

Vodacom Financial Services partners Alipay as technology provider

Vodacom Financial Services has announced a technology partnership with Alipay, the digital lifestyle services platform, to bring inclusive mobile solutions to South African consumers and merchants through innovative digital technologies.



Mariam Cassim, chief executive officer of Vodacom Financial and Digital Services

The super-app will make it easier than ever to manage your entire life and business through your smartphone. Simplicity and convenience at its best with just one app offering you customised, dynamic products and services at the touch of your screen no matter where you are.

Vodacom Financial Services will work closely with Alipay to leverage their global learnings and develop a super-app that will not only offer stellar digital customer experience, but bring to life a market place of goods and services tailored to the South African customer needs underpinned by a progressive digital payments ecosystem designed to serve both the banked and unbanked parts of the population. Customers and merchants will all find each other on one affordable platform, operated by Vodacom Financial Services, with Alipay as the technology provider.

Commenting on the announcement, Shameel Joosub, Vodacom Group Chief Executive Officer says, “This partnership is a significant milestone in promoting greater financial inclusion within the communities in which we operate, accelerating our financial services aspirations across Africa. We already offer South African customers an ecosystem of innovative digital financial services products, but this technology partnership with Alipay will enable us to be on par with leading global digital counterparts quicker and more efficiently. We see this as an excellent opportunity for us to reinvent the mobile fintech ecosystem for both consumers and merchants in South Africa and we look forward to achieving this by working with Alipay.”

Mariam Cassim, chief executive officer of Vodacom Financial and Digital Services says, “Globally, we have seen an increase in the convergence of industries. Companies that invest in technology that enables them to understand their customer behaviour better and thereby offer personalised financial, business and lifestyle solutions to their customers are the ones excelling in this space. Through our partnership with Alipay, we look forward to applying world-leading digital technologies to facilitate merchant and consumer transactions from a digital wallet on their mobile device.”

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