

## Orange offers new migration service

The battle for a share of Kenya's growing mobile phone subscribers continues to intensify with Telkom Orange launching a migration service for new Orange Mobile subscribers from other networks. The new service christened Gura, (Swahili word that means moving houses), allows new Orange subscribers to automatically alert callers free-of-charge via a personalised SMS.

By [Carole Kimutai](#) 31 Mar 2009



Activating the service triggers an automatic personalised text message to be sent to callers who dial the subscriber's old number informing them of the subscriber's new number. The user can also opt to receive text message informing him/her of callers who tried to call the old number.

Orange subscribers can activate up to three numbers at a time. The cost of the automatic text messages is free for 60 days or more. Alternatively, new subscribers can forward their calls to a number which will require them to ensure that they keep the old number active and at the same time maintain sufficient credit on their old account to forward their calls.

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