



July 2016

Mobile Connect
launched in India

600m

Enabled users

M-Pesa

Is among the first
service providers
integrated

BEFORE MOBILE CONNECT

- Use SMS-OTP to log-in to accounts
- 8-step process, juggling between apps on a mobile
- Results in a cumbersome user experience

AFTER MOBILE CONNECT

- 1-click authentication on mobile data
- User flow reduced to 3 steps over Wi-Fi: enter mobile number, respond "1" on USSD prompt and confirm
- Binding to the mobile device is preserved



Results

+162% transaction
volume on M-Pesa using
Mobile Connect in Q4 2016

Customers say

**“The flow is too
quick!”**

on the mobile data network