TOUCAN

Case Study

KPAY, KENYA

Implementation of
Mobile Wallet Solution

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Introduction

Quickpay is a fintech company dedicated to financial inclusion in Senegal and Africa. Its mission is to enable all segments of the population to easily access financial services.

As a 100% Senegalese entity, Quickpay operates with agile management practices, ensuring high-quality services. Its super app, KPay, is a mobile payment platform designed to revolutionize financial transactions in Kenya.

A subsidiary of the EDK Group, Quickpay leverages the strengths of its parent company—its brand reputation, extensive network, and proven success—to drive growth and expand its operations.

The KPay super app provides users with a convenient and secure way to make payments, transfer money, and manage their finances directly from their smartphones. With a vision to become the leading mobile payment solution in Kenya, KPay aims to offer a seamless and inclusive financial experience to users across the country.

Challenges Faced

Mobile payments in Kenya were fragmented, often requiring users to have multiple accounts and applications to manage their financial transactions.

Many Kenyan citizens did not have access to traditional banking services, making it challenging to participate in the digital economy.

High-profile data breaches and fraudulent activities made users vary in adopting mobile payment solutions.

Traditional methods of sending and receiving money from abroad were costly and time-consuming.
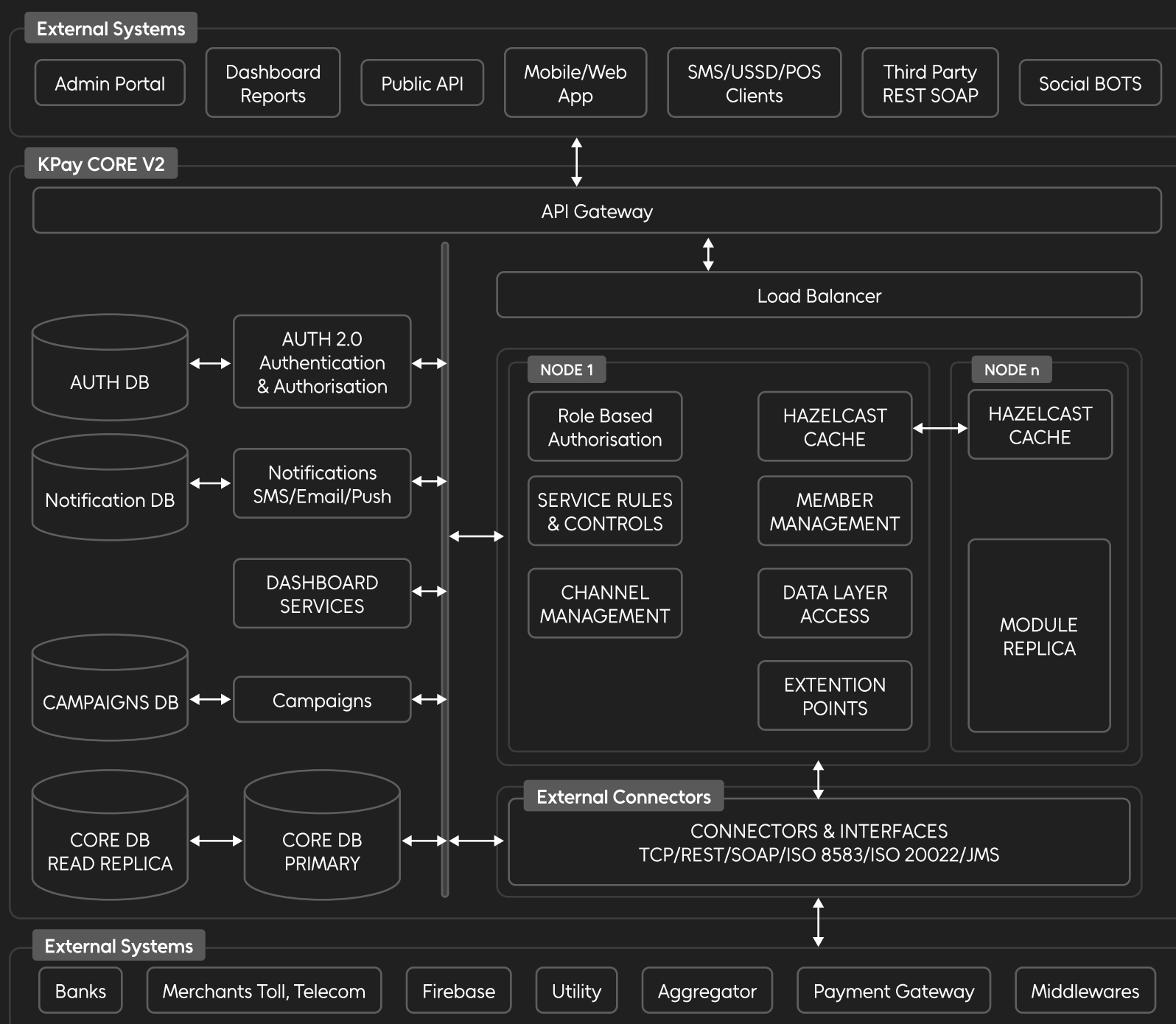
Implementation Approach & Solution

1 **Project Planning:** KPay super app researched the Kenyan market's demands, preferences, and pain points. Built a safe and user-friendly mobile app to act as a digital wallet and allow users to make payments, send money, and track their finances by utilizing cutting-edge technology.

2 **Partnerships:** KPay super app made alliances with local banks, merchants, and businesses to build a vast network that would allow customers to pay at numerous locations and more easily access their finances.

3 **Financial Inclusion:** KPay super app offers features that let users create accounts and access financial services, like savings and microloans, directly through the mobile app to fix the issue of limiting access to banking services.

4 **Security Measures:** KPay super app utilizes cutting-edge security technology, such as encryption, biometric verification, and real-time transaction monitoring to stop fraud and build the trust of their customers.

5 **Efficient Cross-Border Transactions:** KPay super app partnered with international remittance providers to offer cost-effective and efficient cross-border transactions, making it easier for users to send and receive money from abroad.

KPay System Architecture:

External Systems

| Admin Portal | Dashboard Reports | Public API | Mobile/Web App | SMS/USSD/POS Clients | Third Party REST SOAP | Social BOTS |

KPay CORE V2

API Gateway

Load Balancer

AUTH DB ↔ AUTH 2.0 Authentication & Authorisation

Notification DB ↔ Notifications SMS/Email/Push

DASHBOARD SERVICES

CAMPAIGNS DB ↔ Campaigns

CORE DB READ REPLICA ↔ CORE DB PRIMARY

NODE 1
- Role Based Authorisation
- SERVICE RULES & CONTROLS
- CHANNEL MANAGEMENT
- HAZELCAST CACHE
- MEMBER MANAGEMENT
- DATA LAYER ACCESS
- EXTENTION POINTS

NODE n
- HAZELCAST CACHE
- MODULE REPLICA

External Connectors

CONNECTORS & INTERFACES
TCP/REST/SOAP/ISO 8583/ISO 20022/JMS

External Systems

| Banks | Merchants Toll, Telecom | Firebase | Utility | Aggregator | Payment Gateway | Middlewares |

Key Features & Benefits

KPay super app innovative approach led to a transformation in the Kenyan mobile payment landscape. The solution offered the following benefits:

1 **Simplified Payments:** Users can now manage all their financial transactions through a single app, eliminating the need for multiple applications.

2 **Financial Inclusion:** KPay super app allowed previously unbanked populations to access banking services, fostering financial inclusion.

4 **Enhanced Security:** The need for robust security measures ensures the safety of users' financial data and transactions.

5 **Convenient Cross-Border Transactions:** The partnership with remittance providers enabled users to send and receive money from abroad at competitive rates and with minimal hassle.

6 **Merchant Network:** The widespread network of partners and merchants allowed users to make payments and access services at numerous locations across Kenya.

- **Multi-Language:** Communicate to your users in their native language.

- **Omni Channel:** Notify and engage your users on the channel they use, target messengers, email, SMS, push, and In-App.

- **Targeted Campaigns:** Schedule campaigns to user segments for a higher success rate in user onboarding and pending payments.

- **Bulk & Recurring Payments:** Generate payment links in bulk by uploading a simple .csv or .xlsx file. Save time and reduce errors by creating payment links in bulk.

- **Ready-Made Connectors:** We have ready-made connectors for leading CRM, CBS, BPM, and ESB, systems, and custom integrations are available on request.

- **Invoicing and Reconciliation:** Invoice your customers, share payment links, and get real-time reports to help your finance team manage the books better.
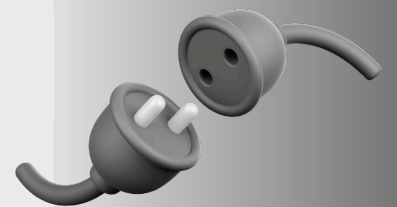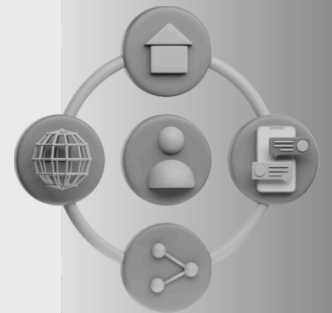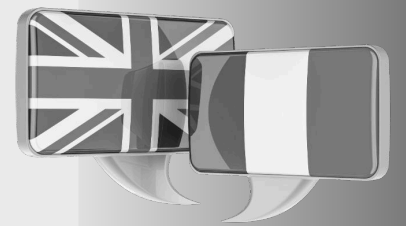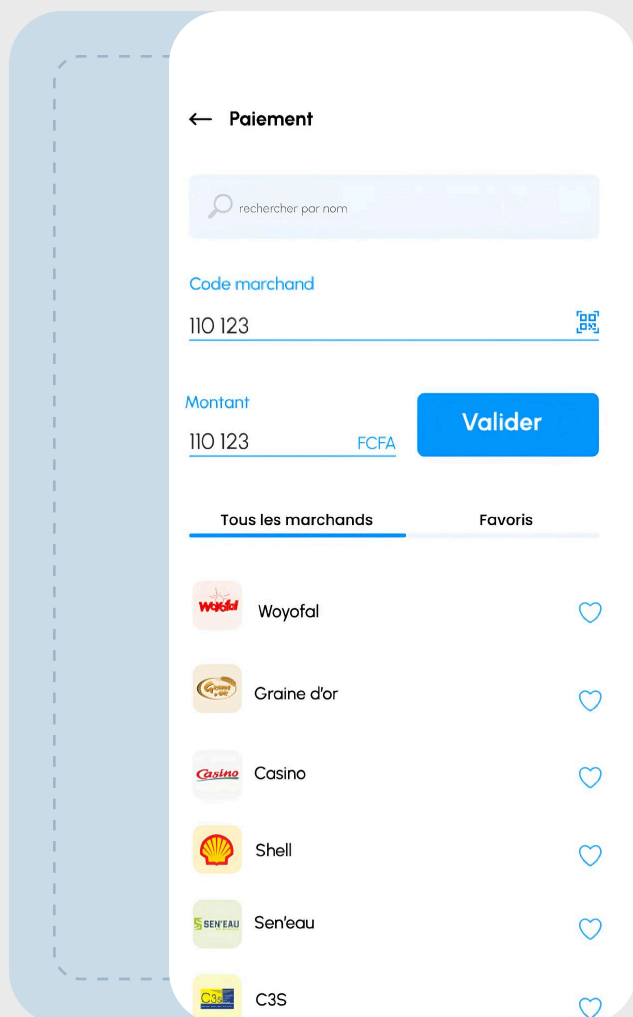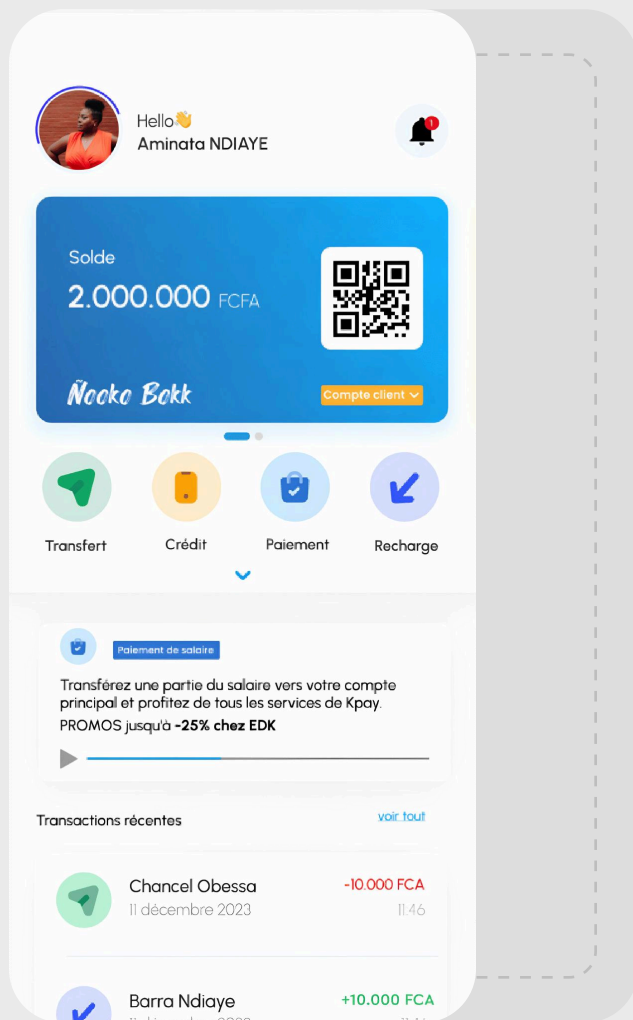
- **Loyalty Programs:** Designed to build long-term relationships with customers, and enhance brand engagement.

- **Integrated Rewards:** Aim to enhance customer loyalty, boost engagement, and improve overall customer satisfaction by giving incentives.

- **Data Insights Real-time:** Ability to access, analyze, and derive meaningful decisions from data as it is generated.

- **E-commerce Payments:** The e-commerce industry used for online payments has evolved to give ease, security, and flexibility for both businesses and consumers.

- **Tax & Fee Collections:** The process by which governments, both at the federal and local levels, collect revenue from individuals, businesses, and other entities to fund public services and infrastructure development.

Outcome

Users got an easy and safe solution for their financial transactions that boosted their usage of the KPay super app platform. Before restricted sections of society now have access to financial services, improving their ability to engage in economic activity.

The trust in the mobile payment system improved as a result of users' rising trust in digital payments. Cross-border money transfers become simpler and less expensive with the collaboration of global remittance vendors. The status of KPay super app as Kenya's leading mobile payment system has grown fast.

Conclusion

In conclusion, KPay's super app journey from comprehending and tackling the issues in the Kenyan mobile payment market to offering a creative solution led to positive outcomes for the business and the users.

100k+ Downloads

About **Toucan**

Toucan Payments is a cutting-edge payment solution designed to empower businesses with **independent, flexible, and global payment solutions**. By leveraging innovative technology, Toucan makes financial services more accessible, efficient, and transparent for businesses and consumers alike.

As a highly scalable, PCI DSS Version 4 certified solution and PAPG license holder, Toucan securely processes over **$1.5 billion** in transactions, serving more than **10 million** users across **15 countries.**

Our modern and modular architecture ensures businesses can adapt quickly to changing market demands. With features like **intelligent transaction routing, advanced risk and fraud management,** and **fully automated reconciliation and settlements,** Toucan Payments offers unparalleled efficiency and reliability.

We also provide seamless integration with a wide network of acquirers, multiple payment methods, and payment gateways.

Learn more about Toucan by clicking here: **https://toucanus.com/**