

Kenyan mobile phone operators sell value added services

Some few weeks ago, Jinny Software, a new premium service rate provider started conducting interviews in Nairobi as it prepared to set up shop in Kenya.

Jinny, an European-based provider for personalised messaging, advertised two positions on its website – operations and another for technical support engineers.

As the raging telecoms competition continues, focus is turning to premium rate service providers who are giving value added services to mobile subscribers.

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