

Breakout Session 1: Development and Management of Agent Networks

Fidelity Bank, Ghana

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Accra, Ghana

Developing and Managing Agent Networks



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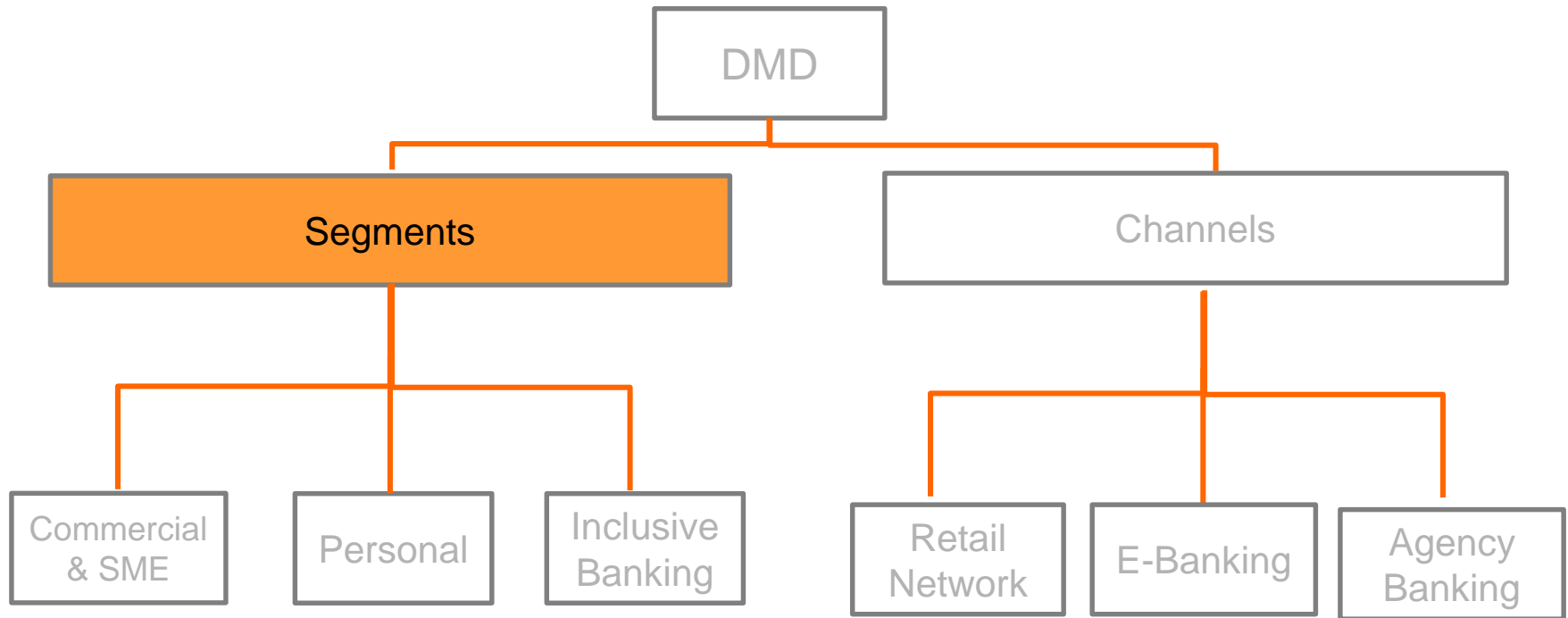
To be the preferred Retail Bank providing
the Ultimate Customer Experience.

OUR MISSION

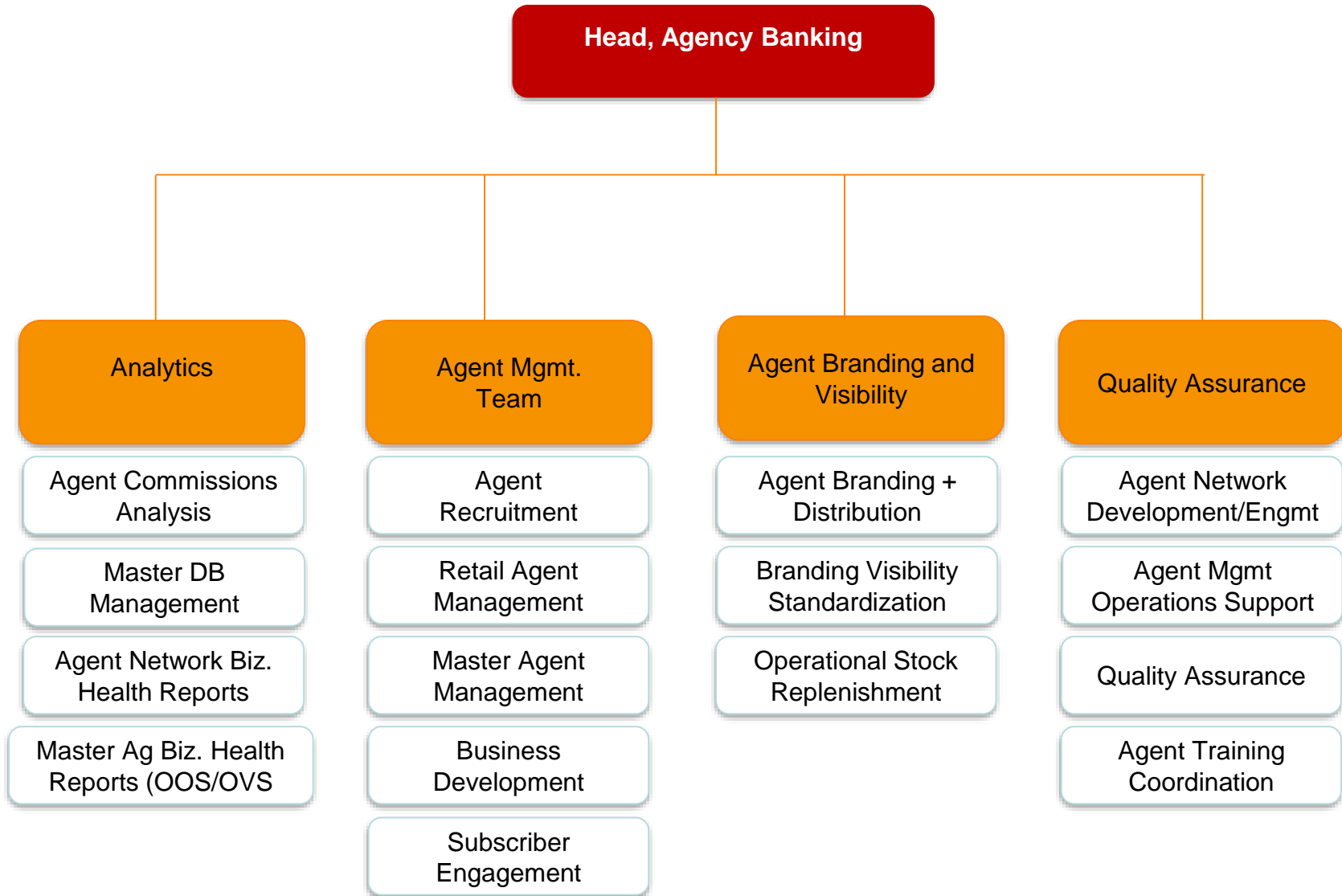


To be a top 3 Retail Bank by 2018 delivering products and services through our People, Processes and Technology.

Retail Banking Org Chart

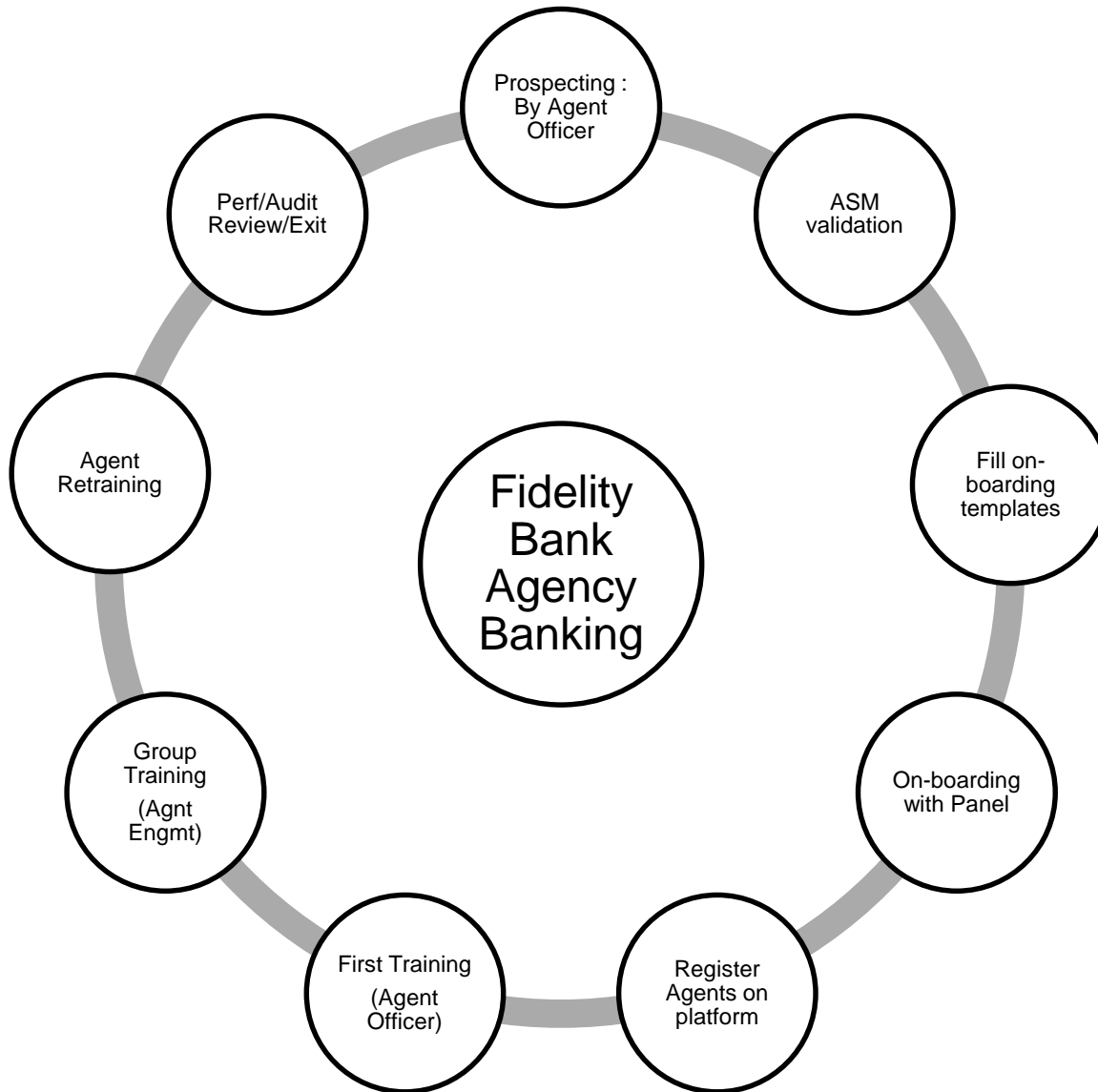


How Agency is Organized



AGENT ON-BOARDING

Agent On-boarding Cycle



PROSPECTIVE AGENT EVALUATION		
DATE		
BUSINESS DETAILS		
Agent Name		
Name of Business		
ID Type		
ID Number		
DOB (MM/DD/YYYY)		
Location area of Agent (With 5 criteria in mind)		
Alternate local area name		
1		
2		
Ghana Demarcated Region		
Name of Town or City		
Name of Sub Area		
Rural/Urban Fortress		
Location Category		
Location Coordinates		
CoorX		
CoorY		
Does Agent Operate Mobile Financial Service? MTN Mobile Money, Airtel Money or Tigo Cash		
Previous Month Commission That Potential Agent Earned As MTN Mobile Money Merchant		
Previous Month Commission That Potential Agent Earned As Airtel Money Agent		
Previous Month Commission That Potential Agent Earned As A Tigo Cash Agent		
Challenges Potential Agents Faced with MTN Mobile Money, Airtel Money and Tigo Cash		
1		
2		
Opening Days		
Business Opening Time		
Business Closing Time		
PLEASE FILL THIS SECTION IF RECRUITMENT IS AGENT EXPANSION		
Name of agent		
Agent trade name		
Previous month's commission		
Total transaction count from previous month		
Total transaction volume from previous month		
No of agents in sub area		
Number of SIMs required		
No of Agents in three closest sub areas		
Ranking		

PLEASE FILL THIS SECTION IF RECRUITMENT IS MASTER AGENT EMPOWERED	
Name of Master Agent	
Branch of Master Agent	
Zone	
No of agents in sub area	
Number of Kits required	
No of Agents in three closest sub areas	
PROSPECTIVE AGENT DETAILS	
Type of business of potential agent	
Proposed Initial Investment	
Cash	
Float/Emoney	
Willing to recruit assistant	
Two Smart Friend Activities	
Date of First Smart Friend Activity	
Date of Second Smart Friend Activity	
Float Rebalancing Level Based on Initial Investment	
BUSINESS CASE:	
Overview of the Agent Location:	
Business Justification for Agent Setup:	
Marketing Structure for the Agent:	
Conclusion/Recommendation:	
Fidelity Support deliverables:	
Training Date:	

AGENT ENGAGEMENT SESSIONS:







LUNCH WITH FIDELITY BANKS EXCO







CHANNEL BOOT CAMP







LEAVING NO ONE BEHIND

Extending access to the unreached (1 of 2)



Rural finance & savings promotion



Education & child development

How can we use our financial expertise to impact these areas?



Income generation & employment for youth



Women & Health

Extending access to the unreachable (2 of 2)



CHALLENGES AND MITIGANTS

Coming out of the woods of tech challenges ...

Risk	Description	Mitigant
Transaction failures /Restrictions	<ul style="list-style-type: none">Communication gap between 2 core banking systems and ESB	Acquired a new ESB Finalizing acquisition of AMS
TMS	<ul style="list-style-type: none">Intermittent drop in connection between POS and TMS	Replacing current TMS 24/7 monitoring of platform
Hardward failure	<ul style="list-style-type: none">Frequent breakdown of POS terminal in trade	Replacing with more robust term. Acquired an MPOS solution



Commitment over the long haul is key!



THANK YOU