

## Multichoice launched MyDStv mobile app in Kenya

MultiChoice has revealed its new project, the mobile app, called MyDStv which has been tailored to the Kenyan market to ensure minimal data consumption and will be available for download in Kenya from 25 February 2019 via the iOS and Android app stores at no cost.



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“In this ever-growing digital environment, it’s our mission to stay ahead of the curve and continue to enrich our customers’ lives by putting them at the heart of everything we do. This app has been designed with the customer in mind to provide them with a simple and easy way for them to enjoy their video entertainment,” says Rajan Soobramoney, head of digital enablement for Multichoice Africa.

“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.”

Once the app is downloaded, DStv customers can logon using their customer details from wherever they may be. Customers will be able to manage and pay their DStv account and view their payment history, manage notifications settings, change their DStv package, update contact details and fix decoder errors.

DStv customers can also access the DStv Self-Service platform online by visiting [selfservice.dstv.com](https://selfservice.dstv.com).

“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 DStv,” concluded Soobramoney.

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