

# Smart and Kirusa partner to launch InstaVoice in Uganda

KAMPALA, Uganda - Smart Uganda, an emerging telecom service provider, and Kirusa, global telecom and social media solutions, announced the launch of InstaVoice Missed Call, Voicemail, and Voice SMS service in Uganda. With this collaboration, Smart subscribers can now send and receive voice messages easily, to and from other subscribers in Uganda, and also across the globe.



Image by 123RF

With the deployment of InstaVoice service in Uganda, a Smart subscriber can manage his/her missed calls, voicemails and voice messages using the InstaVoice app. The app, with its intuitive and unique chat-like interface, allows the user to respond to missed calls and voicemails, through text as well as rich media.

With features like unlimited voicemails, content delivery over email, option to link multiple numbers, and message withdrawal, InstaVoice is transforming the missed call and voicemail experience, the way we know it. Smart Uganda users, who do not have the app, are alerted over SMS with a link to voice content.

Speaking on the occasion, Brenden Kachenje, chief operating officer, Smart Uganda said, “In keeping with the lineage of innovation and sustainable business growth, we decided to offer our subscribers a superior and differentiated messaging experience while using our network. Our partnership with Kirusa is a perfect strategic fit, which resonates with our brand DNA, hinged on customer centricity and market-led innovation.”

Inderpal Singh Mumick, founder, and CEO of Kirusa said, “We are proud to partner with the Smart Group for offering InstaVoice messaging services to the people of Uganda. I am sure they will find immense value in connecting through InstaVoice.”

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