MTN-TransferTo partnership well underway

TransferTo and the MTN Group last week announced that the implementation of their International Airtime Transfer (IAT) partnership in MTN operating companies is well underway.

The MTN-TransferTo collaboration, announced in July this year, allows MTN customers with access to prepaid services to receive airtime transfers from the vast TransferTo IAT network around the world.

MTN operating companies in Ghana, Uganda and Yemen have completed the full implementation of integrating with TransferTo, further extending TransferTo's existing IAT reach within the MTN Group. The project implementation to bring other MTN operations into the network is ongoing, with more additions expected soon.

Cross-border services

The cross-border airtime transfer services are available to all TransferTo sending partners and the general public abroad for the sending of airtime top-up to MTN customers in Ghana, Uganda and Yemen. Mobile customers on partner "sender" networks can simply send airtime to friends and family who subscribe to MTN prepaid services through the convenience of their mobile handset. Those who are not subscribed to TransferTo sender partner mobile operators can still send airtime to contacts on the MTN networks by visiting www.transferto.com, for convenient web-to-mobile transfers. TransferTo also has partners who operate tens of thousands of point of sale locations.

Eric Barbier, CEO and managing director of TransferTo, who made the announcemen during the AfricaCom 2011 conference in Cape Town, South Africa, said, "We are pleased to announce that the recent signing of the global group agreement with MTN is showing results in both Africa and the Middle East. With the addition of Ghana, Uganda and Yemen, TransferTo now delivers services to nearly half of the MTN operations, while work continues to add the rest."

MTN Group chief commercial officer, Christian de Faria said the deployment of the TransferTo IAT services in three key MTN markets was an exciting development for the Group. "MTN is continually pursuing value-adding partnerships to give customers a better experience of our brand. We are particularly excited about the relationship with TransferTo because it provides our customers in all our three regions in Africa and the Middle East, with yet another option to stay connected with their loved ones. This partnership will soon be extended to other MTN operations."

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