

Tigo Mobile Wallet introduced in Senegal

In an effort to bring simple mobile financial services to its subscribers throughout West Africa, Tigo Senegal has launched Tigo Cash service, based on the Ericsson Wallet Platform Solution.



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Tigo, which is owned by Millicom Group, is aiming for Tigo Cash to become the preferred payment method in Senegal. Continued uptake of the service supports key objectives around boosting customer loyalty, developing new revenue opportunities, improving subscriber satisfaction and reducing churn.

Diego Camberos, Managing Director of Millicom (Tigo) in Senegal, says: "Mobile financial services are highly important to our subscribers and to drive continued success, it was important for us to speed up an easy to use, secure and reliable offering to market. Ericsson has been an important partner for us in launching Tigo Cash to our entire subscriber base, ensuring that we're able to scale to meet the high demand we anticipate as sign-ups continue to increase."

Ericsson Wallet Platform is part of Ericsson M-Commerce portfolio available for mobile operators as well as financial institutions, used to deploy mobile money services that subscribers use to make payments, store, transfer and withdraw money.

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