



Microcredit Deposit Organization “HUMO” Mobile application “HUMO Online”

Mavsuda Vaisova MDO “HUMO”

History of HUMO



- MLF «HUMO» - Start of activity - 2005
- Transformation into Microcredit Organization - 2008
- Transformation into Microcredit Deposit Organization - 2013
- Launch of banking operations –2014-2015
- Launch of Mobile banking “HUMO Online” – August 2017

Company Info



Team of **>700**
employees

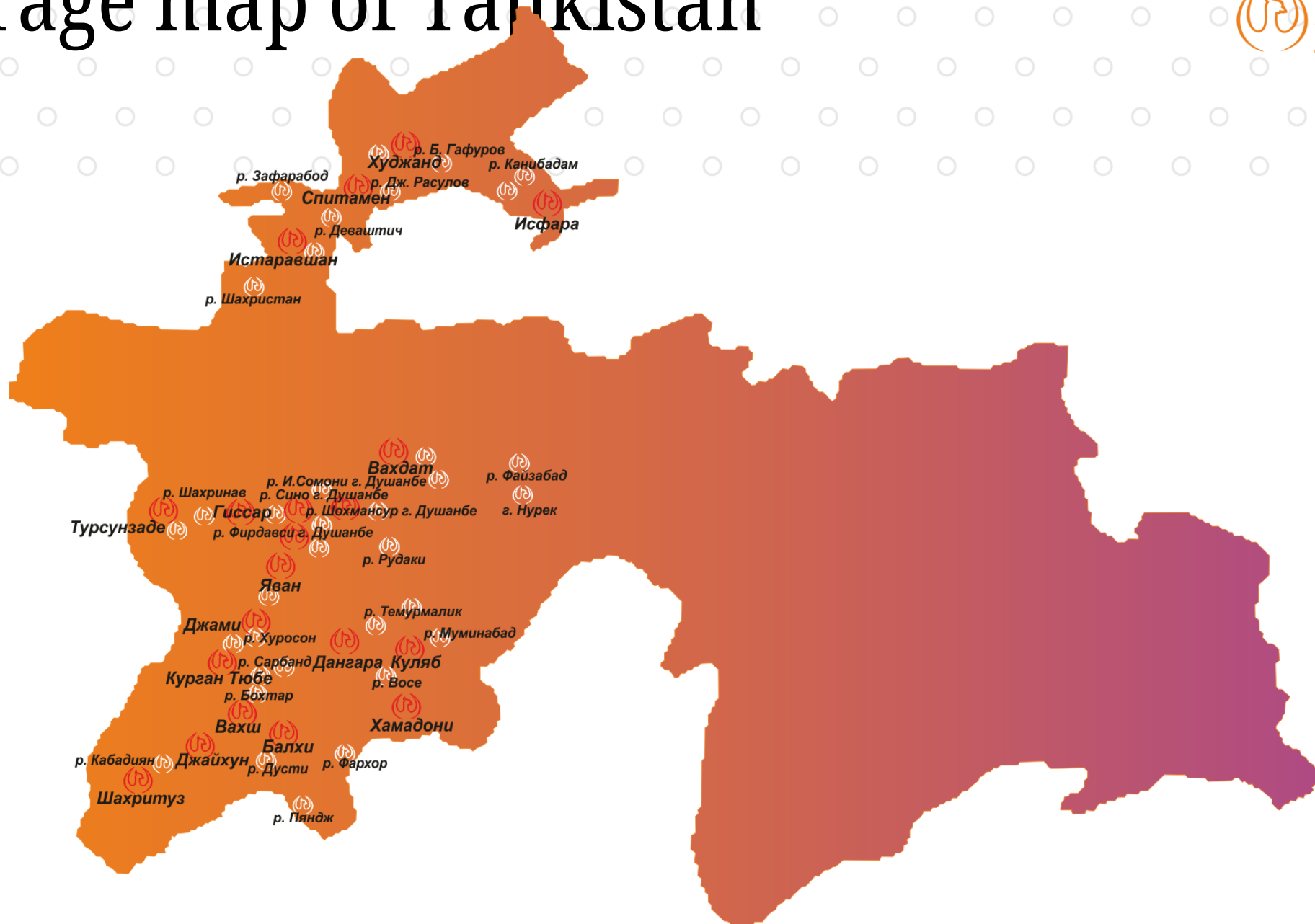


> 55 000 active
borrowers



68 offices:
21 branches
42 CBS
4 Service points
1 Exchange office

Coverage map of Tajikistan



Mobile banking “HUMO Online”

Why?:

- Offering distance banking services in 24/7 mode
- Increasing of cashless transactions and payments
- Reducing workload for the staff
- Developing of m-commerce market in Tajikistan
- Readiness for serving Y and Z generation

Usage of Internet in Tajikistan

JAN
2019

INTERNET USE: DEVICE PERSPECTIVE

BASED ON ACTIVE INTERNET USER DATA, AND ACTIVE USE OF INTERNET-POWERED MOBILE SERVICES



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

3.01
MILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



global
web
index

33%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



GO

1.64
MILLION

MOBILE INTERNET USERS
AS A PERCENTAGE
OF TOTAL POPULATION



18%

19

SOURCES: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. MOBILE SHARE DATA: GLOBALWEBINDEX (Q2 & Q3 2018); AND EXTRAPOLATIONS OF DATA PUBLISHED BY THE WORLD'S LARGEST SOCIAL MEDIA PLATFORMS VIA EARNINGS RELEASES AND SELF-SERVE ADVERTISING TOOLS. GLOBALWEBINDEX FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

 **Hootsuite™** 

Faced problems

- App required registration and identification at HUMO offices
- Registration of clients required e-mail
- During operating day closure procedures application was not available
- Entering of complex password was inconvenient for customers
- QR payment button was located in 2 level deeper (3 clicks)
- Limited sources for fulfillment of accounts

Implemented improvements

- Introduced remote registration
- Changed registration from e-mail to phone number (reduced registration time from 5 minutes to 30 seconds)
- Created a special module which allowed to make transactions during day closure procedures
- Introduced pin code and fingerprint
- Introduced QR acquiring for Internet shops
- Number of clicks for making QR payments reduced from 3 to 1
- Integrated payment cards
- Integrated with utility services (electricity, water and etc.)

Advantages for customers

- Saving time and resources
- Accounting and analysis of income and expenses
- Online access to information (FX rates, Products, offices, discounts and etc.)
- Distance payments (even in supermarkets, taxi, restaurants and etc.)
- Quick money transfer
- Operation with cards in the application

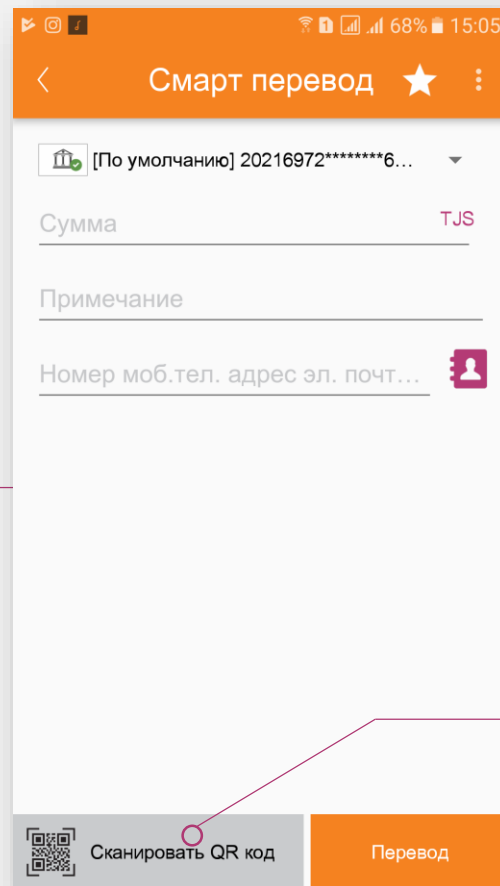
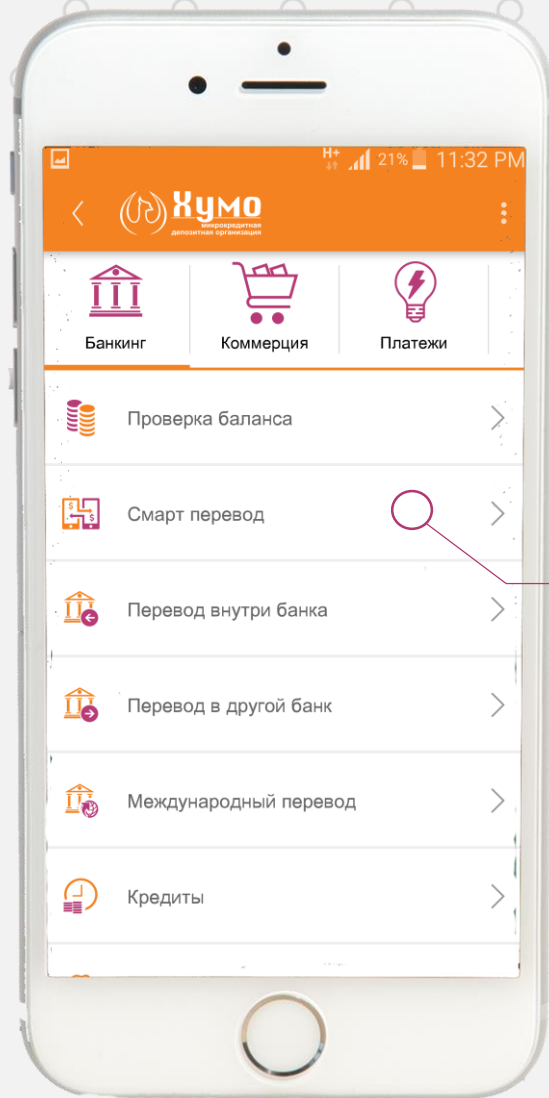
Development of m-commerce

MDO “HUMO” is the first company in Tajikistan that:

- Launched QR payments and placed QR codes with merchants;
- Launched money transfer via phone number
- Introduced mobile commerce

Payment by QR and by phone number

Payment in few seconds

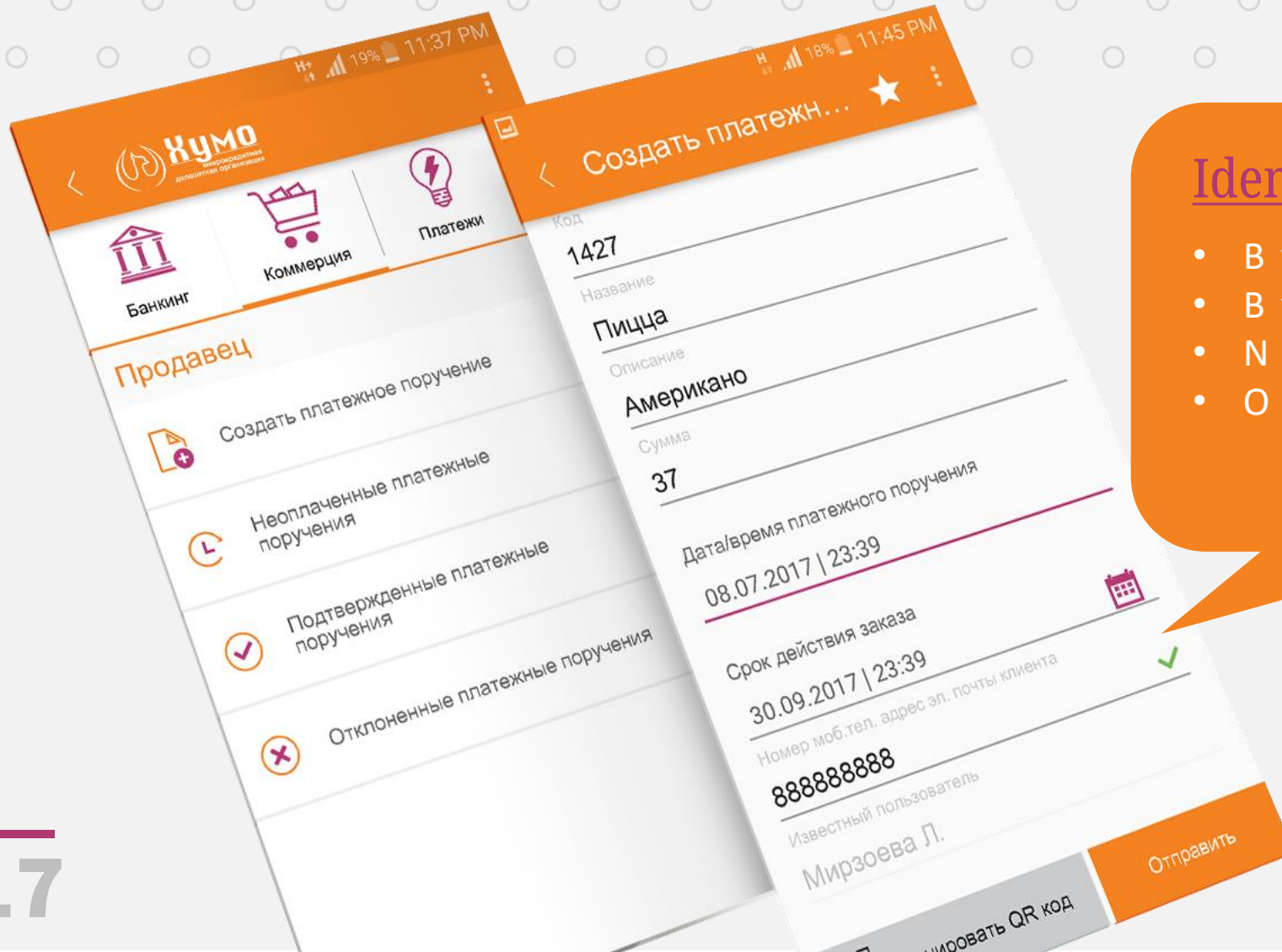


Identification types:

- By QR
- By phone number
- By NFC



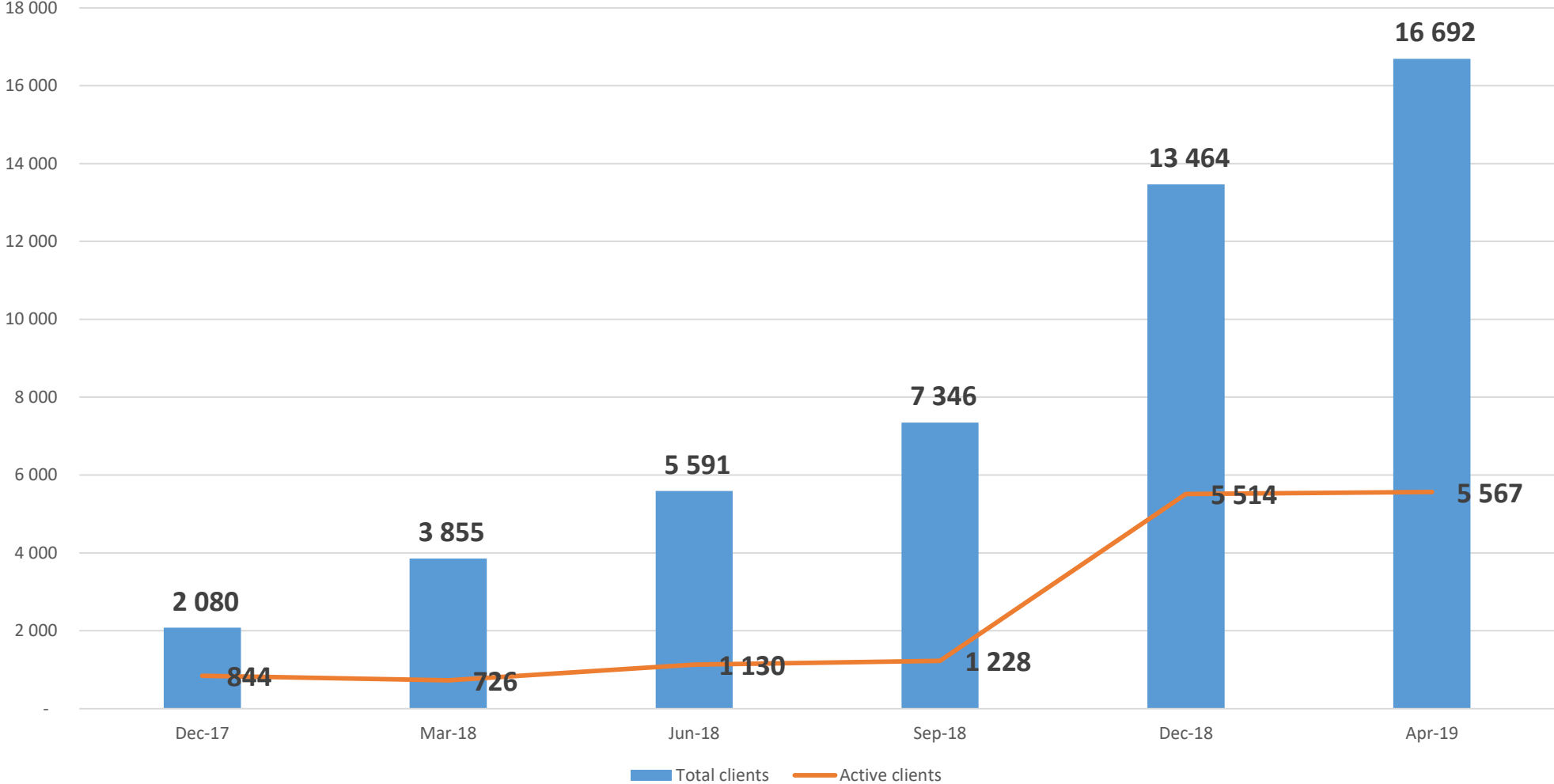
M-commerce module



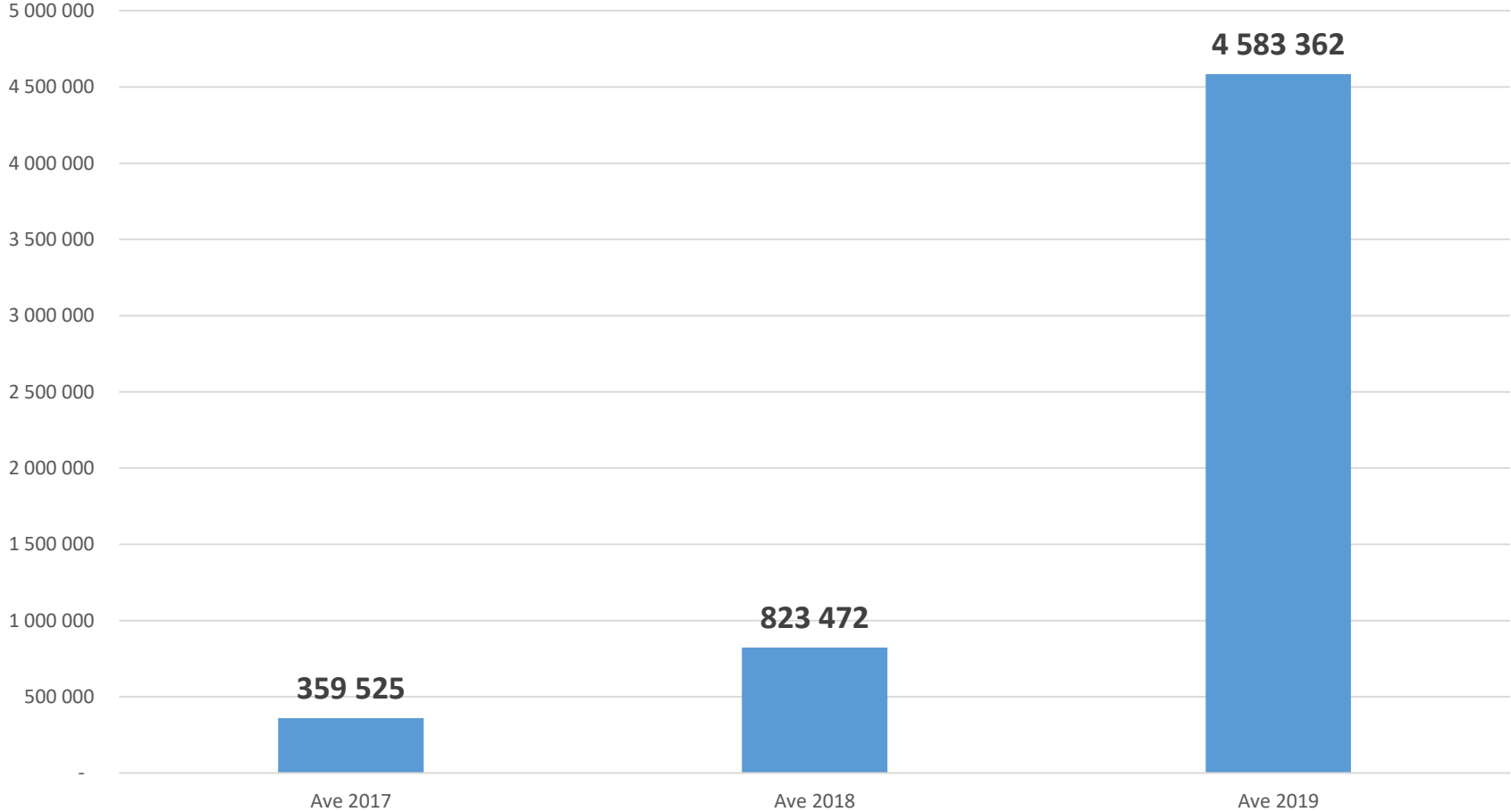
Identification types:

- By phone number
- By QR
- NFC
- One Time Password

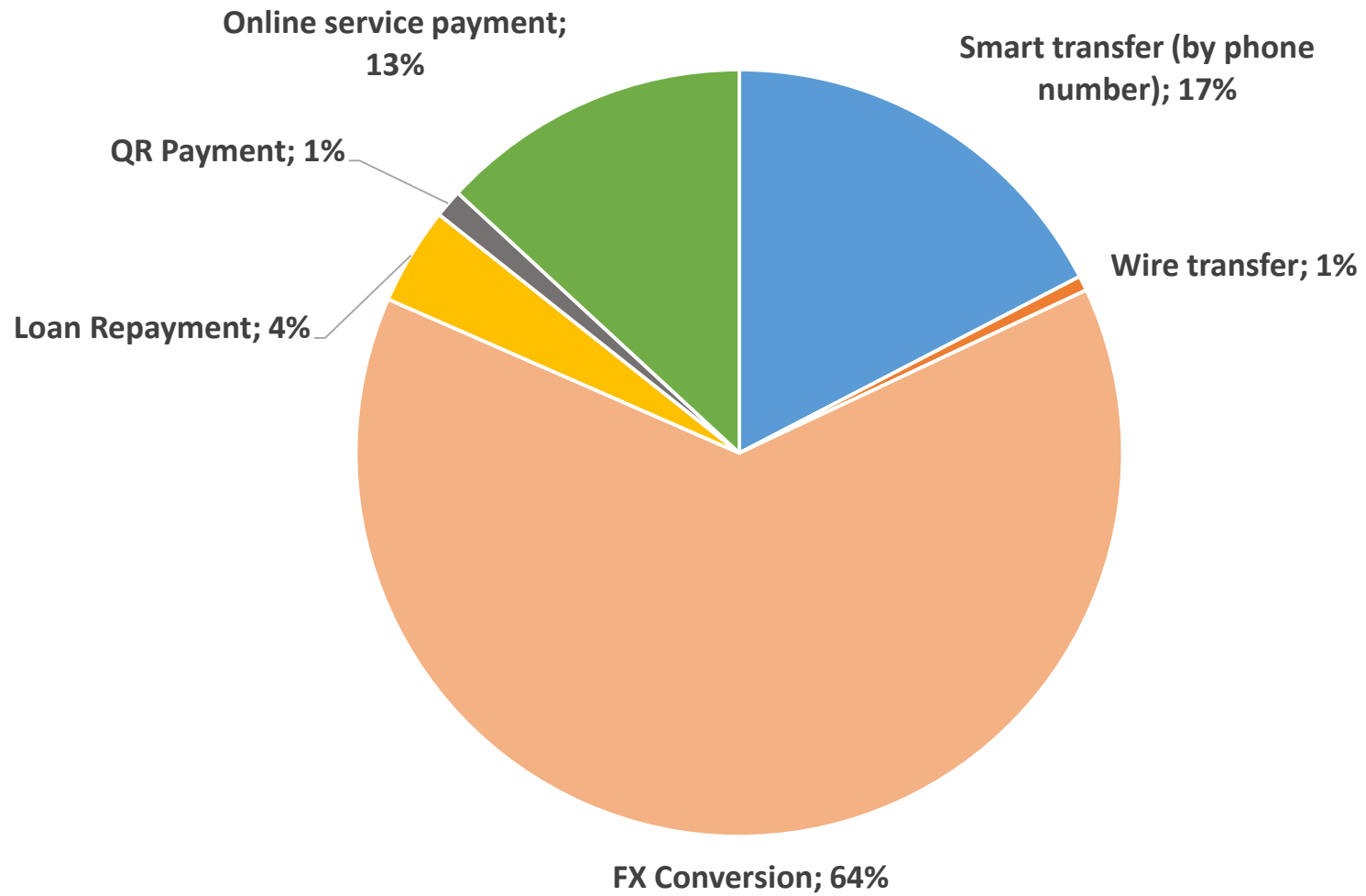
Number of clients, 33% active



Average monthly turnover in TJS



Share of transactions




Card integration and Web checkout



SCAN QR CODE

for payment



Your shopping card

#	PRODUCT	PRICE	QTY	UNIT
10203000	Shoes	35000.00	1	item
10204025	T-Shirt	22000.00	2	item

Order ID: #1541768466082
Total amount: **57000.00 TJS**

If you don't see the QR code or can't scan it, please [click here](#).

Joint mobile wallet with MegaFon

Subscribers



Transactions, Services, QR



Main challenges/problems

- Low level of financial and digital literacy
- Low level of Internet penetration
- Old behavior to pay by cash
- Problems with remote identification of customers
- Issues with getting Informative letters for merchants
- Tax issues for cash-back
- High taxes for merchants/Unwillingness to pay taxes

Thank You!