



AfricaNenda
foundation

THE STATE OF INCLUSIVE INSTANT PAYMENT SYSTEMS IN AFRICA 2024

CONSUMER RESEARCH INSIGHTS

Guinea

INTRODUCTION

The State of Inclusive Instant Payment Systems (SIIPS) in Africa report is an AfricaNenda research and advocacy initiative conducted in collaboration with the World Bank and the United Nations Economic Commission for Africa.

SIIPS 2024 marks the third edition of this flagship series. The report aims to inform public and private sector payment stakeholders within Africa and beyond about advancements in Africa's instant retail payment system (IPS) landscape. The report includes insights on the inclusivity of the continent's live systems based on how accessible and useful they are for all end users, and whether all licensed payment providers in the country have equitable opportunities to provide input into their design and governance.

The SIIPS 2024 analysis includes IPS that were operational with live transactions as of June 2024. The data was compiled using public sources, complemented by a survey of central banks and IPS operators, and by comprehensive stakeholder interviews—all conducted between February and June 2024.

The consumer research reflected in this presentation also took place between February and March 2024. It involved in-country quantitative surveys and qualitative interviews featuring low-income adults and micro and small enterprise (MSME) owners in Guinea.

Though the consumer research sample is not nationally representative, it aims to provide insights to better inform the design of IPS to meet end-user needs.



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SECTION 1

METHODOLOGY OVERVIEW



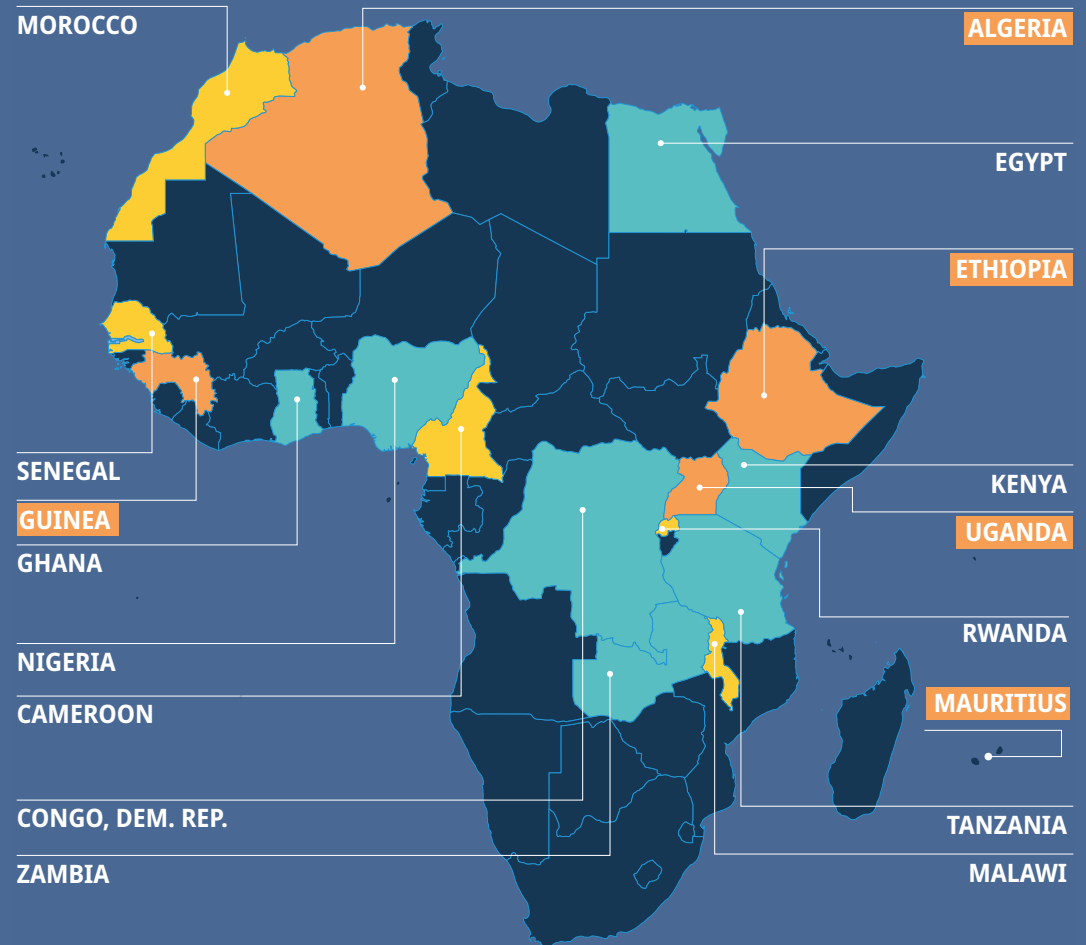
Sampled countries:

Algeria, Ethiopia, Guinea, Mauritius, and Uganda

The 2024 consumer research was conducted in five sample countries: Algeria, Ethiopia, Guinea, Mauritius, and Uganda.

Cross-country averages are based on these five sample countries.

The research complements research done in 2022 and 2023 using a similar methodology. The seven 2022 sample countries were Democratic Republic of Congo, Egypt, Ghana, Kenya, Nigeria, Tanzania, and Zambia. In 2023, the five sample countries were Cameroon, Malawi, Morocco, Rwanda, and Senegal.

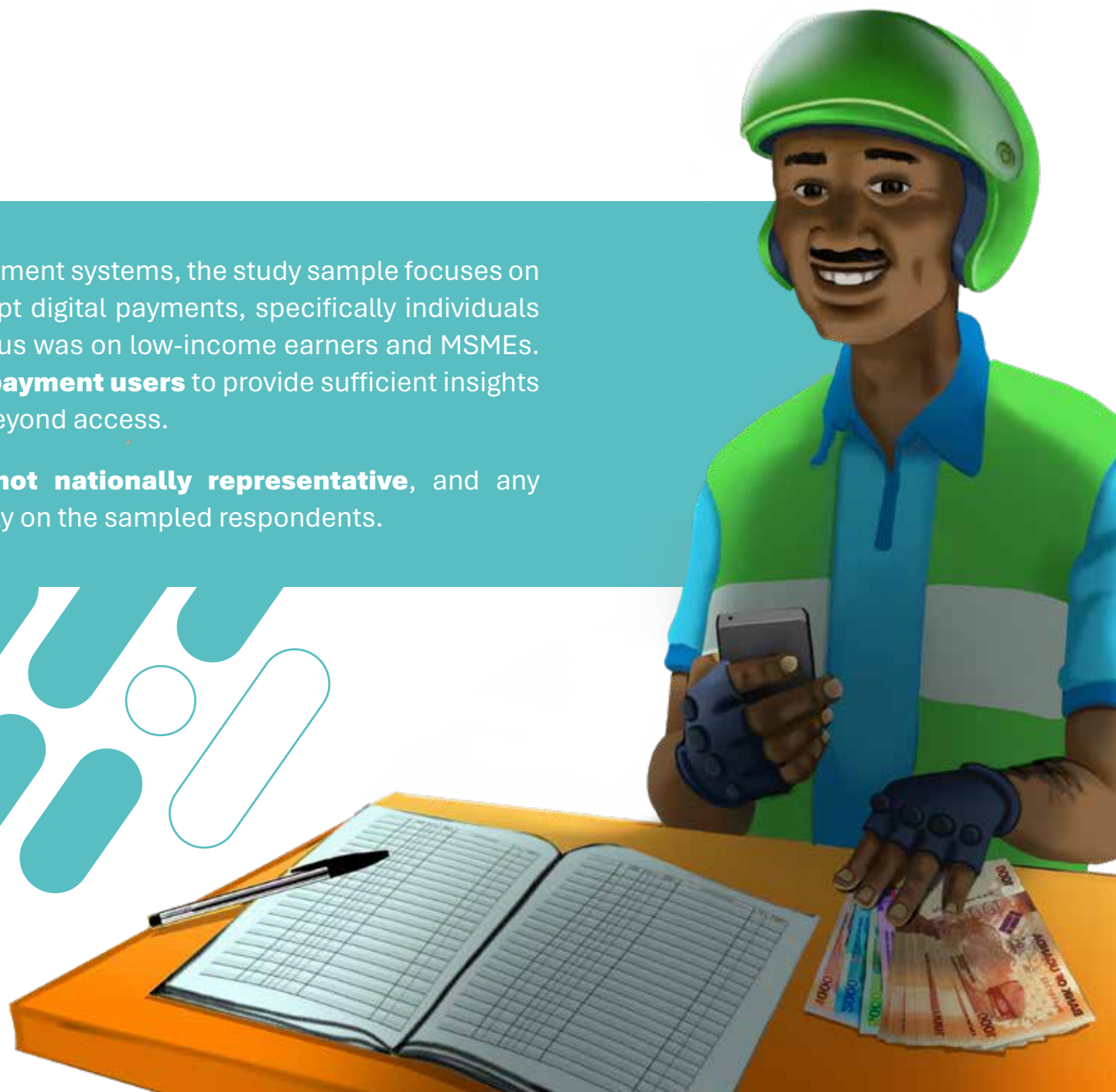


Methodology:

Sampling approach

To inform the inclusive design of instant payment systems, the study sample focuses on the **“emerging market”** expected to adopt digital payments, specifically individuals in **urban and peri-urban** settings. The focus was on low-income earners and MSMEs. Additionally, the sample **targeted digital payment users** to provide sufficient insights into early and habitual usage constraints beyond access.

These consumer research findings are **not nationally representative**, and any country-specific inferences are based solely on the sampled respondents.



Methodology:

Overview



RESEARCH METHODOLOGY AND CORRESPONDING OBJECTIVES

	Survey	In-depth interviews
Survey objectives	<ul style="list-style-type: none">• Understand depth of consumer usage• Measure the frequency of digital payment usage and the popularity of transaction types• Rank the most-used payment instruments	<ul style="list-style-type: none">• Map use-case characteristics and payment behavior• Determine consumer perceptions of inclusive instant payment systems, using access, adoption, and usage frameworks• Frame consumer journey
Sample size target per country	<ul style="list-style-type: none">• Identify core barriers• Number of individuals = 60• Number of MSMEs = 40	<ul style="list-style-type: none">• Number of individuals = 10• Number of MSMEs = 10 (out of them one is a mobile money agent)



FIELDWORK ITINERARY

- Fieldwork was carried out in Algeria, Ethiopia, Guinea, Mauritius, and Uganda
- Quantitative data collection: Feb 11 – March 7, 2024
- Qualitative data collection: Feb 7 – February 28, 2024

Methodology:

Sampled overview—Guinea



INFREQUENT INCOME EARNERS



FREQUENT INCOME EARNERS



MICRO ENTREPRENEURS*



SMALL BUSINESSES*

Definition

Lower and infrequent income earners include the urban poor, who survive “hand to mouth” due to the absence of regular employment and stable earnings. They include intermittent piece job/gig workers, and people dependent on family/community or social grants.

Lower and frequent income earners are the slightly more affluent part of the lower-income mass market. They earn a steady income (wages) or a salary in the formal or informal sector.

Individual traders/merchants such as hawkers, fruit and vegetable sellers, cobblers, and other crafts traders.

Traders who have small, fixed premises or (mostly informal) shops/service providers, as well as smallholder farmers and small agribusinesses.

Sample proportion (survey)

27%

33%

21%

19%

72% of the total sample for the **quantitative survey** are **digital payment users** (individuals and MSMEs) and 80% of the total sample for the **qualitative research components** are **digital payment users** (individuals and MSMEs).

Within each of the four groups, **adequate coverage of women and youth** was ensured. The businesses sampled represent a mixture of different business activities.

* Country specific monthly turnover cut-off has been applied

SECTION 2

DIGITAL PAYMENTS USAGE PATTERNS



Country context overview:

Guinea displays low financial inclusion and digital payment usage. However sampled users in Guinea use digital payments frequently.

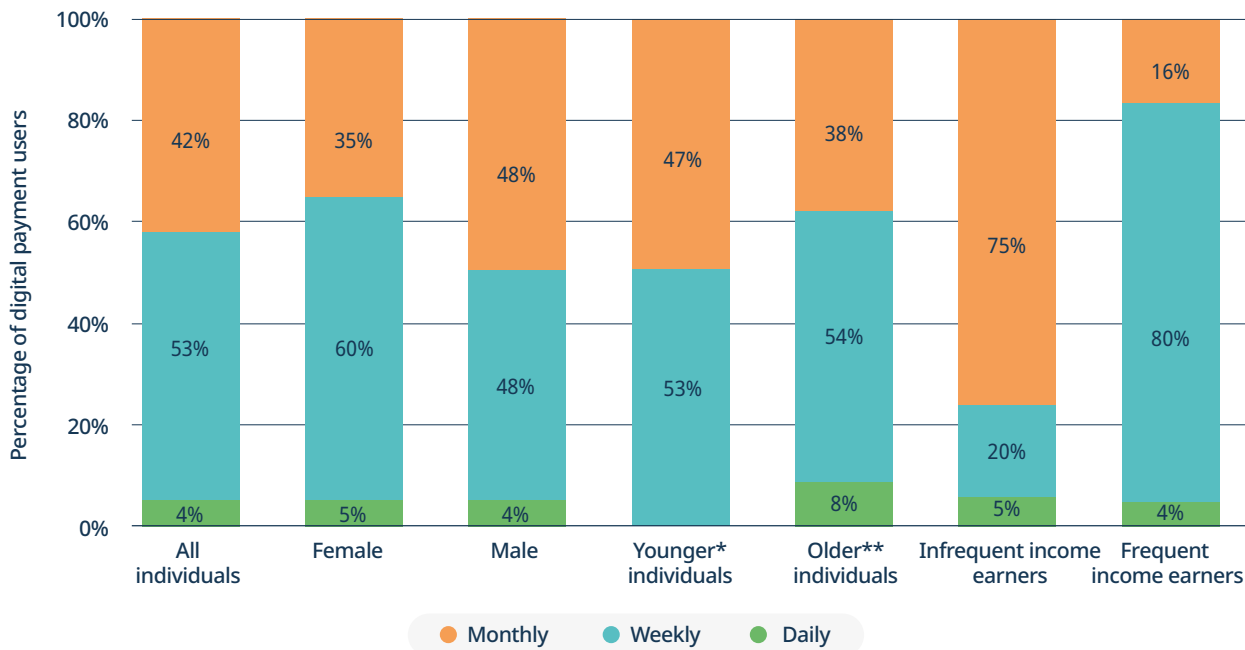
		Nascent cluster
		Guinea
	Financial inclusion	
Digital payment usage	Proportion of the population using digital payments over the past year [Findex 2021]	28%
Transaction account penetration	Proportion of the adult population that owns a formal account [Findex 2021]	30%
Number of mobile money agents	Number of registered mobile money agent outlets per 1,000 km ² [IMF 2022]	547.4 (2021)
Number of branches	Number of commercial bank branches per 100,000 adults [IMF, 2022]	2.7
	Digital inclusion	
Mobile network coverage	Proportion of the population within range of at least 4G /LTE mobile-cellular signal [ITU, 2022]	29% (2021)
Internet penetration	Proportion of the population using the internet from any location over the past 3 months [ITU, 2022]	34%
Mobile phone penetration	Proportion of the population that owns a mobile (cellular) or smart telephone with at least one active SIM card for personal use [ITU]	77% (2018)
Smartphone penetration (ITU)	Proportion of individuals using a smart telephone with at least one active SIM card for personal use [ITU]	15%
Smartphone adoption (GSMA)	Percentage of mobile phone connections (excluding licensed cellular IoT which are through a smartphone [GSMA]	(GSMA, 2020)

- Digital payments, transaction account penetration, and digital inclusion levels are all low in Guinea, resulting in its classification as nascent with digital payments.
- Despite this challenging environment, mobile network operators (MNOs) are successfully driving digital payment usage among those who can access them.
- A quarter of sampled users make digital payments daily.
- The USSD channel dominates among respondents. The main payment provider, Orange Money, reduced transaction costs and customer service is widely available (United Nations Capital Development Fund, 2023).
- Fraud and scams present a unique challenge for users and deter non-users from adopting digital payments.

Section 2.1: User group usage patterns

Individual user group analysis — frequency of digital payment usage:

Women use digital payments more often than men do.



Total number of individual digital payment users sampled: 45

Frequent income earners have higher usage compared to the infrequent income earners.

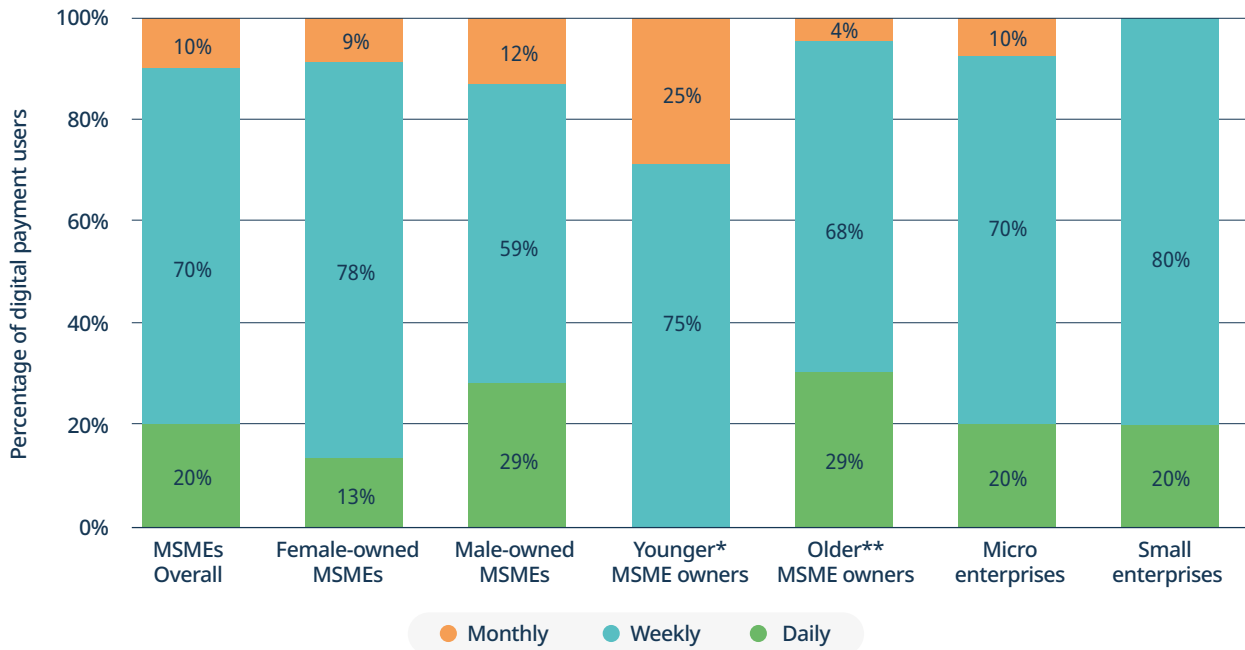
Female individual respondents use digital payments more frequently than their male counterparts.

“I use cash for other various reasons because sometimes I put cash in my pocket for immediate needs. That is, for unforeseen circumstances, because I might be going somewhere where there’s no place to make the withdrawal or deposit.”
 — Male, user

*Younger means that respondents are 18-29 years old. **Older means older than 30.

MSME user group analysis—frequency of digital payment usage:

Sampled male business owners are more likely to use digital payments than women business owners.



Total number of MSMEs digital payment users sampled: 31

- Small business owners also use merchant accounts, which are typically set up to receive customer’s digital payments and other business transactions. These transactions include settling supplier payments, cash withdrawals, and loan repayments from mobile-enabled merchant accounts.
- Male-led enterprises use digital payments more frequently than female-led ones (see *deep dive on next slide*).

*Younger means that respondents are 18-29 years old. **Older means over 30.

Deep dive on gender:

Low literacy levels coupled with fear of fraud and of mistakes are core challenges for women.

Low literacy and awareness levels: Limited literacy is a barrier to adoption, especially among women. This in turn leads to women continuing to use cash or relying on close kin to transact digitally.

“In my opinion, to help women, we need to run awareness campaigns to explain how things work, because some women are illiterate. My mother, for example, is illiterate, but she uses {Provider 1}.”

— Female, user

Fraud and scam: Women are perceived to be more vulnerable to fraud.

“The person will tell you they’ve made a deposit and if you don’t have the reflex to check your balance to verify, you risk falling into their trap. This happens more often to illiterate people.”

— Female, user

“Women often have to deal with scammers, who are becoming more popular; they pretend to be {Provider 1} money agents then con them.”

—Female, non-user

Susceptible to making mistakes: Some women lack the confidence to use digital payments without making mistakes.

“Women are not like men. For example, if it’s a deposit and she goes to an agent for the transaction, she could make a mistake. For example, when someone says five and you can’t pronounce it right, you might say seven.”

— Female, user

Female case study

Respondent details **Occupation:** Printing Services

Income: Frequent income earner

“Women face a lot of problems when it comes to accessing digital payments. I have an aunt who had created a {Provider 1} account, and there was a gentleman who tried to influence her by telling her that he had sent a million into her account. I confirmed with my aunt her account balance.

I called the gentleman, and he bluntly told me that they are scammers; sending people false messages telling them that they had made a mistake in withdrawing their money.

I then informed {provider 1} customer service. They in turn asked me to listen in to the call. They said they just wanted to get rich.

{Provider 1} customer service promised to follow up on the case and sort it out; I haven’t heard of such a case since then.”

Deep dive on MSMEs:

MSME respondents are driven to use digital payments by recommendations from their social network.

Main early use driver	Social network recommendations	<p>“There was someone who spoke well of mobile money and that’s what pushed me to use it too.”</p> <p>— Female, user, micro-enterprise owner</p>
Main habitual use driver	Convenience	<p>“Because it is very instant and fast way of payment. It will save time and my energy.”</p> <p>— Male, user, small business owner</p>
Main barrier	Lack of trust due to fraud prevalence	<p>“We’re afraid to send money to a wrong number, we’re afraid of scammers. It’s really the scammers that worry us the most.”</p> <p>— Male, user, agent and micro-enterprise owner</p>

MSME case study

Respondent details
 Gender: Male
 Occupation: Micro-enterprise owner

“Getting started with digital payments was difficult at first. I didn’t know anything about it, but I got close to someone who taught me how to use them. It was the same person who helped me get a {Provider 1} chip.

To use digital payments, you must master the functions and know how to do the calculations. You must know how to make a deposit or withdrawal.

The agents help us a lot. When I need help, for example, after making a mistake, they’ll help me sort it out.

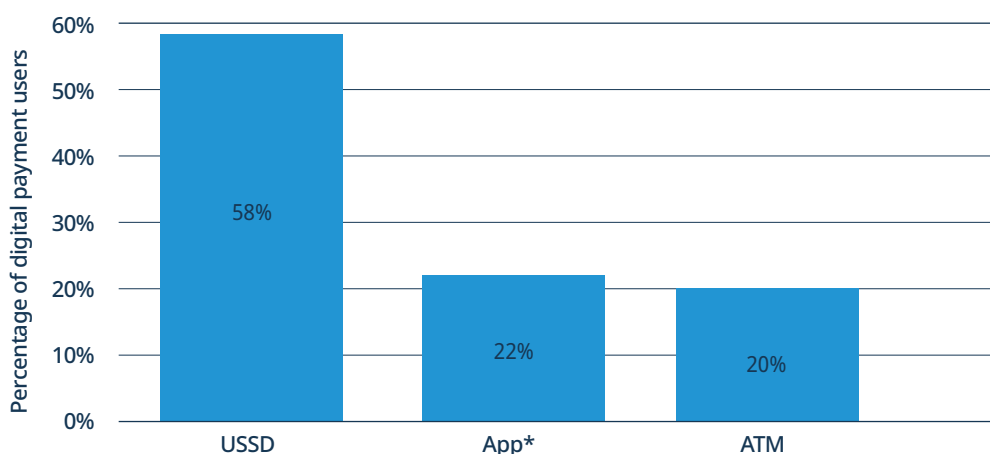
I once made a mistake and deposited 140,000 francs on a number and fortunately I called the {Provider 1} branch, and they cancelled the transaction.”

Section 2.2: Payment channel usage patterns

Payment channel usage patterns:

USSD is the predominantly used channel.

Total number of respondents sampled: 105



59% of respondents stated that **cash** is their primary payment method

*The app channel only includes transactions conducted via an app without usage of NFC or a QR code.

- The simplicity and convenience of completing transactions via USSD motivates users.

“If I want to take the money on my {Provider 1} account and send it to someone, I dial *144*2* I put the amount and my secret password and I validate.”

— Female, user

- A recent reduction in transaction charges makes USSD even more appealing. “{Provider 1} used to charge us a lot. In the past, when you wanted to make a deposit, you had to add a lot of fees so that people could receive the total amount of their money, but now they’ve lowered the transaction fees, and that’s good for us.”

— Male, user

- Agents provide convenience by having their clients transact for their goods and services then deposit through their agent accounts.

“What prompted me was that many of my customers come and ask for my {Provider 1} money code and want to make a deposit or withdrawal.”

— Male, user, agent and small business owner

- The widespread acceptance of the dominant provider pushes more people to continue using the digital payment channel it offers (USSD).

“On top of that, {Provider 1} is a national network that everyone knows, so there’s trust, so if I don’t use the bank, it’s because I use {Provider 1} to make my payments.”

— Male, user

Section 2.3: Use case patterns

Use case patterns (1/2):

Frequent payment use cases are highly digitalized.

Total number of individual users: 45
Total number of MSME users: 31

Most frequent use cases ranked	#	Individuals	MSMEs
	1	Airtime	Receive customer payments
	2	Pay for household goods	Save business income
	3	Save money	Supplier payments
	4	Send money to family and friends	Airtime money for staff
	5	Receive wage	Loan repayments

- Use case for which less than 40% of respondents made or received a digital transaction over the past month
- Use case for which between 40% and 70% of respondents made or received a digital transaction over the past month
- Use case for which above 70% of respondents made or received a digital transaction over the past month

Business owners receive payments through digital payment methods. “Sometimes it’s cash, but a lot of people send it on {Provider 1}.”
— Male, user, small business owner

Some business owners prefer to store their money in their mobile money accounts as it helps them manage their finances better. “It’s {digital payment methods} more economical and advantageous. It also allows you to save your money. Because if you take out 10,000 francs, you’re going to eat it all up, but if it’s in your account you won’t spend it.”
— Male, user, small business owner

Small business owners use merchant accounts as business transaction accounts. They make multiple transactions including settling supplier payments, cash withdrawals, and loan repayments from mobile-enabled merchant accounts. “People prefer to do their business with {Provider 2}, where no one will know you have enough money on you, so you’re safer. My household expenses are done through {Provider 2}...Even my children’s school fees is paid through {Provider 2}.”
— Male, user, agent and small business owner

Use case patterns (2/2):

Frequent payment use cases are highly digitalized.

Total number of individual users: 45
Total number of MSME users: 31

Most frequent use cases ranked	#	Individuals	MSMEs
	1	Airtime	Receive customer payments
	2	Pay for household goods	Save business income
	3	Save money	Supplier payments
	4	Send money to family and friends	Airtime money for staff
	5	Receive wage	Loan repayments

Use case for which less than 40% of respondents made or received a digital transaction over the past month

Use case for which between 40% and 70% of respondents made or received a digital transaction over the past month

Use case for which above 70% of respondents made or received a digital transaction over the past month

The reduced transaction cost of the dominant provider has catalyzed usage of digital payment methods.

“If I have to make payments and I do not have the money, I decide to use {provider 1} because I want to get credit via {Provider 1}.”

— Male, user, small business owner

Consumers often use mobile money accounts for their airtime purchases and other payment needs due to the convenience it offers them to operate off one account.

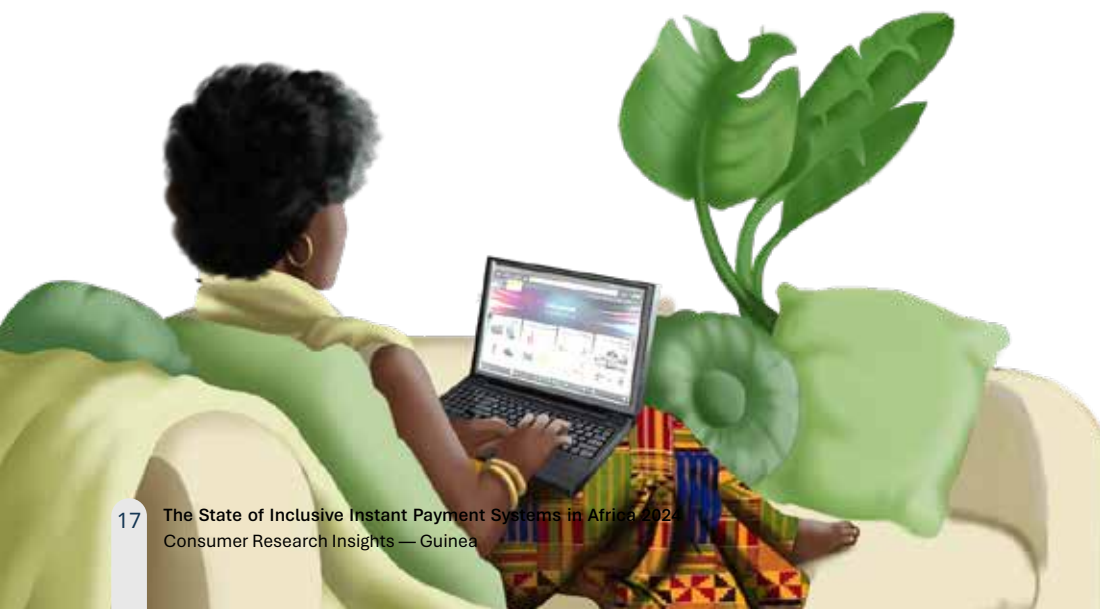
“You make a deposit in your {Provider 1} money account and use it to buy data, airtime and everything you want. You use {Provider 1} to get credit. The connection is over there, which is better than the cost of transaction.”

— Male, user, agent and micro-enterprise owner

Though income is sometimes received in cash, users often need to send money to relatives for upkeep, which drives digital payments usage.

“I’m a motorcycle taxi driver, I receive the money in cash, but for the money my sister sends me, she sends it by phone.”

— Male, user



SECTION 3

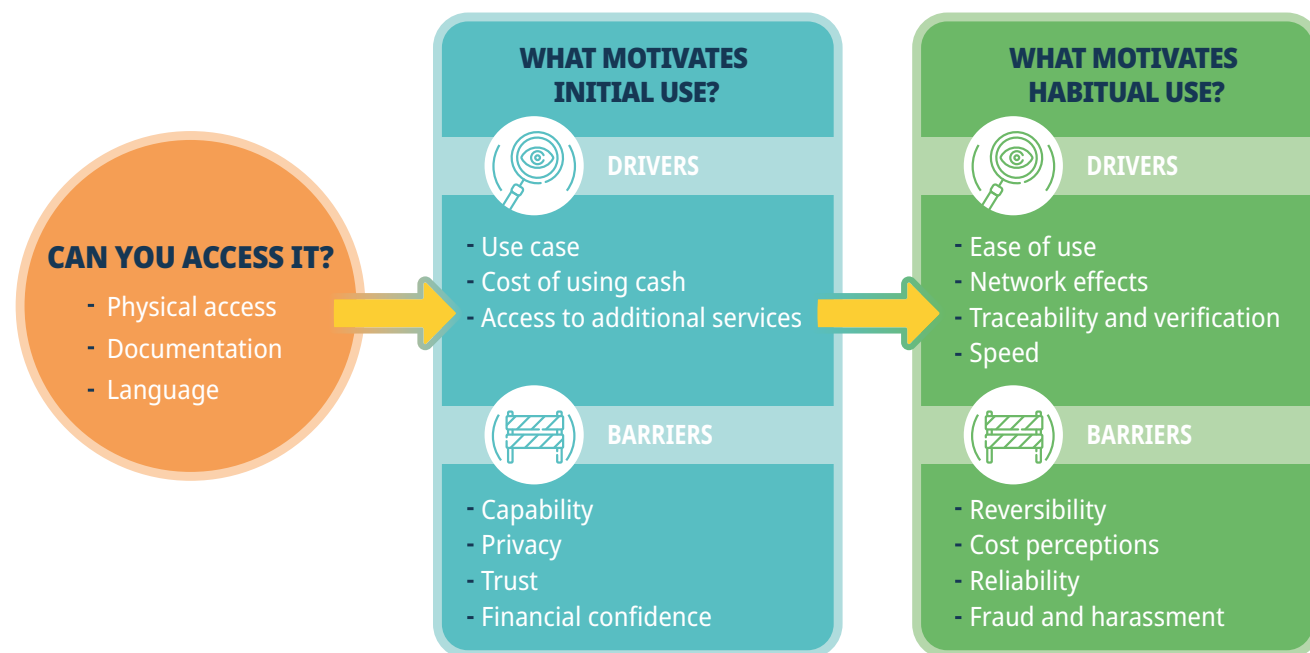
ENABLERS AND BARRIERS TO
ADOPTION AND USAGE



Section 3.1: Pathway towards habitual use of digital payments

Digital payment usage framework:

The path from access to habitual digital payment use follows three phases.




Section 3.2: Access barriers

Access barriers (1/2):

No internet access and inability to read the instructions are significantly hampering access, especially among female respondents.



Total number of non-users sampled: 30

Ranking of barrier based on % of non-users that stated it	MSMEs vs. individuals	Women vs. men	Qualitative insights
<p>1  No internet access</p>	<p>More pronounced for individuals</p>	<p>More pronounced for women</p>	<p>Network connections often lead to broader internet disruptions that deter potential users of digital payments.</p> <p>“Women say that they have problems with their {provider 1} accounts, but I think that this is linked to the connection.” —Female, non-user</p> <p>“The challenges I encounter when using digital payments are sometimes network disruptions that block the connection, so making a transaction becomes complicated.” —Male, user, small business owner</p>



Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant

- 5-9 pp
- 10-15 pp
- Larger than 15 pp

Access barriers (2/2):

No internet access and inability to read the instructions are significantly hampering access, especially among female respondents.

Total number of non-users sampled: 30

Ranking of barrier based on % of non-users that stated it	MSMEs vs. individuals	Women vs. men	Qualitative insights
<p>2</p>  <p>Cannot read instructions</p>	No significant variance	More pronounced for women	<p>Consumers are unable to read and comprehend instructions on the payment channel interfaces due to low literacy levels. This is especially an issue for women and keeps potential consumers from accessing digital payment methods.</p> <p>“We need to help them {women} have an education (at least able to write their name and read even if its word by word). They must study to have at least have some notions on numbers.” —Male, user, micro-enterprise owner</p>
<p>3</p>  <p>Unable to afford digital payment costs</p>	More pronounced for individuals	More pronounced for men	<p>Some consumers cite financial constraints as a hindrance to accessing digital payments because certain agents overcharge for onboarding services. They then end up relying on cash.</p> <p>“People aren’t able to use digital payments for lack of means; we live in a country where it’s hard to earn a living.” —Male, user, micro-enterprise owner</p>

Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant




● 5-9 pp ● 10-15 pp ● Larger than 15 pp

Section 3.3: Enablers and barriers to early use

Early use barriers:

Data privacy concerns are inhibiting early usage of digital payments in Guinea.

Total number of respondents sampled: 105

Ranking of barrier based on % of respondents that stated it		MSMEs vs. individuals	Women vs. men	Qualitative insights	
1	 Data privacy concerns	No significant variance	No significant variance	Data privacy concerns, among some users, stem from the fear of scrutiny of transactions by the government and from fear of personal data being abused for scams.	<p>“It’s because the government came to power that things started to change for the population in 2021. A lot of people are starting to pay by bank transfer through deposits and withdrawals, hence transactions may be seen.”</p> <p>—Male, user, small business owner</p>
2	 Lack of trust	More pronounced for MSMEs	More pronounced for women	Some customers believe that their access to their money could be blocked due to frequent suspicious calls from scammers.	<p>“I don’t trust digital payments and I don’t think I’ll have an {Provider 1} money account for the time being. If I had to receive money on {Provider 1} money I’d rather receive it on someone else’s number, otherwise I personally don’t want to have an account at the moment.”</p> <p>—Female, non-user</p>
3	 Do not need digital payments	No significant variance	More pronounced for women	In some instances, non-users do not adopt digital payment methods as they have other means to complete their transactions, e.g. their relatives’ phones.	<p>“I give my brother’s number to the person who wants to send me the money, so that he can send it to the brother’s {Provider 1} money account.”</p> <p>—Male, non-user</p>




Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant

- 5-9 pp
- 10-15 pp
- Larger than 15 pp

Early use barriers

The widespread usage of digital payments is motivating non-users to also switch to digital payments.

Total number of respondents sampled: 105

Ranking of driver based on % of respondents that stated it	MSMEs vs. individuals	Women vs. men	Qualitative insights
1  Everyone else is using digital payments	More pronounced for individuals	More pronounced for men	Most users adopt digital payments through {Provider 1} due to its prevalence in the region. “I chose to use {Provider 4} as a payment service, because of its availability and guarantee, as it’s a service that’s been around for a long time and everyone trusts them.” —Male, user
2  Agent has explained benefits of using digital payments	No significant variance	More pronounced for men	Agents in Guinea, through outreach programs, drive early usage of digital payment methods. “There were also young people who came to raise awareness of what {Provider 1} is, and in the early days it enabled a lot of people to set up accounts, especially me. The agents pushed me to create my account.” —Male, user, small business owner
3  My family or friends recommended digital payments	No significant variance	More pronounced for men	Close friends and family are available to assist in instances where one might run into challenges transacting on the digital payment channels. “People were talking about it so much that if someone asks a parent or brother for money, and he asks if he has a {Provider 1} money account, he’ll send him money.” —Male, user

Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant




- 5-9 pp
- 10-15 pp
- Larger than 15 pp

Section 3.4: Enablers and barriers to habitual use

Habitual use barriers:

Female respondents are especially challenged by habitual use barriers.

Total number of users sampled: 76

Ranking of barrier based on % of users that stated it	MSMEs vs. individuals	Women vs. men	Qualitative insights
1  Poor mobile network	No significant variance	More pronounced for women	Users are likely to experience mobile network delays, where the recipient does not receive the transaction confirmation. This sometimes leads to users making repeat transactions and losing money in the process. “You make a transaction, but the message doesn’t come. You make a transaction, but you don’t get a message. That’s how difficult it is for us.” —Male, user
2  High costs for digital payments	More pronounced for MSMEs	More pronounced for women	High transaction costs, usually arising from agents charging their own commissions, causes users to feel that the costs are unfair. “There are also some agents who raise transaction charges on their own.” —Female, user
3  Digital payments not always accepted	More pronounced for MSMEs	More pronounced for women	Some non-users cite that the wide acceptance of cash especially in the grocery markets inhibits them from using digital payments. “It’s our mothers who are in the market, they haven’t been to school and once you’re there at the market you can’t talk to them about transactions, and they’ll understand. They’ll think you’re trying to rip them off, and that’s why when we go to the market, we transact in cash.” —Male, user, small business owner

Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant

- 5-9 pp
- 10-15 pp
- Larger than 15 pp

Core country themes:

Transaction costs are generally perceived as affordable due to their recent reduction.

Percentage of respondents that perceive the level of fees as unfair

53%

Sources of information

- Agent awareness and campaigns
- Price charts at agent locations
- Customer service
- Social media
- Transaction text confirmation

Individuals

Generally perceived as affordable

“At the moment I consider the transaction fees to be affordable.”

—Male, user

Withdrawal fees are seen as a hindrance

“It’s not me who takes care of the costs, and when I want to make the deposit and I exclude the withdrawal costs, she may think that I’ve blocked 10,000 francs or 20,000 francs. And that’s not her fault either, she doesn’t know. Withdrawal fees are often discouraging when they’re not included.”

—Male, user

Users weigh transaction costs vs. benefits of using a digital payment.

“It reduces our money. If you take 1,000 francs out of 10,000 francs how much will you have left? That means that when you have 10,000 francs you can’t even make a withdrawal.”

—Male, user

MSMEs

Financial management: Reduced transaction costs have driven some MSMEs to use digital payment channels to save and store their money.

Reduced profits: Some agents cite that the price reduction on transaction costs has reduced their profit margins.

“Before, the cost was too high, but now it’s fine. When you withdraw 50,000 francs you pay 1,000 francs. It’s more economical and advantageous. It also allows you to save your money because if you take out 10,000 francs, you’re going to eat it all up, but if it’s in your account you won’t spend it.”

—Male, user, small business owner

Deep dive on customer service experiences:

Respondents perceive customer service to be accessible and effective in addressing their issues.

“One day I bought airtime through {provider 1} account, but due to connection problems I tried more than three times, and I didn’t receive them. I called {provider 1} customer service and after three days the money came back on my {provider 1} account.”

—Female, user

For which issues do customers reach out for support?

- Transaction errors
- Transaction verification
- Fraud reporting

92% of respondents wanted to reverse a transaction and 88% of them were able to resolve their issues.

Customer service experience

- Customer service is accessible, and, in most cases, issues are resolved, and money is sent back to the initial sender.
- Often accessed through an agent/service provider or the headquarters.
- Customers can conveniently access MNO customer service, however the number is not toll-free.
- May take 48 hours to resolve. Delay in resolving errors can be caused by network challenges.

“They first helped by blocking the number that received the money; he couldn’t withdraw the money. And they {Provider 1 customer service} made sure that the money went straight back into the account of the person who made the deposit.”

—Male, user

“I take vigilance measures. Often when I receive calls that aren’t related to {Provider 2} customer services, I first call customer service to get more information about the number that called me, and if they confirm, I even prefer to go to the branch to sort out the problem.”

—Male, user

Customers benefit from accessible customer service

- Users are excited that they don’t have to travel far to access customer service.
- Customers physically visit the service provider to report and retrieve their ATM card.

“The most memorable thing was the fact that I was able to solve the problem without having to travel.”

—Male, user




Influence on digital payment behavior

In certain instances, accessible customer service aids vigilance in cases of fraud, creating trust.

Habitual use drivers:

The perceived convenience of digital payments maintains usage.

Total number of users sampled: 76

Ranking of driver based on % of respondents that stated it	MSMEs vs. individuals	Women vs. men	Qualitative insights
1  Convenience	No significant variance	More pronounced for men	<p>Convenience of transacting large denominations and of enabling long-distance transfer drives usage.</p> <p>“[...] for something costing 400,000 francs, the shipping cost is 5,000 francs. Compared to when you’re going to travel here to Madina, you have to consider the cost of transport with the traffic jams where you’ll be tired. So I prefer to send digitally than to go to the supplier.”</p> <p>—Male, user, small business owner</p>
2  Savings	No significant variance	No significant variance	<p>Some customers believe that digital payment methods help them manage their money by foregoing impulse spending.</p> <p>“There can be unforeseen circumstances and as soon as you have the money in cash you’re obliged to give it. But when it’s in your account, you can postpone usage.”</p> <p>—Male, user, small business owner</p>
2  Speed	More pronounced for MSMEs	No significant variance	<p>Users highlight the importance of speed as a decision influencing their usage of digital payments.</p> <p>“An agent explained the benefits to me, and I came to find it {digital payments} simpler, faster, more efficient, and more secure, with reduced withdrawal fees, so I thought it was necessary to use it.”</p> <p>—Male, user, small business owner</p>

Legend for color gradient: Gap in percentage points (pp) between two user groups in terms of the proportion of non-users that identified the barrier as significant

- 5-9 pp
- 10-15 pp
- Larger than 15 pp

Section 3.5: Voice of the customer on opportunities to drive digital payment usage

Voice of the customer on opportunities to drive digital payment usage (1/2):

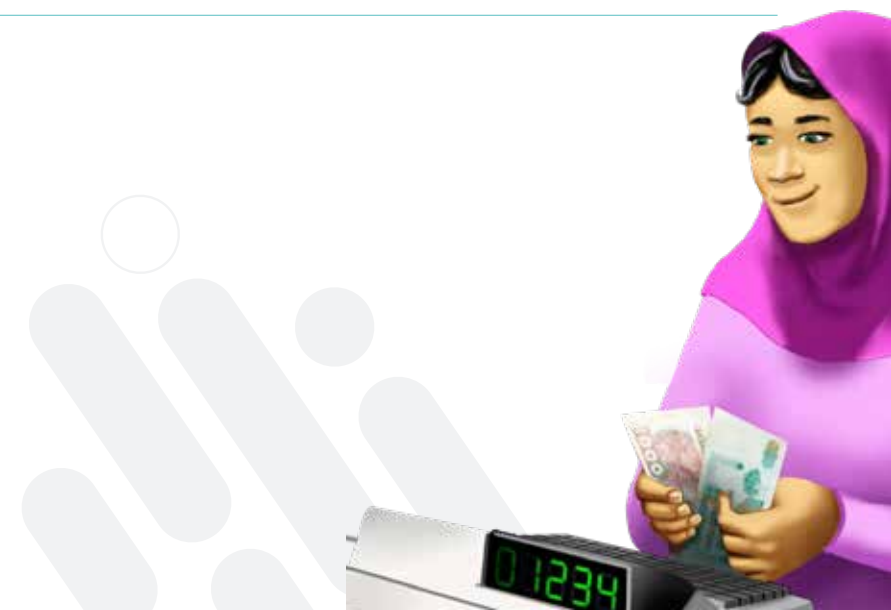


Customer sensitization

- Enhance customer education regarding mobile money usage.
- Conduct customer education sessions on the advantages of digital payments, as well as the potential risks involved.
- Engage in direct-to-consumer marketing through door-to-door visits.

“People like us {agents} need to do more awareness-raising, because the Guinean population is illiterate. For an illiterate person to adopt digital payment methods, one really needs to explain well and have a lot of patience.”

—Male, user, agent and small business owner



Voice of the customer on opportunities to drive digital payment usage (2/2):



Robust security measures

- Strengthen security measures that will mitigate fraud and deter hackers.

“What I can say is that they need to do a lot of work on the security of {provider 1}. I don’t know how people manage to call you and hack into your account at the same time, then get all your money out of you by making you dial codes.”

—Female, non-user



Customer support

- Reduce time taken to resolve errors during recourse.

“If there’s an error, it must be quickly resolved, because when there are too many complications, people give up. I had a problem and I told you they solved it in about an hour and that encourages me to do it.”

—Male, user





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AfricaNenda Foundation is an independent, African-led organization created to accelerate the growth of inclusive instant payment systems that will benefit all Africans, including the poorest and currently financially excluded. AfricaNenda believes that inclusive instant payment systems can play a pivotal role in creating universal access to financial services for many financially excluded adults and are critical to achieving universal financial inclusion in Africa by 2030.

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