

Agency banking for dfcu Bank in Uganda

Strategy and business case for agency banking



The project context

dfcu Bank is one the largest banks in Uganda. It envisions to rollout agency banking to increase financial inclusion in the country by increasing the customer base and transactions. To do this, dfcu bank contracted MSC to provide technical assistance support to progress its agency banking rollout plans to pilot and scale up the development of agency banking

Our approach and support



Customer segmentation

Understanding dfcu clientele and segment the various cadres of customers



Agency banking strategy

Designed agency banking strategy, business model, value propositions, strategy implementation plan



Feasibility analysis

Strategy review and the financial modelling based on new acquisition of another bank



Channel development

Defining the agency structure, product offerings, policies and procedures, marketing strategy, pilot plan, training and application for BoU license



Implementation and evaluation

Regular monitoring, reviews and project evaluation and developing rollout plan

Outcomes and impact



A network of over 600 agents (December 2018)



Processed 99,527 transactions (December 2018)



Total transactions volume UGX 69.45 billion (USD 18.7 million) (December 2018)