

Multichoice Nigeria launched MyGOtv mobile app

Multichoice Nigeria has unveiled a new mobile app, MyGOtv for customers on its digital terrestrial platform, GOtv. The free app will be available to download via iOS and Android app stores.



Image source: Gallo/Getty.

MultiChoice Nigeria, chief executive officer John Ugbe said the platform will enable customers to manager their viewing preferences, check their account balances, make payments, change packages and even update their personal details whenever they want.

With the start of the reality TV show, *Big Brother Naija*, customers have 100 additional votes to keep their favourite housemate in the competition all by voting MyGOtv app.

“The new app will form part of the numerous digital platforms that are innovative and functional to meet the ever-changing needs and demands of our valued customers,” he said.

“By enabling customers to independently manage their accounts, we expect to see a reduction in queries and queues at the call-centres, thereby freeing up our customer-facing staff to provide improved one-on-one support to those customers who require it. Our goal is to provide an accessible, affordable and efficient platform for self-service to improve overall customer experience when engaging with GOtv,” Ugbe said.

Source: *NexTVAfrica.com*.

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