

MicroSave

Market-led solutions for financial services



Agent Network
Management
for MFIs

Business Strategy
Agent Network/BC Channel Development
Market Research
Training and Agent Network Management

MicroSave is a global consulting firm committed to promoting financial access and responsible finance amongst the low and middle-income populations. *MicroSave* leads and supports the provision of high-quality, affordable, market-led financial services. Our work in “Agent Network Management for MFIs” also known as “Business Correspondence for MFIs” in India, includes providing technical assistance to service providers for delivery of banking / financial services through digital and alternate channels. We work with banks and financial institutions, Mobile Network Operators and Technical Services Providers, to develop business strategies, customise channels of delivery, optimise operational efficiencies and re-engineer processes.

Services We Offer

Business Strategy

- Design business models, along with roadmaps for implementation
- Identify market segments and develop business strategies for deployment of BC services
- Facilitate strategic relationships between key players in markets
- Optimise marketing and communications

Market Research

- Conduct qualitative and quantitative market research to gather market opinion, needs and preferences to design financial services
- Conduct analysis to assess demand and supply-side readiness
- Institutional capacity assessment for successful adoption of digital financial services (DFS)-enabled operations

Agent Network/BC Channel Development

- Design and develop channel based on market research, to reflect needs and aspirations of target population
- Establish agent networks that can profitably and reliably service the unbanked segments
- Integration of BC services into the bouquet of MFI services – credit, savings, and third party services
- Plan, implement and monitor structured BC channel

Risk Management and Process Re-engineering

- Develop process maps, streamline workflows and customer interface and identify risks
- Technology assessment for integrating existing MIS/IT Systems with the available DFS technology
- Develop systems for fraud management, client protection and client education
- Re-engineering of MFI systems and processes for BC-based services

Product Development

- Innovate and develop products, and/or customise existing product offerings, to reflect needs and aspirations of target population
- Identify the right value proposition for different user segments
- Plan, implement and monitor structured pilot-tests to optimise learning; and roll-outs to optimise the potential for long-term, sustainable success

Trainings & Workshops

- Design and deliver training programmes to build capacities of staff and support financial institutions to adopt and adapt industry best practices
- Design and deliver specialised trainings on managing agent network
- Deliver trainings based on our acclaimed training toolkits and methodology to enhance management skills

Our USP

Market-led Approach

We focus on putting clients at the centre of the business

Extensive Experience

Our expertise is derived from 15 years of on-the-ground experience with a number of microfinance institutions in Africa, South Asia, Pacific islands and Latin America

Knowledge Storehouse

We are an internationally recognised storehouse of knowledge on business correspondent and channel delivery.

Why Work With Us?

MicroSave works closely with clients on the ground to solve strategic and operational challenges, ensuring that the customer's perspective is embedded into products and the processes.

Our experience of working across geographies coupled with our highly acclaimed toolkit based approach plays a catalytic role in the growth of banks, microfinance programmes, and financial institutions offering inclusive financial services.

MicroSave's website hosts a range of publications, presentations, and videos on the topic. These resources are the result of our engagements with clients and end users, and close analysis of developments in the sector.

Our Partners

Donors & Investors



Banks / Microfinance Institutions



Technology Service Providers / Mobile Network Operators

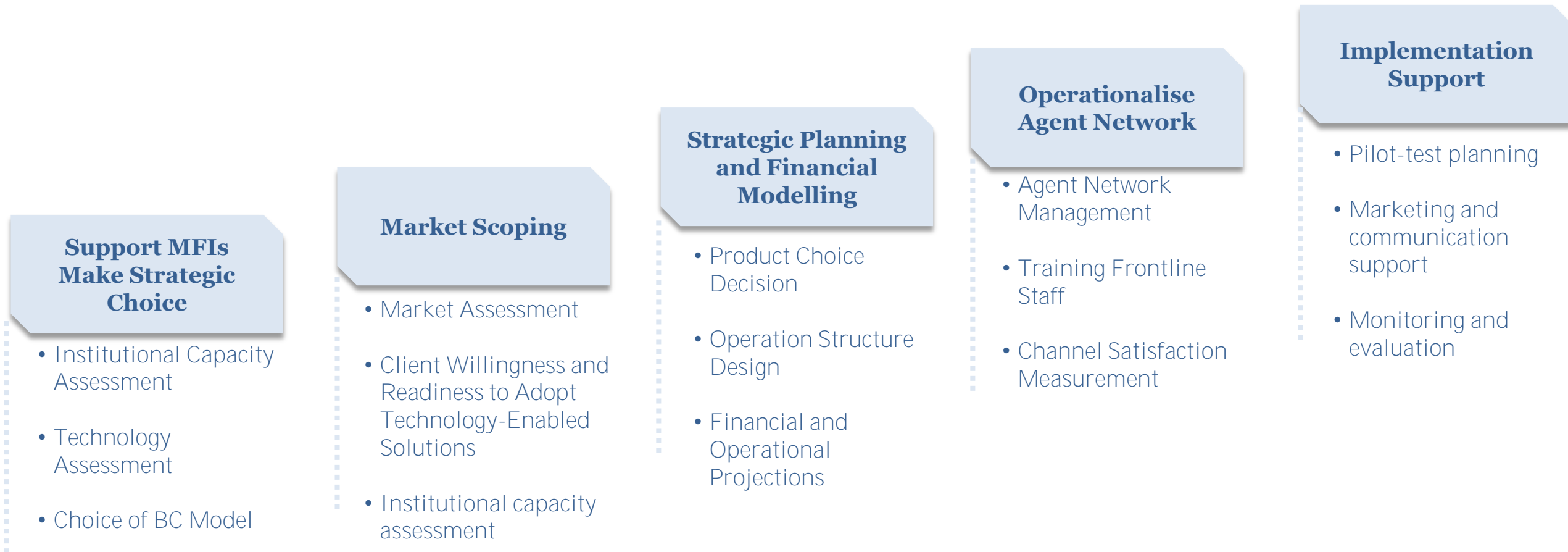


Agent Network Management for Holistic Microfinance

At *MicroSave*, we believe that microfinance is not just limited to provision of credit services. We believe in holistic microfinance which encompasses a range of financial services such as savings, insurance, pension, and remittances.

We support financial institutions to adopt alternate channels of delivery and implement electronic and mobile technology to deliver inclusive financial services efficiently.

Through our extensive market research based product development approach, we support financial service providers to develop a range of client-responsive financial products.



We support transformation of MFIs at every stage of adoption of Agent Network Management

Our Experience

Equity Bank

We helped Equity Bank develop and manage the **bank's** agent network and products. We conducted market research to assess the **bank's** competitive strengths, and opportunities in the highly competitive Kenya market.

MicroSave worked towards building their agency model with a holistic approach.

- ❑ **Developed and rolled out of a new agent management system**
- ❑ **Trained nearly 5,000 Equity Bank agents**
- ❑ **Process mapping and risk analysis**
- ❑ **Marketing and customer service**
- ❑ **Developed /refined products**



Cashpor Micro Credit

We helped Cashpor Micro Credit to increase the uptake of its saving product. Cashpor is the business correspondent of many banks including ICICI Bank, one of the largest private sector banks in India. We reviewed and revised operational processes, pilot-tested the revised processes and collected client feedback.

- ❑ **Developed core BC strategy**
- ❑ **Reviewed, revised and pilot-tested operational processes**
- ❑ **Trained frontline staff**
- ❑ **Analysed Cashpor systems**
- ❑ **Developed communication strategy for staff and clients**



Our Experience

Comprehensive Agent Network Management Strategy and Operations Strategy for MFIs

We developed a detailed BC adoption strategy for Grameen Financial Services. The key components of the strategy included, BC model design, technology choice, product and market segments, operations structure and human resource. We conducted a diagnostic study of the strengths and weaknesses of C-DOT's MFIs operations and aligned its growth strategy.

Strategy Development



Curriculum Development for Frontline Business Correspondents

We developed training curriculum and delivered training to field BCs of Punjab National Bank, Idea, Eko and TCS. The focus areas included background of financial inclusion, operational processes, technology usage and troubleshooting, client communication, grievance redressal and customer relationship management.

Training



Research Publications

- [Mobile Money - Questions That Your Clients Will Ask You](#)
- [Driving Viability for Banks and BCs.](#)
- [Sustainability of BC Network Managers \(BCNMs\) - Business Scenarios and its Effects](#)
- [Structuring and Managing Agent Network - I and II](#)
- [Process Mapping for Mobile Banking Initiatives.](#)
- For many more please visit: <http://www.microsave.net/resource>

Research



Our Experience

The *Helix* Institute of Digital Finance

The Helix Institute in Kenya is the first training institute dedicated to digital finance. The Helix has been designed to compile international best practices, and disseminate them to practitioners interested in building these models in their home countries.



- ❑ Increase the ability of agent network managers to build and manage large agent networks
- ❑ Assist providers of digital financial services manage risk and reduce fraud
- ❑ Provide strategic and operational training and guidance on the role of digital financial services in MFI operations
- ❑ Optimise innovation and product design for providers of digital financial services

“The depth of the faculty is unprecedented...It’s unbelievable that a training of such quality and depth could be put together in Africa.”

Ayo Oladimeji
Product Manager, Mobile Payment Services - eTranzact - Nigeria

Agent Network Accelerator

The objective of ANA (Agent Network Accelerator) project is to identify the factors responsible for success or failure of agent networks across the world and thus to increase global understanding of how to build and manage sustainable cashin/out agent networks in poor communities.

- ❑ The largest research project on agent networks in the world
- ❑ Insight and data hub for agent network management
- ❑ Qualitative and quantitative assessment of agent networks in Bangladesh, India, Indonesia, Kenya, Nigeria, Pakistan, Tanzania and Uganda



About *MicroSave*

MicroSave is a premier consulting organisation that offers practical, market-led solutions to financial institutions and corporation focused on bringing value to the base of the pyramid. **MicroSave's** expertise has evolved from nearly 15 years of on-the-ground experience with institutions in Africa, Asia and Latin America. Our staff members comprise bankers, inclusive finance specialists, MSME specialists, m-banking and mobile money specialists, accountants, social scientists, management consultants, livelihood experts, and rural development specialists.

MicroSave offers services across five areas: Inclusive Finance and Banking, Micro, Small and Medium Enterprises, Private Sector Development, Responsible Finance and Digital Financial Services for Financial Inclusion.

We have implemented projects across Africa, Asia and Latin America including: Afghanistan, Bangladesh, Cambodia, Cameroon, Cape Verde, China, Columbia, Democratic Republic of Congo, Egypt, Ethiopia, Fiji, Ghana, India, Indonesia, Kenya, Laos PDR, Malawi, Mexico, Morocco, Nepal, Nigeria, Papua New Guinea, Peru, the Philippines, Rwanda, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, Sudan, Tanzania, Thailand, Tunisia, Vietnam, Uganda, Zambia and Zimbabwe.

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