
<td>4</td>
</tr>
<tr>
<td>Abstract</td>
<td>5</td>
</tr>
<tr>
<td>The Girl Effect and iSON Xperiences Partnership</td>
<td>6</td>
</tr>
<tr>
<td>Executive Summary</td>
<td>7</td>
</tr>
<tr>
<td>An Introduction to Girls Connect</td>
<td>9</td>
</tr>
<tr>
<td>The Innovation</td>
<td>10</td>
</tr>
<tr>
<td>The Audience</td>
<td>11</td>
</tr>
<tr>
<td>The Girls Connect Experience</td>
<td>12</td>
</tr>
<tr>
<td>Design Challenge</td>
<td>13</td>
</tr>
<tr>
<td>1. Content</td>
<td>14</td>
</tr>
<tr>
<td>2. Conversations</td>
<td>16</td>
</tr>
<tr>
<td>3. Signposting</td>
<td>17</td>
</tr>
<tr>
<td>Girls Connect UX</td>
<td>18</td>
</tr>
<tr>
<td>Language Selection</td>
<td>18</td>
</tr>
<tr>
<td>Episode Selection</td>
<td>18</td>
</tr>
<tr>
<td>Role Model Connection</td>
<td>19</td>
</tr>
<tr>
<td>Unique Features</td>
<td>20</td>
</tr>
<tr>
<td>Launching Girls Connect</td>
<td>21</td>
</tr>
<tr>
<td>Data Collection and Performance Measurement</td>
<td>22</td>
</tr>
<tr>
<td>Defining performance metrics</td>
<td>26</td>
</tr>
<tr>
<td>Challenges in accessing the data</td>
<td>27</td>
</tr>
<tr>
<td>Data sharing</td>
<td>28</td>
</tr>
<tr>
<td>Key insights from the data</td>
<td>29</td>
</tr>
<tr>
<td>The data from the ‘offline’ Impact Evaluation</td>
<td>31</td>
</tr>
<tr>
<td>Recommendations from the Girls Connect Experience</td>
<td>32</td>
</tr>
<tr>
<td>Conclusions from Girls Connect</td>
<td>37</td>
</tr>
<tr>
<td>References</td>
<td>38</td>
</tr>
<tr>
<td>Appendices</td>
<td>39</td>
</tr>
</tbody>
</table>
Key terms

- **IVR** - Interactive Voice Response
- **ITeS** - Information Technology enabled Services
- **Role Model** - A female call operative trained to talk to girls and navigate sensitive topics using relevant signposting when necessary. A Role Model is not a trained counsellor, and cannot give girls personal advice.
- **UX** - User Experience
- **Signposting** - Referrals system to organisations that are equipped to support callers with issues raised during conversations with the Role Model
- **MNO** - Mobile Network Operator
- **Edutainment** - A blend of entertaining yet educational content, intended to inspire and inform audiences
- **Agency** - the ability for someone to make decisions and take action pertaining to one's own life and future
Abstract

Girls Connect is a pioneering mobile service that gives girls in Nigeria access to information, conversations and one-to-one mentoring that is designed to inform and equip them to make decisions about their health, education & financial futures. Piloted in 2016/17 and launched in 2018 by Girl Effect in partnership with iSON Xperiences, one of Africa’s largest IT companies, Girls Connect utilises Interactive Voice Response (IVR) technology, providing a ‘low-fi’ channel for users to access content using basic mobile phones. The service is designed to assist adolescent girls in Nigeria in navigating the challenging issues they may face in their lives, and takes callers on a journey starting with listening to engaging content, conversations with role models, and signposting (referrals) to additional information or third-party services. The content is ‘edutaining’; it is entertaining for listeners whilst also imparting key learnings relevant to a girl's everyday life. The content is centred around four key thematic areas: health, education, money management and safety. With over 900k calls and 240k unique callers to the service over a 10 month period, Girls Connect has proven to be a relevant and impactful platform for girls, and is leading to positive outcomes relating to their knowledge, attitudes and future intentions.

Knowing that there is a growing interest in the use of mobile technology, specifically IVR, in international development projects, Girl Effect has written this paper to provide an overview and assessment of how we implemented the service. Included in this paper is a summary of the service design and implementation, including key learnings from the pilot and full implementation. We hope that other organisations can learn from our diverse experiences, including successes and challenges, in utilising IVR technology to engage girls.
The Girl Effect and iSON Xperiences Partnership

An effective partnership between Girl Effect and iSON Xperiences, to meet the needs of girls in Nigeria with low-fi tech accessibility.

Girls Connect has been developed in partnership between Girl Effect and iSON Xperiences. Girl Effect is an international non-profit working to support girls through the pivotal stage of adolescence, when the choices she is making define her future. Founded by the Nike Foundation in 2004, Girl Effect is now an independent organisation working from nine global locations and active in over 50 countries. Using a unique understanding of girls lives and an innovative use of behaviour change science, Girl Effect creates media brands that girls love, containing content that is entertaining, informative and relevant to their everyday lives. Girl Effect uses technology to reach girls at scale and works with partners to drive demand for and link to services available to them. It now has a global portfolio reaching millions of girls through technology in more than 50 countries and has operated in Nigeria for over seven years.

iSON Xperiences, is a premier global customer experience management (CEM) company with operational presence in 16 countries across Africa, Middle East and India and serving over 500 million customers. The company was incorporated in Mauritius with 16 subsidiary companies across Africa and Asia. iSON Xperiences has been in the customer care management business since the last 8 years. As of today, iSON Xperiences has over 16,000 employees globally and 33 delivery centers. iSON Xperiences handles over 50 million customer transactions per month, a scale of operations which is unrivaled in Africa and Middle East region.

iSON Xperiences is part of the ISON Group, which is one of the Middle East, Africa &ASEAN’s largest CX focused - Technology, BPO and Infrastructure management specialists with a presence in 27+ countries. Headquartered in Dubai. Regional HQs at New Delhi India, Cairo Egypt, Durban South Africa, Nairobi Kenya and Lagos Nigeria. The group leverages its' domain and delivery expertise, methodologies and frameworks; partnerships and technology alliances to provide turnkey Services – Design, Build and Manage. The robust service infrastructure is built on global delivery platform to deliver Voice, Non-Voice, Digital and KPO services iSON the leading ICT group in MEA with its decade experience has ensured customer delight and wow in all interactions on any channel or technologies independent of disruptions in technology, for FTSE100, S&P500 and CAC 40 companies from the computer technology, unified communications, telecommunications, financial service sectors, among others.

The partnership draws upon Girl Effect’s deep expertise with girls and iSON Xperiences’ infrastructure and technology.
Executive Summary

A girl growing up in Nigeria faces many challenges – early marriage, pressure to become economically active too young, trafficking and prostitution. This is her reality. However, she often lacks the skills, knowledge or confidence to safely navigate these challenges. She is often unsure where she can go for supportive, informed and objective guidance as, similar to young girls anywhere else in the world, she may feel uncomfortable speaking to immediate family about issues or challenges. As a result, she may feel her choices in life are pre-determined and defined by everyone except her.

With over 15 million vulnerable girls living in Nigeria, there is a pressing need for interventions to reach and meaningfully engage adolescent girls and equip them with the capabilities to find answers to their questions and access quality support systems. The digital landscape in Nigeria is rapidly changing and increasingly becoming an opportunity to connect with this population. Ownership of mobile phones has increased rapidly, now with 80% of the population in Nigeria owning a mobile phone. A 2019 Girl Effect global study(1) of girls’ access to and usage of mobile found that boys are 1.5x more likely to own a mobile phone than girls, with 37% of girls in Nigeria owning a mobile phone. In Northern Nigeria girls often have restricted access to mobile phones, or are allowed only very limited (and monitored) access. Access to mobile internet is much less typical, with only 35% of women and 50% of men using a smartphone (2). This gender gap highlights the challenge of delivering online information to girls. Even when girls do have access to the online world currently there is very little relevant, on-demand and educational information created especially for them.

Together with iSON Xperiences, Girl Effect designed and built a new-to-market solution for adolescent girls in Nigeria to access information and support. The partnership draws upon Girl Effect’s deep expertise with girls and iSON Xperiences’ call centre infrastructure and technology. Following two phases of piloting and iterative development, Girls Connect launched a 10-month campaign in July 2018 giving girls access to on-demand audio content and real-life conversations with role model mentors, referred to as content and conversations. The service was marketed in both Edo and Kano states in Nigeria, with support from local NGOs and partners. Girls Connect provided callers with ‘edutaining’ content that is relatable, engaging and informative. Callers are also given the opportunity to connect with a real life ‘Role Model’; a slightly older young woman like them who they can discuss the content with and explore solutions to their own personal challenges. Should the caller disclose concerning matters or issues, the Role Model can refer the caller to vetted services for further support.

Girls Connect has incorporated a number of complex design features into the user flow, in order to cater for a bespoke audience of girls aged 14-19 in both Northern and Southern Nigeria. This audience typically has low mobile ownership, high mobile
borrowership, and poor digital literacy. However, they have a hunger for trusted advice and information, and lack sources for this. Girls Connect was designed to provide a simple and clean user experience for callers, with the callers able to route their calls past registration or surveys if they choose, and automatically reconnect if their call is dropped, among other user friendly features.

The content and conversations within Girls Connect have been designed with specific outcomes in mind, relating to four thematic areas; health, money management, safety and education. The content is also designed to build girls’ agency through developing girls’ voice, their value and their connections (in line with Girl Effect’s Theory of Change). Outcome mapping has been conducted combining a range of qualitative, quantitative and digital data sources.

From pilot testing and triangulation of user feedback during implementation, we have a wealth of data and insights into how to optimise IVR platforms to enhance the user experience and drive greater outcomes for users. Detailed in this paper are insights for optimisation against the following:
• The user flow and journey through the IVR content
• Collecting and using data from the IVR line
• Content volumes and delivery using IVR

Girls Connect has proven to be an effective platform for engaging, informing and inspiring girls, with 240k unique callers making over 900k calls to the service over a 10 month period. Girl Effect’s outcome evaluation demonstrated that girls reporting an increase in knowledge, improved attitudes, and greater intention to carry out positive change in their lives as a result of using Girls Connect. User feedback has also highlighted many ways in which the Girls Connect service (or others like it) could be enhanced to further improve the user experience, and maximise the impact of the service for callers.

The future of IVR technology such as Girls Connect is exciting. Girl Effect has launched a similar service in Tanzania and hopes to explore IVR in new geographies such as India and Rwanda. We are also working on ways to signpost girls to IVR services using existing content channels such as print magazines and radio. There is also potential to combine the IVR service with an SMS chatbot for those who have follow-up questions or requirements. A number of key challenges were overcome over the course of this programme, and a lot has been learned which will be reapplied to Girl Effect’s future products. We hope this will be useful in turn to others attempting similar projects.

Girl Effect would like to thank iSON Xperiences for all of their expertise and support in developing Girls Connect.
An Introduction to Girls Connect
The Innovation

**Girls Connect** is designed as a mobile service to deliver on-demand and relevant content for girls, in order to help them navigate their daily challenges.

Girls Connect is an innovative product created by Girl Effect, in partnership with iSON Xperiences. Girls Connect relies on Interactive Voice Response (IVR) technology, whereby callers dial into the service and select which content feels most interesting and relevant to them. The content is embedded in a storyline narrative, where four female Nigerian protagonists narrate their stories, imparting knowledge and lessons to listeners as the episodes unfold. There is also the opportunity for callers to engage in one-on-one conversations with a female advisor ‘Role Model’ based in an iSON Xperiences’ call centre. This is in total confidence and callers are assured of anonymity. As a platform for educational yet entertaining on-demand content for girls, Girls Connect is the first of its kind. This pioneering and low-tech model has huge potential across Nigeria, to other countries in Africa, and beyond.

The model comprises the following key components:

- **IVR technology:** IVR technology allows callers to choose their own user journey and respond to pre-recorded cues by selected options from given menus. Many customer service operators rely on this technology to navigate callers through to the appropriate team or service.

- **Brand approach:** learning from girls’ and gatekeepers’ feedback in prototype and pilot testing phases, we incorporated core values that would relate to the target audience, and highlight the uniqueness and promise of the service. Knowing that a brand resonates deeper with end users rather than just marketing a product, a brand identity was created for Girls Connect to accurately convey the essence of the service and encourage engagement.

- **Content designed with and for, girls:** all of the story content has been inspired by girls living in Nigeria, and tested with audiences across Kano and Edo to test for cultural relevance and suitability. The content is both entertaining yet informative.

- **On-demand content:** callers have the opportunity to select which of the character stories they want to listen to, and which specific episode they want. The story content is available 24/7, with the Role Models live between 9am and 9pm. This means that callers also have control over when they wish to use Girls Connect. Engaging in conversation with a Role Model is also delivered as an optional activity for callers.

- **Real-life conversations:** call operatives (Role Models) received intense training to help girls make sense of the key lessons from the stories and answer their questions in anonymity. This is critical as it gives girls the opportunity to apply the lessons explored from their Girls Connect experience into their daily lives. Role Models are not trained counsellors, but can help girls to access support when necessary. Role Models are an effective way to build girls’ skills and confidence.

- **Signposting:** After speaking with a Role Model, girls are offered the opportunity to connect with other services for more information, support and guidance.
The Audience

Girls Connect is an innovation for adolescent girls in Nigeria, but we know that siblings and gatekeepers will want to vet and check the service too.

Primary Audience: Girls

She is:

• 14-19 years old (adolescent girls)
• Living in the urban/ peri-urban areas of Edo & Kano states
• Have access to/own a mobile phone.
• A subset of our target audience was expected to meet one of our six vulnerability criteria.
  o Out of school
  o Ethnic / religious minority
  o Married early / given birth
  o Household poverty
  o Unstable parental relationship
  o Girls susceptible to trafficking
  o Disability

What unifies 14-16 year old girls across Nigeria:
• Girls have an innate curiosity about growing up but their restricted environment limits where they can get supportive, informed and objective guidance.

What separates her:
• Religious and cultural differences impact how they live their lives. In most instances, Christian girls are more aligned with the South/western influence and can have more social interactions outside the home contrary to Northern and/or Muslim girls whom may face some restrictions.
• In addition to culture, language, and literacy and poverty levels, girls have different levels of access to phones, depending on family acceptability and levels of wealth.

Secondary Audience: Gatekeepers

In Northern Nigeria, the majority of girls do not have their own phone, for example, only 37% of girls reported owning a phone compared to 67% of boys (3). Therefore girls often needed permission from gatekeepers to use a mobile phone and the Girls Connect service.

Who are the gatekeepers?
• Parents, family members and religious/community leaders
• Living in the urban/ peri-urban areas of Edo & Kano state
• Control who has access to a mobile phone.
The Girls Connect Experience
Design Challenge

There are a multitude of cultural and/or technological barriers that exist in Nigeria which impacts the way in which adolescent girls are able to access a service.

These include:
- Not owning a mobile phone (high levels of borrowship)
- Not owning an internet-enabled phone
- Lack of digital literacy
- Social stigma around the use of technology by women or girls
- Lack of free time due to other responsibilities
- Lack of disposable income to be spent on airtime or a device
- Issues with infrastructure eg. inconsistent cellular network, unreliable source of electricity

To ensure the best chance of uptake, Girls Connect needed to be designed to reflect the technographic and social reality of its users, whilst also being wary of any potential negative consequences of using the service. Girl Effect and technology partner iSON Xperiences created a series of bespoke features using IVR technology in order to meet the complex needs of adolescent girls in Nigeria.

In line with Girl Effect’s Theory of Change, and from insights collated during the piloting phases of Girls Connect, the service was offered callers three complementary components:

1. **The content:** interactions start with selecting and listening to an episode of the content, which leads on to:
2. **The conversation:** an interaction with a Role Model to discuss the episode of content, which potentially led on to:
3. **The signposting:** referring to a relevant additional service for users to access should they disclose a need for this during the conversation with the Role Model.
1. Content

Creating ‘edutaining’ content to engage and inform girls on safety, education, money management, and health.

The content for Girls Connect was based around four main female characters; Efe, Dora, Ladidi and Blessing. Each of these characters has their own narrative, highlighting the issues and challenges they were facing in their life. Each character was reflective of the Nigerian context and their issues/challenges were grounded in the realities girls face in Nigeria. Their stories unfolded over four episodes per character in season 1 (a selection of 16 episodes in total), with a further five episodes per character in season 2 (a selection of 20 episodes in total).

While each of the characters had their own individual story, the storylines meet and the characters interact when the four girls meet each other on a bus journey. This narrative structure enabled the caller to experience multiple perspectives of the same scenario, in a way mimicking real-life decision making where often there is more than one perspective to consider.

There is substantial evidence which demonstrates the ability of drama or narrative to convey key messaging and influence an individual’s knowledge, attitudes and behaviours. As such narrative formats are commonly used within the social and behavior change communication (SBCC) sector (4). Girls Connect aimed to deliver content in narrative form that was both educational and entertaining. Developing ‘edutaining’ content is especially challenging, as it is important to maintain audience engagement whilst remaining informative.

The content creation process for Girls Connect was iterative, with the scriptwriter working closely with specialists in gender and monitoring, evaluation and learning to create a narrative which laddered back to an outcome framework. The team conducted both desk-based research and content creation workshops with girls in Nigeria to develop the characters and narrative. The four main characters were bourne out of this process, each with a distinct persona and storyline laddering back to a specific outcome area of safety, health, economic empowerment and education.

In addition to the four thematic areas for outcomes, Girls Connect also strived to build girls agency. According to the Theory of Change for Girls Connect, this can be achieved by addressing the following three drivers:

- **Voice**: Girls are able to raise their voice on issues important to them, be visible and participate in society.
- **Value**: Girls have positive values about themselves (confidence, self esteem and aspirations)
- **Connection**: Girls have increased connections with peers, mentors and family

For a full summary of the indicator framework and key learning overview, please refer to appendix A.
Each caller should have heard key lessons on at least one thematic areas as well as broader messages speaking to their own sense of agency. These key lessons were built on thematic guidance, adapting sources such as UNESCO’s International technical guidance on sexuality education (2018) and Population Council’s Building Assets Toolkit: Developing Positive Benchmarks for Adolescent Girls (2015). Each story episode aimed to deliver two-three key lessons.
2. Conversations

A conversation with a trained Role Model to reflect on the content, and project this onto Girls’ own lives.

After listening to an episode, if calling between 9am-9pm, a caller was given the opportunity to speak a Role Model if they wished. These conversations were structured around a script, which Role Models selected according to which story the caller had just listened to (automatically detected by the computer system). This script enabled Role Models to have a structured and consistent conversation with callers, ensuring that all safeguarding principles were fully adhered to. As the Role Models were not qualified counsellors, it was important that this conversation was not positioned as a place for callers to seek advice for personal issues, and more a space to discuss the key themes from the story content.

 Whilst the Role Model conversations were scripted, girls reported that the conversations felt natural as though they were speaking with a ‘big sister’. This was reassuring as this part of the call flow was designed to feel natural and relaxed for callers.

 In many instances callers disclosed safeguarding concerns when discussing the story content. This was particularly apparent for the safety and health storylines. In advance of call-handling, all Role Models had received comprehensive training in how to identify such cases and the appropriate protocol to follow should this arise. The Safeguarding protocol was devised by Girl Effect’s safeguarding team based in Nigeria.
3. Signposting

Connecting callers to other existing services in Nigeria, to help them overcome any challenges they may be facing.

It was important for Girls Connect not to be viewed as a hotline or support service; equally the programme recognised its duty of care and so if a caller needed further support Girls Connect wanted to be able to direct them to relevant and vetted resources. Signposting was therefore built into the service at the point of the Role Model conversations.

When initially designing Girls Connect, signposting was meant to fully complement content and conversations in all outcome areas. For example, the journey would ideally have been for a caller to listen to an episode where a character needs to save a certain amount of money in order to reach a goal. Next a discussion with a Role Model around saving which may include exploring a key learning related to why having a bank account can help you save. At the end of that conversation the Role Model could then signpost the caller to a certain bank which has an initiative to help young people to open an account.

Unfortunately due to challenges in identifying the right type of supply side partnerships and the limited time frame of the programme, the signposting aspect of the experience was restricted by the types of services which callers could be referred to. However, several walk-in services and hotlines were identified and built into the signposting component, following a comprehensive child protection vetting and approval of these services. For more information on the signposting services offered through Girls Connect please refer to appendix B.
Girls Connect UX

The Girls Connect user journey had to be carefully designed to get users through to the key content and discussion points, whilst addressing the technological and socio-cultural barriers that may impact on the user experience.

Whilst very complex in the background, the user experience of Girls Connect was designed to feel very straightforward for a caller.

The key stages of the call flow include language selection, episode selection and Role Model connection. Each stage is explained in more detail below.

Language Selection

Across Nigeria language differs in the North and South, and to make this a national service both needed to be catered for. When a user first calls Girls Connect, language selection is the first choice they are presented with, with the option of Hausa then Pidgin. From this point, their call would continue with the data saved to be able to inform the ‘Role Model’, once connected, which language to speak in. All content had recordings in both languages, and the correct version would be played.

Episode Selection

Having selected a language, callers were played trailers for each of the characters in order to choose which they would like to listen to. The first season of Girls Connect consisted of four characters, each with four episodes. Subsequently, a second season was added, where the four characters had an additional six episodes apiece. In total a girl would need to listen to forty episodes in order to consume all content.

Girls Connect original IVR flow design only enabled callers to be able to consume a single episode per visit before being connected to the Role Model. This was due to the initial flow design having an emphasis on encouraging callers to engage in content and conversation in order to reinforce the content learning.

However, user feedback indicated that many girls are calling in groups where they would like the option to listen to story content back-to-back (played aloud on speakerphone) rather than moving onto the Role Model conversation, which is not suitable for groups. It was decided, therefore, that when the second season launched the call logic would be updated so that when a user finished listening to an episode they would have the option to either transfer to a Role Model or to listen to another episode.
Role Model Connection

Once callers had completed their story they were given the option to connect to a Role Model. This was a simple ‘yes/no’ menu, but if ‘yes’ was selected then callers were required to accept some simple terms and conditions in order to proceed. The terms and conditions explained the length of time data would be stored, levels of confidentiality, and confirmed that they accepted these terms.

Whilst waiting to connect to a Role Model, callers were offered a survey asking them about their engagement and enjoyment of the story episode just listened to. These surveys were never served to a first-time-caller, and only every other call for returning users. This was in order to get new users to the Role Model as quickly and smoothly as possible, as we learned that first-time positive experiences were key to retention.

However, on analysis of the survey data after A-B testing it was found that callers defaulted for ‘option 1’ regardless of the question asked or options offered. It was therefore decided to remove the IVR surveys. From consulting other IVR literature it seems that creating an accurate and meaningful mechanism for collecting survey data is an on-going challenge in the sector.

**Diagram 3.1 - Call flow structure for Girls Connects IVR technology**
Unique Features

The Girls Connect service trialled new features for an IVR line, with the intention of enhancing the user experience. These were based on user feedback and feature testing.

An ‘off the shelf’ IVR solution was not adequate for the Girls Connect target audience of 14-19 year old girls, which typically rely on phone ownership, digital literacy and good network connection. Working with iSON Xperiences, Girl Effect, designed a number of new features to try and overcome these challenges:

1. **Registration process**: Girl Effect wanted to have information on unique callers to the Girls Connect service. However, registration was causing a bottleneck at the start of a flow, and diminishing the user experience (especially among those with low digital literacy). We built flow logic which assigned a unique ID to callers based on telephone number. However, if a caller indicated that the episode trailer presented did not relate to their personal user journey, users were asked to create a unique ID. This meant that callers only need to override the default unique ID if more than one caller was sharing the same telephone number.

2. **Flow continuation for caller drop-off**: Due to an unreliable network in Nigeria, callers often dropped off mid-flow. We added logic so that callers would have the option to rejoin the flow where they left off in cases where they cut-out but called back on the same telephone number within three minutes.

3. **Free to call**: In order to make this service accessible to Nigerian girls, often with very little disposable income, Girl Effect and iSON Xperiences negotiated partnerships with mobile network operators (MNOs) in Nigeria. It was agreed that 9mobile, a primarily youth-focused MNO, would provide callers with unlimited free minutes to the service while Airtel, the leading telecommunications provider in Nigeria, would provide callers with 1 million free minutes.

As Girls Connect required complex customisation in order to make it a girl-centric service, the process of creating the IVR flow was more time-consuming than anticipated. iSON Xperiences and Girl Effect worked in close partnership to design and test the flow to ensure that it was meeting the user requirements.
Launching Girls Connect

Following two phases of comprehensive pilot testing and design iteration in 2016, Girls Connect was fully launched in July 2018.

The market entry strategy for Girls Connect was threefold:

1. Community Entry Sensitisation and Courtesy Visits:
   Local grass-roots NGO partners in both Edo and Kano met with local NGO forums and community ward heads to brief them on the brand and service and how they can benefit girls and be utilised in their safe spaces. Additionally, one on one courtesy visits were set with political stakeholders, civil servants and religious community leaders who give Girls Connect 'license to operate' in both states. Girls Connect received support from high-profile community leaders and influencers, such as the Emir of Kano, Dr. Oby Ezekwesili, Commissioner at the Ministry of Women Affairs (in both Kano and Edo), the Director of Schools at the Edo Ministry of Education and the Governor of Edo State.

2. Press Launch Event:
   A press launch was held in both Kano and Edo state with invitations to select media houses. We gave a demo of the service with girls giving testimony of their experience from the previous testing phase. At each there was generous turnout from local press, key community influencers, respective government bodies and key religious leaders who gave their endorsement. The press events generated notable media coverage, generating over 11,000 calls to the service in two days and served as the official launch date of Girls Connect.

3. Advertising:
   Marketing began with local NGO partners distributing posters and flyers in schools, community safe-spaces, churches/mosques and within the community. Demonstrations of the services were given at road-shows with girls being able to call the service to listen to a story.

   Television and Radio campaigns were aired two weeks after the launch of Girls Connect. The campaigns were designed to target the core demographic and their gatekeepers, airing on specific stations boosting call volumes by over 200%, averaging 25,000 calls weekly. Subsequently digital marketing awareness activities were launched on Girl Effect social media channels and on the Girls Connect Facebook page.
Data Collection and Performance Measurement

Girl Effect approached data collection for Girl Connect with a careful eye on balancing the need to gain insights on caller behaviour and service flows, with the need to minimise any disruption to the caller experience.
The table below outlines the data points that were extracted from Girls Connect.

**Table 3.2: data sources and data points for Girls Connect**

<table>
<thead>
<tr>
<th>Source</th>
<th>Data collected</th>
<th>Data location</th>
</tr>
</thead>
<tbody>
<tr>
<td>IVR caller behaviour</td>
<td>• Number of calls</td>
<td>IVR switch report</td>
</tr>
<tr>
<td><strong>Passive collection</strong></td>
<td>• Length of call</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Telephone number (caller ID created)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Call stage started/completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Welcome message</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Story selected</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Story completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Ts&amp;Cs accepted</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Registration accepted</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Registration completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• IVR survey completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Role Model connection</td>
<td></td>
</tr>
<tr>
<td>IVR survey data</td>
<td>• Survey served</td>
<td>IVR switch report</td>
</tr>
<tr>
<td><strong>Active collection</strong></td>
<td>• Survey accepted</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey rejected</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Survey completed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Option selected</td>
<td></td>
</tr>
<tr>
<td>Role Model dashboard data</td>
<td>• Role Model survey data</td>
<td>Content Management System</td>
</tr>
<tr>
<td><strong>Manual data entry</strong></td>
<td>• Signposting data</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Qualitative call notes</td>
<td>(CMS)</td>
</tr>
</tbody>
</table>

A full breakdown of the IVR surveys and Role Model questions asked of callers can be found in **appendix C**.
In order to understand the effectiveness of Girls Connect in communicating key messages to girls, we implemented an ‘offline’ impact evaluation to complement the caller data collected through the platform. This evaluation triangulated a combination of qualitative methodologies:

• **TEGA Selfies**: TEGA (Technology Enabled Girl Ambassadors) is Girl Effect’s in-house research network, which comprises young women (age 18-21) who are trained in digital interviewing skills. TEGAs use mobile phones with Girl Effect’s proprietary app which enables collection of qualitative (audio, video) and quantitative (single and multi-code response) data. ‘TEGA Selfie’ is an adaptation of the TEGA methodology, whereby girls are given the same mobile app to conduct self-reflective data, in more of a diary based format. The advantages of TEGA Selfie are that it can be used among a younger cohort of girls (in this instance those aged 14-19) as the phone does not need to leave the home for data collected, and therefore does not pose a safeguarding risk (5).

• **Focus Group Discussions**: interactive 2 hour workshop sessions with girls to explore their experiences with Girls Connect. Advantages of this approach are that it enables group discussion, and also for the Girl Effect team to test user experience with girls face-to-face.

• **In depth interviews**: 1 hour interviews to explore issues in more depth or which are more sensitive in nature. Ideal for audiences who are more time-poor and cannot convene for a 2 hour workshop (i.e. parents and gatekeepers).

The evaluation comprised of multiple data collection methods, which are outlined in the following diagram.

**Diagram 3.3: Overview of the offline impact evaluation:**

**An overview of the impact evaluation:**

- **TEGA SELFIES**
  - 36 x Edo Selfies
  - 56 x Kano Selfies
  - Sent weekly tasks to review the content for each character and episode, and also feeding back on User Experience.
  - Collecting baseline and endline data on VVC and Themes to measure impact.

- **ROLE MODEL SURVEYS & DEPTH INTERVIEWS**
  - 24 x Role Model surveys
  - 10 x IDIs
  - Online surveys at the start, middle, and end of season 1 content, to get feedback on their experiences and interactions with callers.
  - 1 hour interviews with 10 selected Role Models to deep-dive on their experiences interactions with callers.

- **FOCUS GROUP DISCUSSIONS**
  - 8 x FGDs in Edo
  - 8 x FGDs in Kano
  - Workshops with girls 14-16 years old, across both target locations. A mix of User and Non-User groups. Getting feedback on experiences, and also comparing impact of using the service across the two groups.

- **GATEKEEPER INTERVIEWS**
  - 8 x TEGA interviews [Kano]
  - 8 x IDIs [Edo]
  - Interviews with community leaders, teachers and parents to understand perceptions of Girls Connect, and any observations they have made on the service.
This evaluation measured predefined indicators against the following thematic outcomes:

- **Health**: Girls are emotionally prepared for puberty, girls demonstrate hygienic menstruation management
- **Money management**: Girls demonstrate sound financial skills/practices, Girls leverage their skills to access informal/formal employment opportunities
- **Education**: Girls prioritise their education, Girls access informal channels for learning
- **Safety**: Girls access support mechanisms if they have experience/are at risk of violence, Girls take measures to stay safe
- **Voice**: Girls are able to raise their voice on issues important to them, be visible and participate in society
- **Value**: Girls have positive values about themselves (confidence, self esteem and aspirations)
- **Connection**: Girls have increased connections with peers, mentors and family

See [appendix D](#) for a breakdown of the programmatic indicator framework.
Defining performance metrics

Girl Effect always monitors the performance of activities in order to learn, iterate, and optimise. Performance is monitored in line with an organisational performance framework which seeks to use consistent metrics across products, channels and geographies where possible. At a high level, measures fall into the categories of: traffic, reach, engagement, participation and impact.

To ensure that the data collected for Girls Connect met all internal and donor requirements, all indicators were clearly defined in advance of building the IVR system itself.

As there are many ways the data can be interpreted and defined, it is important to agree on these definitions upfront to ensure that the system itself is built in a way that this data point can be extracted. The offline impact evaluation was also designed to compliment the data collected from the IVR line.

<table>
<thead>
<tr>
<th>Performance Framework Category</th>
<th>Description</th>
<th>Data metric for Girls Connect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>Number of hits/interactions</td>
<td>Number of calls to the Girls Connect IVR line - raw data - not session based data</td>
</tr>
<tr>
<td></td>
<td>Number of calls</td>
<td>Number of session based calls - if a call ends and the same caller returns to the line within two minutes, this is counted as a single call and the data is merged</td>
</tr>
<tr>
<td></td>
<td>Number of unique callers</td>
<td>Number of unique phone numbers to the Girls Connect line</td>
</tr>
<tr>
<td>Reach</td>
<td>Depth of interaction</td>
<td>#episodes started #episodes completed #unique episodes completed Length of call (seconds)</td>
</tr>
<tr>
<td>Engagement</td>
<td>Number of active engagements</td>
<td>IVR surveys - callers who self-report positive outcomes against thematic (health, education, safety, money) and agency-based (voice, value, connection) indicators</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Role Model surveys - callers who are referred to our signposted services</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Offline impact evaluation - callers who show positive outcomes against thematics (health, education, safety, money) and agency (voice, value, connection) indicators</td>
</tr>
<tr>
<td>Participation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Impact                         | Extent to which outcomes are shifted (indicators predefined per program) | IVR surveys - callers who self-report positive outcomes against thematic (health, education, safety, money) and agency-based (voice, value, connection) indicators |
|                                |                          | Role Model surveys - callers who are referred to our signposted services |
|                                |                          | Offline impact evaluation - callers who show positive outcomes against thematics (health, education, safety, money) and agency (voice, value, connection) indicators |
Challenges in accessing the data

Whilst the team had carefully planned for the metrics required, a number of challenges were encountered when extracting the data from the iSON Xperiences data platform:

• **Data cleaning and formatting**: The data provided by iSON Xperiences was in a raw format, and had not been processed to account for session based call data which made it difficult to interpret Girl Effect had to work with the raw data so that it was in a format which could be used for a more meaningful, detailed analysis.

• **Data definitions**: iSON Xperiences and Girl Effect worked closely to align data definitions for each of the metrics. However the complex nature of creating definitions for new, repeat, and unique callers meant some of this nuance was not captured and needed to be reworked many times.

• **Data quality assurance**: it was very difficult to run quality checks of the summary data tables produced against the raw data. Girl Effect therefore had to spend additional time processing the raw data in order to ensure the accuracy of the data summaries provided.

• **Integrating data sources**: The call log data (capturing traffic, reach and engagement) and role model data (capturing participation with the role model) came from two different data sources. These sources were not built into the same reporting structure which made it very difficult to analyse and understand the full call experience.

• **Extracting data entered manually**: the Role Model data was partly completed manually during the calls, by the Role Models themselves Role Models ask callers questions and record the answers, make notes and answer quick surveys about the callers (demographics, participation in the conversation), and also record any instances where callers are signposted to a referral service (in cases of disclosure or where further support is needed). Unfortunately the quality and consistency of the data recorded by the Role Models was extremely variable, resulting in an unclean and unrepresentative data set.
Data sharing

As a data-driven organisation, it was important for all key Girl Effect stakeholders and partners to be able to regularly access ‘real time’ data. As such it was decided that all data would be integrated into a digital data dashboard. Once the challenges outlined above were resolved this dashboard proved to be an essential tool in maintaining stakeholder engagement, and also for live monitoring and iteration of the platform.

Image 3.5: Screenshot of the Girls Connect data dashboard
Key insights from the evaluation of Girls Connect

The data from the IVR platform

The basic frequencies data demonstrated the extremely high numbers of calls and callers during the 10 month campaign period for Girls Connect:

Diagram 3.6: call statistics

<table>
<thead>
<tr>
<th>Season 1</th>
<th>Number of calls</th>
<th>Number of callers</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1st Sept – 28th Feb)</td>
<td>616,993</td>
<td>172,015</td>
</tr>
<tr>
<td>Season 2</td>
<td>200,296</td>
<td>70,548</td>
</tr>
<tr>
<td>(7th April – 31st May)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>817,289</td>
<td>242,563</td>
</tr>
</tbody>
</table>

NOTE:

Calls = count of calls to the IVR line, regardless of unique ID

Callers = defined by unique ID, and grouped into ‘sessions’ for callers with multiple calls per interaction with Girls Connect (i.e. if a call breaks off and the caller returns within 3 minutes from the same phone number).

The data extracted from the IVR platform was further analysed and following key insights emerged:

- **Girls Connect is developing a loyal caller base over time** - whilst the number of calls by month is tailing slightly after the marketing push in December, there is an increase in the proportion of return callers each month. This indicates that Girls Connect is attracting a loyal caller base over time.

- **Free minutes are highly motivating for callers** – we see a much higher call share from the MNOs which partnered with Girls Connect to provide free minutes. Calls from these lines are much more likely to make it further than the welcome message, and have significantly longer call durations, indicating deeper interactions. This highlighted the value of calling for free.

- **Extending the Role Models shift could capture a large proportion of missed traffic** – a tenth of the traffic to the Girls Connect line comes in between 9-10pm. The Role Models clock-off at 9pm, but working until 10pm could be beneficial.
• **Engaging with content is key to returning** – if someone calls for the first time within working hours they are much more likely to call again in the future. This is also true of someone who completes a story or speaks to a Role Model on their first call. This highlighted the importance of allowing content to be available 24/7, and also the need to get callers straight to content in as few steps as possible – these are drivers for loyalty.

• **Return calls are high, but callers don’t work through the content systematically** – almost half of callers return to Girls Connect, with an average number of four calls per caller. However, only the first episode of each character is consumed, and none of the callers have completed the Season 1 content available. How content is pushed to callers, and the volume of content available need to be reconsidered.

• **The survey data from the Role Models indicates that the target audience of girls aged 14-19 are being reached** - these girls claim to mostly be calling alone from their own phones/SIMs. However, half have to ask permission to make the call to Girls Connect. Also, a third are calling with others. There is a need to consider gatekeeper approvals, and also to consider group listening in the design.

• **Callers default to ‘1’** - when answering the IVR surveys callers tend to default to pressing ‘1’, as shown by the trial where the positivity scale was reversed. When ‘1’ was the most positive option from the scale there were most positive outcomes among callers, but when ‘3’ was switched to be the most positive option there were mostly negative outcomes. As the story options were offered on a carousel, there was a distribution of character selection among callers.

See [appendix E](#) for the full data report.
Data from the ‘offline’ Impact Evaluation

The findings from the offline impact evaluations are as follows:

- **Girls Connect is effective in driving some, not all, outcomes** - the outcome areas of health, money management, safety and education were not equally attained. The content relating to money management was most successful in meeting the predefined indicators. The content relating to safety was the least effective as girls had a lack of trust in the police, or did not feel they could disclose safety concerns.

- **The Role Model is key to driving girls’ confidence** - Role Models were key to driving outcomes relating to ‘voice’, ‘value’ and ‘connection’, as well as reinforcing the key learnings against the thematic areas. Girls really appreciated having someone to talk to confidentially, and were developing skills in talking to new people with confidence, as for many this is not something they often have the opportunity to develop.

- **Gatekeeper buy-in is essential** - Parents are likely to call the service themselves to vet the content and conversations with the Role Models. It is important that the service welcomes parents, and Role Model scripts for parent conversations are key to managing difficult questions or push back.

- **Mobile access determines caller needs** - Girls with greater access to phones and smartphones (especially in Edo) are less likely to be interested in the story content, as they have easy access to other more tailored content online. However, they do place great value on the Role Model conversation, as personalised confidential conversation is difficult to access.

- **Unexpected call charges can cause reputational damage** - some girls were not expecting charges as they had heard that calling Girls Connect would be free. As there were only agreements with certain MNOs, some callers were charged. This caused some upset among girls, and also among those they were borrowing phones from, and could impede future use.

- **Group listening is common** - as shown also in the IVR platform data, girls who are sharing and borrowing phones are very likely to call as a group. This works well when listening to stories, but when the Role Model conversation begins this is not practical. The service needs to be adapted to allow for repeat story listening / group Role Model conversations.
Recommendations from the Girls Connect Experience

A number of helpful insights and learnings came out of the evaluation and the team's experience of delivering the programme which could be implemented.
Recommendations from the Girls Connect Experience

A number of helpful insights and learnings came out of the evaluation and the team’s experience of delivering the programme which could be implemented as follows:

Provide a free or low cost service: Girls in Nigeria often have very little disposable income restricting their access to mobile airtime. It is therefore important that a service for this audience is affordable in order for it to be a viable option. The data from iSON Xperiences validates this assumption, as we see that callers from MNOs providing free (or discounted) minutes in partnership with Girls Connect had greater levels of retention and longer average call durations, compared to those calling from chargeable MNOs. Impact for girls is likely to be greater when the service is free to use.

Allow content to be consumed on-demand, 24/7: One-in-ten calls came into the service outside of the operating hours between 9am and 9pm. These callers would not be able to enjoy the Girls Connect experience until they called back within this window. From conversations with our audience, we learned that girls often call late at night due to cheaper calling tariffs from their MNO, or would delay calling until they had completed household chores and homework. It was therefore decided to allow for the IVR story content to be accessible regardless of the time of day, and the Role Model operating hours till between 9am and 9pm due to budget and logistical constraints.

Simplify the narrative: The evaluation found that users did value having access to fictional content via an IVR platform but that the complexity of the narrative created significant confusion. With the four main characters, the narrator and periphery characters such as parents, siblings etc. it was difficult for users to keep track of the narrative and therefore would often use the Role Model discussion to answer questions around the storyline. This then obviously limits time for meaningful discussion around the key learnings and so reducing the likelihood of programmatic impact.

Enable flexibility within the content development process: The season one evaluation gave great insights into the content with feedback from users, however due to budget and time restrictions many of the desired changes could not be realised in time for Season two. One example of this was the interest amongst callers for a boy character to be added which unfortunately could not be introduced before the start of season two.
Develop an experience suitable for various forms of listening: An interesting insight from the evaluation revealed that users would engage with the service both on their own but also in groups. Girls Connect had been designed with an individual caller in mind therefore opportunities were missed for sparking group conversations, such as adding key questions at the end of the content. It was also challenging for Role Models to manage group callers as their script had not been designed with this in mind and their training had initially not addressed this phenomenon.

Ensure opportunities for conversations: A key finding was that callers greatly valued the opportunity to speak to the Role Model, even some reporting the desire to skip the IVR content to move straight to the conversation. Our evaluation appeared to confirm our hypothesis, and other findings, around the benefits and impact of being able to discuss learnings, ask questions and voice their opinions.

Address the tension of balancing a naturalistic conversation with a scripted format: Role Models did receive training but a key concern they identified was around answering questions from callers which were not covered in the script. Equally some users feedback was that they wanted to speak less about the content and rather take the opportunity to ask the Role Models personal question in more of a counselling roles. This created a unique challenge when writing a script which needed to have flexibility and feel naturalistic to caller while also making sure that conversations explored the relevant learnings for impact in our outcome areas. This also had implications for the training and ongoing support provided to Role Models, in order to coach them in how to handle callers who expected more from them than they could offer.

Signposting is an essential part of the programme but challenging to implement: Signposting to vetted services was undoubtedly an important part of safeguarding protocols however users did report disappointment in being referred to an additional service rather than receiving immediate support. Unfortunately due to a number of factors the signposting aspect of the programme could also not go beyond support services, such as providing users with range of referrals, e.g. open a bank account.

Plan ahead realistically for the time and effort needed to gain accurate, insightful performance and impact data. IVR call logs can provide a wealth of data and insights on how callers are using the service, but can require extensive data cleaning and structuring to be meaningful and useful. Similarly, impact data is challenging to collect on the platform itself, and complementary data collection methods needs to be carefully designed.
Girls Quotes

Actually, since I started using Girls Connect things have really really changed in my life in the sense of being bold. Before singing in church was actually a problem for me, to talk in public was a problem, to even talk among my peers was a problem for me. …but now since I heard about how Dora was being bold and all I started doing what I could not find myself doing like singing in church even preaching in church, standing on the pulpit to preach I can now do it, talking in the midst of my friends, now my friends are even like Salome what have happened to you? You are now being very bold and that is the number one thing I am so so excited about. …I love being bold.  

From the story of Ladidi I learnt a lot, I learnt we should not be proud because although she is a proud person but she is not really proud on the inside she only uses her pride to hide the fear she is going through so I learnt we should not be proud, we should not be rude and you should always learn to open up to people like trusted adult. Look for someone you trust or an adult you can rely on, look for someone you are comfortable with even if it is a role model like the one I often speak with while talking to Girls Connect just look for any person it might be a big sister, your mum, your aunt just someone you feel comfortable with to share your thoughts with them don't feel shy about the things that happened to you. If you share your thoughts with others it will ease the thing and you will get advice from them that will help you. 

I honestly had an experience like Efe's - my mother died and I wasn't financially stable to get an education, so I had to stay at my sisters. I got to school level P5, but my sister's husband died so I had to go home and leave school. I started a business and split my income into 3 piles - one for me, for my sister, for school. It is because of Efe's story that I did this, and now I have started going back to school! I sell Tiger nuts at a small price and get a lot of profit, like 100 Naira. 

From the story of Blessing I learnt that we should focus on our studies. She left school which is not really advisable for a teenager, we should bring our academics first and even if we want to get married it should be after education but if there is any reason to get married before education its okay. 

I also learn that although I know how to count but am not be that perfect in counting my menstruation sometimes I will be like a day faster or a day slower and I caught me messed up in school and since then I have learn how to count it very well and she also help me search for an App, like going through Goggle Play store and get a tracker that will track my period and also talking to the role model and Girls Connect has helped me to know thus signs, so to know when my menstruation is coming that is all. 

Yes, there are so many things that changed in my life at the I started calling Girls Connect for instance staying safe is only after I started calling Girls Connect that. I got to know and I am using it and I gained from if. If I hadn't called the Girls Connect line I wouldn't have known and I wouldn't have used it or even tell others, you see I have really understood a lot and benefited from it a lot.
Conclusions from Girls Connect
The success of Girls Connect highlighted the effectiveness of IVR technology in transforming the lives of girls in Nigeria. Evidence collected suggests that Girls Connect impacted girls' lives in a positive and meaningful way, across a range of thematic areas. By providing anonymity and discreteness, Girls Connect has been especially effective in giving girls a voice; developing their confidence to ask questions, challenging norms, and enhancing their relationships with the people around them.

We know that the use of mobile technology is ever-growing globally, and trends suggest that adolescent girls will have increased access to mobile and mobile internet in the years to come. Therefore, there is a huge potential for technologies such as IVR to reach vulnerable or hard-to-reach communities with content that can change lives for the better. At Girl Effect we will continue to meet girls where they are, and equip them with the knowledge and skills needed for them to flourish. If we can reach one girl with our content, and she shares that content with five friends, we know we have the opportunity to make a real impact.

However, IVR technology is not without its challenges, particularly in terms of infrastructure, customisation and the cost to end-users being a significant obstacle. Partnering with MNOs to negotiate tariff free calls is complex and time-consuming, but when the cost barrier is overcome, the democratisation of this information can have a monumental impact on underserved communities. Ultimately it provides an effective solution for reaching audiences who are not yet connected to the internet but have access to mobile.

The future of IVR within Girl Effect is exciting, we have launched a similar new solution in Tanzania and further developing an existing IVR line in India and Rwanda. There is also on-going exploration around how Girl Effect might signpost (refer) girls to an IVR service through existing channels such as print magazine or radio, and the potential of complimenting an IVR solution with an SMS chatbot. Currently in Nigeria, the Girls Connect service is offline as we consider future funding opportunities. However within a 10 month period, Girls Connect proved that content paired with conversations using IVR technology presented a brand new opportunity for girls across Nigeria.

If you have any further questions or comments on this paper produced by Girl Effect please email info@girleffect.org.
References

1) Vodafone Foundation and Girl Effect: Real girls, real lives, connected - A global study of girls' access and usage of mobile, told through 3000 voices., 2019

2) GSMA, The Mobile Gender Gap, 2019

3) Vodafone Foundation and Girl Effect: Real girls, real lives, connected - A global study of girls' access and usage of mobile, told through 3000 voices., 2019


5) Girl Effect, mobile Platforms:
https://www.girleffect.org/what-we-do/mobile-platforms/tega/
Appendices

Appendix A - Slide 14: Indicator framework

Appendix B - Slide 17: Signposting services

Appendix C - Slide 23: IVR surveys and Role Model question

Appendix D - slide 25: Programmatic indicator framework

Appendix E - Slide 30: Full data report