



A4AI ALLIANCE FOR
AFFORDABLE INTERNET

REPORT FROM THE A4AI CONSUMER ADVOCACY AND PRICING TRANSPARENCY WORKING GROUP OF GHANA

[Document subtitle]

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1. BACKGROUND

Since its formation in September 2015, the Consumer Advocacy and Pricing Transparency Working Group has been working very hard towards achieving three major outputs;

1. More transparent pricing of broadband so consumers can understand exactly what they are being charged for or not.
2. Encourage/improved digital literacy in Ghana, especially in respect of internet and broadband pricing. This increased literacy is expected to translate into demand and usage of internet and all the socioeconomic benefits that stem from it.
3. Improve internet consumer protection in Ghana, through awareness creation for better protection and assertion of rights.

2. ACHIEVEMENTS SO FAR

Following the Consumer Baseline Study and the subsequent onward submission of the report by A4AI to the NCA, the Group has been engaging both the NCA and the service providers to ensure improved pricing transparency in data.

The Consumers Baseline survey conducted in December 2015 revealed that believe the existing USSD by operators in percentage as a pricing indicator of used purchased data is not transparent enough.. So far we have improved pricing transparency with all the service providers now in Ghana though the much talked about roll over concept is still not automatic.

4. WAY FORWARD

The working group is still pushing for the automatic roll-over agenda especially for pre-paid customers while still embarking on the following actions;

1. Actively/consciously work towards having more women to represent the Group
2. Investigate the issue of bonus credit/data provided by operators
3. Investigate why consumers are not notified quickly when data bundle gets used up
4. Investigate hidden clauses behind various data subscriptions
5. Advocate for real time updates on data usage.

5. CONCLUSION

The Group is convinced beyond reasonable doubt that a more transparent internet pricing in Ghana has the potential of encouraging more users. The perception of some hidden charges is discouraging many people from using the internet more often than they need due to cost and speed. Consumers use pay-as-you-go even though they believe that bundles are cheaper due to non-transparent pricing of data. Improved pricing transparency is an urgent need for the Ghanaian consumer.