

Breakout Session 3: Managing Risks Related to Mobile Banking

Fidelity Bank, Ghana

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Accra, Ghana



MANAGING RISK RELATED TO BRANCHLESS BANKING

Definition of Agency banking

- Use of 3rd party agent/merchant outlets to deliver banking services to the unbanked and under-banked.
- Critical success factors:
 - Agent location
 - Automation (Technology tools)
 - Good Agent relationship management

Why Agency Banking?

Efficiency

Reach out to more customers

Payment led business

Cheapest channel at lower transaction volume



Who is a Fidelity Agent?

- A representative of Fidelity Bank
- Provides banking services on behalf of the bank



Identifiable groups/business as Fidelity Agencies

Telcos Merchant

Post Office

ECG Vendor

Fuel Station

Shopping Mall/Supermarket

Retailer





Agent Phone/POS Machine

A branch in your palm

FIDELITY  BANK



- Cardless Transfer
- NEW Mobile Money Transfer
- Utility Bills Payments
- Airtime Top ups
- Money Transfers
- Account Services
- Check Service

Contact centre: 800 | www.fidelitybank.com.pg

With **Fidelity Mobile**, you can do your banking anywhere, anytime. Get set up at your branch in **5 minutes**, dial *775# and transform your palm into your own Fidelity Branch. Dial *775# now.



THE KEY RISK AREAS

License from the regulator



Fidelity Bank is licensed by the Bank of Ghana to operate Agency Banking business in Ghana.

REQUIREMENT FOR BECOMING AN AGENT

- 1. Registered Business**
- 2. Brick and Mortar structure**
- 3. Vetted by committee**
- 4. Initial float payment (Reserve with Fidelity Bank)**



GLOBAL STAND

FIDELITY  BANK Agent

A Smart way to Bank

ENEURIAL
2-44365922
ng Value

INTEGRITY CAFE

Your Fast and Reliable Source

afone



MTN

Register

Mobile M

Please come al

Welcome to the New World of



POS SECURITY FEATURES

1. Unique Serial Number
2. Unique login ID and Password
3. Mandatory password change for first login.
4. EMV compliant (Chip and PIN)



1. Initial float payment(Reserve with Fidelity)
2. Agent log book
3. Transaction limits
4. Handle Basic transactions(No cheques etc.)
5. Agent officer to closely monitor Agent activities
6. Instant SMS and receipt
7. Agent analytics and audit team



AGENCY BANKING GOING FORWARD

➤ The Biometric approach



Thank You



MICROLEAD

THANK YOU