Tailoring Mobile Financial Services to Market Conditions

Description: For many Mobile Financial Service (MFS) providers, the aim is to develop a slick technical solution to meet a universal financial need. They are looking to create a mobile proposition that can easily be extended to multiple markets in order to maximise their returns.

The reality is that countries around the world vary in terms of their regulations, the development of their financial sector, their transaction flows, alternative means of transacting, and in many other ways.

MFS solutions that have been successful in one market, have struggled to repeat that success when rolled out into another.

This report examines how three MFS solutions – M-PESA, Apple Pay and Orange Money - have been extended from their primary markets into a second market. It looks at how the services were received and what changes have had to be made (if any) in order to increase relevance - and performance - in the new market.

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