

Orange and Nashua Mobile team up

In January 2013, Orange launched an e-commerce store and online portal for the South African market. Following on from this, Orange and Nashua Mobile have agreed to partner in a venture that will see Orange expanding its South African activity by opening several local retail outlets.



The agreement with Nashua Mobile will allow Orange to extend its business, which is currently based exclusively on the online commercialisation of specialist electronic and telecoms-related products, to the provision of a fully-fledged in-store service throughout South Africa, complete with support for travellers, both inbound and outbound.

A beneficial partnership

"This is another world first for Orange in which South Africa is the first market where this is being implemented. Orange Horizons, Orange's subsidiary for seeking out new business opportunities in countries where the group is not already present as a mass-market telecommunications provider, targeted South Africa as a key entry market in the African space and today's announcement is an important step forward in our overall development strategy," said Sébastien Crozier, CEO of Orange Horizons.

Nashua Mobile CEO Mark Taylor said this innovative partnership will benefit locals as well as foreign customers of Orange. "Nashua Mobile is one of South Africa's largest independent telecommunications service providers, and we're delighted to provide the first physical presence here for Orange," he said. "This partnership showcases the continued expansion of both companies and offers local and international customers greater choice and service."

The first Nashua Mobile stores to incorporate Orange products and an in-store Orange-brand presence will be in Sandton City in Johannesburg, Brooklyn Mall in Pretoria and both Icon Centre and Canal Walk in Cape Town. All products will also be available through the online store for travellers not passing through these areas.

Products and services on offer

Both the online and physical stores will offer SIM cards from the Orange footprint, starting with France and Botswana. These will be marketed in particular for professionals or tourists travelling from South Africa to countries in which Orange is already present. This will allow travellers to be able to better prepare their journeys, like having their local phone number before their trip.

For example, South Africans going to France will be able to purchase:

- the "Mobicarte Holiday" package, which is a prepaid SIM card that functions on Orange's French network. This offer, which has a validity of 14 days after activation, includes two hours of calls and 300 SMS to any destination in the world from France allowing South African customers to stay in touch with home at an affordable price; data access including 500 Mb of mobile data and unlimited access to the 30,000 WiFi hotspots in France allowing customers to surf the Internet and social networks while travelling; unlimited access to Orange Maps, a GPS navigation system that also offers great recommendations for restaurants, etc.
- prepaid SIM cards and top-up vouchers for those not necessarily wanting to be able to call home or surf on their smartphones while in France;
- "le domino", a mobile hotspot allowing customers to connect up to five devices (smartphones, tablets, computers...) to a personal WiFi network giving full internet access over the Orange 3G network in France, with 500 Mb already included over one month.

Cutting communication costs

In Nashua Mobile stores, the Orange corners will also offer services to those Orange customers travelling to South Africa, starting again with customers originating from France and Botswana. For example, an Orange France customer will be able to replace his/her SIM card in case of a lost or stolen phone, and activate international services.

"Nashua Mobile has more than 150 retail outlets and more of those stores will roll out the Orange brand over time. The company's focus is on saving its customers time and money, so cutting communication costs when they travel abroad is a key part of that goal," Taylor said.

"After the launch of Orange's e-commerce activity, Nashua Mobile was an obvious choice of partner to support our expansion into physical stores. Nashua Mobile offers a large network of some 150 selling partners strategically placed across South Africa as well as an exceptionally strong brand-presence and customer loyalty thanks to their quality of service and expert product knowledge," said Crozier. "Orange already offers to its roaming customers great deals across its entire footprint, but we will now be able to offer services in a physical space for French and Botswana customers visiting South Africa, where the group is not present as an operator. In addition, South Africans will be able to better prepare their trips abroad by subscribing to services offered by Orange France or Orange Botswana before they have even left home!"

For more information, go to www.orange.com or www.nashuamobile.com.

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