

 Early Warning System

IFC-601709

Vodacom Lesotho



Quick Facts

Countries	Lesotho
Financial Institutions	International Finance Corporation (IFC)
Status	Active
Bank Risk Rating	U
Voting Date	2016-08-15
Borrower	MPESA
Sectors	Finance
Investment Type(s)	Advisory Services
Project Cost (USD)	\$ 1.00 million



Project Description

IFCs role in the project will be to provide technical advisory services that will support MPESA in expanding their digital financial service.

The project comprises;

- a) Customer acquisition- In Lesotho, access to formal financial services is low. Marketing mobile money to the unbanked requires a highly interactive approach using simplified products that resonate with the users day to day needs. This project will help the client develop and deploy an effective customer acquisition strategy that will target a larger segment of the population that presently has limited access to these services.
- b) Agent network build out and management - mobile banking deployments need a well-structured agent network/distribution strategy to support the growth, management and oversight of the network. The project will support the client in achieving this through review of their agent management and compensation structure and building staff capacity to manage the agent network.
- c) Business modelling this will involve financial modelling to help the client build a sustainable operation that is sensitive to pricing for consumers and commissions for the entire value chain. Ultimately, this exercise will focus on ensuring that the business plans for sustainable growth - long term.



Investment Description

- International Finance Corporation (IFC)



Contact Information

ACCOUNTABILITY MECHANISM OF IFC

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at CAO@worldbankgroup.org. You can learn more about the CAO and how to file a complaint at <http://www.cao-ombudsman.org/>



Bank Documents

- [Project Information](#)