

Bringing prepaid products and services to you



Blu Approved
the power of prepaid

ABOUT

BLUE LABEL TELECOMS

Blue Label Telecoms Limited was listed on the Johannesburg Stock Exchange in 2007. Its core business is the distribution of secure e-tokens of value and transactional services.

From humble beginnings, distributing only physical airtime vouchers in South Africa, the Group now operates internationally and provides a large range of products and services, including prepaid electricity, bus ticketing, insurance and municipal services in South Africa, general payments (bill payments and direct payments), mobile services and transaction switching processing among others.

In South Africa, Blue Label Telecoms, serves both the corporate market and the independent retail market. Corporate customers include Mr Price, PEP, Pick 'n Pay, Shoprite, Clicks and Spar, as well as many others.

In the independent space we provide solutions to a wide range of retailers and wholesalers including Cash & Carry's, Multilane Supermarkets, Convenience Stores, Petroleum Forecourts, Spaza shops, Liquor Stores and Butcheries.

In order to strengthen our relationship with you, the merchant, and provide a personalised service, we have created business units which are headed by a Regional Sales Manager and Customer Service Manager who are empowered to provide you with the attention that you deserve, and are always available to discuss your ongoing requirements.

"We constantly strive in making an increasing range of prepaid products and services easily and conveniently available to the majority of the population. Our advanced technology and innovation allows our customers to transact in a manner that they are accustomed to. We are fully committed to you, our customer, to ensure that we provide you at all times with the highest quality products, technology and service, thus enabling you to make your business more efficient and profitable" Mark & Brett Levy (Blue Label Telecoms Joint CEO's)

BLU APPROVED

Blu Approved is Blue Label Telecom's stamp of approval and visual identification of our foot print. This will allow us to drive consumers to our approved outlets where they can be sure of receiving our full bouquet of products and services. All our merchants will be supplied with Blu Approved merchandising material as well as a window decals to clearly identify them as an approved merchant.

BENEFITS OF BLU APPROVED

- Full bouquet of quality and approved products & services
- Convenience for partner merchants - making Blue Label Telecoms the only destination point for all your prepaid product requirements
- Reliable customer service and a 24/7 call centre
- Marketing initiatives & promotions to drive sales and to increase foot traffic to your store
- High level consumer confidence, credibility and reliability of all our products and transactional services

SOLUTIONS



VENDING MACHINE

- ☑ Self-service – convenient for retailer and consumer
- ☑ No congestion at till points
- ☑ Automated stock ordering system
- ☑ Comprehensive off-device reporting functionality

KIOSK TOUCH SCREEN

- ☑ Can sell multiple vouchers in a single transaction
- ☑ Full reporting functionality available
- ☑ Includes separate cash drawer for effective cash management
- ☑ Automated stock management and replenishment using GPRS connectivity
- ☑ Capable of accommodating many additional value added services



BULK VOUCHER PRINTING

- ☑ Electronic converted back to physical stock available with secure PINS
- ☑ Ordered virtually with no courier costs
- ☑ Vouchers are available in all network denominations
- ☑ Easy stock management: order as and when you need



GATEWAY FOR INTEGRATED POS

- ☑ Ideal for multi-lane retail outlets that use POS software
- ☑ Gateway allows retailers to sell airtime & electricity through their current POS software
- ☑ Increase turnover by 50% selling through all till points

MOBI MERCHANT

- ☑ Secure, affordable and convenient solution for trading airtime and prepaid electricity
- ☑ Increases overall turnover & creates additional income
- ☑ Ideal for hawkers, informal traders and small businesses
- ☑ Software is user friendly and adaptable to most handset makes and models (available in WAP, JAVA and USSD formats)



POS TERMINAL

- ☑ Accessibility to any voucher denominations
- ☑ Multiple levels of security access
- ☑ User friendly: manual and automated ordering capability
- ☑ Excellent shift and stock controls



PRODUCTS



































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www.bluelabeltelecoms.co.za

OUR TECHNOLOGY PLATFORM



STARTER PACKS

Blue Label supplies starter packs on a wholesale model basis allowing clients to earn passive income in the form of ongoing revenue through the activation and top up of airtime. Aside from the standard starter pack offerings, Blue Label Telecoms also offers starter packs pre-loaded with airtime.

BENEFITS:

- To increase revenue and add extra value to the business and the community.
- To build a database.
- To create additional income streams.

In order to improve our technology development through functionality advancements of the products and services that we offer, we make use of our own technologies as well as some patented world-class, secure payment technologies.



Our technology platforms support both online and offline capabilities, this applies to all of our different solutions.

This is important when assessing our clients' requirements as they may vary between offline PIN based or online direct recharge, or possibly a combination of both.

BACKEND MANAGEMENT SYSTEM

Our user friendly web-based AMS and AEON platforms provide settlement and reconciliation for all our products and services and give you access to your account from any computer that has internet access. This will give you a view of:

- | | | |
|--|--|---|
| <input checked="" type="checkbox"/> Statements | <input checked="" type="checkbox"/> Shifts | <input checked="" type="checkbox"/> Sales reports |
| <input checked="" type="checkbox"/> Invoices | <input checked="" type="checkbox"/> Profit reports | <input checked="" type="checkbox"/> Stock reports |

SUPPORT SERVICE & HELP DESK



In order to support our customers we have a fully staffed complement of sales executives, customer support representation and field engineers in our branches countrywide.

- | | |
|--|--|
| <input checked="" type="checkbox"/> Johannesburg | <input checked="" type="checkbox"/> Polokwane |
| <input checked="" type="checkbox"/> Nelspruit | <input checked="" type="checkbox"/> Bloemfontein |
| <input checked="" type="checkbox"/> Durban | <input checked="" type="checkbox"/> East London |
| <input checked="" type="checkbox"/> Port Elizabeth | <input checked="" type="checkbox"/> George |
| <input checked="" type="checkbox"/> Cape Town | |



These offices are supported by a National Customer Service Centre based in Roodepoort (Johannesburg) which is manned 24/7.

CONTACT DETAILS

For more information on Blu Approved and on how to become a Blu Approved merchant, as well as on our products and transactional services you can contact us on:

-  salesenquiries@blts.co.za
-  011 523 3105 or 0861 411 411
-  www.bluelabeltelecoms.co.za

Improve your business now, become a Blu Approved Merchant and start trading with Blue Label Telecoms