

Deposit mobilization

A huge opportunity for financial institutions



The challenge

Deposit mobilization is difficult—it is about getting so much right at the same time. Banks and microfinance banks, therefore, often struggle to raise low-cost deposits and provide services to a large number of low-income customers.

The opportunity

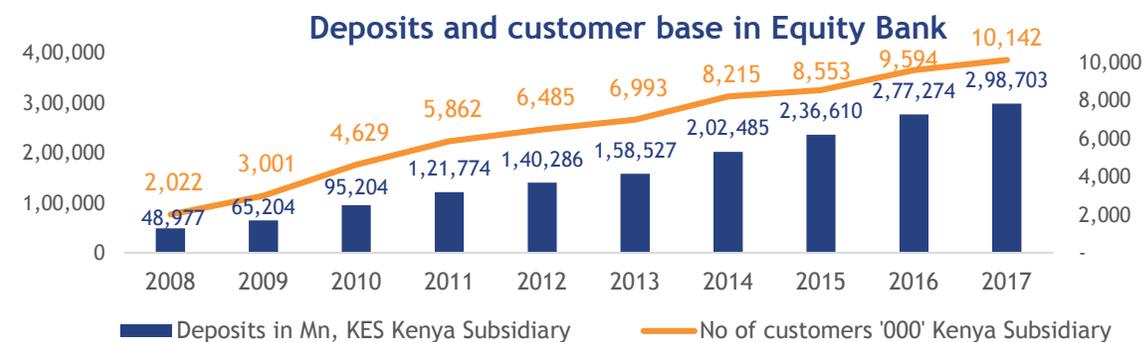
As it funds loans and facilitates payments, effective and efficient deposit mobilization through the right channels can result in growing profitability for an institution. Mobilizing savings can bring the unbanked and under-banked into the financial sector and enable better asset accumulation and risk management.

MSC offers

- Deposit mobilization review and strategy
- Optimizing delivery channels—both branch and digital
- Building winning brands that customers trust
- Revamping deposit products—analysing the 8Ps of financial marketing
- Designing marketing and incentive schemes
- Making savings operational in an efficient and safe way through business process re-engineering, treasury management, asset-liability management, and risk management

Our impact

- Worked with Equity Building Society which had 109,000 depositors, on processes, products, service, brand-building, and costing. Our contributions directly contributed to the creation of Equity Bank, which reaches over 10 million accounts today.
- Assisted Amhara Credit and Savings Institute (ASCI) on mobilization strategy, branding, product design, and delivery to provide more than 1 million Ethiopians with savings
- Doubled the deposits for Family Bank in two years
- Opened 54,000 accounts for Shakti Foundation, Bangladesh in the first six months since its inception



Clients and partners



Key contacts: Bhavana Srivastava (bhavana@microsave.net); Anup Singh (anup@microsave.net)

