Mobile Money for the Unbanked

Working Group

9.00am – 3.30pm
Tuesday 9th July, 2013

Sarova Stanley Hotel Nairobi, Kenya

Session 1: Rising stars of mobile money

14 fast-growing mobile money services were identified in the MMU Global Mobile Money Adoption Survey. In this panel, the leaders of three young high-growth services will share their motivation for aggressively pursuing mobile money and the operational choices that have underpinned their early success.

Session 2: Mobile Money Tech: Platform stability, functionality & scalability

This session will explore the issues concerning platform stability, functionality and scalability. The recent round of RFPs issued in the market reflects an industry growing in maturity and confidence. Both MNOs and vendors will discuss these issues and future roadmaps for mobile money platforms.

Session 3: Enabling savings and credit through mobile money: New product innovations including M-Shwari

This session puts the spotlight on the biggest recent innovation from Kenya, M-Shwari, whose popularity has rapidly increased since its launch late 2012. The service allows all M-PESA subscribers access to an interest bearing savings account and the ability to apply for a short-term loan through the mobile phone. With M-Shwari, Safaricom and Commercial Bank of Africa (CBA) continues to lead the way for financial inclusion in the industry. In this session, we get a chance to learn more about the product, their results to date and the strategic decisions behind the M-Shwari roll-out.

Session 4: Interactive session on enhanced mobile money products

An opportunity for a round-table group discussion to further explore what's holding back enhanced mobile money products and to hear insights and different perspectives from their group.

Session 5: Customer Journey: Data analytics - unpacking the journey from first trial to regular usage

Customer active rates stand at 26.6% globally, with operators often struggling to drive usage on their registered customer base. This interactive session will take a deep dive into the data of one operator to unpack the reasons for use and non-use. In the process, there will be a good dose of mobile money "myth-busting" and analysis of the transaction data records that shines new light on customer behaviour in mobile money.

Session 6: Balancing growth & quality in mobile money distribution

The three pillars of an effective distribution strategy is recruitment, training and management; however how operators implement these pillars into their distribution strategy depends on a number of variables including stage of development, local market context and organisational structure. This session is to highlight different approaches that operators use to effectively grow and manage a high-quality agent network. The panel will represent operators from different markets and in different stages of development.

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