

Vodacom invites developers and businesses to join the VodaPay ecosystem

Vodacom Financial Services is inviting developers and businesses of all sizes to join the VodaPay ecosystem by building their own 'Mini Programs'.



Mariam Cassim, chief officer of Vodacom financial and digital services

Developed by Vodacom Financial Services in partnership with Alipay, VodaPay is an all-encompassing mobile payments solution that has been customised to meet the lifestyle and payment needs of consumers, businesses and tech developers.

Mariam Cassim, chief officer of Vodacom Financial and Digital Services, says: "This is the perfect opportunity for businesses and developers to establish a presence in this hi-tech, scalable digital mall. They can access millions of potential customers every day. While VodaPay will be accessible to customers on any mobile network, it will be zero-rated for all Vodacom customers."

Approximately 70 businesses have already signed up or committed to build their own Mini Programs in the app, including brands such as Makro, Builders Warehouse, Clicks, Edgars, Game, Exclusive Books, Big Blue, Flightsite, Dollar Thrifty, Westpack, Petzone, One Cart, Netflorist, Kit Kat Cash & Carry, Droppa, Planet54, Jacaranda FM, KFC, Booking.com, TravelStart, Hannah Lavery, Michelle Ludek, To Be Gift Boxes and Afritrails to name a few. The potential for more sign-ups is vast.

Vodacom Financial Services has fully integrated the Mini Program technology into the South African payment environment to ensure interoperability within the local market.

VodaPay provides the infrastructure on which merchants and consumers transact, managing all the login, authorisation and payments processing aspects of their transactions. Businesses also have access to next-gen recommendation engines and data analytics to deliver personalised offers to customers as well as simplified checkout options, and advertising capabilities to drive sales.

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