

Case study

BeFlirty



Fall in love with mobile payments

Introduction

With its Primary Operation in the UK, and ongoing global expansion, BeFlirty is a mobile dating site offering chat and messaging services to end-users for a regular subscription fee.

Objective

As a mobile dating site, BeFlirty needed a trusted mobile payment solution so their visitors could have a seamless experience from marketing, through the purchase process and to use.

Course of action

txtNation enabled BeFlirty to take mobile payments in the UK with the Payfort solution, offering guidance throughout the process. They were given a dedicated account manager to ensure the service was set up correctly and were given customer care for their end-users.

During the set up, txtNation provided BeFlirty with their own dedicated compliance officer who worked with them and provided guidance on the UK market regulations, ensuring a smooth process from start to finish.

Results

The service was successfully set up so customers could use BeFlirty's service solely on mobile, with no transition to desktop or use of credit card. In their first six months, they saw a 5700% increase in revenue.

“ The work with txtNation has been quite instrumental and crucial for our service's build-up, growth & on-going success.

From the most basic of general aggregated billing solutions to hands on, personalised support from their dedicated tech team. ”

(BeFlirty)