

India's Flytxt signs mobile marketing deal with Warid

 By [Walter Wafula](#)

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Uganda mobile operator [Warid Telecom](#) has contracted India's Flytxt, a provider of global real-time closed loop mobile marketing solutions, to manage its marketing campaigns.

Closed loop mobile marketing is the selling of products and services based on recorded subscriber data and insights on a telecom operator's network.

Commenting on the new deal, Shailendra Naidu, chief commercial officer at Warid Uganda, noted that today's prepaid markets are dynamically changing and require not just real-time insights about mobile subscribers, but also the ability to communicate with them in an interactive and personalised fashion.

"Only innovations such as these help mobile operators to forge a strong bond with their subscribers and develop a loyal, long term relationship with them," Naidu said, according to a statement issued by Flytxt.

The mobile marketers technology brings out subscriber insights based on past service consumption patterns and enables cellular service providers to highly customize service offerings, while communicating them in a timely manner. Similar benefits will be extended to Warid Telecom Congo Brazzaville, a sister company to the Ugandan operator.

Imossio Begoume, chief marketing officer at Warid Congo Brazzaville said, "As part of its innovations aimed at providing personalized offers and services to its subscribers, Warid has partnered with Flytxt, for its innovative approach to mobile marketing technology and services space."

Vinod Vasudevan, Group CEO of Flytxt added, "We are extremely happy about partnering with Warid Uganda and Warid Congo Brazzaville. They are one of the most innovative mobile operators in Africa committed to create value for its subscribers."

In 2010, Warid Telecom won the most innovative product award at the median Uganda Communications Commission (UCC) Annual Communications Innovation Awards, for introducing PAKALAST, then the cheapest 24-hour calls service in the country.

Flytxt comes to Africa with a decade long mobile marketing and campaign management expertise with its Marketing Excellence Center and consultants. In other emerging markets like India, the firm has already proven itself in the telecommunications ecosystem as a leading player in enabling the most matured technology and marketing practices to generate incremental revenue for operators.

"We look forward to working with the most forward thinking operators in Africa, Warid Congo Brazzaville and Warid Uganda, to enable personalized offer communications and improved experience for its mobile subscriber base," Vasudevan said.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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