

The QoS Fallouts on Mobile Money Industry

Abstract:

This presentation will focus on the outlook of the mobile money activities and the QoS impacts on this industry.

Now processing over \$6 million per day, the mobile money industry added a record of 8 million registered customers in 2018 in Senegal.

Operators, actors and providers are attracting new investments and forming strategic partnerships, leveraging data and innovative financial technologies, and developing robust and interoperable payments systems to diversify their revenue, product offerings and customer base.

In 2018, following a five years period of incredible growth in Senegal, the mobile money industry is still getting the fundamentals right. Mobile money accounts continue to provide a gateway to life-enhancing services, such as healthcare, education, financial services, employment and social protections, which are reaching customers who have traditionally been underserved by the financial system. This steady growth of money has the following fallouts:

- An enhanced customer experience;
- Diversification of the financial services landscape;
- Increasingly complex regulation;
- Expansion of the mobile money value proposition;
- Mobile money continues to play a vital role in financial inclusion.

Despite all these positive aspects, a lack of good quality of service is harming seriously the mobile money activities development.

How does QoS is slowing down these activity take off and what are the strategies to implement to mitigate this issue?