

# WiGroup mobile payment platform now available to SMEs

The recent launch of SnapScan, FlickPay and Zapper has brought mobile payments to the forefront of South African consumers' minds. As a nation, we use our phones as a transactional device more than ever. However, long before these services arrived, South Africa's largest retailers were running intricate mobile transacting services at their till points, enabled by a single platform. [video]



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From today, this platform is available to SMEs of all shapes and sizes, as mobile transacting platform provider, wiGroup launches its SME product offering. Now, SMEs can run any kind of mobile payment, loyalty, reward or couponing app at their till point, including MTN Mobile Money, FlickPay, M-Pesa, TuYu and Gift It.

Howard Moodycliffe, head of marketing and international at wiGroup, says they've made smaller retailers' entry to the world of point-of-sale integrated mobile transacting as simple as possible.

"Recent high-profile mobile payment app launches have created a groundswell of interest in mobile transacting at the consumer level. The company has made the entry into accepting any application smooth and seamless through existing and on-going integrations to point-of-sale systems, as well as several other options, should a retailer not have a till."

According to Deloitte's 2014 Global Powers of Retailing report, South Africa's five biggest retailers contributed more than R375 billion in global retail revenues. "The company is integrated to over 50,000 till lanes across the country, mainly in tier 1 retail and has processed over R2.5 billion. Now, for the first time, smaller retailers will have access to an enterprise-level mobile transacting platform that was traditionally the reserve of the market leaders.

"Technology can play an integral role in enabling smaller retailers to enjoy a competitive edge over other companies, regardless of their size. Mobile is also making payments affordable when contrasted with the cost of putting down expensive card terminals with high fees. Over and above seamless enablement and cost savings, small merchants are able to run closed loop loyalty programs and targeted voucher and coupon campaigns for the first time, without requiring the capital for

typical enterprise solutions. We're likely to see more innovative uses of wiPlatform as retailers become more comfortable with the technology and consumers have a chance to see what works for them," says Moodycliffe.

A starter pack containing introductory documentation, frequently asked questions and tips for making the most of the platform will be given to all retailers that sign up for wiPlatform. "The platform is already integrated to most major point-of-sale systems servicing the retail and hospitality markets. It has never been easier for retailers to unlock the powerful benefits of mobile transacting."

For more information, go to [www.wigroupinternational.com](http://www.wigroupinternational.com) or view mobile transacting tips at [www.youtube.com/watch?v=PBp4imGYUc](http://www.youtube.com/watch?v=PBp4imGYUc) or [www.youtube.com/watch?v=eNBfZgltSwg](http://www.youtube.com/watch?v=eNBfZgltSwg).

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