

# **Session 7: Leveraging Agent Networks to Reach the Unreached**

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# **LEVERAGING AGENT NETWORKS TO REACH THE UNREACHED**

NBS Malawi

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# REACHING THE UNREACHED

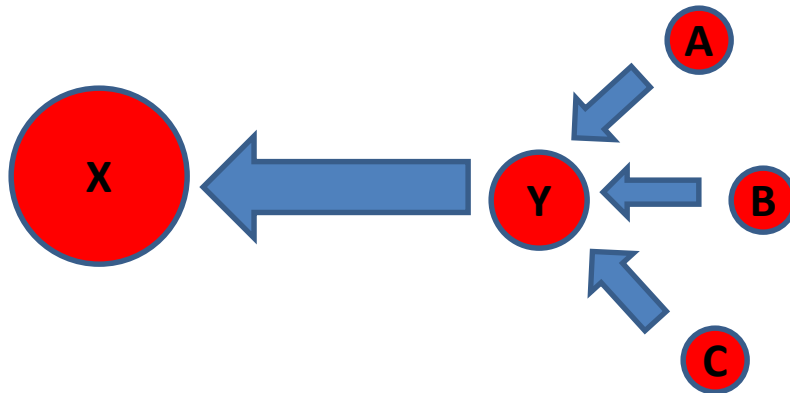
- It is very vital at the outset to develop a deeper understanding of the three barriers to the unreachable



- 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

MAP OF MALAWI



## 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



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# THANK YOU