



DES SUCCESS STORIES

Digital Financial Solution Success Stories

Index

- #1 Financial inclusion to millions
- #2 Transforming economic mobility
- #3 “Tap and Pay” payments
- #4 Financial Awareness
- #5 Creating a cash-light economy
- #6 Leap to 2nd gen mobile money
- #7 Growing mobile money ecosystem
- #8 Transforming the mobile money business
- #9 Consumer-centric digital financial services
- #10 Meeting financial needs
- #11 Truly Digital Wallet

Success Story #1

Financial inclusion to millions



Customer

One of the largest SEDPE in the Colombia. It is fintech and digital wallet specialized in completely online banking , financial and mobile payment services.



Colombia



~ 2Mn

Mobile
Payment,
Banking



Challenges & Needs

- Empower both banked and unbanked Colombians to do financial transactions from their phones.
- Revolutionize the financial landscape in Colombia with the first SEDPE service for electronic payments and deposits.
- Cumbersome account-opening procedure, slow transaction times, high fee, keeps the greater part of the Colombian population unbanked



Solution

- **mobiquity® Pay** to power the operator wallet app, which provides customers a virtual stored value account (mobile wallet) linked to their mobile number.
- Enabled the operator to deliver a host of innovative mobile money services that transforms the way consumers save, borrow, transfer and spend money in Colombia.



Benefits

- **1.76 Mn** customers milestone in August 2021
- **92% subscriber** market share in SEDPE Services
- **72%** transaction share in SEDPE services.
- **\$131 Mn** transaction value processed between Jan 2020 and Aug 2021

Success Story #2

Transforming economic mobility



Customer

One of the largest banks in Mauritania offers individuals, professionals and businesses an innovative range of banking products and services ranging from deposits to loans.



Mauritania



~ 0.2Mn

Banking



Challenges & Needs

- Over 4.65 million people in Mauritania - a country with low banking penetration and income levels.
- Just 30% of the country's adult population has banking access.
- Opening and managing bank accounts is costly and involves complex processes, documentation, etc.
- While mobile penetration is widespread, not everyone has access to smartphones, making it necessary for our client to offer a USSD based (dial-a-code) banking sign-up process for non-smartphone users.



Benefits

- **>100,000 customers** registered via the app in just a few months,
- **3.5%** of Mauritania's adult population has used operator's app since launch.
- **120+** operator's agents across localities facilitating last-mile transactions.
- **>1,200 merchants and businesses** accept payments through the operator's app.



Solution

- Comviva deployed the **mobiquity® Banking Suite** to help launch Mauritania's first mobile bank App for the bank
- Online banking is accessible through all mobile phones - smartphones or feature phones through mobile app or USSD *888#.

Success Story #3

“Tap and Pay” payments



Customer

A Leading credit card provider in the country, having more than 12 million customers.



Asia



~ 12Mn

Banking



Challenges & Needs

- Enable tap-and-pay contactless payments
- Deliver seamless, secure, and convenient contactless mobile payments, bypassing a time-consuming and expensive process to upgrade millions of credit cards.
- Give customers the freedom to set daily transaction limits, manage card functions, and access support services all within one unified app.



Solution

- Comviva provided HCE and Tokenization technology powered by the **mobiquity® Banking Suite**.
- This technology also provides a 'Tap & Pay' contactless payment experience to the client customers at NFC enabled POS machines.
- Continued service availability in case of a lost phone was critical from the solution - seamlessly delivered by solution.



Benefits

- **40% - 50%** Faster than Chip and PIN service
- Secured, misplaced card details remain secure and cannot be accessed by any third party, as they are stored as digital tokens.

Success Story #4

Financial Awareness



Customer

A multinational company that provides telecommunications and mobile money services in 14 countries in Africa, primarily in East, Central and West Africa.



Africa



~ 22Mn

Mobile,
Broadband,
Payment



Challenges & Needs

- Operator wanted to leverage ubiquity of mobile phones and its expansive distribution network to offer relevant digital financial services to its customers to create customer stickiness and increase revenues.



Solution

- Comviva's **mobiquity® Pay** enables the operator to offer mobile wallet service to its customers in 14 countries
- Operator's wallet allows all users, banked or unbanked, to do financial transactions like transfer money, receive remittance, pay bills and merchants, receive salary and financial-aid, save, get loans etc, all using mobile phone anywhere 24x7.
- Operator uses its extensive agent network to offer last mile services of cash-in and cash-out



Benefits

- Generates **\$401 Mn** in revenue between 2020-21.
- **\$46.7 Bn** transaction value processed between 2020-21
- **20%** user growth YoY.

Success Story #5

Creating a cash-light economy



Customer

A leading payments channel in Zimbabwe, facilitating financial inclusion and contributing significantly to creating a cash-light economy.



Africa



~11Mn

Mobile
Payment



Challenges & Needs

- Achieving the vision of cash light economy
- Providing an ecosystem of digitized financial services
- Expanding merchant and biller network
- Rapidly launch new services



Solution

- Comviva's **mobiquity® Pay** enables the operator to create and manage distribution network
- Enhance customer stickiness by launching differentiated services
- Reduction in time-to-market for new services with seamless third-party integrations
- Expedite rapid service expansion for developers and third-party service providers through open APIs



Benefits

- Generates **\$26 Mn** in revenue between 2018-19.
- **90%** of country's adult population is on operator's app.
- Operator handled **80%** of national transaction volume
- Since its inception, cash transactions have totaled **\$78.4 billion**.
- **40000+ agents** across localities facilitating last-mile transactions.
- **50000+ merchants** accepts payment through operator's app.

Success Story #6

Leap to 2nd gen mobile money



Customer

One of the largest telecommunications company in Tanzania by number of customers.



Africa



~10Mn

Mobile,
Broadband,
Payment



Challenges & Needs

- Operator wanted to increase the financial inclusion of the country by introducing the mobile wallet platform.
- Operator wanted a robust Fraud Management System that tracks and flags unusual financial activities and patterns like suspicious high value transactions or frequent cash out to detect frauds.



Solution

- Operator mobile wallet is powered by Comviva's **mobiquity® Pay** platform, world's largest mobile money platform
- Compared to conventional USSD based merchant payment, 'Tap Tap' simplifies the transaction, reducing the transactions steps from 8 to 3. Thus, the transaction time is reduced from 1 minute to 20 seconds, enhancing the merchant experience
- It is first closed-loop NFC payments service in Africa
- Reducing fraud through robust fraud management system and stringent regulatory compliance



Benefits

- Expansive agent network of **70,500 mobile money agents** compared to 690 bank branches.
- between July-Oct'17, Mobile Money processed **109 Mn** transactions valuing **TSH 4.5 Tn (US\$2 Bn)**
- **56,638 NFC cards** issued to customers
- Transaction time reduced from **1 minute to 20 seconds and 8 to 3 steps**
- **10,000+ loans** disbursed per-day
- Integrated 38 out of 40 banks in the country

Success Story #7

Growing mobile money ecosystem

Customer

A leading provider of fixed and mobile telecommunications services dedicated to emerging markets in Latin America operating.



LATAM



~ 5 Mn

Mobile,
Broadband,
Payment



Challenges & Needs

- The operator wanted to leverage cell phone ubiquity in the country and its extensive agent network to offer mobile money service to the unbanked.
- An evolved mobile money solution to offer comprehensive set of digital financial services including money transfer and local banks interconnections.
- Considering small smartphone penetration and limited infrastructure in the country, a low cost, flexible and device agnostic platform was needed to drive digital payments.



Solution

- Comviva deployed **mobiquity® Pay platform**, an evolved mobile money solution, that enabled operator to offer comprehensive set of digital financial services to customers including money transfer, bill payments, merchant payments, local bank interconnect and many more.
- The platform enabled operator to leverage its agent network to offer last-mile mobile money services such as cash-in and cash-out.
- The mobile money service is device agnostic accessible via USSD and mobile app



Benefits

- Operator gained 1.1 Mn mobile money customers in 2017.
- Processed transactions valuing **\$ 335 Mn** in 2017.

Success Story #8

Transforming the mobile money business



Customer

One of the largest telecommunications company in Zambia, providing prepaid and postpaid mobile services.



Africa



~ 2 Mn

Mobile,
Broadband,
Payment



Challenges & Needs

- Operator wanted to focus on converting thousands of its mobile customers into active wallet users and as the same time wining new customers through its expanded distribution network and efficient customer processes.
- Operator wanted to built an infrastructure in which customers can use mobile wallet to pay utility and other bills or buy goods and services from participating merchants across the country.
- Operator also wanted to create the partner ecosystem to provide its customers access to microloans, transfer between bank accounts and mobile wallet



Benefits

- **42.4%** of operator customers actively use mobile money service.
- Mobile Money contributes **21.8%** to the overall revenue.
- Created expansive agent network



Solution

- Operator partnered with Comviva for integrated operation which included **mobqiuity® Pay** platform plus managed services.
- Facilitates wide ranging bill payments like electricity, water, payTV, voice and data bundles, Insurance, taxes and many more.
- Comviva has ensured seamless scale-up of transactions especially the electricity purchase and voice and data bundle purchases, which has made a reliable payment system (currency of choice), which customers trust.

Success Story #9

Consumer-centric digital financial services

Customer

A national money transfer service accessible to EVERYONE and which allows to send money to your loved ones throughout the country, regardless of your operator.



Africa



~ 5 Mn

Payment



Challenges & Needs

- Inability to launch new consumer-centric digital financial services.
- Inability to deliver a superior user experience to customers.
- Wanted to replace the incumbent platform to increase system capacity and improve performance.



Solution

- Comviva **mobiquity® Pay platform**, which brings many enhanced capabilities such as flexible pricing, better bulk payment functionality and improved reporting allowing free money to deliver quickly, seamlessly and with better user experience.
- Comviva provided 40 TPS solution with a licensed capacity of 20 TPS.
- Platform embraces an API first approach and offers a comprehensive set of APIs, allowing complete flexibility to quickly develop new services.



Benefits

- **75%** Growth in registered subscribers
- **20%** Growth in 30-day active users
- **25%** Growth in registered agents
- The entire project from scoping to migration was completed in just **5 months**

Success Story #10

Meeting financial needs

Customer

A telecommunications and Internet service provider in Botswana with a wide network covering 90% of country.



Africa



~ 2 Mn

Mobile,
Broadband,
Payment



Challenges & Needs

- Incumbent mobile money platform provided basic service like money transfers and airtime recharge only.
- Unable to offer new-age mobile money use cases.
- Launching a new service or implementing a change request took many months delaying the time to market.
- Frequent downtime and resolving issues took a lot of time, impacting customer experience.



Solution

- Comviva deployed **mobiquity® Pay platform**, an evolved mobile money solution, that enabled operator to offer comprehensive set of digital financial services to customers.
- Operator offers digital savings club, creating a differentiated service against competing mobile money service.
- **mobiquity® Pay** has also enabled operator to integrate with other international mobile money service facilitating international money transfer



Benefits

- New services have been launched **80% faster**.
- Reduced the go-to-market time by **30%**.
- Offers a **high average uptime of 99.99%**, providing a reliable service with a better customer experience.
- **107,876 customers'** financial needs were served, a **44,488% increase** from pre-migration times in March 2019.
- Processed over **7.46 million** transactions.
- **2,500 distributors** and agents facilitate last-mile services of cash-in and cash-out.

Success Story #11

Truly Digital Wallet



Customer

A leading mobile money service provider for fast, secure and convenient payments.



Bahrain



~ 0.5 Mn

Payment



Challenges & Needs

- Operator wanted to leverage country's evolved financial and technology landscape by launching true digital financial service.
- Favorable environment for digital payments in the country
 1. 83% adults are banked
 2. 164% mobile penetration
 3. 40% mobile connections are on Batelco
 4. 80% adults own Debit Card
 5. 66% phones are smartphones



Benefits

- Operator's wallet is the fastest growing digital wallet in the country
- **300+ merchants and 1200+ leading brands** accept operator's wallet
- High usage and YoY growth across all parameters and transactions types



Solution

- Comviva deployed the **mobiquity® Banking Suite** to help launch country's first truly digital wallet.
- Platform brings many enhanced capabilities such as digital self-registration with tele-verification functionalities and improved reporting allowing free money to deliver quickly, seamlessly and with better user experience.
- Easy-to-use mobile wallet
- Secure loading of money using debit card
- Integrated payment and marketing experience

Comviva is changing the world through digital experiences. Our innovative portfolio of digital solutions and platforms bring greater choice, faster time to market and flexibility, to better meet the evolving needs of our customers as they drive growth, transform and bring efficiency. From maximizing customer lifetime value to enabling large scale digital transformation, we partner globally with organizations in the communications and financial industry to solve problems fast and transform for tomorrow.

Comviva solutions have been deployed by over 130 Communication Services Providers and Financial Institutions in more than 90 countries and have delivered benefits of digital and mobility to billions of people around the world.

For more information, visit us at www.comviva.com

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