

Manobi

GSMA Mobile for Development Utilities Seed Grant 2015-2017.

Deploying mobile payments and tools for rural water utilities in Benin.

USE OF MOBILE

Mobile Payments
Mobile Money

Mobile Services
Mobile App

Manobi deployed new functionalities on their mWater mobile app used by rural water utilities in Benin to enable mobile payments and financial services. Customers used mobile money to pay for their postpaid water bills. In addition, Manobi collaborated with MTN and Moov to extend their mobile money agent coverage in these rural areas.

The new mobile functionalities were rolled out to **65 Water Pipe Systems** (WPS) in rural areas of Benin.

PROJECT OUTCOMES

39%

of paying water consumers used mobile money to pay their water bills.

Manobi recruited water consumers to become mobile money agents and airtime distributors. **5** distributors handled **647** mobile money transactions (cash in, cash out, airtime purchase) for **316** users from June to September 2017.

KEY PROJECT LESSONS

Mobile money usage for postpaid water bill payments is promising but dependent upon the quality of the underlying water service.

Airtime and mobile money distribution as a new income-generating activity is a better proposition for WPS users already engaged in another commercial activity, compared to pure WPS operators.

As part of its national commitment to secure access to drinking water for all, the Government of Benin decided that all **650** government-funded WPS and host municipalities would be equipped with Manobi's digital platform for rural water utilities.