



Sending us leads

Everything from signing up to reading what happened to your leads.

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Signing up

One form. It is an application, not an account.

Signing up does not create a working account. It creates an APPLICATION, which a named person here reads and decides. That is deliberate: you are asking to send us consumer data, and we are agreeing to pay you for it, so somebody looks at the company before either of those starts.

1 Open the sign-up form

Follow the "Sign up" link in the top right of our website.

2 Fill in the compulsory fields

Everything marked with a star is required. The rest is genuinely optional — see the table below.

The form is for COMPANIES. There is no individual option: we pay by invoice to a registered entity.

3 Submit it

You will see: "Thank you for registering. We will be in contact soon to finalise your profile and confirm lead delivery details."

YOU WILL NOT RECEIVE AN EMAIL AT THIS POINT, and there is nothing to sign in to yet. That is not a fault. The email comes when your application is approved, and it is the email that lets you in.

FIELD	REQUIRED	NOTES
Name and Surname	Required	The person we deal with, not the company.
Email address	Required	This becomes your sign-in name and cannot be changed later.
ID number	Required	South African ID or a passport number — the form asks which.
Cell number	Required	South African or international; the form asks which.
Company / entity name	Required	As registered.
Company type	Required	Pty Ltd, CC, Trust or Sole Proprietor. Not pre-selected on purpose — a wrong default here registers a trust as a company.
VAT number	Optional	Leave it blank if you are not registered. Do not enter a zero.
Company registration number	Optional	Same — a sole proprietor has neither, and a nought reads as an answer.

Your email address is your identity here. It is what every link is sent to and what you sign in with, so it cannot be changed afterwards — a change of address is a new account plus a closure of the old one, which keeps both halves attributable.

Approval, and getting in

What happens after you submit, and the one email that matters.

1 We review the application

Every owner on our side is notified when an application arrives, not one nominated person — so a colleague being on leave does not leave your application sitting unread.

2 You are approved

You receive one email carrying a link to set your password. This is the first email you get from us, and it is the only thing that opens the account.

The link is valid for 24 hours. If it expires, use "Forgot password" on the sign-in screen — the account exists by then, so a reset works.

3 Or you are declined

You receive an email with the reason, written by the person who decided. The decision is final on our side — the sign-in screen will not let you submit the same application a second time.

If you believe a decline is wrong, or your circumstances have changed, contact Admin. A person can reopen it; a form cannot.

4 Set your password and sign in

Follow the link, choose a password, and you are in.

If nothing has arrived, check the junk folder before contacting us. If it is genuinely absent, "Forgot password" on the sign-in screen will send a fresh link to the same address.

Signing in

Two steps: your address, then your password.

1 Type your email address and press Next

The address you signed up with.

2 Type your password

Then sign in.

Every address advances to the password step, whether or not we hold an account for it. That is on purpose — a screen that behaved differently for an address we know would let anybody test a list of addresses to find out who our referrers are.

If you referred to us on our previous platform, use the address you always used. We already hold your company, your banking and your history, so there is nothing to fill in again: press Next, and we will send you a link to set a password on the new system.

Your dashboard

Six figures, and what each one is actually counting.

You see your own company and nothing else — no other referrer appears anywhere on your screens. Every figure is for the date range shown at the top; change the range and every figure changes with it.

TILE	WHAT IT COUNTS
File Uploads	Files you submitted in this period, and how many rows came in across them.
Total Valid Referrals	Rows we accepted. Not the same as rows you sent — see Disposition below.
In Progress	Leads the sales floor is actively working.
Lost	Leads worked and closed without a signature, with the reason recorded.
Signed Applications	The consumer signed a debt review application.
Complete Applications	The first instalment was paid. This is the one that pays you.

"Complete" is not a fifth status after Signed — it is the first payment landing on a signed application. A signature that never pays has not completed, which is why the two figures differ.

Click any tile to open the rows behind it, in a table underneath. You can search it, filter by campaign and download it as a CSV. Consumer names and phone numbers are masked in every list and in the download — that is not a setting, and it applies to us as well as to you.

Turn on the Disposition Report for the other half of the picture: the rows we could NOT use. Invalid phone numbers, and three kinds of duplicate — the same person twice in one of your files, someone you had already sent us before, and someone another referrer got to first. Those four plus Total Valid Referrals account for everything you sent.

Uploading leads

A CSV, up to 20 MB, into one campaign.

1 Press Upload leads on the dashboard

A panel opens over the screen.

2 Choose the campaign

Every lead belongs to one campaign. If you only have one, it is the only option.

3 Name the import (optional)

Your own name for this batch — "June book, second half". It is shown above the real filename in your uploads list.

Worth doing. Providers send us export(3).csv three weeks running, and when a question comes up about one of them, the label is how anybody tells them apart.

4 Choose the file and upload

.csv only, up to 20 MB. Export from Excel as CSV if your book lives in a spreadsheet.

5 Wait for the result

The panel stays open and tells you what the file produced — how many rows were accepted, how many were duplicates, how many were rejected and why. Close it when you have read it.

Your columns do not have to be named exactly as below. We accept the common spellings, so an export you already produce will usually link up without being reconfigured.

COLUMN	REQUIRED	ALSO ACCEPTED
firstName	Required	clientname, consumername, first, firstname, firstnames, forename, givenname, givennames, leadname, name, names
lastName	Required	clientsurname, familyname, last, lastname, leadsurname, surname
msisdn	Required	cell, cellno, cellnumber, cellphone, cellphoneno, cellphonenr, cellphonenumber, contact, contactno, contactnumber, mobile, mobileno, mobilenumbr, phone, phonenumber, tel, telephone, telephonenumber
email	Optional	eaddress, emailaddres, emailaddress, emailadress, mail, mailaddress
idNumber	Optional	identificationnumber, identitynumber, idno, idnr, idnumber, idnumbers, nationalid, nationalidnumber, rsaidnumber, said, saidnumber, southafricanid, southafricanidnumber

A phone number is the one thing a lead cannot be accepted without. A referral the sales floor cannot ring is not a lead, it is a name.

What happened to your leads

Every row gets one of these answers, and none of them is silent.

RESULT	WHAT IT MEANS
VALID	Accepted. The lead has joined the queue and will be passed on under the sending rules.
DUPLICATE	This person was already referred and the earlier claim is still live, so this one earns nothing. Claims lapse on their own, after which the same person can be referred again.
OUT_OF_SCOPE	A valid mobile number, but not one we can work — a foreign number, for example. Not a fault in your data; it simply cannot be actioned.
INVALID_PHONE	The cell number is not a usable South African mobile. This is the only field a lead cannot be accepted without.
INVALID_ID_NUMBER	The ID number is not 13 digits. Only the LENGTH is checked — the check digit is deliberately not verified, because a number that fails it still has a dialable phone and genuine re-issued IDs fail a naive implementation. Do not rely on this to mean the ID is real.
INVALID_EMAIL	The email address is not usable.
MISSING_FIELD	A required field was empty. `field` names which one.
MALFORMED	The row could not be read at all.

A rejected lead is HELD, not thrown away. Fix the data and resubmit it — a correction is checked exactly as a new submission is, so a corrected number earns a second attempt rather than a way past the check.

A lead matching one we already hold, within 30 days, comes back as a duplicate rather than being stored twice. That is a normal outcome, not an error, and it protects you from being paid twice for one person as much as it protects us. We match on identity number and mobile number.

Mobile numbers are the most common rejection there is, so they are worth reading about before you map your export rather than after:

RULE

Accepted as sent: 0821234567, 27821234567, +27821234567 or 0027821234567. We store the canonical +27 form and echo nothing back in the format you used.

It must be a mobile range — 06x, 07x or 08x. Geographic landlines (01x–05x) are refused: they cannot receive an SMS and in practice cannot be reached by a dialler.

Share-call (086) and VoIP (087) numbers ARE accepted. They are routable, and a provider legitimately supplying one should not lose the row to a prefix table.

A number that declares itself international with a country code other than +27 is refused as out of scope, not as malformed — this is a South African campaign.

This is the one field a lead cannot be accepted without.

Adding a single lead

For when one comes in over the phone.

Press Add lead on the dashboard, choose the campaign, and type the person's details. It goes through exactly the same checks a file does — the same rejections, the same duplicate window — and tells you the outcome immediately.

Only the name, surname and phone number are required. Everything else helps us match and reach the person, but will not stop the lead being accepted.

Your company details

Reached from the avatar in the top right, under My profile.

SECTION	WHAT IT HOLDS
Account	Your own name, ID number, phone and email.
Company	Trading name, address, registration and VAT numbers.
Bank	Where we pay you. Bank, account number, branch and account type.
Users	Colleagues who can sign in for your company.
Campaigns	The campaigns you submit into.
Integration	API keys, if you are sending leads from your own system.

CHANGING ANY BANKING FIELD CLEARS THE CONFIRMATION TICK, and somebody has to confirm the details again. That is deliberate: the tick says the account details are accurate and current, and a new account number has never been confirmed by anybody. Money moves on this field.

Your ID number is masked even to you. It is stored, we can check it, and no screen prints it back — including yours. To invite a colleague, use Invite user under Users: they get your company and your permissions, and the link you are shown is the only copy, so send it to them before you close the panel.

Sending leads from your own system

Optional. Worth it if you send leads daily rather than weekly.

If your CRM can post JSON, it can send us leads directly and get the verdict on each one in the response — no file, no waiting. One endpoint, one key.

1 Create a key

My profile > API keys > create. Name it after the system that will use it.

The key is shown ONCE and cannot be retrieved afterwards, by you or by us. Copy it before you close the panel. If it is lost or exposed, revoke it and make another — there is no cost to doing that.

2 Download the specification

The same screen has a Download API specification button. It is written for your developer, names your campaign ids, and carries no key — send the key separately.

3 Post your leads

Up to 500 leads per call. Every lead is judged on its own, so one bad row never costs the rest of the batch.

Build against the test environment first. A lead accepted in production is a real person who will be contacted, and a submission cannot be undone.

Getting paid

What earns, and what has to be true for it to be paid.

You are paid on outcomes, not on volume. A lead earns when the consumer signs a debt review application and the first instalment is paid — the "Complete Applications" figure on your dashboard.

Your banking details must be complete and confirmed. An unconfirmed tick is the most common reason a payment is held up, and it is entirely within your control to clear.

Sending better leads

The things that quietly cost you money.

PROBLEM	WHAT IT COSTS YOU	WHAT TO DO
Landline numbers	Refused outright — the sales floor cannot reach a landline.	Filter your export to mobile prefixes before you send it.
The same person twice in one file	The second copy is a duplicate and earns nothing.	De-duplicate your export on ID number or mobile before uploading.
Re-sending a book you already sent	Everyone inside the 30-day window comes back as a duplicate.	Send new leads, not the whole book again.
Missing ID numbers	Nothing directly — the lead is still accepted.	Include them where you have them: it is the strongest match we have and it reduces duplicates on both sides.
Stale leads	A consumer contacted weeks after enquiring converts far worse.	Send daily rather than monthly. The API is worth it at that frequency.

Your Disposition Report shows all of this for your own account, over any date range. It is the fastest way to see which of the above is actually costing you, rather than guessing.

When something is wrong

What to check first, and what to tell us.

WHAT YOU SEE	WHAT IT USUALLY IS
No email after signing up	Expected. Nothing is sent until your application is approved.
The set-password link does not work	It is 24 hours old, or it has been used. Use Forgot password.
Your upload shows a status rather than counts	It has not been read yet. The counts appear when it has.
Every row came back as a duplicate	You have re-sent a book already submitted within 30 days.
Many rows rejected as invalid numbers	Landlines, or a column that shifted in the export. Check the phone column against the rules above.
A figure looks wrong	Check the date range at the top of the dashboard before anything else — every figure obeys it.

If you contact us about an upload, tell us the label you gave it and the day you sent it. That identifies the file immediately, which is why naming your imports is worth the extra second.