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## Easy access to prepaid services

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Cape Town - Psitek, a Cape Town-based company, has launched Kazang - a solution that takes electronic prepaid services to previously under-served communities.

Providing quick and easy access to prepaid services in South Africa, Kazang is located at outlets such as township spaza or tuck shops, phone shops or retail centres - giving people access to a variety of services wherever they may be.

One of the key advantages of Kazang is that it enables vendors, who up until recently could only sell vouchers or scratch cards, to now conduct this business electronically. Electronic airtime selling is convenient, easy-to-use and safe (as there is never the risk of vouchers or scratch cards being lost or stolen). Currently, Kazang supplies airtime recharge for the MTN, Cell C, Vodacom and Telkom networks.

Over the past two months, Psitek has built up a fast expanding network of Kazang Super Dealers, who are the Kazang distributors and act as the middle man between Psitek and Kazang Vendors.

The National Independent Telecommunications Organisation of South Africa (Nitosa) has become part of this network and is set to roll out several thousand Kazang devices across South Africa over the next few months.

Ian Harrison, Managing Director of Psitek (Pty) Ltd, explains Psitek's goal within the prepaid market in South Africa, which is immense with even further potential.

"Industry statistics show that there are currently more than 15 million cellphones in South Africa, a number that is expected to increase to 21 million cellphones in 2008. A massive 90% of the cellphone airtime is prepaid, which reveals the vast potential for the sale of airtime and other prepaid services," Harrison says.

"There is approximately R2.5bn airtime sales per month. We are striving to capture 10% of this market, with a major emphasis on previously under serviced communities."

Other services will also be rolled out soon - such as prepaid electricity, insurance top-ups, bill payments and money transfers - making the vendor a one-stop-shop for the selling of a variety of services.

