Challenges and Opportunities for Mobile Money

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Challenges Facing Mobile Money Business

- **Regulatory Challenges**
  - Availability & Timeliness
  - Completeness
  - Dual Regulatory Reference

- **Market/Business Challenges**
  - Business Infrastructure: Power, & Financial
  - Customer Awareness & Literacy - utilization
  - Fraud
Challenges Facing Mobile Money Business

- Administrative Challenges
  - Agent distribution; training & Management
  - Liquidation and rebalancing requirements
  - Customer Education – product & services, menu language & navigation
  - Customer support operations – Issue Management
  - People (& function) support structures – capacity for innovation & technology changes (high rate of evolution)
Opportunities for Mobile Money Business

- Continuous regulatory amendments,
- Leverage new laws – e.g. Agency Banking
- Harmonization at the regional level
- Customer needs (Availability of Demand) – innovation opportunities
- Eco-system utilization & penetration – reduction of cost of sales
- Partnerships with 3rd Party Payment service providers – subject to regulatory guidelines.