

“Great customer service is essential to our job.”

Yohannes – Autobus Tera

Bus ticket agent at Kifiya counter in Autobus Tera, a bus station located in Addis Ababa. Kifiya is a financial technology company based in Addis Ababa, which seeks to use technological means to make financial transactions easier, and within reach for all. Enterprise Partners is working with Kifiya to develop initiatives specifically targeting those at the base of the economic pyramid within Ethiopia.



Yohannes works as a bus ticket agent at the Kifiya – Yene Guzo counter in Autobus Tera, a bus station in Addis Ababa.

Yene Guzo is an e-ticketing payment service platform, which allows customers to purchase bus tickets to journey across Ethiopia, weeks in advance of their travel. Kifiya, in collaboration with the Federal Transit Authority (FTA), launched this venture incorporating 21 public transport associations throughout the country to utilize the Yene Guzo e-ticketing payment platform.

At Autobus Tera, Yohannes begins his work day at 5:00 AM (or 11:00 Ethiopian time), and balances his Kifiya balance from the previous day. He takes customers throughout the day, until his shift ends at 6:00 PM (12:00 Ethiopian time). Yohannes stated that prior to working at the Kifiya counter at Autobus Tera, he took a one-week training course through Kifiya, which explained how to balance transactions and how to interact with customers.

Yohannes said that working in Autobus Tera has its challenges; for one, many do not understand the technology, or the e-payment, receipt based system. However, since the start of him working for Kifiya two months ago, he has observed positive changes. During our visit, we also saw the confusion that some had, and how Yohannes carefully explained the workings of Yene Guzo, and the details written on their e-ticket receipts. Yohannes told us that, due to his interaction with customers from various parts of Ethiopia, there were language barriers that caused challenges in explaining the Yene Guzo service to his fullest extent.

Yet, despite these obstacles, Yohannes says that great customer service is fundamental to his daily work. He elaborated on how he has practiced practical sayings in various Ethiopian languages to facilitate this, and better serve his customers.

As awareness of the Yene Guzo service spreads, Yohannes is confident that he will find even better ways to serve his clients, and how Yene Guzo’s popularity will continue to increase.