



Cutting waiting times in branches to serve our customers better

We recognise that while digital channels offer ease of access and more cost-effective solutions for customers, many people still prefer to visit a branch and talk to a bank representative face to face.

The kinds of technological solutions that have made online and mobile banking so convenient, can also be used to improve our services to customers in our branches. We've implemented Moby Banker, a technology solution that helps to make branch transactions more efficient, cutting down waiting times and reducing the amount of paperwork required from our customers. This has enabled us to serve customers more quickly and efficiently, while also reducing the risk of human error, by automating certain processes. We've implemented Moby Banker in five of our countries of operation, resulting in a 40% reduction in transaction processing time, and 37% improvement in total teller capacity – meaning that a smaller number of tellers can now manage the same volume of transactions in our branches.



THE CHALLENGE

Many low-income customers still rely heavily on cash and expensive service channels (branches and ATMs), rather than cheaper options of card, digital and cash withdrawal at retail partners.

Low levels of awareness and take-up of insurance and pension products in low-income communities.



THE SOLUTION

Awareness raising and consumer education targeting low-income communities and youth, including WalletWise in South Africa.



THE IMPACT

Improved consumer awareness of how to select financial services and products suitable to their needs.

Helping customers make informed financial decisions through consumer education

A 2018 study conducted by the World Bank on behalf of South Africa's National Treasury highlighted the extent to which bank customers may find it difficult to access information about different products and fee structures, making it difficult for them to know whether they're getting value for money and to identify the most appropriate solution for their particular needs.

The report also noted that low-income customers often favour branch transactions and ATM withdrawals, despite these being considerably more expensive than digital transactional channels. Our consumer education initiatives aim to empower our customers to manage their finances more effectively. In South Africa, for example, our WalletWise programme aims to educate people on effective financial management. In Nigeria, we work with students and teachers to educate clients about the products and services available to them, and to raise awareness of sound financial management.