

WSBI

The Voice of Savings and Retail Banking



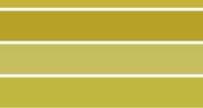
**Technology-enabled asset building and preservation – how to make small scale savings sustainable?**

**Asia Financial Inclusion Summit  
27-29 Oct 2015, Manila**

# WSBI - Who we are and What we do

- Membership: Efficiently operated, competitive institutions that fit 3'R'
- 110 members from about 80 countries
- 3 pillar services:
  - International advocacy/interest representation
  - Knowledge sharing, networking and best practice exchanges
  - Capacity building: training and consultancy

# Lessons learnt from WSBI doubling the number of savings accounts programme



# Conclusions: Microsavings is easier said than done -1

## Challenges:

- Understand who/where unbanked are
- Understand their financial needs: **Value propositions**  
→ formal or semi-formal **vs** informal financial services
- Business case:
  - **Low affordable pricing** (determined by population profiles and spending power, 0.6 USD shared with informal FS providers and MNOs)
  - **Scale up** – volume of active customer base and transaction take-up, regular transactions rather than one-off savings
- Behavior change

# Conclusions: Microsavings is easier said than done - 2

## Lessons learned:

- **Sustainability**: Technology and partnership as enablers to lower the cost
- **Embed other financial services** – microloan, micropension, micropayment
- **Designing a 'smart' business case**
  - Customer centricity → product design
  - Understand how customers manipulate money is critical to designing products that satisfy their needs
- **Financial education**: national strategy, multi-stakeholders approach, speak the same language as the poor

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