

# Agent network management

The foundation of digital financial services



## The Opportunity

Efficient agent networks are essential for any successful DFS deployment. They:

- Provide cash in and cash-out, product sales, and customer service
- Are the public face of the service provider
- Require careful recruitment, training, and monitoring
- Are complex, multi-outlet, and often remote
- Require support in terms of liquidity and risk or fraud management

## We offer

### Survey



MSC conducted quantitative and qualitative surveys of over 32,000 agents in 11 countries

- We provided deep, actionable insights for providers, donor agencies, and regulators
- We identified key issues and opportunities

### Implementation of agent networks



MSC has worked with over 50 different DFS providers on:

- Agent network economics, strategy, and structures
- Systems for agent identification, training, and monitoring
- Agent liquidity management
- Marketing and communications for and with agents
- Risk and fraud management for agents
- Training programs for agents

## Clients and partners



and many more...

## Our impact



14 providers refined agent selection training and on-boarding approach



10 providers improved their agent monitoring



20 providers revamped their customer offering



13 providers diversified marketing and communication activities



13 providers made agent value proposition more attractive



23 providers enhanced their liquidity management systems



14 providers reviewed agent and on-boarding approach



11 providers reviewed their agent network strategy

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