

Solution

mobiquity[®] Pay, Comviva's comprehensive digital wallet solution, emerged as the ideal partner. mobiquity[®] Pay's robust features and scalable architecture aligned perfectly with the client's vision.

Key Features and Benefits

Bank Integration

Connected with leading Tanzanian banks (NMB, CRDB, BOA) for seamless fund transfers.

Automated Bill Payments

Integrated with utility billers (Electricity, Water, Selcom) for convenient bill payments.

Peer-to-Peer Transfers

Enabled seamless transfers between users on the same or different platforms.

Agent Assisted Wallet Transactions

Facilitated both cash-in and cash-out transactions for agents and customers.

Interoperability

Integrated with TIPS (Tanzania Instant Payment System) for enhanced interoperability.

Recharge Services

Offered prepaid and postpaid recharge options.

NIDA Integration

Integrated with the National Identification Authority (NIDA) for identity verification.

Biller Aggregator Integration

Partnered with GE_PG for efficient bill payments.

Results



Expanded User Base

Client's customer base grew significantly, reaching over 2 million registered users with 924,433 active customers



Increased Agent Network

The number of registered agents expanded to 39,743, with 8,842 active agents



Enhanced Customer Experience

mobiquity® Pay's
user-friendly interface
and seamless
transactions improved
customer satisfaction



Operational Efficiency

The platform's scalability and reliability enabled the financial services provider to handle large transaction volumes efficiently



Revenue Growth

The expanded services and increased user base contributed to revenue growth for the client

Conclusion

mobiquity[®] Pay played a crucial role in the client's digital transformation. By providing a comprehensive and scalable digital wallet solution, mobiquity[®] Pay empowered the provider to enhance customer experience, expand its reach, and drive business growth.