

Smart Business Owners Gear Up For The Long-Term Impact Of Load Shedding

Don't go out of business in the dark

23 February 2015 – Johannesburg – While load shedding might make us feel as if we're back in the dark ages, modern technology means that it needn't always set our businesses back. Mobile point-of-sale (mPOS) solutions like Paycorp's ZipZap device are amongst the most innovative technologies available to the retail sector.

"ZipZap means that with nothing more than a smartphone or tablet, retailers can accept card payments and complete a sale wherever they are, even when the power is off," said Wayne Abramson, CEO of Paycorp subsidiary, EFTPOS.

From the vendor's point of view, competition demands that everything possible is done to prevent losing a sale. ZipZap not only means that vendors don't have to close during load shedding, but have the opportunity to increase sales by operating when others don't.

ZipZap can be a vendor's best friend. It capitalises on smart technologies by using the vendor's smartphone or tablet to accept card payments by connecting via Bluetooth to a separate and secure ZipZap card reader. Card payments can be accepted for as long as the devices are charged.

The free ZipZap app is available for ALL smartphone and tablet operating systems. Vendors can issue e-receipts to their customers via sms or email and can view transaction history on their app or on the ZipZap merchant portal when power returns. ZipZap operates with all debit and credit cards so anyone can pay for goods or services using ZipZap regardless of who they bank with and there is no need for a vendor to change bank accounts when applying for ZipZap.

When Eskom first implemented rolling blackouts in 2008, many

small operators went out of business because the lack of power forced them to shut down. Our economy was severely impacted and our unemployment rates increased.

The current load shedding situation is not forecast to improve anytime soon, but this time around we're more able to operate without power. The last decade has seen massive changes in the payments industry with innovations like ZipZap making a significant difference to the way retailers operate.