

Embracing the currency of the connected world

When it comes to loyalty programmes, members are often frustrated by the lack of real value they can derive from being part of them. Often, real-world benefits like cash and practical awards fall by the wayside.



Hein Koen

“Reward points are great, but there is a disconnect between points, cash, or even using those points for something that is of real benefit,” says Hein Koen, co-founder and director of SIM card management company, Flickswitch. The Flickswitch Hotsocket solution offers an alternative. It provides companies across industries with a platform to reward customers with prepaid airtime and data, the ‘currency’ of the connected world.

Incentivising people in the digital world

By virtue of the fact that Flickswitch has access to recharge airtime across all mobile operators in South Africa, it is able to offer an API which companies can leverage with existing marketing and rewards schemes. There is no need to reinvent the wheel or start with a complex integration process.

“A company simply needs the prepaid mobile number of a customer to instantly push airtime and data to that person. In an age of instant gratification, this is a wonderful way to incentivise people for anything from completing market surveys to taking part in activations at sporting events. It boils down to trading consumer feedback and time for something of discernible value in a digital world,” says Koen.



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Tangible benefits

With traditional reward schemes that are costly to roll out, Koen feels that more companies will embrace the concept of pushing instant prepaid airtime and data which costs nothing to deliver. In addition, the tangible benefit of receiving a reward that can put the person in touch with a friend or family member anywhere in the world cannot be overestimated.

For example, a retail outlet can send R10 airtime to a customer who purchases a specific deal. Similarly, field workers can immediately send airtime and data to people who complete surveys.

“One of the main advantages of going this route is the instantaneous nature of the concept. We are anticipating that 2016 will be the year that this takes off in a big way in South Africa. More people are realising the advantages of being connected but have tight budgets in difficult economic times. With this solution, the company is empowering organisations with the means to give their customers discernible benefits. Flickswitch wants to make the airtime payment environment as easy and effective to use as possible.” concludes Koen.

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