

WOCCU



World
Council
of Credit
Unions

Enhancing Financial Inclusion through Cooperatives

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PATMIR I Project in Mexico

Objectives:

- Create and strengthen financial institutions in rural areas
- Facilitate access to financial services
- Expand and deepen coverage in rural areas
- Maximize potential for sustainable expansion of financial services





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Patmir I – 75,000 new active members (Goal 50,000)



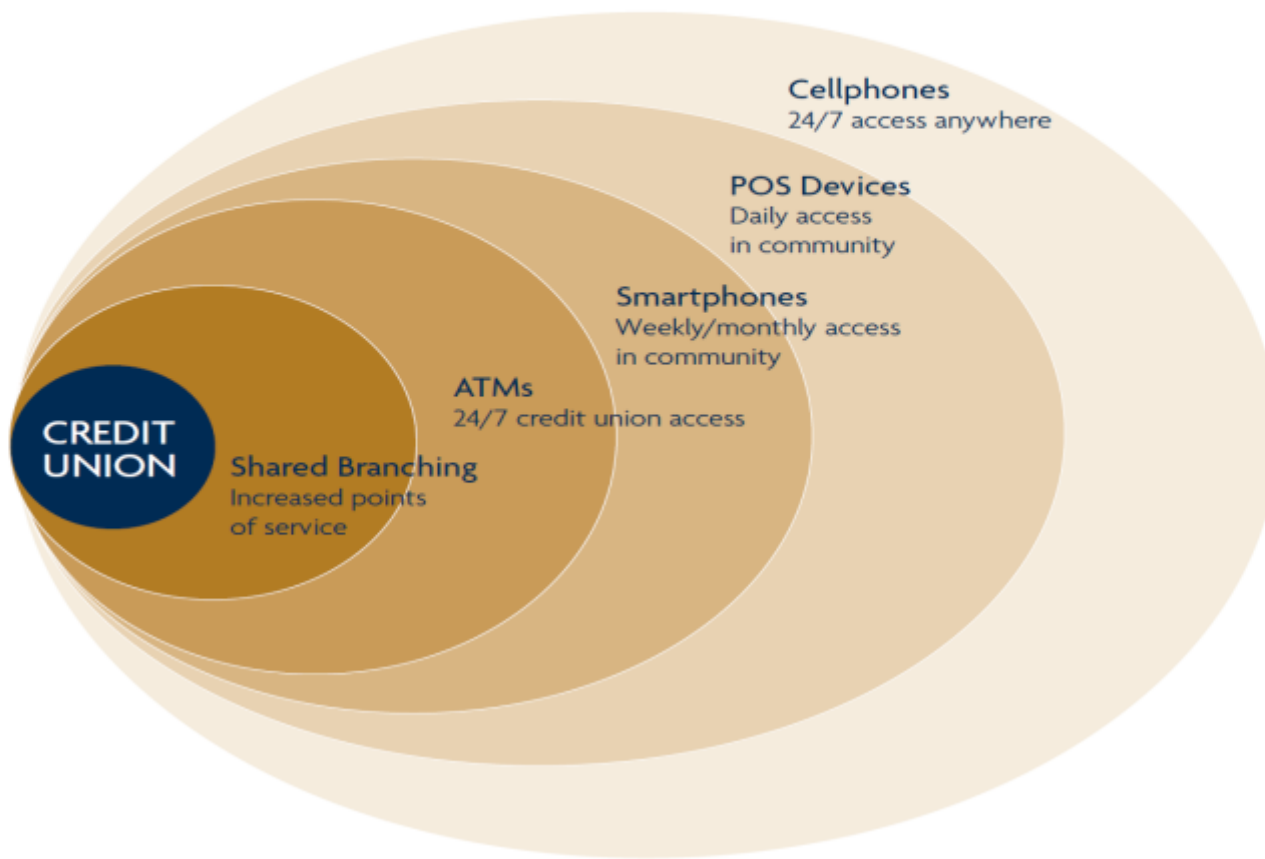


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Increasing Levels of Access and Convenience

Through World Council's mobile technology strategy, credit unions leverage the collective size and bargaining power of a network to serve more members, more effectively, more often.





ATMs:

- Provide members 24/7 access to credit union accounts at the branch office or other locations.

Benefits:

- 24/7 access for members
- Members no longer have to wait in line to receive service
- Fees generate credit union revenue
- Less staff time spent on processing transactions.



Ecuador

- Small individual entities were unable to attain mobile financial services on their own due to high initial costs and economies of scale
- WOCCU brought together 12 CUs with 92 branch offices in 2004
- Coonecta network has grown to 70 CUs with 513 branch offices servicing 2.3 million members
- Network operates activities in shared branching, debit cards, transaction and payment services, government payments, and ATM services.



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Smart phones:

- Provide financial services in the field, including those requiring large amounts of data entry

Benefits:

- Convenience and cost-savings for members with access at their homes and businesses
- Real-time account access and receipts increase efficiency, accuracy and transparency of the model while reducing the potential for fraud
- Faster loan application process
- Personalized service builds trust in financial system and improves credit union image.



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Patmir II began piloting the use of Smart Phones carried with the field agents and POS devices placed in community shops.



- 54 credit unions with 235 points of service
- Program helped open 22 additional branch offices servicing more than 250,000 members of which 57% were women and 9% were indigenous



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- Patmir II – 320,000 new active members (goal 250,000)
- Patmir III – 44,000 new members as of Aug. 3 (program started Jan 1, 2012 goal of 175,000)





POS:

- POS devices placed at branch offices or third-party agents allow members to perform real-time transactions that require small amounts of data

Benefits:

- Credit unions increase points of service, reach new markets, build relationships with nonmembers and generate fee income from transactions
- Merchants increase store traffic and revenue from transaction fees
- Ability to connect to other banking networks
- Receipts increase transparency for both the agent and customer and reduce the potential for fraud.



Brazil

- In 2007 Sicredi began using agent banking system
- First year agent transactions increased by 25% compared to 5% in branch offices
- 9 times less expensive to transact through an agent compared to a teller
- Today credit unions have a 60% market share
- More than 2,200 agents in 700 communities processing an average of 1.3 million credit union transactions per month





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Cell phones:

- Provide members access to their accounts as well as payment and transaction services through their cellphone

Benefits:

- 24/7 access through a personal cellphone
- Cellphone prevalence enables rapid expansion of financial services



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California:

- WOCCU transferred the smart phone technology to an iPhone application
- CU was able to deliver financial services to agriculture workers
- Service provides more affordable alternative to the check cashers and payday lenders who would park outside their workplace on paydays



Transactions

Member

Account

Balance

Deposit Withdrawl

Members

Search Members

Cancel

Enter Passcode

1 2 3
4 5 6
7 8 9
0

Transfers

Member

Transfer From

Transfer To

Amount (\$)

More

- Transaction Queue
- Sync Member Data
- Reports
- Settings

Create New Account

Cancel

Title:

First Name:

Middle Name:

Last Name:

Suffix:

DOB:

Street Address 1:

Street Address 2:

City:

State:

Postal Code:

Country:

Employer:

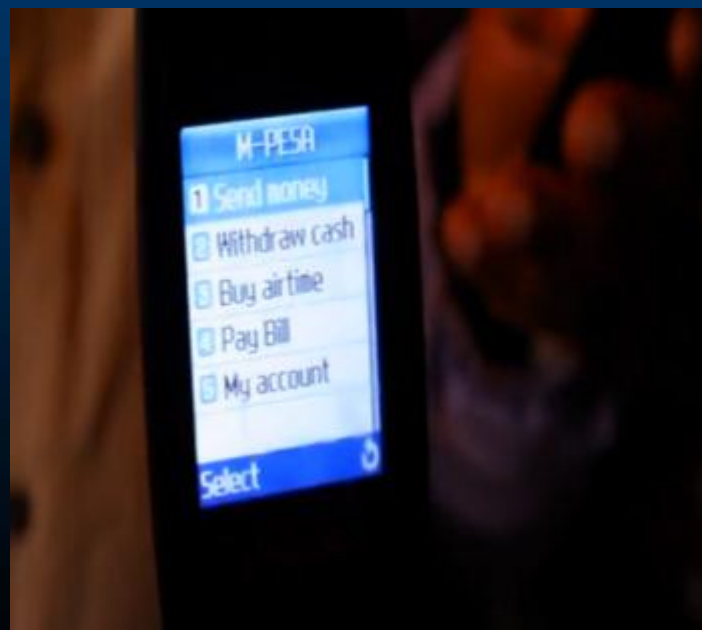
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Kenya:

- Integrate regular CU accounts with mobile interface

- Transactions possible:
 - Check account balances
 - Transfer from one account to another
 - Pay loan
 - Transfer money from account to M-PESA account



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Thank you

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<http://www.youtube.com/watch?v=ubhGUjiY9x4>