

3G Direct Pay partners with Kopo Kopo

Online payments service provider, 3G Direct Pay and merchant services platform for mobile network operators in emerging markets, Kopo Kopo, have signed a partnership with the aim of supplying innovative payment options to the regional travel industry.



Eran Feinstein, managing director, 3G Direct Pay illustrates the new online money option for travel providers to Francis Mugane, head of Sales & Distribution, Kopo Kopo.

"Our partnership, the first of any in the world, will introduce mobile money to the online arena," says Eran Feinstein, managing director, 3G Direct Pay. "Together, the companies will provide the travel providers with the option to accept online all modes of payment from credit cards, PayPal, and Mobile Money.

"By using the Kopo Kopo merchant services platform, 3G Direct Pay will provide all leading mobile money options in the region as part of its online platform used by the travel providers. This includes Kenya's M-PESA as well as Tanzania's M-Pesa and Tigo Pesa, with additional services to soon follow."

While the 3G Direct Pay's platform provides a secure online payments solution to any provider and can be used as part of any e-commerce checkout, Kopo Kopo's end-to-end platform allows operators and other payment providers to acquire and manage merchants who wish to accept mobile money payments.

"Mobile money has emerged as one of the fastest growing consumer products," says Francis Mugane, head of Sales & Distribution, Kopo Kopo. "The Kopo Kopo platform creates a vital link in the mobile money ecosystem by allowing consumers to pay at the merchants of their choice, unlocking billions in potential demand."

Feinstein explains the system process step-by-step:

1. end customer visit the payment page (powered by 3G Direct Pay Limited)
2. end customer selects mobile money option (based on the they country)
3. end customer pays online using they mobile money account
4. 3G Direct Pay providers real-time confirmation to the end customer

"3G Direct Pay is renowned in the travel and tourism industry, where we offer our clients through our online platforms. Our partnership with Kopo Kopo will enable our East African clients to extend their payment options using mobile money anywhere in Kenya, Uganda, Tanzania and Zanzibar," concludes Feinstein.

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