

# Doing Digital Finance Right



The Case for Stronger Mitigation of Customer Risk

## Authors

**CGAP - Consulting Group to Assist the Poor**

focuses on financial services for the poor

Michelle Kaffenberger - independent research consultant

Katharine McKee - senior advisor



Jamie M. Zimmerman

# 7 Key Consumer Risk Areas



1. Inability to transact due to network/service downtime



## 2. Insufficient agent liquidity or float



### 3. Complex and confusing user interface



## 4. Inadequate provider recourse



## 5. Nontransparency of fees and other terms





## 6. Fraud perpetrated on the customer



## 7. Data privacy and protection



# 5 Priorities for Industry to Identify, Test, and Scale Solution



# 1. Improve service reliability and robustness



2. Make the customer interface more user friendly



### 3. Strengthen agent quality, management, and liquidity



## 4. Combat customer-affecting fraud



## 5. Improve handling of complaints, queries, and redress





# Discussion Questions



# Specific Solutions

- User Interface
- The “PIN” problem
- Non-transparent payment systems
- Fraud



## An Issue of Marketing

- after you fix the technical issues, how do you improve the image?



# Dealing with Regulators

- what do you see as the most challenging barriers in dealing with regulatory bodies?

