Doing Digital Finance Right

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The Case for Stronger Mitigation of Customer Risk
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7 Key Consumer Risk Areas
1. Inability to transact due to network/service downtime
2. Insufficient agent liquidity or float
3. Complex and confusing user interface
4. Inadequate provider recourse
5. Nontransparency of fees and other terms
6. Fraud perpetrated on the customer
7. Data privacy and protection
5 Priorities for Industry to Identify, Test, and Scale Solution
1. Improve service reliability and robustness
2. Make the customer interface more user friendly
3. Strengthen agent quality, management, and liquidity
4. Combat customer-affecting fraud
5. Improve handling of complaints, queries, and redress
Discussion Questions
Specific Solutions

● User Interface
● The “PIN” problem
● Non-transparent payment systems
● Fraud
An Issue of Marketing

- after you fix the technical issues, how do you improve the image?
Dealing with Regulators

- what do you see as the most challenging barriers in dealing with regulatory bodies?