

Genie Magic Converts Genie MIDs into U.S. Domestic Customer Service Lines

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Genie Gateway (OTC: GGWY) invented the Genie MID, which is both a traditional Merchant ID number for transaction processing and a U.S. domestic telephone number, able to receive inbound calls anytime. Because of this dual-role design, domestic and international merchants can use their Genie MID as a 24 hour customer service line, FREE of charge.



With this new service Merchants and their Customers can finally be on the same page”

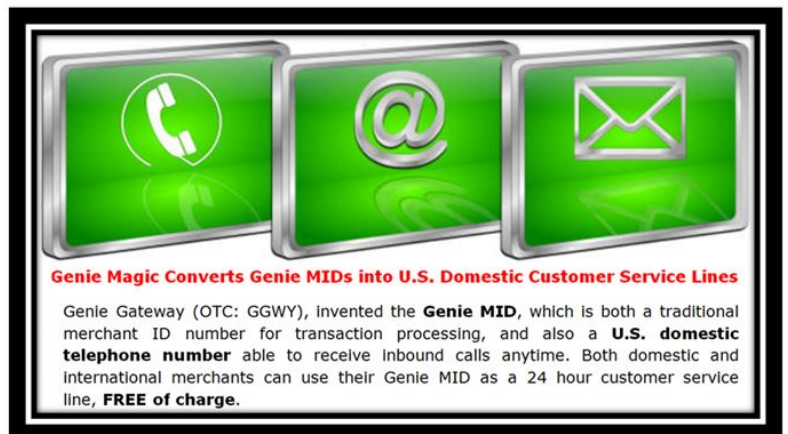
Thomas E. Skala

“With this new service Merchants and their Customers can finally be on the same page”, says [Thomas E. Skala, CEO of Genie Gateway](#), “Over the past several years, ecommerce has transformed how people buy and sell. Telephone and the Internet provide a fast and easy way for people to purchase things without having to visit an actual store. An online store can reach customers anywhere in the world. In fact, online shopping has become so popular that many vendors sell only

online with no physical location, which made it essential to introduce a simple and FREE way for customers to communicate with their merchants, anywhere, anytime.



Coming soon to all Genie Merchants FREE of Charge



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Stuart C. Scamman, Genie Gateway CTO, explained, "Each Genie MID is also an actual U.S. domestic telephone number hosted on the Genie Gateway platform. Anyone calling that number will be greeted with a message such as, 'Thank you for calling. You have reached our 24 hour customer service line. At the sound of the tone, please say your name, the nature of your call, and the best time and number to return your call.'

"Genie will answer unlimited customer service calls," Scamman continued, "save the messages as WAV files, and then email them free of charge to the designated email address of any Genie Merchant worldwide. The merchant can click, listen and respond as necessary."

Mark Newgreen, Genie Gateway CFO, added, "This new service will be a major game changer in risk management, as every Genie Merchant will have a 24x7 customer service line, free of charge. We've eliminated one more barrier to merchants looking after their customers, thus reducing or even eliminating disputes and chargebacks".

Robert A. Peisner, President of Worldwide Merchant Services, Inc., commented "This service is an excellent way for merchants to build a complete customer service file for each customer in which they can save the history of an unlimited number of their customers messages without the usual limitation imposed by traditional voice mail services".

Tom Nix, President of Genie TV, added, "I can really see adding this type of customer service for all companies currently advertising on our TV programs as a new cable TV service."

Jonathan Imm, President of Globility Link Inc, explained another important aspect of the service. "Some Merchants do not have their own established banking relationships and use the services of a PSP (Payment Services Provider). PSPs are always interested in knowing about problems customers are having as soon as possible so that they can help solve the problem. The ability to receive copies of messages about customer problems could make a night and day difference in their risk management."

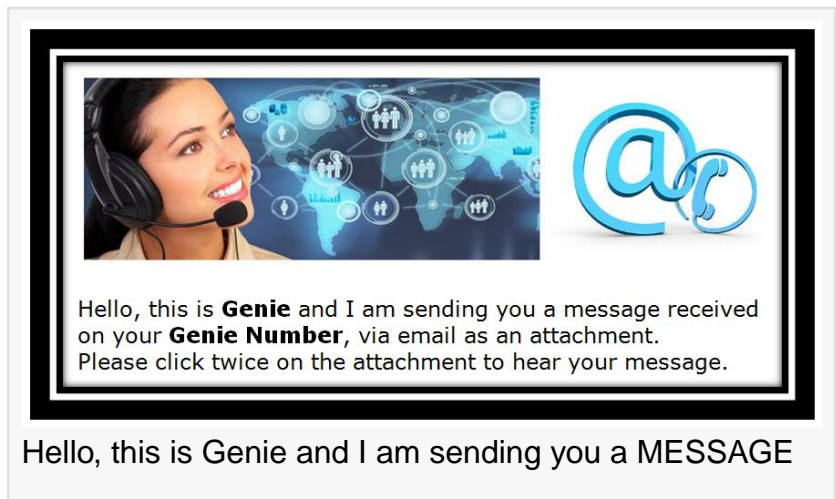
Randall L. Skala, Genie Gateway Vice President and COO, summarized, "This new service is just another example of our many creative ways to help Merchants, their Customers and the ecommerce relationship evolve to the next stage by eliminating obvious problems for everyone."

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About Genie Gateway – www.GGWY.Info

Genie Gateway (U.S. OTC: GGWY) - holds the Key to Unlocking a Wide-Open Opportunity by using its patented technology to create a unique environment where customers can communicate and send or receive payments globally in real-time, by integrating Telecommunications, eCommerce, Cable TV and High Speed Internet into a Unified Solution on a single platform.

Genie Gateway focuses on the "low hanging fruit" of un-banked and underserved businesses and



consumers that want a fully rounded presence on the internet and by phone, without the cost and complexity of the build-it-yourself approach. By consolidating merchant services, Telecommunications, Cable TV and High Speed Internet providers, Genie Gateway's forward-looking platform blends the products and services needed to operate a business - traditionally purchased from several vendors - into one seamless service.

Genie Gateway is a U.S. registered company trading over the counter under the symbol GGWY.

Genie Gateway has two operating subsidiaries, Summit Digital Inc., and Genie Gateway:

- Summit Digital Inc. is a Multi-System Operator providing Cable TV, High Speed Internet and related services, targeting rural communities as specific high-growth markets within the Cable Television and high speed internet industry.

- Genie Gateway is a forward-looking unified communications and payment processing platform that blends the products and services needed to operate a business, traditionally purchased from several vendors, into one seamless service.

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