

Cash Crusaders teams up with Kalahari Ads

Naspers has announced that the free classifieds service [Kalahari Ads](#) has partnered with Cash Crusaders to create a bigger network, where customers can browse in any one of the 142 stores in a virtual window display before visiting the store to complete the purchase.



According to Sean Stegmann, Cash Crusaders CEO, this collaboration will change the second hand goods landscape in South Africa through the portal's access to large media channels such as Media24 and DStv.

"We will be able to extend our potential customer base to online customers, thereby increasing store traffic as these customers visit the store to complete their web-based purchase," says Stegmann.

An important element of shopping for second hand goods is that customers should be able to inspect the actual item before buying in order to secure complete customer satisfaction especially with the introduction of the Consumer Protection Act.



"We don't favour online payments, as customer's expectations from the website image may not meet the actual product, for example the colour may be different or there may be a small scratch not visible in the image," says Stegmann. "When a customer enters the store, they will be able to see the guarantee policy and be able to interact with a trained, knowledgeable

assistant and get personal service."

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