

Enhancing your international guests' travel experience

 By [Hein Koen](#)

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Operators are increasingly under pressure to find innovative ways to differentiate themselves and provide a superior experience to visitors. The SIM card could be key in this.

International tour groups visiting the country have to go through a timeous process of buying a prepaid SIM card, ensuring they have the required documents with them while travelling to get it activated and RICA'd, and then still figuring out how to load airtime or data on it.



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Tour operators: Imagine having the ability to streamline the process and have an easy way of activating and pre-loading SIMs for your visitors...

For example, during the ABSA Cape Epic cycle event held at the beginning of the year, organisers were provided with bulk pre-activated prepaid SIM cards for international entrants and their crews. It was a cost-effective and easy way for them to position a truly value-added service to an already prestigious race. Ultimately, the headache of going through the SIM card connection process in a different country, was taken away from the international teams.

Boosting travel

Travelling does not have to be a complicated process. This is why many companies, sport organisers, and individuals work with an operator. The competitiveness of the industry mean operators are looking at different value propositions to set themselves apart from their competitors. By partnering with a provider that can take care of the RICA and SIM activation process in an efficient and legal way, these operators can focus on their core business objectives.

Suddenly, the administrative hassle of managing groups of visitors and their SIM card requirements is eliminated. It means that the conference, tourism, or sporting experience is a slick one for visitors and operators alike.

Roaming costs

Some might question why getting a local prepaid SIM is necessary at all with roaming being a convenient way of staying in touch. The reality is that while roaming in Europe might be more affordable, global voice and especially data costs in South

Africa are extremely high when roaming. This means that once a visitor returns to his or her home country, they could easily experience bill shock that could run into thousands of Euros.

Using a SIM management solution that is simplified, means operators can become creative with the SIM cards they provide to their guests. In other words, they can configure specific amounts of airtime and data per user requirement or as per their conference booking.

Not only is this a nice surprise to the visitor who expects a complicated process, but it takes away the potential for bill shock when it comes to roaming costs when he or she returns to their country.

ABOUT HEIN KOEN

Co-founder and Director of Flickswitch, a technology company in the mobile telecoms space focusing on the management of M2M data SIM cards across various African mobile networks. He is passionate about mobile data and its connectivity means in Africa. As the use of data SIM cards increases in this age of IoT (Internet of Things), it needs to be managed. The intersection of data SIM cards and effectively managing it on a large scale, is what gets Hein excited.

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