

Vodacom's superapp Vodapay launches with exclusive deals

VodaPay, Vodacom Financial and Digital Services' super app, delivers a digital shopping, lifestyle and financial platform for both consumers and businesses, including exclusive R1 deals on multiple products on the app, through significant partners and discounts.



Source: ©Sergey Skripnikov [123rf](#)

This is the first partnership of its kind in Africa where users can earn cashback and rewards from multiple sources, including banking rewards, loyalty shopping rewards from partners and even VodaBucks, all for transacting through the app.

Consumers on the app will also have access to special offers (like R1 deals) and significant discounts from their favourite brands, stores and services on the app while customers on the Vodacom network will receive exclusive deals on data and airtime too.

Vodapay gives consumers full control of their lifestyle directly from their smart phones. It is like carrying a digital wallet around in a digital mall, allowing customers to send money, shop at their favourite retailers, order food, and even pay bills and fines all from one simple super app.

All transactions happen in an instant with Vodapay. The customer experience is completely focused on ease of use,

personalisation and security to deliver a seamless customer experience.

Shameel Joosub, CEO of Vodacom Group says, “With VodaPay, we have introduced an innovative platform that is simple, accessible, cost-effective, and suitable for the banked and unbanked market, that operates outside the formal banking sector.

“We’ve also partnered with some of South Africa’s biggest and respected businesses to ensure that consumers using the VodaPay super-app are spoiled for choice when it comes to making buying decisions.”

Driving financial inclusion

VodaPay is a powerful all-encompassing platform aimed at driving digital and financial inclusion in South Africa and the rest of the continent.

It is a highly secure and transparent app that allows consumers to load money into their wallets and send it to anyone in real time or use it to make any purchase through the app, ranging from ecommerce to buying airtime, electricity, water, insurance and many other use cases.

Customers can also add their bank cards from any recognised South African bank and use it for shopping and paying.

With money transfers, at no cost, in real time, customers living in rural areas will no longer have to travel long distance to get their money, they can access their money through their personal digital wallet already available on the app.

The VodaPay wallet allows users to send and receive cash with zero transaction fees.

VodaPay removes the reams of paperwork that is typically related to opening a bank account and makes it a lot less cumbersome and convenient for those who need to send money, shop and spend.

To further drive financial inclusion for as many people as possible, VodaPay is available to customers on any mobile network and can be accessed in the Google and Apple app stores.

VodaPay also helps to significantly reduce data costs because you don’t have to download additional apps as many of these apps will already be in VodaPay.

Browsing on the VodaPay app is free for Vodacom customers.

Also for SMME

Businesses can now build their own mini programs in the VodaPay super app and join some of South Africa’s leading brands that are already on the app. The mini programs are zero rated and incurs no data costs for online businesses.

For more, visit: <https://www.bizcommunity.com>