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Quicker U Mobile top-up with CreditShare platform

KUALA LUMPUR: Sedania Innovator Bhd and mobile telecommunications service provider U Mobile Sdn Bhd have launched U Mobile CreditShare, a service for the latter's prepaid subscribers.

Technology empowerment company Sedania said the service would enable U Mobile prepaid users to transfer or request mobile credits from other subscribers via USSD Menu Browser (UMB), the MyUMobile app, Short Message Service (SMS) or through the web.

"U Mobile prepaid subscribers who want to transfer credit to other U Mobile prepaid subscribers can do so via UMB and SMS, or via the ShareShare app available from Google Play (Android) and App Store (iOS)," said Sedania in a statement yesterday.

"Sedania's partnership with U Mobile is an exciting one and a win-win venture... no longer will customers of U Mobile be without credit to make that important or emergency call because we are enabling U Mobile to offer a new and convenient method for its customers to share credits," said Sedania managing director Datuk Azrin Mohd Noor.

"More importantly, they can look forward to sending and requesting mobile credits in a fast, safe and convenient way wherever they are and

whenever they want."

He said Sedania worked closely with U Mobile as the telecommunications player had a strong affinity with the younger generation and 70 per cent of their subscribers were smartphone users.

The CreditShare venture follows Sedania's partnership agreement it signed with U Mobile earlier this year. The agreement allows for CreditShare services to be conducted via Sedania's proprietary platform.

Sedania's other partners for airtime transfer and reload services include Celcom Axiata Bhd, Maxis Bhd and Tune Talk Sdn Bhd in Malaysia, as well as Robi Axiata Ltd in Bangladesh.

To mark the launch of the CreditShare service, Sedania and U Mobile are organising a contest where U Mobile customers could win prizes when using CreditShare services to share credits with family members and friends within the network.

"Over the next 12 weeks, beginning October 10 (yesterday), this dynamic peer-to-peer solution is giving away 15 smartphones to U Mobile prepaid subscribers who transfer mobile credits during the contest period to their family members and friends," said Azrin.