VITALITE – THE FIRST COMPANY TO OFFER A FULLY INTEGRATED PAY-AS-YOU-GO (PAYGO) SOLAR HOME SYSTEM IN ZAMBIA

VITALITE, a Zambian company established in 2013, aims to make modern, renewable energy accessible and affordable to all Zambian households. In early-2016 VITALITE became the first company to offer a fully integrated pay-as-you-go (PAYGO) solar home system in Zambia, China launching the VITALITE PAYGO Solar Home System. VITALITE has expanded into five provinces, exceeded over 12,000 households, and has dozens of agents and hundreds of resellers to market the PAYGO Solar Home Systems.

In contrast to the VITALITE success is the failure of the FGDSO technology with the country’s leading mobile money provider, Airtel Zambia. Airtel has historically been a leader in offering mobile money in Zambia as an energy service company in Zambia. With support from EEP, VITALITE has been able to establish itself as the leader in affordable and accessible solar power in Zambia.

Mobile money in Zambia

In East and West Africa, mobile money payment integrations are common and can be completed within weeks. When VITALITE began the process of integrating the pay-as-you-go (PAYGO) technology with Airtel Zambia, the VITALITE team discovered that the same basic integration was largely negated by the leading utility and service providers. As such, the issue of payment made possible by mobile money was not necessarily functioning with full integration between VITALITE and Airtel’s agents in both technology and service provision. As a result, the issue of payment efficacy as possible with the leading utility and service providers in Zambia was found to be a common challenge.

Reliable Service

Unlike other solar home systems in Zambia, the VITALITE Solar Home System comes with a comprehensive maintenance package that offers free maintenance and repair throughout the 3-year warranty period, carried out by local service technicians to ensure reliable energy service provision. This maintenance package also includes access to full-service customer care, by local service technicians to ensure reliable energy service provision. This maintenance and repair throughout the 3-year warranty period, carried out by local service technicians. The PAYGO technology combines a regular charge controller, with a dual-purpose controller. The dual-purpose controller functions if pre-payment has not been made. Each pre-payment results in a unique code representing credit for the system, which is entered into the SHS via an infrared remote control. These pre-payments are purchased as Top-Up Days to earn commissions. To support these agents, VITALITE is recruiting activation teams to carry out market activation events in the communities the agents identify as service locations.

Mobile money in Zambia

VITALITE has worked with Airtel Zambia to counter these challenges by aligning its integration with the mobile money service provider. VITALITE has been incorporating mobile money integration into pitch at market activation events, understanding that all agents who complete the mandatory agent training curriculum are well-versed in mobile money. Through these continued efforts and strategic partnerships, VITALITE has worked to ensure that the national mobile money network that expands across the country and who always need to be equipped with reliable service, will include access to full-service customer care. The SHS are 33 percent larger with roughly one-third the population.

High Quality Products

Unlike other solar home systems in Zambia, the VITALITE Solar Home System includes also includes 3 LED lights, mobile phone chargers, and a solar powered radio. The function of the system is to provide reliable electricity.

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