



Unlocking Public and Private  
Finance for the Poor

DEMAND-SIDE RESEARCH

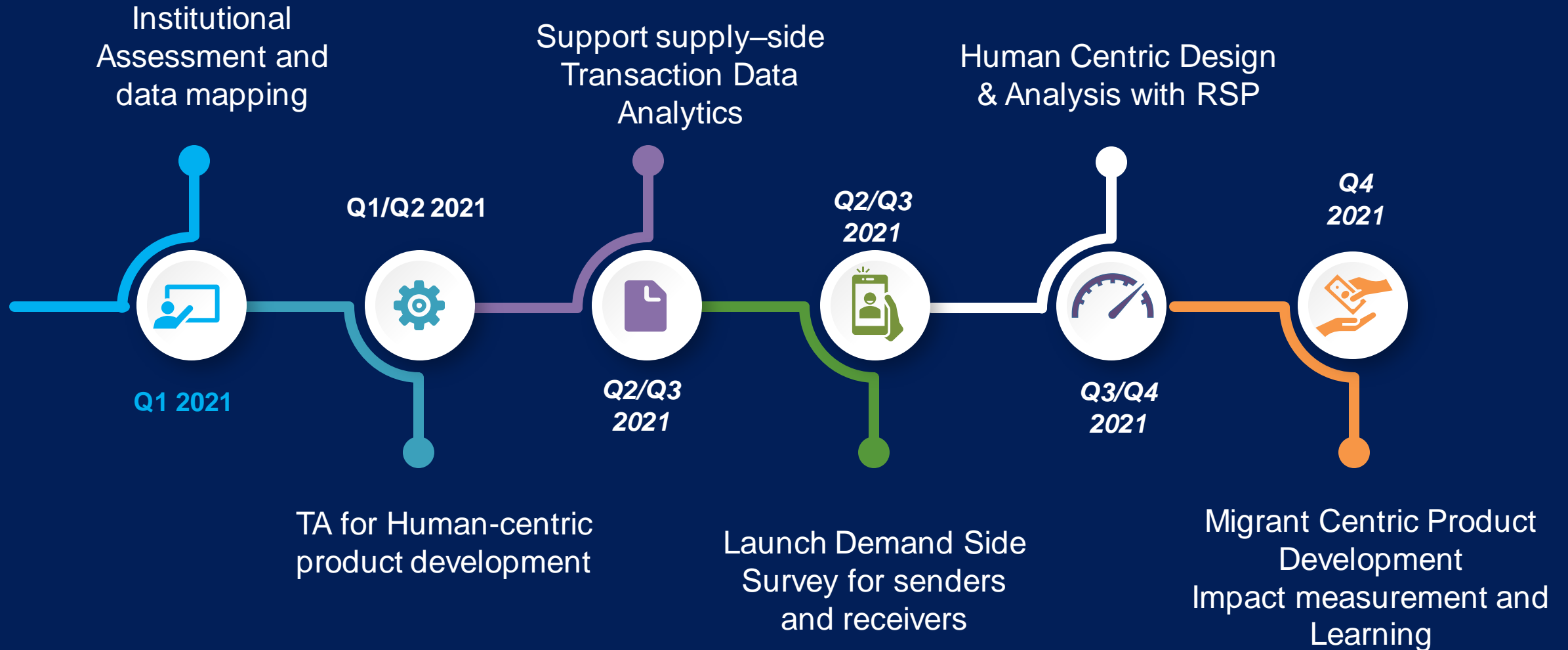
PRIVATE SECTOR PARTNERS

UNCDF  
Migration and Remittances

# Technical support approach



# Technical Support Process and Activities



# Demand Side Research

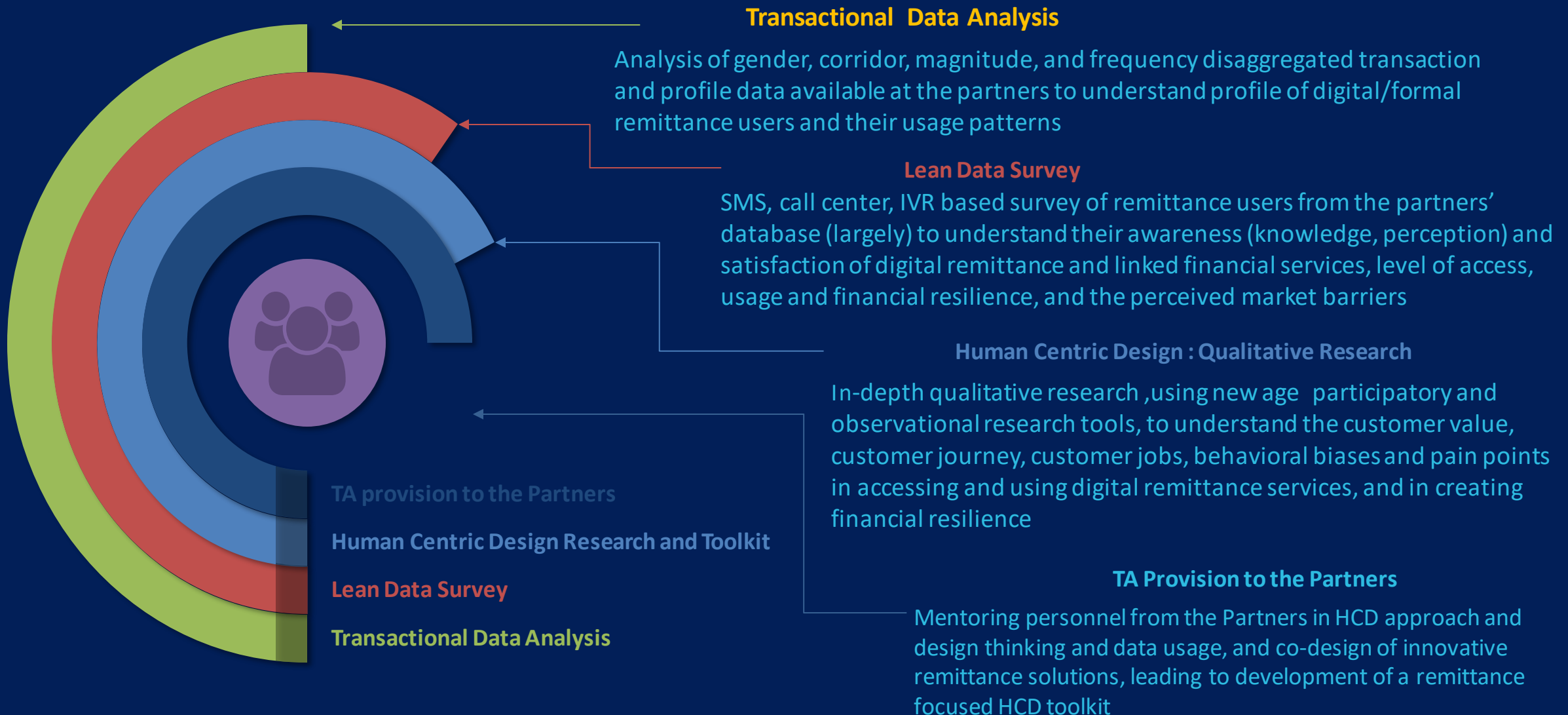
## Objective

- To address the knowledge gaps in terms of the demand for and customer value propositions in access, usage and financial resilience of the migrants and their families, in respect of both digital/formal and informal remittance services
- To enable the Programme Partners with the skills for customer centric design of digital remittance services, so that they develop scalable, viable and feasible solutions
- To ascertain the impact of the Programme initiatives in increasing access and usage of digital remittance services, and in creating financial resilience of the target customers

## Research Focus

- Profiling and persona mapping of the migrants and their families
- Analysing the knowledge, perception and attitude of the migrants and their families around digital remittance and overall digital finance
- Analysing the access to digital remittance services amongst the migrants and their families, including the customer value proposition
- Analysing the usage of digital remittance services amongst the migrants and their families, including the customer value proposition
- The role of digital remittance solutions in improving the financial resilience of the migrants and their families
- Mentoring of the partner personnel on HCD skills
- HCD toolkit
- Mid-implementation assessment of the project level impact on the access, usage and financial resilience amongst the migrants and their families

# Components of the Demand Side Research



# BRAC Bank | Bangladesh

## Innovation Description

Offering new and expanded end-to-end digital remittances services that are accredited directly to their customers bank accounts or mobile wallets, the Bank aims to counter the restrictions imposed by Covid-19 and support their customers' access cheaper and improved financial services through their computers and mobile phones. This includes a partnership with a mobile money operator and MFIs, and a total of 7 new delivery channels.

To support customers to switch to the new digital services, the launch will be accompanied with an extensive marketing and financial and digital literacy campaign which includes tutorial videos and cash incentives.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families in Bangladesh, allowing them to improve their income security and financial resilience. This scaling innovations aims to reach at least 72,500 new customers and 37.000 active users.

## Corridor / Countries of Intervention

Bangladesh and Nepal (remittances coming largely from Europe)

# RAK BANK | United Arab Emirates

## Innovation Description

Bank is looking to scale digital remittance solutions into the blue-collar workforce in the UAE by accelerating customer acquisition and closing the gap between cards issued and digital remittance users.

To appoint tele-sales agents to help onboard the clients digitally (get more card holders onto the app) and in-field sales agents to educate the customer on the vital features of the product.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families back home, allowing them to improve their income security and financial resilience.

Aims to reach 100.000 new customers of which 50.000 using the app.

## Corridor / Countries of Intervention

Based in Dubai/UAE, RAK Bank aims to target blue-collar migrant workers sending to Bangladesh and Nepal.

# SYMPLIFI | United Kingdom

## Innovation Description

The digital migrant-guarantee/backed loan project allows migrants based in the UK and EU to help their relatives back home access credit locally for income generating uses, instead of sending remittances.

Migrants in EU and UK serve as guarantors by providing a cash collateral on the loan so that their relatives can access affordable credit from a Microfinance Institution (MFI) in their home country Senegal.

## Intended Results

It alleviates the financial pressure of constantly sending money for migrants, while promoting financial independence and sustainable income growth for the beneficiary.

12.000 loans disbursed with migrant guarantees.

## Corridor / Countries of Intervention

UK and EU senders to Senegal, (and possible replication in Ivory Coast, Mali and Burkina Faso.).



# WIZALL | Senegal

## Innovation Description

Fintech aims to improve lives of migrants and their families by enhancing its mobile wallet apps, with remittance-linked products; microcredit developed with microfinance institution in Senegal allowing instant digital access to money.

To drive the usage of the new services and educate customers. The Fintech plans to launch marketing and awareness campaign with the remittance partners using digital and printed media, social network advertising, mobile communication with clients and street communication campaigns.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families back home, allowing them to improve their income security and financial resilience. It aims to reach 60.000 remittance loan customers.

## Corridor / Countries of Intervention

Present in the Senegal, Côte d'Ivoire, Mali and Burkina Faso, a Mobile Banking Operator WizallMoney targets migrants and their families in West Africa.

# LION BANK and HELLOCASH | Ethiopia

## Innovation Description

The Bank aims to support its customers in diasporas allowing them to access cheaper and improved financial services by enhancing its HelloCash Smart Micro Remittances (SMR) platform. The platform enables users to send and receive digital money and enhanced with the new services; remittance micro-transfers (SendToMe), remittance payment of micro-bills (PayForMe), integrated solution to different value-added services and the most popular payment methods and integrated health advice.

The Bank, along with mobile money provider Hellocash, plan to launch an awareness campaign on social media, television, radio and various events internationally and nationally.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families in Ethiopia, allowing them to improve their income security and financial resilience.  
Aim to reach 150.000 new customers of whom 75.000 active users and 15.000 agents

## Corridor / Countries of Intervention

Bank aims to target migrants from Ethiopia working in the major developing countries; the US, EU, UK, Canada and Djibouti.

# NIUM and LUCY | Singapore

## Innovation Description

Company (NIUM) and app (Lucy) are focused on offering financial services and literacy to foreign domestic workers (FDWs) in Singapore, most of whom are women. Integrating new mobile payment app with digital cross-border payments platform, and enhancing the solution with real-time, digital and low-cost remittance services, salary advances/overdraft, goal-based savings deposits is aimed to open corridors for the migrant workers across Myanmar, Thailand and Indonesia.

To drive adoption and uptake of the app, the RSP plans to launch financial literacy and capacity building campaign for FDWs combining with a marketing and awareness campaign through connected parties in Myanmar to ensure that no-one misses out on the messaging.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families back home, allowing them to improve their income security and financial resilience. To innovation aims to reach 30.000 customers in terms of access and 15.000 in terms of remittance usage.

## Corridor / Countries of Intervention

Aim to target migrants from Myanmar (and other ASEAN countries) working in Singapore and sending money home.

# UAB Bank | Myanmar

## Innovation Description

The Bank aims to support their customers in accessing cheaper and improved financial services by enhancing the existing digital remittances app – with real-time and low-cost remittance services by addition of new international remittance partners and integration of real-time international remittance services, P2P, merchant and government payments and a built-in interactive financial literacy module.

To drive adoption and uptake of the app, the Bank plans to launch a promotional campaign expanding to country-wide and rural areas by using bank's network coverage, local agents, in-field sales agents and interactive financial literacy program.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families in Myanmar, allowing them to improve their income security and financial resilience.

## Corridor / Countries of Intervention

Based in Myanmar, UAB Bank aims to target migrants from Myanmar.

# UCB Bank | Bangladesh (pending approval)

## Innovation Description

Bank aims to support their customers in accessing cheaper and improved financial services by enhancing the existing digital app – with real-time and low-cost remittance disbursement with value-added services designed for migrants and beneficiaries, that include savings and other financial services.

To on-board and educate customers, the bank will use complementary marketing strategies to drive user access, usage, and financial resilience. The go-to-market strategy will consist of the financial and social literacy program, awareness program, activation program and reward program.

## Intended Results

Increased uptake and usage of cheaper and more secure digital remittance channels by migrants and their families in Bangladesh, allowing them to improve their income security and financial resilience. Aims to reach 41.760 people with financial literacy intervention, and 37.000 remittance customers

## Corridor / Countries of Intervention

Based in Bangladesh, bank aims to target migrants from Bangladesh in all sending countries.





Our vision is to promote digital economies that leave no one behind.

Our goal is to develop inclusive digital economies that foster private sector development and support migrants and families towards economic inclusion, financial resilience, and reduced inequality.



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC



Sweden  
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