

Press information
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Thailand's largest mobile operator joins Seamless distribution hub for prepaid e-Top Up

7eleven offers electronic Top Up of mobile phones to 6 million daily customers through the Seamless ERS 360° system. For the distributor Gosoft, who is the service provider to 7eleven, this breakthrough will significantly increase volumes. The ERS 360° system has been upgraded to both handle the higher amount of transactions and an enhanced reseller network.

The successful upgrade was celebrated with champagne bottles being opened simultaneously at Gosoft in Bangkok and at Seamless head office in Stockholm.

"Seamless promised us a Platinum upgrade but we actually got performance way beyond that. This was a rather complicated upgrade with a lot of new functionalities being added and replaced so of course we encountered troubles during the process. The smooth way the Seamless team solved them was truly impressive" says Kosa Pongsupath, Vice President at Gosoft.

More than 5.000 7eleven stores all over Thailand are today connected to the ERS 360° hub and more stores are added every month. The ever denser network of outlets offers people convenient access to reliable Top Up of their mobile phones.



"Running a large and sensitive upgrade project like this is a challenge even with our precise project plans" says Devika Sehgal, VP Sales Asia at Seamless and as account manager responsible for the upgrade towards Gosoft. "I'm so happy with my team that owns such knowledge and experience that whatever challenges that came up, they were solved without disturbing the service towards end customers. I think a large onus of the successful upgrade originates from the very professional and co-operative staff of Gosoft" finishes Devika Sehgal and enjoys another sip of champagne.

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