Mobile payments deliver on meals for workers

NAIROBI, Kenya - Jumia Food, the online food delivery marketplace under Jumia Group, just signed a new mobile payment agreement with international HR reward scheme provider, Sodexo Group, to cater for the Kenyan market.



Jumia Food managing director, Duncan Muchangi, with Sodexo Kenya CEO Neil Ribiero, during the signing of the partnership.

This partnership now ensures that employers can provide meal plans to their staff facilitated by M-Kula, a new mobile app.

Sdexo Group, which specialises in employee benefits and reward schemes, has signed a new partnership with Jumia Food Kenya to offer employers a seamless mobile solution dubbed M-Kula. The new payment option on the global mobile food delivery ecommerce platform now allows employees access to Jumia Food delivery services, right at their office.

With more than 80% mobile penetration in Kenya, continued reliance on mobile devices and emerging technologies calls for entrepreneurs to create innovative solutions for consumers. “The new partnership between Sodexo and Jumia Food helps tackle the problems that employers face in providing meals, and allows meals to be delivered to the employees’ desks.” said Neil Ribeiro, CEO of Sodexo Kenya.

Providing a solution that caters to both accountability and control will also go a long way in helping the Kenyan employer in implementing the 2014 amendment to the Finance Act which allows employers to give their employees Ksh 48,000 of meals per year tax free. According to the act, the employer must be able to demonstrate the meals provided, cost and location of consumption; which renders the mobile app quite instrumental.

A recent survey by Sodexo reveals that 87% of Kenyans will skip lunch at least once a month, either due to demanding schedules or by generally keeping up with the workplace influence where meal breaks are seen as a waste of time. However, as the CEO notes, exerting your brain on a non-stop eight hour-schedule can end up being more detrimental than beneficial to one's productivity.

Now available on both iOS and Android platforms, employers can now implement the staff meal process through the platform by handing out vouchers that the staff can redeem through M-Kula.

This will allow consumers access to over 200 restaurants listed on the Jumia Food website.

"All you have to do is go to the Jumia Food website or mobile app and order your meal, without moving an inch from your work desk, explained Duncan Muchangi, managing director of Jumia Food.

Sodexo's services, such as the meal voucher (M-Kula) and gift pass, provide employers with an avenue to easily implement incentive and recognition programs whilst at the same time creating a more satisfying work-life balance, as well as greater personal development and professional recognition.

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