

FROM IDEA

Breaking New Ground



Client-centered Design for Agency Banking

15:45 – 17:00, March 7th, 2017

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Dar es Salaam, Tanzania
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Aims and Agenda



- Aim: to share how we strive to keep clients at the core of Agency banking services
- Consider three questions in turn:

Why introduce
Agency
Banking?

Which model
to deploy?

Challenges and
solutions in
deployment?

Why introduce Agency banking

- Question: Why did you introduce Agency banking?

Improve client
convenience,
security and cost

Provide new
products

Reach new clients

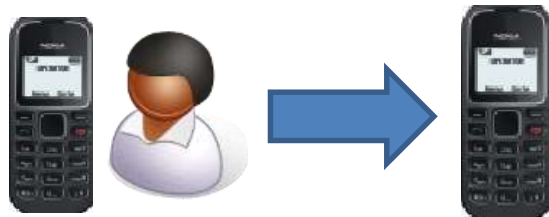
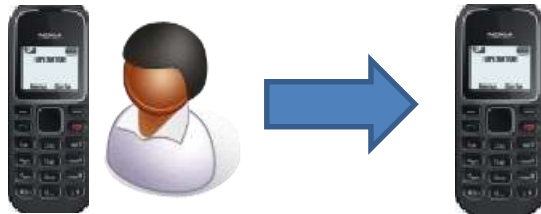
Improve
operational
efficiency &
reduce risks

Increase revenue

In response to
client demand and
industry trends

Which model to deploy

- Question: Which model(s) did you deploy and why?



Key factors to consider:

- Desired client behaviour and experience, and capacity
- Internal capacity and capability (financial and technical)
- Existing infrastructure and services

Challenges and solutions in deployment

- Question: What challenges have you faced in regards to the client experience and what solutions have you found?

Factor	Challenges	Solution
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Conclusion: keeping clients at the centre



Strive to keep the needs, desires and capabilities of clients at the centre of the design and development of Agency Banking services...



... and balance this with internal and external factors



Try to keep the user experience simple, and minimise the risk for the institution

UN Capital Development Fund

THANK YOU



**The MasterCard
Foundation**



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