



Case Study

Feature Phone Access in Ethiopia & Kenya

Value added service for offline low-income populations.



Challenge

There is an app that helps savings groups in Ethiopia and Kenya digitise their savings and then get access to life assurance products. Their users started requesting health services. Covering brick-and-mortar health services was not feasible at the users product price point. While group leaders will have access to a smartphone the majority of users are owners of feature phones.



Solution

The client decided to extend access to telehealth services, but they needed a partner who could enable telehealth for feature phones. Abi has developed IVR and 2-way SMS capabilities for feature phone users so they can access professional healthcare advice from local doctors without requiring internet.



Impact

- **Offline access to HCPs**
- **Affordable for low-income product**
- **Accessible in Ge'ez script for Amharic speakers**