



WhatsApp Payment Service

Payments | Customer Experience | Innovation

Tuza Solutions introduces an innovative payment service using the popular social media platform WhatsApp. Used by over 90% of the 41M internet users in Kenya (stats by CA; USIU research paper) and over 2B users globally, WhatsApp is a channel that businesses are taking advantage of for the following key reasons:

1. Buyers need not to download an additional mobile application to transact
2. It is easily accessible and affordable as mobile network providers offer free WhatsApp access
3. It is highly interactive and keeps records of conversations (threads)

Leveraging on these, we assist your business to offer clients a WhatsApp option to make payments and in return enjoy the following:

- i. Easy reconciliation of your transactions with a live dashboard of all entries
- ii. Option of getting narrations/ purpose of payment e.g., 200 for School trip for JOHN DOE
- iii. Issue receipts via WhatsApp in addition to MPESA message in PDF format
- iv. No capital investment for your business
- v. Quick set up; less than 48 hours to be on boarded
- vi. No need to acquire a till number or business number if you do not have one
- vii. Get customer messages e.g. feedback, booking or enquiries from the platform
- viii. Be part of a larger market place in a web portal, showcasing your products/ services to a larger audience
- ix. DIY settlement process for sales; sent to a nominated MPESA line or bank account as and when you need the funds
- x. Option to integrate to existing business or till number