

## **Telecel introduces number matching**

Telecel Zimbabwe has announced a number matching initiative under their new Switch Over campaign, the number matching campaign allows subscribers on other networks to retain the last six digits of their mobile numbers if they decide to move over to Telecel.

“We have introduced the number matching initiative to make it convenient for subscribers from other networks who wish move to Telecel to retain their last six digits from their current line when they join us,” said Telecel Head of Marketing, Clever Isaya.

“The Switch Over campaign is an answer to requests from potential customers who would like to move over to our network but are worried about losing the identity that comes with the mobile number they have become accustomed to. Number matching takes care of the inconvenience of having to memorise or having to share very different mobile numbers with your contacts who are used to your old numbers.

“Zimbabwean mobile subscribers have been requesting Mobile Number Portability (MNP) which enables them to retain their full mobile numbers when changing from one network to the other. Telecel’s number matching initiative does point in the right direction in terms of helping customers retain part of their mobile numbers although full Mobile Number Portability is yet to be introduced into the country by the regulating authority, POTRAZ,” explained Isaya.

The Switch Over campaign, in addition to allowing subscribers from other mobile networks to retain the last six digits of their current line, also offers subscribers free SMS, airtime and data. Customers who recharge with at least \$5 per month will get the additional benefits of 5 minutes voice calls to other Telecel numbers, 5 SMSs, and 5 MB data for free per month for 6 months.

Mobile subscribers who wish to match their mobile numbers have to verify that the last six digits they want are available by going onto the Telecel website or visiting a Telecel office. Once the requested number’s availability has been verified, it is reserved using the subscriber’s national ID number for a period of 48 hours. The subscriber is expected to fully register and activate the number inside the 48 hours failing which it will be made available again to other subscribers.