

Access Absa without airtime

With its announcement yesterday, 8 February 2011, of free Unstructured Supplementary Service Data (USSD) access to Vodacom users who are Absa Cellphone Banking Lite Service clients, Absa has enabled its clients free access to perform a host of transactions from their mobile handsets.

According to Adrian Vermooten, head of Mobile Channels at Absa, by removing the need to have airtime before performing cellphone banking transactions via this channel, the two companies have made banking South Africa much more accessible, convenient and affordable - thus facilitating easier access to financial services for a broader client base within South Africa.

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