



Hugo Cuevas-Mohr

Going Mobile: It is easier than you think

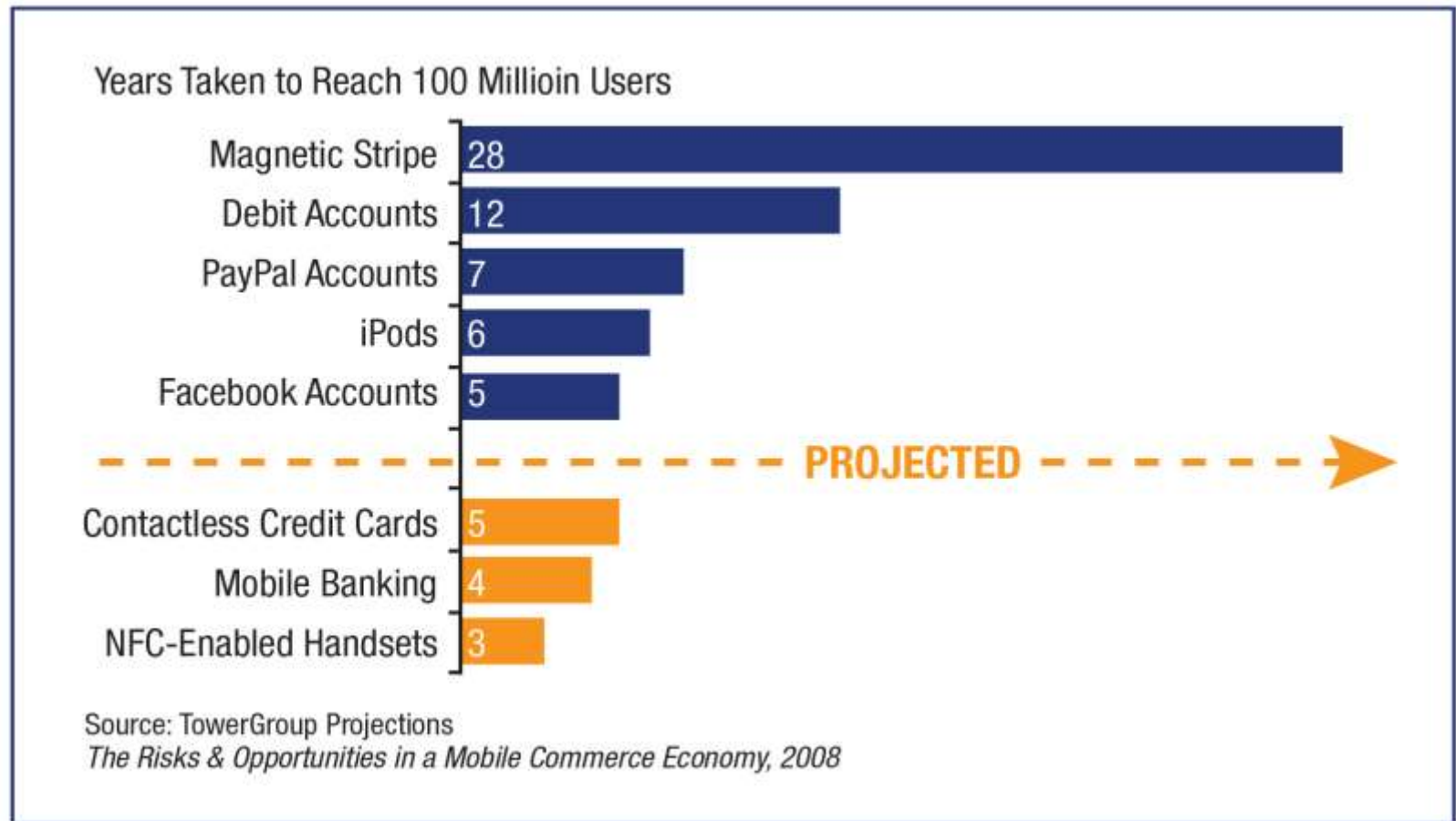
*A view on the future of mobile payments in the
Money Transfer & Forex Industries*

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IMTC Brasil 2014

Technology Adoption



http://euronetsoftware.com/assets/files/White_Paper_Mobile_Commerce.pdf

M-Pesa

- Launched by Safaricom, a unit Vodaphone, in March 6, 2007, M-PESA saw rapid uptake with over two million users by the end of its first year.
- M-PESA has the most convenient mobile phone-based financial service in the world, used by over 17 million people. M-PESA has over 65,500 agent outlets an 1,500 paybill partners.

Number of M-Pesa Customers and Agent Outlets, 2007-2011



Source: Safaricom/M-PESA Key Performance Statistics, May 2011

Mobile Remittance Transfers



Go to SMART Menu and select SMART Money.



Select Transfer and press OK.



Select Others and press OK.



Enter your beneficiary's SMART mobile number, press OK.



You will receive a prompt message, press OK.



Select source of funds, press OK.

Mobile Remittance Transfers



Amount

Enter amount you would like to send, press OK.



Transfer P100 to
09201234567
from My Smart
Money?

Confirm your transaction by pressing OK.



Enter W-PIN

Enter your W-PIN.

FOR MORE INFORMATION ON SMART MOBILE PAYMENTS:

<https://www1.smart.com.ph/help/money/article/2011/11/27/transfer-smart-money-funds-to-smart-number>

Telcos & MTOs

- French telecom operator Orange launched an international money transfer service in 2013 that allows customers to send funds between Mali, Senegal, and Cote D'Ivoire (*The three countries have a long history of intraregional migration, and share a common language and currency.*)
- In 2012 remittance from Cote D'Ivoire to Mali were \$153 million (France to Mali \$73 million)
- Tigo is providing a mobile-to-mobile service with a currency conversion feature for transfers between Rwanda and Tanzania.
- MTN and Orange operate in 17 countries on the continent, Vodafone in 8 - Africa's mobile phone penetration rate is 63%

New Mobile Developments in Brasil

- Telefónica and MasterCard will make their **Zuum** service available first in Sao Paulo and Belo Horizonte, allowing Brazilians to transfer money, buy credits for pre-paid mobile phones and pay bills with their mobile phone.
- **Zong**, a PayPal subsidiary started in 2008 by entrepreneur David Marcus, is currently planing to bring Brazilian carriers Vivo, TIM, BRT, Claro and Oi onboard for its mobile payment service in the country.
- eFinance company **Paggo** is developing a payment solution with mobile operator Oi and Banco do Brasil.

How to incorporate mobile tools into your everyday payment services?

- Collect The mobile numbers of your clients on your Database
- Start a text messaging service to your clients every time they use your service, informing the status and details of the transactions. You should automate this service.
- Collect the phone numbers of the beneficiaries of the transaction. You can also develop a text message to them, by yourself or better, in conjunction with your correspondent or counterparty.
- Collect emails too and do the same.