

## Solution Brief

# Airtime Top-up

Telepin platform for Airtime Top-up provides a flexible platform for your subscribers and merchants to recharge their account, and add pre-paid mobile airtime minutes whenever, wherever, and however they wish.

Provide robust offerings to your subscriber and merchant customers with our highly scalable and secure solutions. Our solution plugs into your existing infrastructure, leveraging the investment you've made in charging systems and value-added service delivery platforms.

## Key features

Take advantage of unlimited opportunities for your subscribers to recharge credit to their mobile account.

Airtime Top-up can be combined with traditional voucher distribution and management systems or implemented with our agent distribution management systems for a complete electronic recharging platform. Deployment to subscribers can be independent for self-service recharging and airtime top-up.

**Flexible deployment** — Deployment can be variable, including in-network through an ownership model, hosted via the Telepin platform, through service providers that distribute and resell airtime on behalf of the mobile operator, and with operator groups as a recharge solution for roaming prepaid subscribers.

**Financial Freedom. Anywhere.**



## Shaping the mobile digital economy

Highly dependable and scalable, our platform lets mobile operators and digital banks put the power of a wallet-on-a-phone in the hands of individuals.

**Voucher management** — Our platform can be integrated to create and manage electronic vouchers to be used towards any service. Vouchers give the operator complete control over the voucher lifecycle, right through to the virtual inventory and distribution management system. Incorporating vouchers is the most flexible mechanism to keep your subscribers active on the network—generating revenue using any denomination and integrating with several systems, such as point-of-sale, kiosk, ATM, IVR, and through your calling card platform.

**Airtime transfer between subscribers** — Allowing your subscribers to transfer airtime between each other increases your overall revenue and your ability to increase your margins. With the Telepin Airtime Transfer, you can give your subscribers another way to request a recharge or be recharged from friends, family, or their corporate enterprise account.

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**+256M**  
enabled users

Wherever they live, people need a secure way to save money and pay for everyday goods and services.



**+1M**  
merchants  
deployed

From individual food vendors to multi-location big-box retailers, Telepin connects you—securely—to customers' mobile wallets.



**+10B**  
transaction  
processed

Moving money seamlessly in the most efficient and trusted way—wherever, whenever.

In today's competitive market, customer retention is one of the main goals of our clients. Generating strong customer loyalty is much more cost-effective than constantly relying on new acquisitions.

We offer add-on modules to help you further differentiate and extend your service offerings to subscribers and merchants. These include:

**Coupon/gift certificate marketplace** — Provide your subscribers with the ability to acquire single-use “coupons” that can be redeemed at a merchant for face value. The app also allows for easy browsing of coupon options.

**Promotions and contests** — Offer targeted promotions to your subscribers including “Lucky Draw”-type contests with instant random winners for pre-selected transaction types, amounts, etc.

**Loyalty promotions** — Retain your subscribers and create loyalty based on purchases, where the module is a cumulative counter. When customers reach specified threshold values, the platform automatically triggers a pre-configured reward.

**Loyalty rewards** — Create rewards programs that allow subscribers to collect loyalty points on Telepin platform transactions and then redeem those points. The loyalty points are stored in one of the wallets associated with the accounts.

Award bonus points based on other events such as birthdays, holidays, etc and also transfer loyalty points to other customer wallets.

Loyalty points can be converted into various benefits like Airtime or even cases that are non-digital, such as a discount on a new handset.

### About Telepin

Telepin's customer base includes successful deployments with tier-one mobile operators in the Middle East, Africa, and the Americas. With more than 256 million subscribers and more than a million merchants, we have securely processed more than 10 billion transactions—a number that grows daily. Our stable, trusted mobile payment solutions offer mobile operators the most efficient and trusted way to maximize revenue and deliver innovative mobile applications that give financial power to people—whatever their circumstances and location.

Proudly serving 40+ customers around the world, including:



Digicel

