

COMVIVA'S
INNOVATIVE **PAYMENTS PLATFORM**
AND CUTTING EDGE **FINTECH SOLUTIONS**
ARE GEARED TOWARDS
BAHRAIN'S DIGITAL ECONOMY AND
GROWING CASHLESS REVOLUTION



Batelco Bahrain

**TELCO LED DIGITAL WALLET BLUEPRINT
FOR THE FUTURE OF MOBILE FINANCIAL SERVICES
IN GCC COUNTRIES**

To drive a digital-first economy, Bahrain needed to bring a digital payments revolution that would help it to reduce cash usage in the economy. All key digital payment drivers were already in place in Bahrain such as:



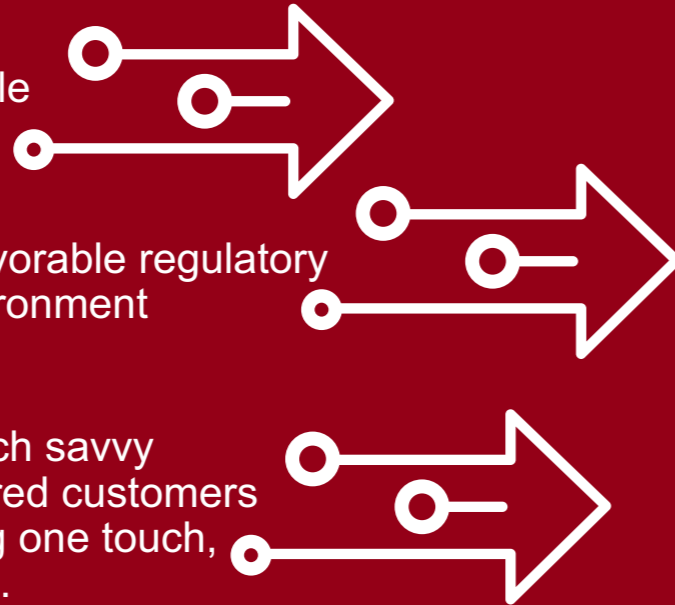
High smartphone penetration and mobile internet services



A favorable regulatory environment



A growing base of tech savvy and digitally empowered customers who were demanding one touch, frictionless payments.



WITH ALL KEY DIGITAL PAYMENTS ENABLERS FIRMLY IN PLACE, THE FOCUS SHIFTED QUICKLY TO REMOVING THE MANY ROADBLOCKS THAT STOOD IN THE WAY OF INCREASING THE UPTAKE OF DIGITAL PAYMENTS IN BAHRAIN.



CHALLENGE #1

HIGH USAGE OF CASH

Bahrain is a cash based economy, with debit/credit card transactions few and far between. Cheque based payments are unheard of in the country. With Bahrain's strong network of banks and ATMs pumping cash into the economy, the ordinary Bahrainian wanted a stronger motivation to switch from cash to digital payments.

CHALLENGE #2

COMPLICATED KYC

KYC requirement for mobile wallets created a strong disincentive for digital payments uptake. Traditionally, has been a face-to-face, branch based process, requiring extensive documentation. The rigours of the KYC process have slowed the shift towards a fully mobile and digitized service experience.



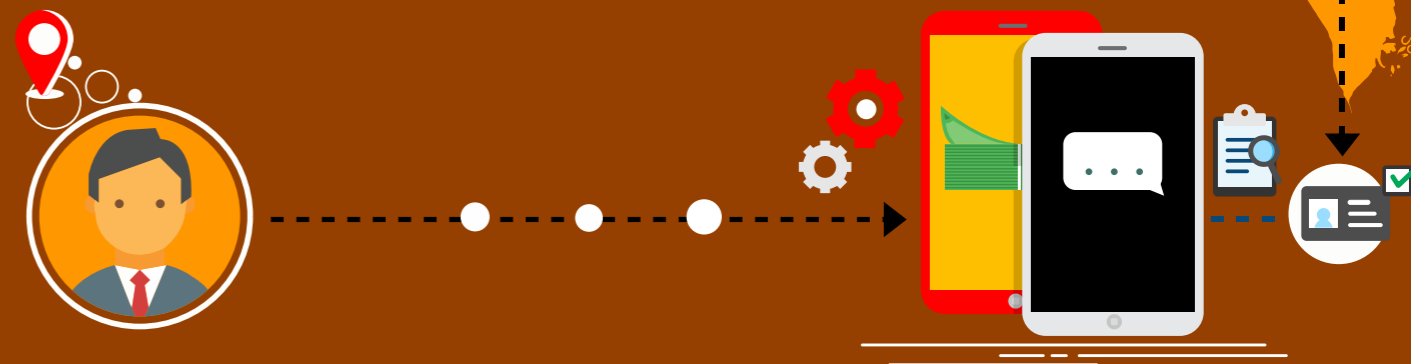


CHALLENGE #3 NEED FOR SECURITY

The customer loses confidence in digital payments, if data gets compromised. With the growing sophistication of data thefts, today's customer expects nothing less than an enterprise grade security platform for transactions. Therefore, in the interest of a long term, sustainable digital payments ecosystem, the customer's security needs will have to be paramount.

CHALLENGE #4 SCALABILITY

Bahrain needed a trusted platform that would help in taking its digital payments revolution ubiquitously to each and every mobile user in the country. While addressing the scalability challenge, the platform would have to address both sides of the equation, as customer adoption and merchant acceptance are equally important to the overall health and growth of the digital payments ecosystem.



CHALLENGE #5

FROM FRAGMENTED TO INTEGRATED DIGITAL PAYMENTS



As GCC's digital payments ecosystem evolves rapidly with new devices and payment methods, there will be newer avenues of growth and customer experiences. For this cross-functional environment to work, the markets will have to move from a fragmented to an integrated digital payments ecosystem. Telecom companies are very well placed, as they can integrate devices, applications, methods of mobile payments necessary for the overall growth of the digital payments ecosystem.

SOLUTION

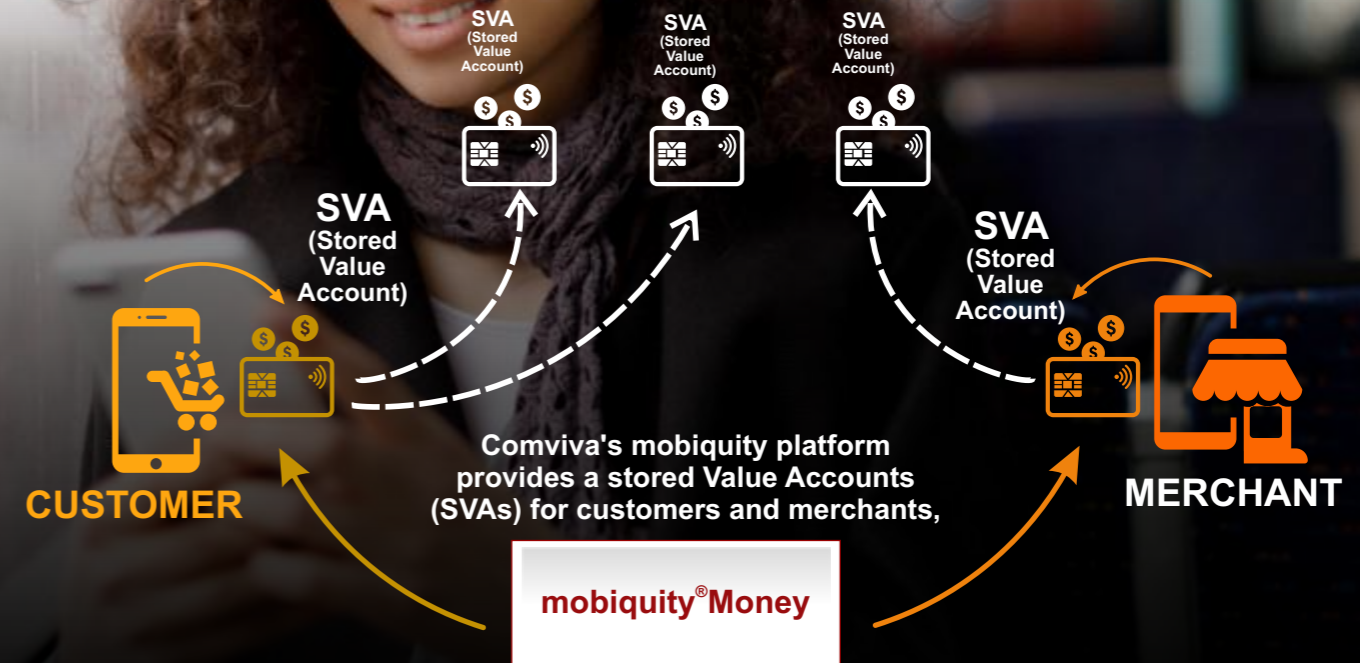
Comviva's mobiquity® Wallet platform provided the foundation for a comprehensive digital platform for:

- faster customer on-boarding
- faster, secure and frictionless payments
- continuous engagement for increasing digital payments usage in the Bahrainian society.



IN ORDER TO DRIVE THE DIGITAL PAYMENTS REVOLUTION IN BAHRAIN, ONE OF THE COUNTRY'S LEADING TELECOM PROVIDERS CHOSE **COMVIVA'S MOBIQUITY® WALLET PLATFORM TO POWER THEIR MOBILE WALLET OFFERING.**

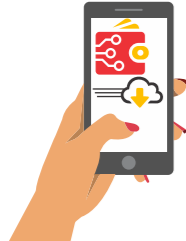
Comviva's mobiquity platform provides a stored Value Accounts (SVAs) for customers and merchants, linking it to their mobile number. Since the mobile number acts as the unique identifier for SVA, just like an account number acts as an unique identifier for a bank account, the customer can load and store money in their SVA and send money to other SVAs using their mobile number. SVAs are PIN protected and customer can access money in SVA by typing secret PIN.



EASY SELF-REGISTRATION

IN ORDER TO DRIVE CONVENIENCE, THE PLATFORM ENABLED DIGITAL SELF-REGISTRATION WITH TELE-VERIFICATION.

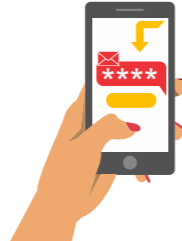
STEP 1



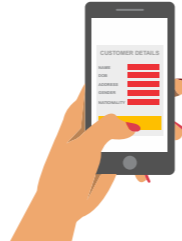
Customer downloads the mobile wallet app from Google Play Store or Apple App Store



Enters mobile number in the app

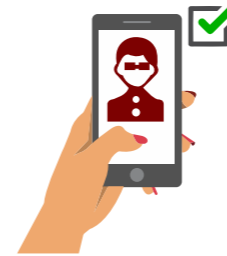


customer receives a One Time Password (OTP) via SMS (helps in verifying the identity of the owner of the mobile number for enjoying the service)



Once the customer is verified, he/she enter basic details like name, address, birth-date, gender, nationality to generate secret PIN

STEP 2



The customer takes a selfie using the mobile phone camera and submits it.



For KYC, the customer enters: 1) National ID/CPR 2) Passport-Number (for non-Bahraini Nationals)

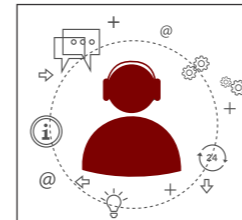


clicks photos of the document and uploads to complete the registration.

STEP 1

The entire process is completed in **5 minutes**.

STEP 2



Within 24 hours, customer receives a call from customer-care for verification (tele-verification).



Once the tele-verification is completed, the customer loads the mobile wallet through debit-card and starts using it.

THE USE OF OTP, SELFIE, PHOTOS OF DOCUMENT, TELE-VERIFICATION, AND MOBILE-PHONE FEATURES LIKE CAMERA AND SMS MAKE THE ENTIRE REGISTRATION PROCESS TRULY DIGITAL, QUICK AND CONVENIENT WHICH HELPS IN INCREASING ADOPTION.

SECURITY

While loading money in the mobile wallet, the customer gets directed to a secure payment gateway licensed by the Central Bank of Bahrain called BENEFIT, allowing the customer to enter the Debit Card details in a secure manner to fund the mobile wallet.



Since the debit card details are not stored in the app, the possibility of fraud is eliminated.



The use of a secure Payment Gateway like BENEFIT enhances the security of the digital wallet service and increases consumers' and merchants' trust in the service

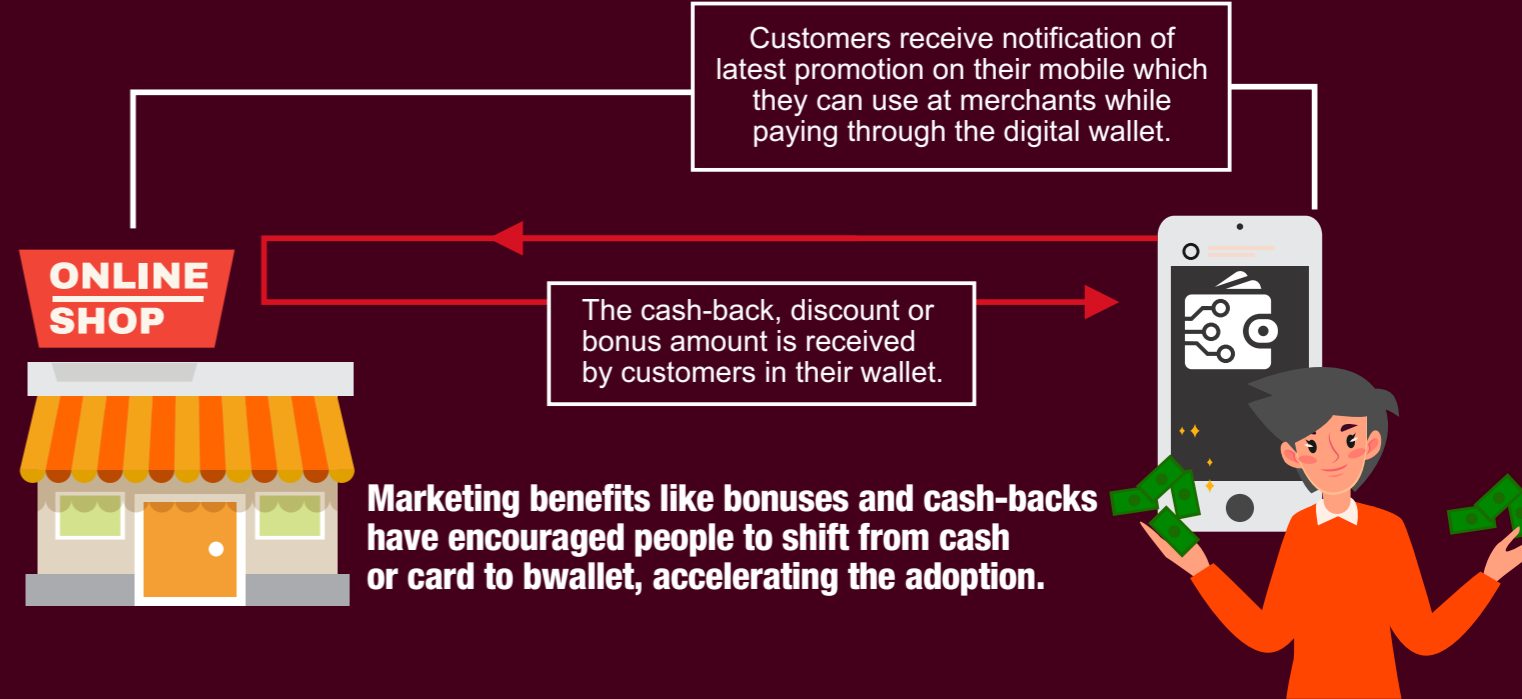


Customer has the freedom to use any debit card to load the digital wallet, as the wallet is not tied to a single debit card or bank account.

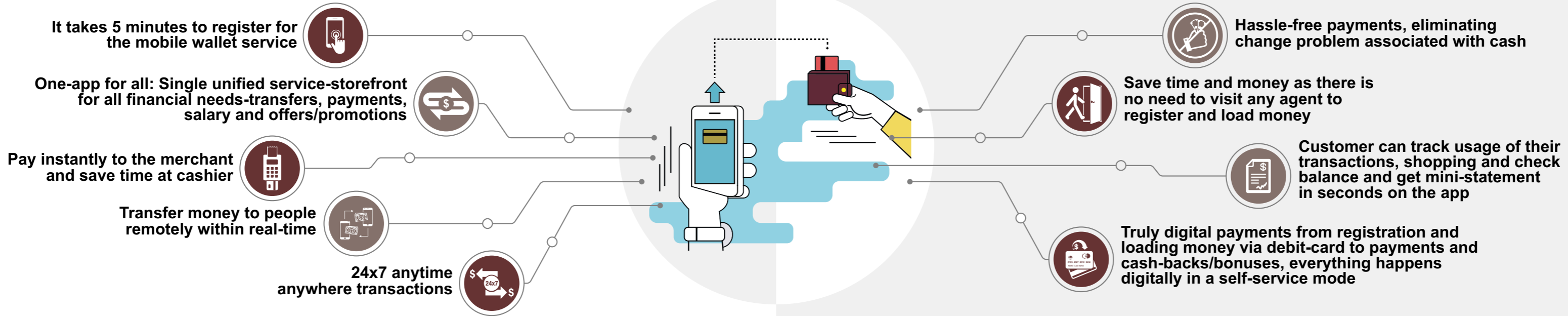


DRIVING ENGAGEMENT

In order to drive customer engagement, Comviva's mobiquity® Wallet platform provided a comprehensive service integrating payments with marketing.



EASE OF USE



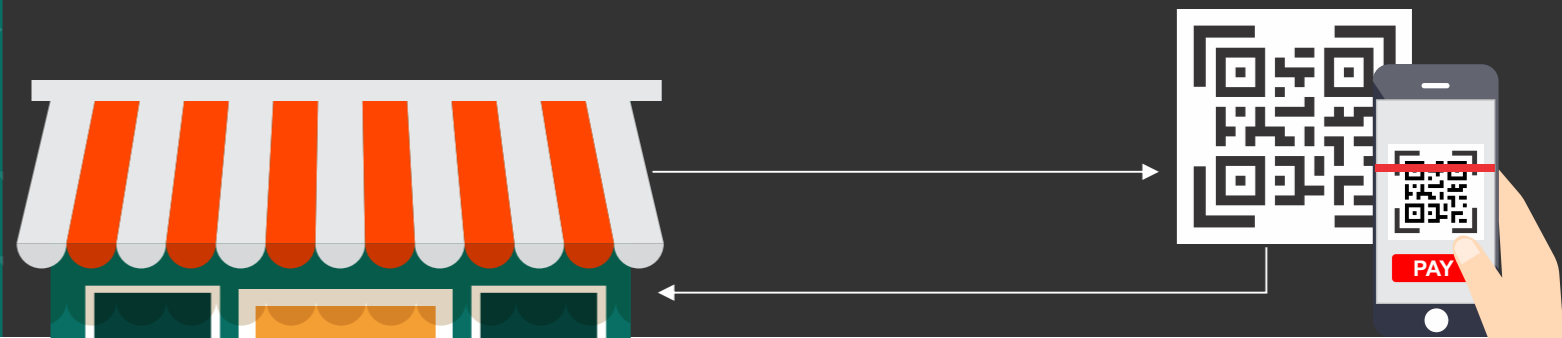
MERCHANT ACCEPTANCE

A robust merchant acceptance network serves the bedrock of a successful digital payments system. In order to provide the framework for a robust digital wallet offering, the importance of reaching a critical mass of merchant acceptance cannot be underestimated. Without adequate number of merchants accepting digital payments, digital wallet users will have to rely upon costly cash out mechanism, which will inhibit the growth of digital payments.



ONE OF THE WAYS OF GROWING THE MERCHANT ACCEPTANCE NETWORK IS BY MAKING THE PROCESS OF MERCHANT ON-BOARDING EASIER AND SIMPLER. **COMVIVA'S PLATFORM MAKES IT EASIER FOR MERCHANTS TO REGISTER AND START ACCEPTING PAYMENTS ANYTIME, ANYWHERE, WITHOUT ANY NEED FOR COSTLY POS, HARDWARE AND INTEGRATIONS.**

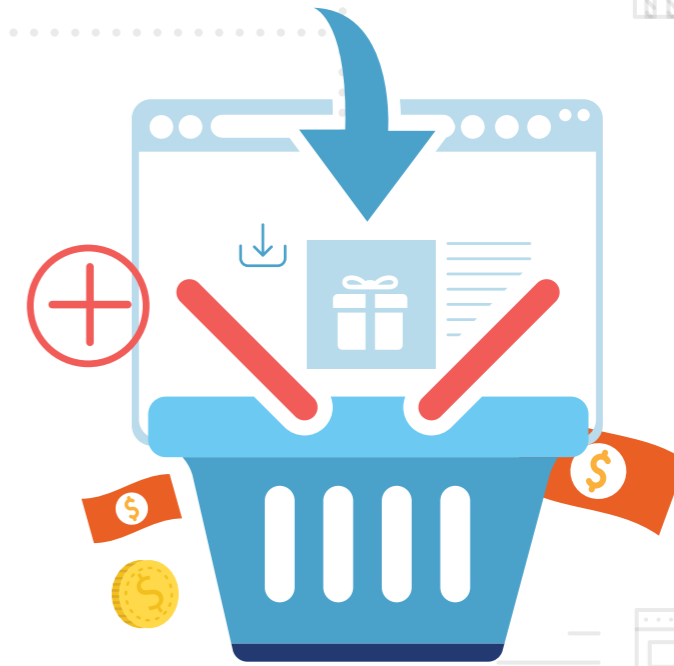
This ease of usability makes it a robust channel for receiving payments for large retail stores, small and medium businesses, home delivery, taxis, etc. The platform supports QR based payments, making it easier for merchants to accept payments. In order to process QR payments, the merchant types payment-amount in his app and generate QR Code. QR Code contains merchant's details and payment-amount.



Customer just scans QR Code through his app and makes payments. Unlike conventional static paper-based QR, dynamic QR is generated new for every transaction due to different payment-amount. Dynamic QR is more convenient for consumer as it reduces one step (amount entering). It prevents transfer to wrong-numbers as no mobile number is entered (no typo-error). Additionally, where QR Codes are pasted outside shops, miscreants tear them or paste incorrect QR Codes leading to frauds. Dynamic QR Codes overcomes these problems.

RESULTS

INCREASED NEW REGISTRATIONS DUE TO EASY SELF-REGISTRATION, EASE OF USE, SECURITY AND MERCHANT OFFERS AND PROMOTIONS



RESULTS

SUCCEEDED IN BUILDING A ROBUST NETWORK OF MERCHANTS ACCEPTING DIGITAL PAYMENTS



RESULTS

HELPED IN DRIVING THE SHIFT FROM CASH TO DIGITAL PAYMENTS

