Session 7: Leveraging Agent Networks to Reach the Unreached

Ntaja Ntandaza, NBS Bank Malawi

March 3rd, 2016
Accra, Ghana
LEVERAGING AGENT NETWORKS TO REACH THE UNREACHED

NBS Malawi

March 3rd March, Accra- Ghana 2016
It is very vital at the outset to develop a deeper understanding of the three barriers to the unreached:

- **Physical barriers**
- **Psychological barriers**
- **Combination of both**

Conduct a market study to determine the magnitude of the untapped (unreached) market and the factors behind it.
AGENTS RECRUITMENT

• Develop a more structured market approach
• Do a proper mapping of the market and identify the target areas
• Develop a hierarchy for the market which will anchor the agent network

• Drive a more aggressive agents’ recruitment effort towards the targeted areas
AGENTS TRAINING AND INCENTIVES

• The recruited agents must be fit for purpose
• Agent training should not be treated as an event
• It is a process of customer development
• Agents must undergo an initial intensive on the site training before getting live
• The agents must be properly incentivized if he/she is to serve the target market better.
• The agent commission must be reasonable and fair if the agent is to be motivated to serve the market better
PROMOTIONAL SUPPORT

AGENCY BANKING

Signage

Advertising

Market activations

Complementary product
THANK YOU