

Agent Banking Breakfast Series

Lessons Learned from EFInA's Grantees

August 11, 2016

- I. An Overview of the EFInA Innovation Fund**
- II. A Few of EFInA's Grantees from the Innovation Fund**
- III. Sample Project**
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An Overview of the EFInA Innovation Fund

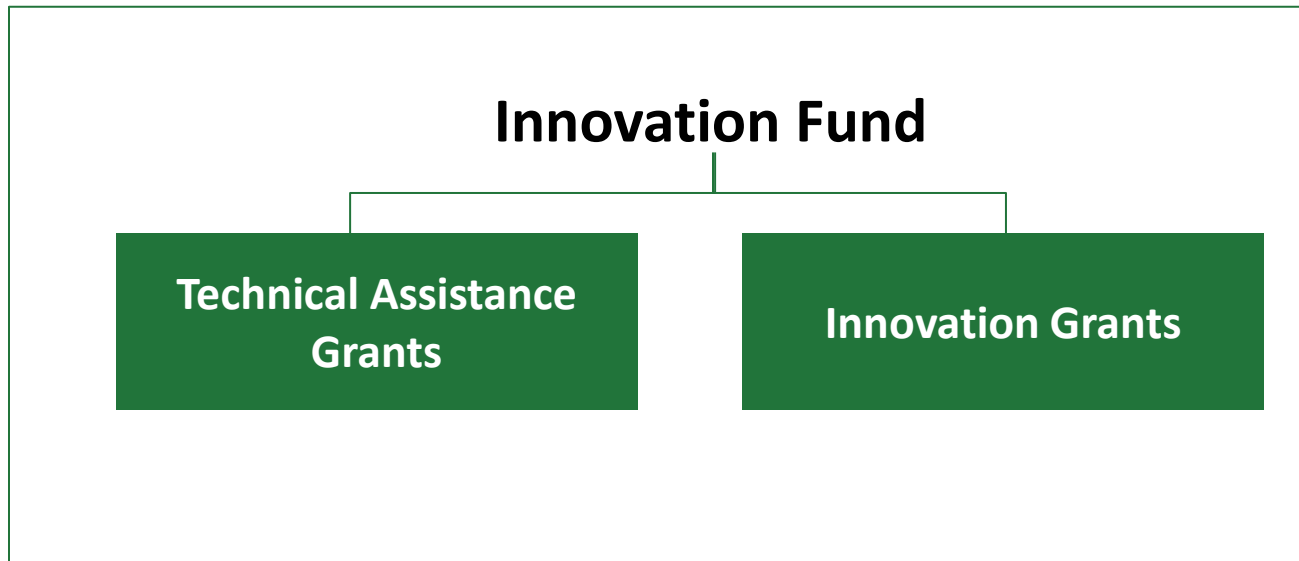
Purpose of the Fund

Launched in 2009, the purpose is to promote the development and implementation of innovative financial products and services targeting the unbanked and under-banked, low income population.

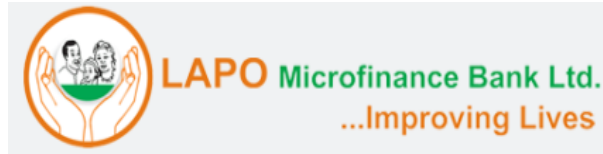
Innovation

Share Risks

**Support Commercial
Viability**



A Few of EFInA's Grantees from the Innovation Fund



Sample Project: Reaching the Unbanked and Under-Banked Population through Agent Banking

Challenge

Mitigation

Network Challenges at Agents Locations

Identified and Deployed Alternative Networks at Agents Locations

Issues/Delays with Technology Partners

Engaged Local Support to Reduce Time Lag, SLAs

Low Agents Enthusiasm

Encouraged Agents and Eventually Removed Inactive Ones

Agents Concerns about Profitability

Designed Profitability Documents to Guide Agents on how to Maximise Profit

Low Public Awareness

Robust Awareness Campaigns

Low Customer Acquisition

Recruited and Assigned Direct Sales Staff to Selected Agents

The purpose of the project was to utilise cost effective delivery channels to deepen financial inclusion

Considerations for Building Successful Agent Networks

Research

- In designing the products that agents will offer, understand your customer's financial behaviour and pattern

Technology

- Robust platform – test to vulnerable
- Simple to use and easily modifiable
- Reliable IT vendors

Adaptable Business Models

- Providers should be ready to modify their agent banking business models to adapt to customer needs

Awareness

- Language is important
- English should not be the default language in products for the low income
- Design communication materials preferably in pidgin English and other local dialects
- Use pictorial illustrations

Customer Assurance

- Customers and agents want to be assured that your agent banking model has come to stay
- Trust is correlated with customer acquisition
- Provide contact for complaint and swiftly address concerns

Agent Network Management

- Locate agents close to customers
- Motivate agents
- Constant and multiple interaction channels

Recommendation and Conclusion

Keep an Eye on the Value for Agents



Enhance Customer Experience



- Realistic agents commission
- Optimise geographical distribution in agents recruitment
- Liquidity management
- Right transaction mix for profitability
- Identify strategic potential location of agents e.g. pharmacy, petrol stations
- Interactive agent forums
- Continuous market intelligence
- Avoid complicated processes/devices
- Easy to reach help-lines/centres
- Persuasive market awareness – pictorial illustration
- Design Interactive Voice Response (IVR) for less literate customers/agents

Request For Proposal Round 7 Has Two Windows



Window 1 will only consider proposals that seek to increase the uptake and usage of micro savings, micro loans and/or microinsurance products, preferably utilising electronic payment channels, among the low income women nationwide and/or any customer in Northern Nigeria.



Window 2 will only consider proposals that seek to increase the uptake and usage of savings, loans and/or insurance products among small-scale agricultural producers and agricultural entrepreneurs, using electronic payment channels and digital financial services, where relevant.

Launch Event

Tuesday, August 23, 2016

Application Deadline

Monday, September 12, 2016

Notification Date

Monday, December 5, 2016

Organisations can apply for either Window 1 or Window 2 or both

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