



YOCO™

CASE STUDY

Verifone® at Punk & Ivy

Yoco introduced the Verifone e105 to the South African market in 2014. They have since had great success proving the case for easily accessible mPOS (mobile point of sale) technology in the country. mPOS solutions include smartphones, tablets and other wireless devices that perform cash register and point of sale functions.

Using the latest in mPOS innovations, Yoco has found novel ways to overcome many of the challenges faced by small businesses

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Meet Punk & Ivy

Married couple Bianca and Khaya are on a mission to reinvigorate African fashion. In early 2015 they launched their mobile boutique ("The Motique"), which allows them to sell their bespoke fashion line from just about anywhere. They have crafted their Motique to ensure their customers have a memorable experience. They quickly realised that fast easy payments was an integral part of this.

Bianca and Khaya wanted their customers to be able to pay by card, no matter where they parked their Motique. But, just like with many other small and new businesses, getting a traditional card terminal can be a long and challenging process. So Bianca and Khaya turned to Yoco. They completed the simple online sign up process and within 3 days they received their easy-to-use Verifone e105. Once connected to the Yoco app, they could start accepting card payments wherever they went.

Using Yoco has given their customers a delightful and easy shopping experience.

"The integration between the card reader and your phone works so seamlessly we haven't had any problems"

Bianca Sibiya Co-Founder, Punk & Ivy

And Yoco is more than just card acceptance, the Yoco app and business portal allows Punk & Ivy to easily see which products sell best, and at what time of day. As they sell their clothing both as made-to-order, and off-the-rail in their motique, the app allows them to track all their sales and products seamlessly.

Being part of this small business's journey has been incredible for Yoco.

"We believe in the power of small businesses, and want to be a company that helps them grow. We are constantly looking to make the right partnerships as we create and develop new solutions."

Carl Wazen Commercial Director, Yoco

