

## PROJECT FACTSHEET

<b>Title of project</b>	<b>SCBF 2013-01: Tailoring a mobile banking application to BoP</b>
<b>Country / region</b>	<b>Morocco / country-wide</b> (1'802 plus 100 new branches)
<b>Financial Intermediary(ies)</b>	<b>Al Barid Bank</b> , postal bank with full banking licence, subsidiary of Poste Maroc
<b>Competence Centre mandated for execution</b>	<b>Association PlaNet Finance Suisse</b> c/o Sogeti, 65 rue du Rhône, 1204 Geneva, Switzerland
<b>Overall project budget</b>	CHF 66'970.00 ( <b>29,2%</b> self-contribution by partners)
<b>SCBF contribution</b>	<b>CHF 47'400.00</b> (70,8% SCBF funding share)
<b>Date of project approval</b>	29.01.2013
<b>Project period</b>	02.2013 until 03.2013
<b>Context</b>	<p>The bancarization rate in Morocco was estimated to be around 56% at the end of 2012 and the objective of the Government to reach 60 % in 2013 will certainly be completed. The banking network at the end of 2012 is around 6 000 including 1'000 outlets from Al Barid Bank, representing one outlet for 5'400 inhabitants instead of one outlet for 6'700 in 2007.</p> <p>Nevertheless, if financial services are growing, they are not yet offered to all segments of the population. In Morocco, mobile phones appears to be an excellent means to extend financial inclusion in remote areas where no financial institutions stand and to make them accessible to the Bottom of the Pyramid (BoP) segment (mobile penetration in Morocco reaches 90 %).</p>
<b>Current status of the MFI and objectives</b>	<p>Al Barid Bank wants to introduce mobile banking that will allow its customers to perform transactions with their mobile phones. The present project is to make sure that BoP segment (having specific needs) will have the best possibilities to adequately use the mobile banking application developed. Before regularly using a mobile banking application, the customer's journey of a client could be summed up as below:</p> <div data-bbox="422 1153 1492 1523" data-label="Diagram"> </div> <p>The project will; (A) make the BoP market understanding how the mobile application works (dealing with <b>marketing</b> matters) and (B) upgrade the technical application in a way it will be fitted to the BoP market (dealing with the <b>usability</b> of the mobile application)</p> <p><b>How poor client groups benefit from the project:</b>          Poor clients will gain a tailored product to their needs/understandings and adequate/comprehensive marketing materials to tutor them how to use the application. On a broader scope, the poor clients will gain different benefits from the project;</p> <ul style="list-style-type: none"> <li>- They will have the ability to open a checking/savings account in remote areas (mostly due to the opening of "Barid Cash" outlets)</li> <li>- They will be able to use and transact on their accounts from their homes</li> <li>- They will not need to temporarily close their activity when they have to go to a financial institution to repay their loan, they will be able to do it directly on their mobile phone</li> <li>- They will not pay transportation expenses any more to go to a financial institution</li> <li>- They will not suffer anymore the risk of robberies when transporting money</li> </ul>



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