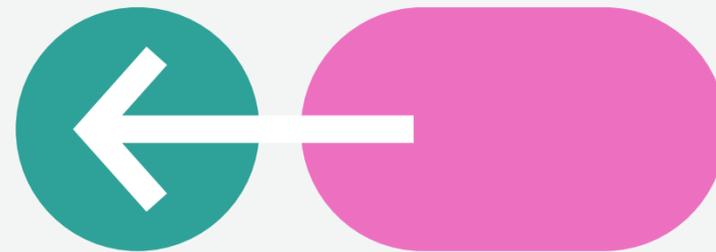


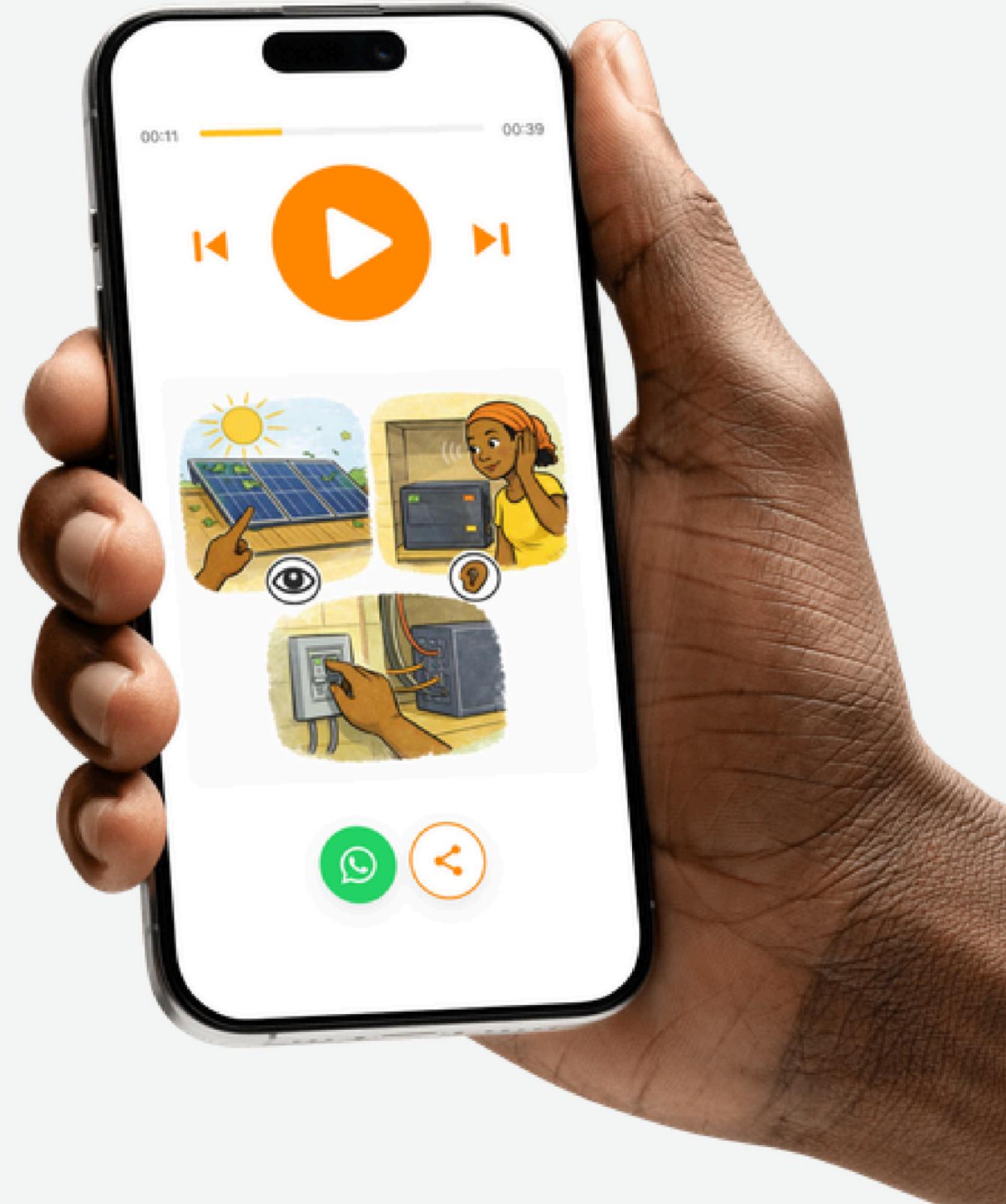


# Manuals

# Made for the Last



A practical guide to low-bandwidth Visual Audio,  
QR deployment, and reporting .



2

# Who this guide is for

If you already have manuals and training content, but they don't complete in the field, this guide is for you.



## After-sales and customer operations

Solar/PAYGO, devices, consumer products. Reduce support load and repeat visits with manuals that work at the moment of need.



## Telco compliance and agent networks

Deploy consumer protection and Digital Financial Literacy from SIM packs and agent touchpoints, with reporting for oversight and audits.



## Product stewardship / regulatory

Deliver safe-use guidance from packaging and generate proof you can use in stewardship and compliance reporting.



## Public sector and NGOs

Health, extension, citizen services. Deliver guidance across languages and literacy levels, with evidence for program oversight.

3

# The completion gap

## What you have

You already have manuals and training content - PDFs, printed inserts, videos, slide decks, app flows. The information exists.

**High**  
Support load

**More**  
Repeat visits

**Higher**  
Misuse risk

**Low**  
Proof for reporting

## What breaks in the field

On slow connections and in real-world conditions, heavier formats don't reliably load or complete. People don't stop needing guidance - they stop waiting. They improvise, ask someone nearby, or do nothing.

4



# The 10-second diagnostic



If you answer “no” to two or more, you have a completion gap.

## Loads in 10 seconds

Can users open it fast on slow connections - without buffering or heavy downloads?

## Works beyond reading

Does it work for users with low reading fluency - in local languages?

## Deploys from touchpoints

Can you attach it to packaging, posters, kiosks, or agent points - without an app install?

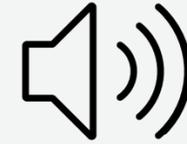
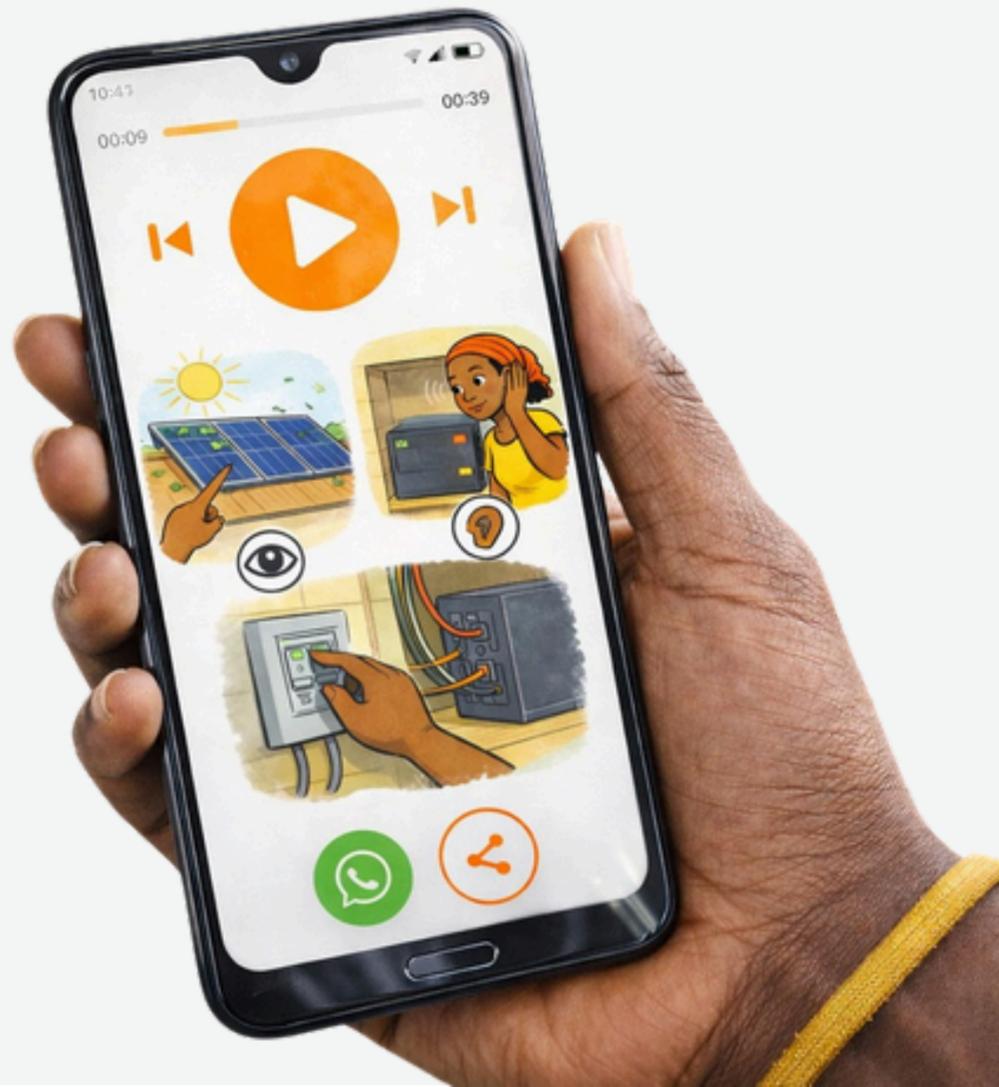
## Proof you can report on

Can you measure scans, completion, and sharing - and produce a simple report?

Two “no’s” means your manuals exist -but don’t reliably complete in the field.

# Visual Audio - the format that completes

Manuals that load fast on low bandwidth -  
with step-by-step images for setup and safety.



## Audio-first guidance

Short audio in local languages. Built for low bandwidth - works beyond reading and keeps data use low.



## Step-by-step visuals

Add images when clarity matters: setup, safety, maintenance, troubleshooting. Less confusion. Fewer repeat visits and support calls.



## Deployed from touchpoints

One short link and QR code per module. Place it on packaging, manuals, kiosks, posters, agent points - and share via WhatsApp.



# Why not video

Video is great on strong networks.  
In last-mile conditions, it often becomes a drop-off point.

## Completion beats “rich media”

In low-bandwidth environments, video is more likely to stall, buffer, or fail. When that happens, people stop waiting - and the manual stops working.



### Data cost and load time

Video is data-heavy. Visual Audio is audio-first with lightweight images, so data use is typically a fraction of video - in many cases under 5%.



### Reliability in the field

Video depends on stable bandwidth. Field reality means weak signals, limited data, and older phones. Audio-first formats stay usable.



### Proof and accountability

Views and impressions don't tell you what was understood. Visual Audio is **built around completion and reporting** - scans, listens, and shares.

7

# Analytics you can report on

Know what was delivered and what people engaged with - without collecting personal data.

- Track by QR code, location, campaign, or partner - see which steps complete in the field.
- Weekly report by default - add a live view when needed.
- Privacy-first - no logins, no user profiles, no personal data needed.

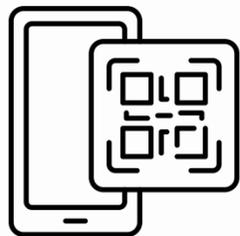
**Built for stewardship, compliance, and program oversight - not vanity metrics.**



Typical KPIs: scans, started listening, completion, shares.

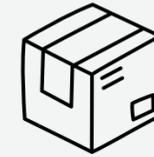
8

# One QR code. Many touchpoints.



## One short link + QR, everywhere

Generate one WOM.fm link and QR code for a manual. Place it on packaging, agent points, posters, social, and out-of-home. Same module, same destination - measured across touchpoints.



## Packaging and on-product

QR on the device, box, insert, or label - always available after purchase.



## Agent networks and retail

SIM packs, agent signage, kiosks, service desks - easy to standardize.



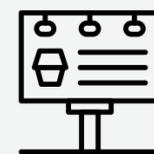
## Posters and public touchpoints

Clinics, training sites, community boards - works beyond literacy.



## Social media → WhatsApp

Light posts drive clicks and sharing - WhatsApp becomes the multiplier.



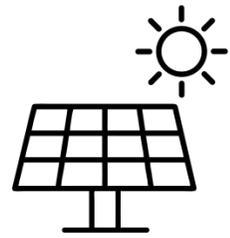
## Out-of-home advertising

Add scan-to-listen to OOH - engagement reporting beyond impressions.

9



# Common use cases



## Solar and PAYGO after-sales

Reduce support load with field-ready onboarding and troubleshooting.



## Telco Digital Financial Literacy

Deliver DFL from agent touchpoints with audit-ready reporting.



## Government service guidance

Clear instructions from public touchpoints - fewer failed journeys.



## Agribusiness product stewardship

On-pack safe-use guidance with measurable engagement for reporting.



## Public health education

Data-light guidance from clinics and community materials.



## Out-of-home activations

Add scan-to-listen engagement reporting beyond impressions.

10

# Example: Solar and PAYGO after-sales

Turn onboarding, maintenance, and troubleshooting into a low-bandwidth manual customers and agents can complete in the field.

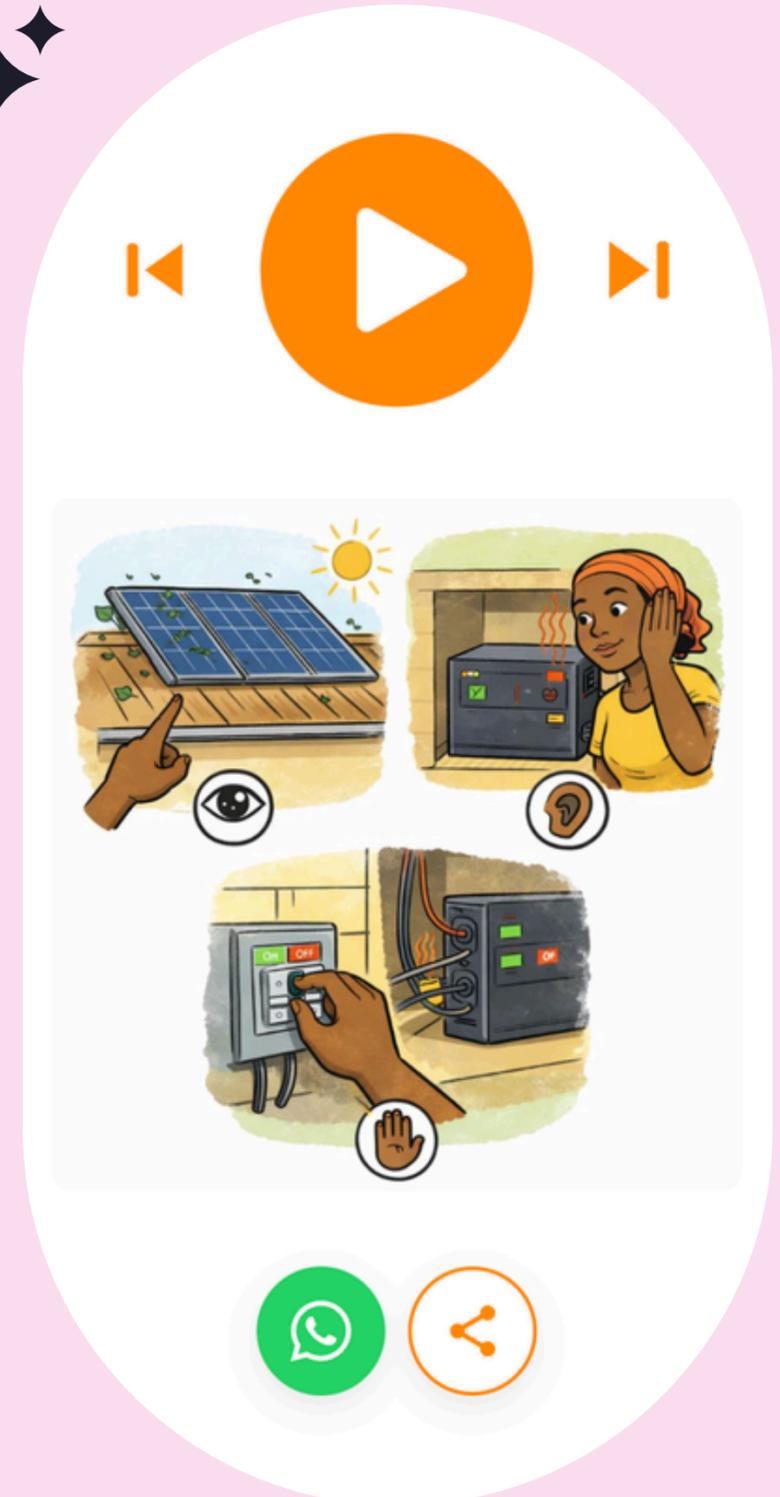
- Fewer support tickets and repeat calls
- More consistent setup and safer use
- Replayable steps - shareable via WhatsApp

Deployed from packaging, box inserts, agent kiosks, or device stickers - one QR code and short link.



**Live Demo (English)**

wom.fm/126



11



# What you need to get started

If you already have a manual, you're 80% there.  
We help turn it into a field-ready Visual Audio module.

## What you provide

- Your existing manual or training content (PDF, slides, photos)
- The top 5–10 issues users struggle with
- Target languages + where it will live (packaging, agent points, posters, social)

## What WOM.fm handles

- **Structure:** break content into short, replayable steps
- **Visuals:** optimize images for fast load on mobile
- **Audio:** script support and recording if needed
- **Deployment kit:** short link + QR code(s)
- **Reporting setup:** scans, listens, completion, shares - in a simple weekly report

No app install. One short link + QR code per module.

12

# What a pilot looks like

A fast, focused pilot to prove completion and reporting - before you scale.



## Pick one high-friction topic

Choose a procedure that drives repeat calls or misuse - setup, maintenance, safe use, or troubleshooting.



## Build one field-ready manual

We convert your existing manual into short, replayable steps (typically 5–8), in one language to start.



## Deploy + measure for 2–4 weeks

Place the QR/link on real touchpoints (packaging, agents, posters, social, out-of-home) and receive a simple weekly report.

Typical pilot: 1 manual · 5–8 steps · 1 language · 1–3 touchpoints · weekly reporting

13

# Built in the field, not the lab

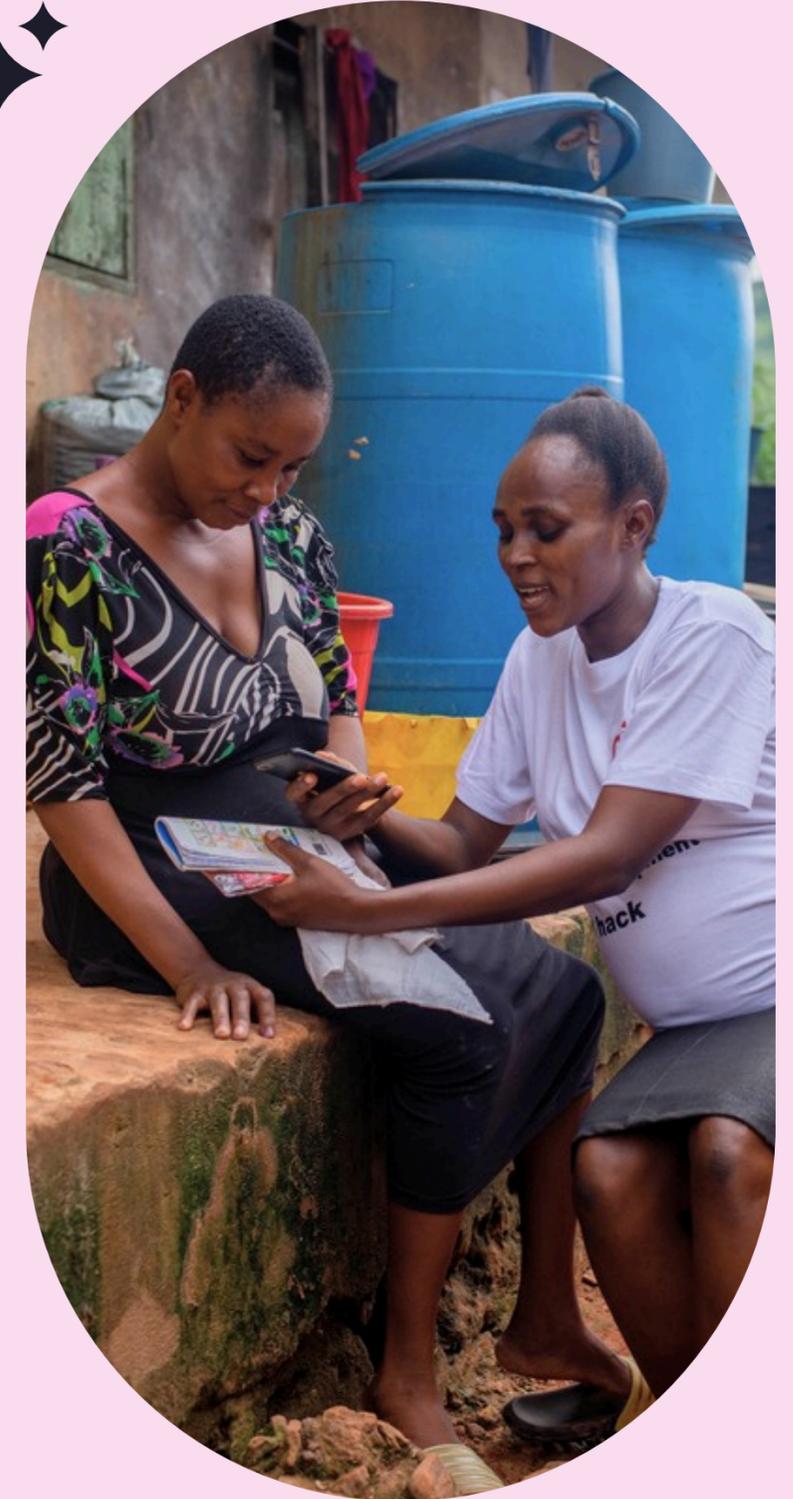
WOM.fm was born out of 10+ years of field work at Audiopedia Foundation. We've tested what completes on real phones and real networks - in remote and urban settings - across Sub-Saharan Africa, Latin America, and South Asia.

Over time, we refined a repeatable delivery pattern: audio-first manuals, step-by-step visuals when needed, and reporting that works without personal data.



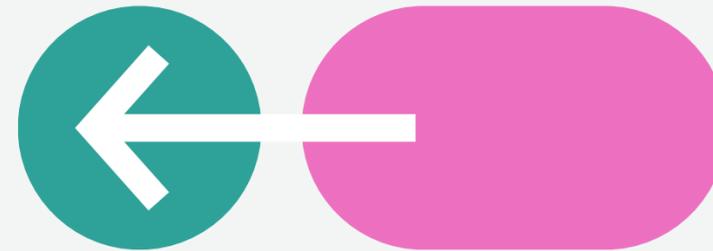
**Marcel Heyne**

Founder, WOM.fm and Audiopedia Foundation





# Get in Touch



# With Us



 Book a Call

[www.wom.fm/call](http://www.wom.fm/call)



Marcel Heyne, Founder and Director

 E-mail

[marcel@wom.fm](mailto:marcel@wom.fm)



Website

[www.wom.fm](http://www.wom.fm)