

DFS country status/experiences and lessons learnt



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Outline

Presentation Outline

- ❖ Introduction
- ❖ QoS/QoE Challenges
- ❖ Relevant KPI
- ❖ Relationship With the Central Bank
- ❖ Conclusion



INTRODUCTION



STATUS OF MOBILE

- ❖ population of 2 million people
- ❖ 80% of the population unbanked
- ❖ GSM market, constitutes of **4 players**
- ❖ 12 major banks
- ❖ GSM market share is a little over **3 Million subscribers**
- ❖ Two operators started mobile money services in 2016



❖ Cash in/ Cash Out

❖ P2P Transfer (domestic only)

❖ Merchant payments/Payment Collections

❖ Buy airtime

❖ Buy prepaid Electricity

❖ Bill Payments

❖ Bulk Disbursements

❖ Bank Wallet

The platform



QoS/QoE Challenges

Challenges

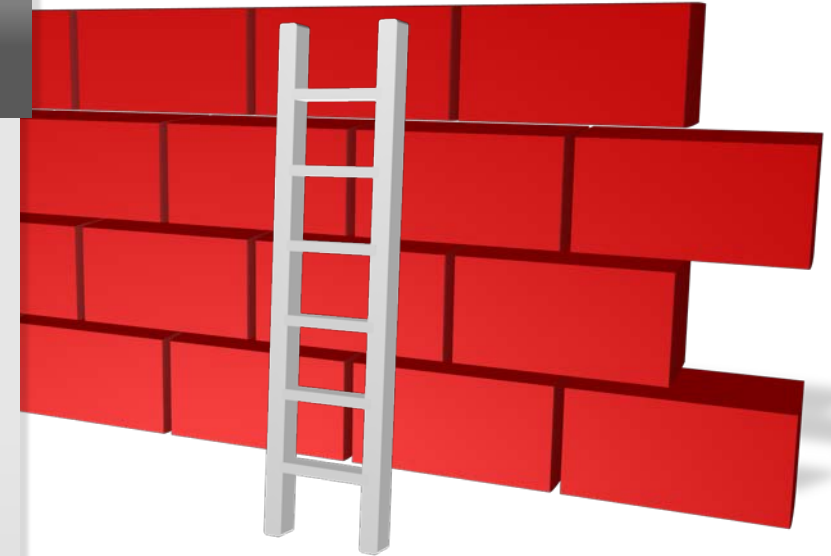
- ❖ Reliability of Service/System downtime
- ❖ Trust in the Services.
- ❖ Consumer Education
- ❖ Consumer protection issues –dispute resolution and redress mechanisms.



QoS/QoE Challenges

Challenges

- ❖ Complex User Interface
- ❖ Financial illiteracy/High illiteracy levels
- ❖ Lack of regulations





EXPERIENCES & LESSONS LEARNT

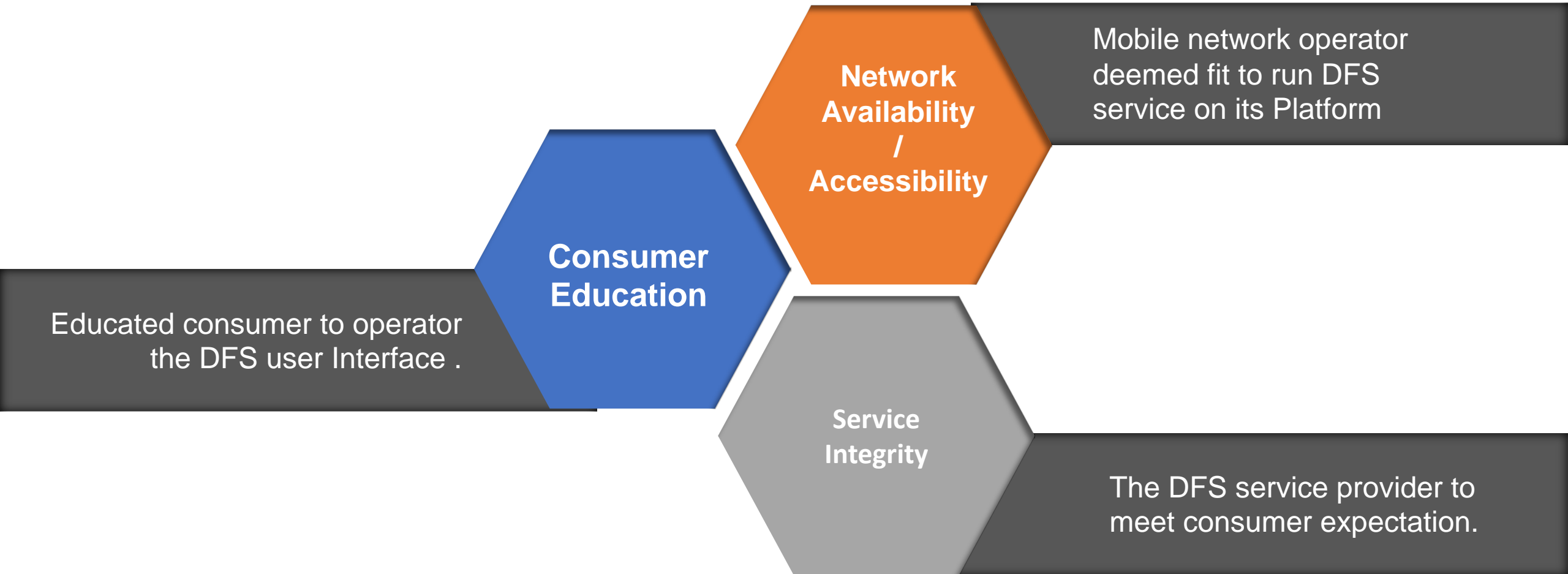
- ❖ Lack of customer perspective from the beginning can add to slow uptake
- ❖ Having a wide range of services from day one does not necessarily translate to high uptake
- ❖ Agent assisted models have seen more uptake and there appears to be a demand for it



EXPERIENCES & LESSONS LEARNT

- ❖ Building a close relationship and trust with agents is key in increasing and maintaining agent activity
- ❖ Engaging MNO airtime vendors as agents have been most successful especially in rural Gambia
- ❖ Given our small market size, partnerships, especially regional will be vital to be profitable

Relevant KPIs



Relationship With the Central Bank

- ❖ PURA has a cordial relation with the Central Bank of the Gambia
- ❖ To Ensure effective supervisions, the two regulators are in the final stages of signing a MOU

- ❖ Cordial Relationship
- ❖ MOU



Conclusion

- ❖ Mobile Money Sub Sector has great potential for growth in the years ahead.
- ❖ A robust regulatory framework is required. Interoperability of mobile payments must be a priority for Policy Makers

- ❖ Potential Growth
- ❖ Robust Regulatory Environment



THANK YOU

