

# Kenya's mSurvey expands into Nigeria

LAGOS, Nigeria - Mobile-first consumer research platform, mSurvey, is expanding into Nigeria, consolidating its position as Africa's leading technology-powered customer loyalty platform. Headquartered in Kenya, mSurvey uses cloud computing connected directly to mobile network operators to enable businesses to connect with, and get feedback directly from their customers.



Dr Kenfield Griffith, mSurvey CEO and co-founder.

Backed by international and African investors, including Safaricom's Spark Fund, Cross Culture Ventures and Alpha Angels, mSurvey will be opening a new office and growing a Lagos-based team, who will focus on building partnerships with Nigerian MNOs and Banks, before rolling out their services namely, [Voice of the Customer](#), [Consumer Wallet](#) and [Net Promoter Score](#) to Nigeria.

Launched in 2012, with the mission to simplify access to high-quality data from hard-to-reach communities, mSurvey has brought hidden and offline voices into the global conversation, via in-depth, mobile phone conversations.

The company has worked with brands such as Safaricom, Java House Africa, KCB (Kenya Commercial Bank), Britam Insurance, Digicel (Trinidad and Tobago)].

Headquartered in Nairobi, Kenya, with a presence in the US, the move into the Nigerian market signals the company's focus on connecting brands and business-ready companies to their customers, to quantify consumer spending habits, to understand customers' relationships with brands, and to build a detailed and segmented map of the African consumer.

To-date, mSurvey has made a little over 13 million engagements in mobile conversations since its inception.

## Daily consumer experiences

Dr Kenfield Griffith PhD, mSurvey CEO and co-founder says, "We're excited to be expanding into the Nigerian market, and capturing the daily consumer experiences of Africa's most populous country. In Kenya, we've seen many of our partner companies see an increase in sales, having used one of our products to better understand their customers. The question we are asking, and subsequently working with our clients to answer, is: how can you attract and retain your valued customers, if you don't know how they feel about your product or service?"

"Nigeria is a tantalising market for us to expand into; we know that Nigerians like to voice their opinions and give honest feedback - but all too often, companies and brands aren't able to capture this feedback in a meaningful or indeed tangible way, so they are unable to reconfigure their business practices to fit with their customers' requirements.

"This is where mSurvey can help - by enabling our customers to ask the right questions and speak directly to consumers, we can ensure that our clients can listen to and get really get to know their customers. In an ever competitive market, knowing how to retain your customers is critical to any company's growth".



mSurvey launches first CX survey in Kenya

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mSurvey's platform enables a two-way conversation on any topic, with any local audience, opening a dynamic, interactive and unfiltered communication channel that delivers insights from real people, in real time. To-date, mSurvey has worked with some of the world's most recognisable businesses, government organisations and academic institutions.

Through in-depth consumer conversations, data analytics and previously unobtainable metrics, the company is changing how businesses create interactive and individual relationships with their customers by providing unprecedented access to real-time, direct feedback. In less than five minutes, any business, organisation or individual can start a conversation with select people or random, diverse populations via mSurvey's feedback platform – no printed questionnaire, local administrator or long response time needed

mSurvey's official launch in Nigeria will coincide with the second [Customer Loyalty NPS Masterclass](#), which will be held in Lagos on March 20-21, 2018. Masterclass attendees will learn how to apply the Net Promoter Score (NPS) to measure and boost customer loyalty for their business, which will be hosted by Richard Owen, CEO of [Owen CX Group](#), co-creator of the NPS metric and published author on NPS methodology.

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