

Jumia Egypt Introduces 'Credit Card on Delivery' Payment Method to Customers

MasterCard and PayMob partner with Jumia to introduce new payment method



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AFRICA INTERNET GROUP

Summary **MasterCard and PayMob partner with Jumia to introduce new payment method**

Spokesperson

Bankole Cardoso
Head of Communications at
Africa Internet Group
bankole.cardoso@africainternet
group.com
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Details March 21, Cairo, Egypt - Jumia, the leading e-commerce website in Egypt announced today a new payment method for its customers in partnership with PayMob and MasterCard through Mobile POS. This partnership will introduce for the first time in the market the 'Credit Card on Delivery' payment method which will allow customers to pay using their credit card right at their doorstep.

The e-tailing market in Egypt is growing fast and has the potential of reaching even the far flung markets. Two important factors that will shape this change are the security of electronic payments and the evolution of today's consumer.

Hesham Safwat, CEO Jumia Egypt commented: "The new payment method has been developed in partnership with MasterCard and PayMob. Now customers can choose the 'Credit Card on Delivery' option, just like they would for cash on delivery." He added: "We are always working on developing the customer experience on Jumia, and by adding the 'Credit Card on Delivery' payment method we are taking the customer experience to the next level."

Magdy Hassan, General Manager – Egypt and North Africa, MasterCard commented: "According to our latest Online Shopping Behavior Survey, Egypt is a market in transition as far as online shopping is concerned and we expect that by continuing to drive convenience and offering services like card payment on delivery, we will continue to see positive growth in this sector."

This new payment method is a progressive step in the e-commerce industry in Egypt. This will offer customers another convenient payment method that will overcome their security fear of electronic payments, and by using these customers can be confident in using their cards and can avoid carrying physical cash with them to pay for their orders.

Now Jumia's customers can place their orders and delivery staff will swipe the card in front of the customer and give him or her their card receipt.

Relevant links Jumia Egypt
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About AFRICA INTERNET GROUP

Africa Internet Group, the leading internet platform in Africa, promotes sustainable online growth that benefits both businesses and consumers. Firmly rooted in Africa's startup ecosystem, the group provides easy-to-use services and smart solutions across the African internet sector. AIG is invested in furthering regional entrepreneurship and innovation through a passion for Africa, its culture and its people. AIG is the parent group of ten successful and fast-growing companies in more than 30 African countries. Its network of companies includes Carmudi, Easy Taxi, Everjobs, hellofood, Jovago, Jumia, Kaymu, Lamudi, Vendito and Zando.

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