



PRESS RELEASE: MTC LAUNCHES NEW DATA SHARING SERVICES WITH “TAAMBA”

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16 February 2020 – Windhoek – Namibia’s premier digital enabler, MTC, has last week Friday (14 February 2020) announced the imminent launch of “Taamba” product line, which will be offering three solutions namely T aamba Gifting, T aamba Advance, and T aamba Transfer.

The development of this new product follows years of research and development, informed by market research, consumer study processes, service keenness from the market looking for products that will offer convenience and transform the mobile data market, explained Chief Human Capital and Corporate Affairs officer T im Ekandjo.

Of the three solution T aamba Gifting was launched last week and already operational. “T aamba gifting allows subscribers to buy data bundles for someone else directly from their available credit, thus alleviating the hassle of purchasing airtime for someone and them having to then convert it to data bundle.

Whilst T aamba advance is an airtime advance service, which a customer can pre-select to request an amount of airtime when your balance is on zero for use, and then pay it back next time you recharge. This is actually crucial especially in cases of emergencies.

The last product line is T aamba Transfer, which is similar to airtime transfer, allows a subscriber to transfer a chunk of data from their available data to any MTC’s customer.

Asked what impelled the design of such solutions, Ekandjo says that customer centric is at the core of MTC’s everyday business practices. “We are always listening to our customers, and constantly thinking of innovative ways that satisfactorily attends to their demands. And this innovatively designed solutions will transform the mobile data market to the benefit of our consumers”.

MTC’s Chief Commercial Officer Melvin Angula explained that product designs are always tailored to answer customers’ needs and the only way to do that is by listening and understanding what the market wants

“To gift one with data is quite simple. All you have to do is dial *682# and follow the simple instructions; or alternatively call our 24 hours contact centre for assistance” explains Angula

We will always be on the forefront of pioneering solutions the launch of this products are simply our way of ensuring we bring convenience to our consumers, added Angula.

In a fast-paced technological industry, the golden rule is to innovate, adopt, and remain relevant. Which is why late last year, we launched VoLTE (Voice over Long Term Evolution), and VoWiFi (Voice-over WiFi) on our network and today we are talking of “taamba” product solutions. It is about continuous innovation.”

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Note to Editors

What is VoLTE?

VoLTE is a technology that allows compatible mobile smartphones to make voice calls over 4G network. Initially, 4G network was mainly an enabler for data and internet activities i.e. web browsing, streaming, downloading and uploading internet contents, whilst, voice calls service was strictly supported by 2G and 3G technology. However, with the introduction of VoLTE, quality and more clear voice calls can now be enjoyed on 4G.

VoLTE will only function when in 4G/LTE coverage, however it is important to note that the device will automatically switch back to the older 2G and 3G technologies when necessary to enable a seamless experience. A customer on VoLTE can call a customer on a non-VoLTE device, or who is not in 4G/LTE coverage, and vice versa however, the full functionality of VoLTE may be limited.

What is VoWiFi?

A technology that permits users to make and enjoy high definition voice calls over internet protocols. Even if you do not have airtime or mobile network connectivity, for as long as you are connected on WiFi, you will be able to make voice calls. Additionally, VoWiFi creates a runway that's less congested, consequently enhancing the quality of the call.”

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