OVERVIEW

Commercial Bank of Africa (CBA) and Vodacom Tanzania partnered with Arifu to digitize financial literacy training and deliver content via an interactive SMS chatbot. The project tested the effects of digital learning on behaviour change towards the uptake of mobile money on the M-Pawa platform.

M-Pawa is a mobile savings and loan tool that farmers can use to increase their financial stability. There is low uptake of the product, particularly in rural areas which necessitates boots on the ground to increase user engagement. Conversion rates of M-Pawa registrations to active savers are low, as well as the conversion rates for M-Pawa savers to borrowers.

OBJECTIVES

- **To educate users about M-Pawa (Vodacom Tanzania micro-savings and loans module)**
- **To test the impact of digital training on service/product uptake**
- **To scale dissemination of information at a lower cost**
- **To understand and track individual customer behaviour on mass markets**

FINANCIAL BEHAVIOUR RESULTS

8x Increase in savings deposit value	**4x** Increase in deposit frequency	**20%** Increase in mean loan size
38% Reduction in dormant accounts used over 6 months	**7x** Increase in loan disbursements	**9 days** Sooner first loan repayment

ARIFU'S VALUE-ADD

High scale at a low cost to target your hard to reach audiences

Multiple channels to engage your users on any mobile device through any chat medium such as SMS, Facebook Messenger, WhatsApp and Telegram.

Interactive messaging to increase engagement and learning

Real-time analytics to better understand who your users are and their preferences

Licensable content or in-house content creators to build the content that suits your needs using behavioural research and insights

FINANCIAL BEHAVIOUR RESULTS

M-pawa customers were able to learn the importance of savings and debt management. Users who participated on the Arifu platform were able to save larger amounts on a frequent basis as well as those who took loans made repayments nine days earlier compared to the control group. Arifu users not only performed better than the control group, they also changed their behaviour by saving larger amounts and those who took loans repaid them earlier compared to their behaviour before accessing the Arifu platforms.

CONTENT TESTING RESULTS

Content Track	Learners	Avg. Interactions
Fact-based: Arifu as a Platform	465	8.8
Fact-based: Arifu as a Trainer	519	11.1
Social Norm: Arifu as a Platform	464	8.8
Social Norm: Arifu as a Trainer	463	9
Narrative: Arifu as a Platform	503	10.1
Narrative: Arifu as a Trainer	448	11.4
Single Lesson Training	112	5.1

The narrative trainings variation had the highest average interactions. For each program variation pairs, the content that introduced Arifu as a trainer had between 15% to 25% higher interactions than Arifu as a platform.
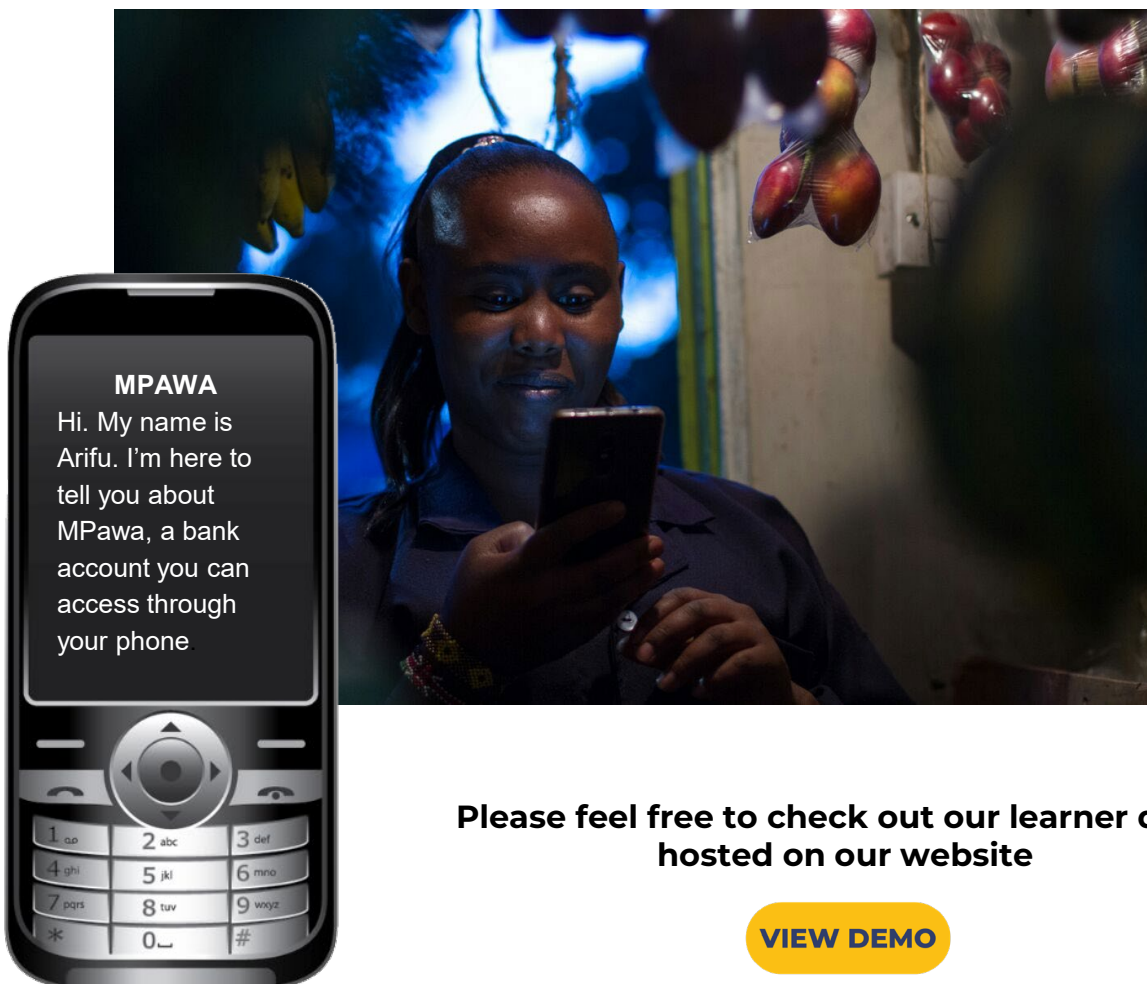
TYPES OF SOCIAL NORM MESSAGING

Loss Aversion: Users are more likely to act when they perceive they may be losing out on an opportunity.

Social Norms: Call to action based on what their peers are doing.

Mental Models: Based on field research insights into user interests.

Cognitive Load: Describing how the product can lighten the user's daily stress load.

Price Savings: Offering high value training for free.

MPAWA
Hi. My name is Arifu. I'm here to tell you about MPawa, a bank account you can access through your phone.

Please feel free to check out our learner demo hosted on our website

VIEW DEMO