

Warid Mobicash launches in Congo

Warid Congo S.A, a telecommunication operator in Congo, on Wednesday, 15 February 2012, announced the launch of Warid Mobicash across its network. This offer is based on the Mobile Money technology from Mobicash.



Warid MobiCash solution offers an approach to mobile payment that overcomes the challenges of cashless payment by using multi-factor authentication mechanisms (NSDT, fingerprint, NFC and Voice biometric) technology. The resulting mobile payment platform provides a powerful set of tools for efficient, effective, secure, and accessible mobile payment services.

Warid MobiCash customers can make secure cashless transactions. All phones can make payments using Warid MobiCash no matter what phone model or network operator. Due to its simplicity, Warid MobiCash mobile payment has wide appeal, is easy to deploy and open to everyone and there are no complicated software downloads necessary and no restrictions to enrolment.

P2P transfers alone, which typically end with a recipient converting e-money back to cash, are not enough to deliver on the vision of a cash-free ecosystem. Instead, Warid MobiCash positions itself as "Much more than Money Transfer" and typically promotes some combination of various services such as money transfer, airtime top-up, bill payments, and merchant payments. By doing so, Warid MobiCash provides consumers with options to use their electronic money rather than instantly converting it back into cash and can be termed as a "national payment instrument".

Michel Elame, CEO of Warid Congo S.A, commenting on the launch says, "The launch of Warid Mobicash is a true revolution on the Congolese market; we believed in it, and we did it! This new service is open to all Congolese and accessible through any local mobile network operator. The launch of Warid Mobicash confirms yet again, the status of Warid Congo as an innovator. We believe that this new born will strengthen our brand as well as our position on the market. So, "Make it happen" will not just remain as a simple slogan but a true vision of our company striving to satisfy the users by always offering them exciting innovative services".

Francis Okouele, head of VAS of Warid Congo S.A, said, "Deploying the Warid Mobicash solution is a clear sign that Warid Congo intends to be the most innovative mobile phone network in Congo. Warid Mobicash opens up a world of financial transactions to the Congolese people. They can now, through their mobile phone, pay bills, buy airtime, and send/ receive money from all over the country, anytime they like, and regardless of their network operator. This is a unique innovative offering for the Congolese consumer."

Patrick G. Ngabonziza, group CEO of Mobicash, said, "MobiCash-Warid partnership is committed to providing innovative banking services in Congo that provide convenience and easy access to banking services. The banking system as we know it today is the most dividing and exclusive system in the society. Money should be identified to human rights and dignity and transactions should be available to all citizens. For Warid and Mobicash, unserved doesn't mean unservable and our partnership aims at extending financial services to all Congolese, thus deepening the financial sector"

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