

## CREDIT CARD NOT REQUIRED

Instant Recharge Card revolutionizes telecommunications for users in South Africa

### THE CHALLENGE

South Africa has no residential or commercial telephone infrastructure. Residents have to rely on mobile phones and, because market demand allows it, they get hit with extremely expensive local and long distance rates. Alexander Karenga decided to remedy this by offering residential VoIP telephone service to his fellow South Africans, with free local calling and affordable long distance, either through an IP device or their home computer via PC to Phone. Both options were a huge success, and his business was growing by the day.

The problem? Recharging customer accounts. Because there is no credit system in South Africa, his customers had no choice but to visit a store and purchase talk-time in person from an agent; not only was that inconvenient for the customer, but it carried regular administration costs for Alexander. Printing and delivery costs were also troublesome, and he wanted a faster, more cost-efficient way of distributing calling cards to his agents in various cities.

### THE SOLUTION

IPsmarx created a website for Alexander and devised pre-paid Instant Recharge Cards, similar to store gift cards, in varying denominations. Customers could purchase a card from an agent worth a certain amount, scratch the back to reveal a unique PIN, and then enter that PIN on the website to add that amount to their account. The website automatically updated his customer database, and his customers could use their talk-time instantly. IPsmarx also devised an Agent Distribution System, whereby his agents could go online to purchase cards in bulk, and receive them via email to print and sell to customers. The system was easy to implement because customers were already familiar with his brand, and he saved hundreds of dollars each month in administration, printing and delivery fees.

“IPsmarx has been with me every step of the way in starting and growing my business, and in a challenging market like this, it pays to have such a knowledgeable partner on your side. My customers love this new product, and that means more sales for me. Thank you, IPsmarx!”

Alexander Karenga / Johannesburg, South Africa

