



• **PayPal Open**

# Mobile network VOXI Mobile appeals to the Gen Z market with PayPal

Vodafone's youth-focused brand VOXI Mobile caters to under-30s seeking flexibility and budget-friendly mobile options. With the help of PayPal, VOXI Mobile is able to meet its customers' changing needs and act as a stepping stone into the wider Vodafone family.

Gen Z is a generation that faces big life changes – new budgets, responsibilities, and expectations from the brands they choose. For VOXI Mobile, staying relevant means meeting its customers where they are.



# 31%

of VOXI Mobile sales coming from new 36-month contract offering.<sup>1</sup>

# 73%

increase in approval rates since March 2024.<sup>2</sup>

# 168%

increase in valid average monthly purchase attempts since March 2024.<sup>3</sup>

## The opportunity

# Meeting young demand with VOXI Mobile's diverse services

Moving at pace to meet audience needs, VOXI Mobile initially launched with flexible SIM-only plans. But to strengthen customer experiences, VOXI Mobile knew it had to offer handsets too without losing that same flexibility.

With refurbished phones on the rise and long-term contracts pricing some customers out, VOXI Mobile recognised an opportunity: to expand its offering, becoming more accessible, affordable, and in tune with what its customers really want.

For VOXI Mobile, flexible payments were key, but it needed the right ally to achieve this.

**“We wanted to launch handsets while still maintaining flexibility, so we started looking at a split model. That’s where PayPal shone.”**

**Tom Hoare, Head of VOXI Mobile**

## The solution

# Digital-first payments for young customers

As a digital-first payments provider, PayPal has enabled VOXI Mobile to expand its 30-month contract offering to now include 12, 24, and 36 months. Longer contracts mean VOXI Mobile can offer more expensive devices at a lower monthly cost, catering for its audiences’ budgets. On the other hand, shorter contracts allow customers to find a low-commitment service that flexes with their current needs, so that they can pay on their terms.

For VOXI Mobile, PayPal Pay in 3 is particularly useful for lower cost refurbished phones, letting customers spread the cost – a huge plus for those looking to budget on their own terms.

*“Our relationship with PayPal is more of a strategic alliance at a brand level rather than just a payment provider.”* Tom Hoare, Head of VOXI Mobile

Integration into VOXI Mobile’s existing tech stack was also refreshingly simple. Unlike legacy providers with rigid systems and complex architecture, PayPal slotted in smoothly. The process was fast, seamless, and aligned with how VOXI Mobile builds everything: streamlined, scalable, and proactive.



## The impact

# A range of solutions that help VOXI Mobile get growing



By expanding its offerings with the help of PayPal, VOXI Mobile was able to cater to its customers' desire for choice – as is evident in the 31% of sales now coming from the new 36-month contract length. The addition of 12- and 24-month contracts have also seen solid uptake. Better still, the Gen Z-friendly credit check system that PayPal offers has helped VOXI Mobile to more than double its approval rate to 73% since launching new plan options.

With these offerings VOXI Mobile customers now have more affordable options and more ways to pay. Plus, VOXI Mobile can compete in the refurbished devices market and introduce even more customers to the Vodafone brand portfolio. Making their services more flexible has been proven popular for VOXI Mobile, with a 168% increase in valid average monthly purchase attempts since March 2024.

*“Opening up flexibility turbocharged customer interest and our partnerships with handset manufacturers, giving value to customers through deals that we otherwise couldn't have offered.”*

Tom Hoare, Head of VOXI Mobile

PayPal has proven to be a key asset in helping VOXI Mobile get growing. By combining VOXI Mobile's flexible, customer-focused approach with PayPal's digital-first tools and seamless integration, the brand has unlocked new ways to serve its customers, scale its offering, and stay ahead in a fast-moving market. And as an end-to-end service, PayPal handles the full customer payment experience, giving VOXI Mobile's teams peace of mind with trusted support every step of the way.

As Gen Z continues to demand simplicity, affordability, and transparency, VOXI Mobile is now better equipped than ever to deliver, with PayPal as a trusted ally to evolve with its audiences' needs.

<sup>1 2 3</sup> VOXI Mobile internal data (March 2025)

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