

Airtel Money re-launches in Ghana

Airtel Ghana, last week, re-launched its mobile money platform, under a new brand name Airtel Money, which has been positioned to provide customers with an efficient alternative to cash transactions and provide millions of Ghanaians with access to banking services for the first time.



Airtel Money includes a comprehensive package of m-commerce and payment features currently available on the Ghanaian market and it seeks to empower its customers with access to a convenient, secure and readily available way of making payments through the mobile platform.

Airtel, already in partnership with international and regional banks including Ecobank, GT Bank, Standard Chartered Bank, Unibank, United Bank of Africa, Zenith Bank, Energy Bank and Databank to provide customers with convenient ways of conducting mobile commerce service, deposit and withdraw cash, money transfers, banking services, paying bills, contributing to investments. There are more than 500 Airtel Money dealers throughout Ghana.

At the official launch of Airtel Money, mobile commerce director at Airtel Ghana, Kola Sonola explained that the service, which previously was mainly a mobile money platform, had fully evolved into a mobile commerce platform, offering four major services, namely mobile money mobile top-up, money transfer, mobile banking and financial services for micro-finance, micro insurance and B2B services.

According to Sonola, customers could therefore pay their utility bills, DStv subscription fees, buy Airtel credit, pay for goods, services and loans through Airtel Money as well as make corporate batch payments and deposit or withdraw cash from a bank. He added that the uniqueness of Airtel Money also allowed customers on other networks to also enjoy the benefits of money transfer.

Managing director of Airtel Ghana, Philip Sowah explained that Airtel aimed to deliver relevant and innovative mobile solutions to help customers overcome their daily challenges, stating that the company was once again offering Ghanaians the tools to feel free and improve their lives.

"Our goal as a company is to make communications, banking, payments, retail and entertainment affordable and accessible to all in Africa", he added.