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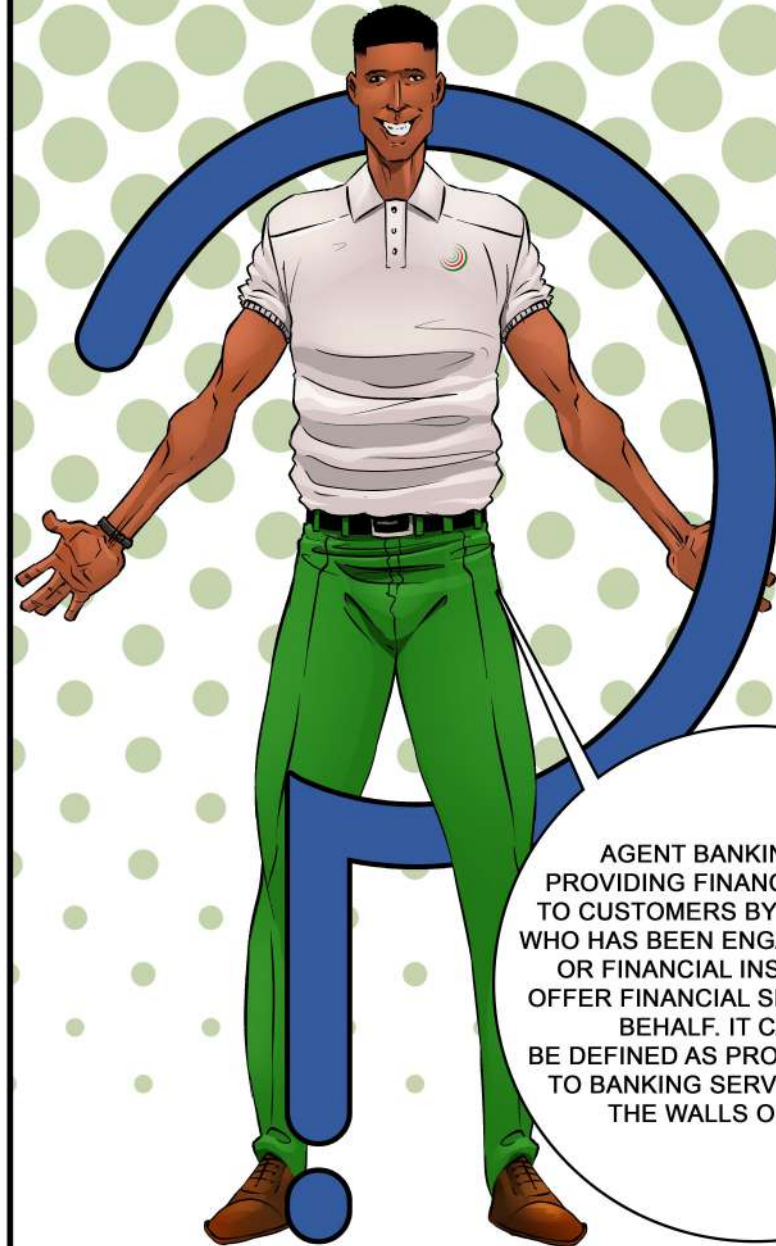
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# FREQUENTLY ASKED QUESTIONS ON AGENT BANKING

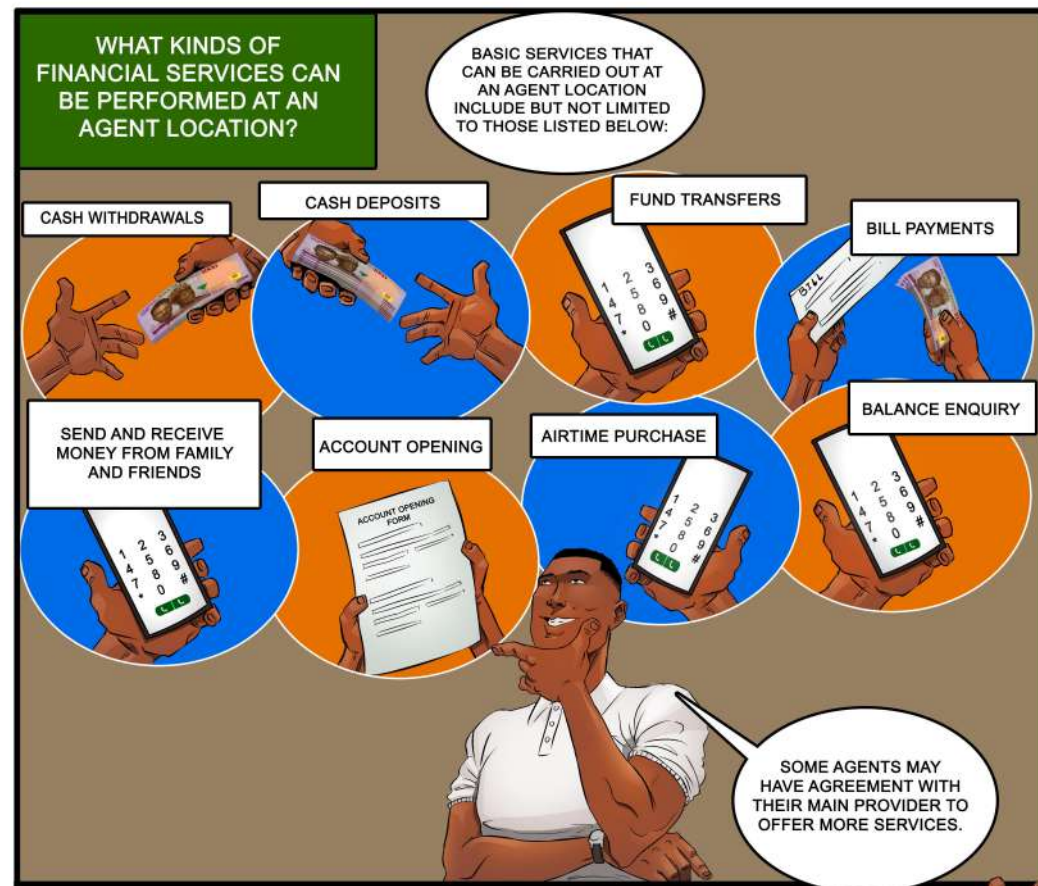


## WHAT IS AGENT BANKING?



AGENT BANKING MEANS PROVIDING FINANCIAL SERVICES TO CUSTOMERS BY AN INDIVIDUAL WHO HAS BEEN ENGAGED BY A BANK OR FINANCIAL INSTITUTION TO OFFER FINANCIAL SERVICES ON ITS BEHALF. IT CAN ALSO BE DEFINED AS PROVIDING ACCESS TO BANKING SERVICES OUTSIDE THE WALLS OF A BANK.







WHAT PROBLEM DOES AGENT BANKING SOLVE?

**BANK**



AGENT BANKING GIVES PEOPLE IN PLACES WHERE BANKS ARE NOT AVAILABLE EASY ACCESS TO FINANCIAL SERVICES. IT IS DIFFICULT TO SET UP AND SUSTAIN A BANK OR AN ATM CENTRE IN AN AREA, THEREFORE AGENT BANKING IS IDEAL TO PENETRATE THESE LOCATIONS AND SOLVE THE PROBLEM OF LACK OF ACCESS TO FINANCIAL SERVICES. AGENT BANKING GIVES PEOPLE EASY ACCESS TO FINANCIAL SERVICES IN PLACES WHERE BANKS ARE NOT AVAILABLE.

WHY IS AGENT BANKING IMPORTANT?

TO THE BANK OR FINANCIAL SERVICE PROVIDER:  
-LOW COST OF PROVIDING SERVICES TO CUSTOMERS  
-BETTER PENETRATION IN LOCATIONS THAT ARE NOT EASILY ACCESSIBLE BY BANKS OR FINANCIAL INSTITUTIONS

CASH?

QUESTIONS?

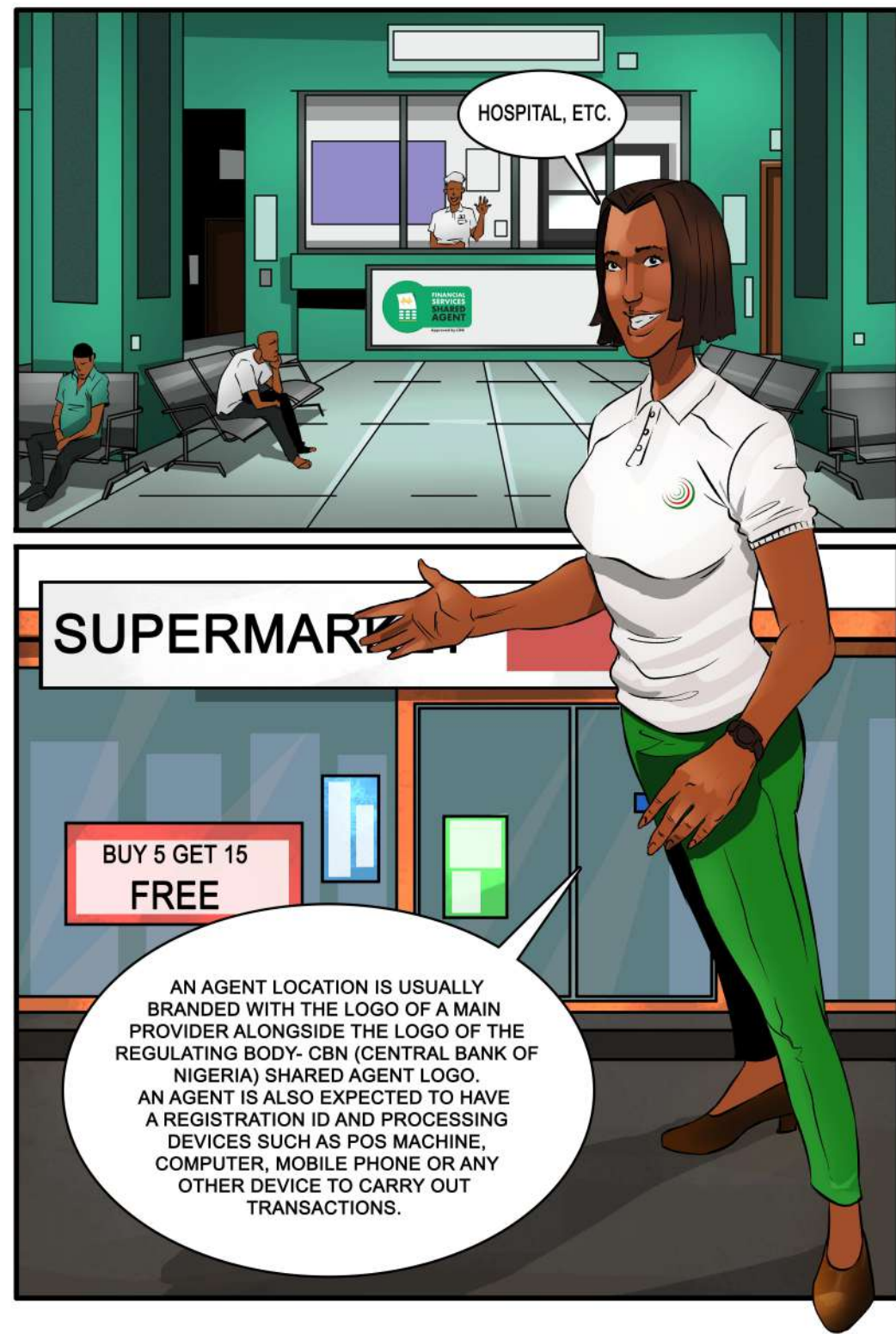
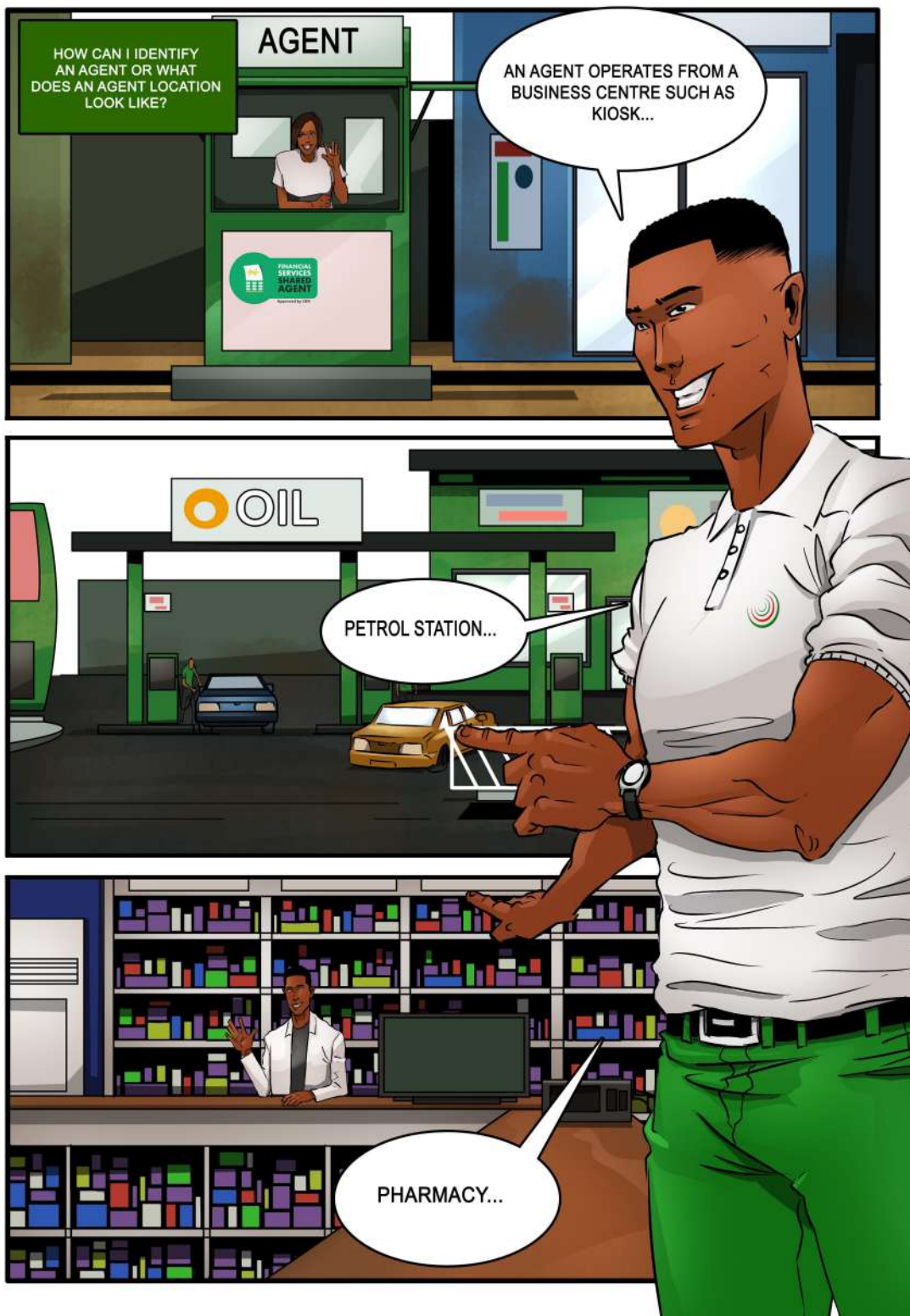
SOLUTIONS?

TO THE CUSTOMER:  
-EASY ACCESS TO FINANCIAL PRODUCTS AND SERVICES  
-PROVIDE BETTER UNDERSTANDING OF FINANCIAL PRODUCTS AND SERVICES OFFERED BY FINANCIAL INSTITUTIONS  
-BETTER COMMUNICATION BETWEEN CUSTOMERS AND THE FINANCIAL INSTITUTIONS.

- ✓ Saves transport money you would use in going to a bank
- ✓ Easy access to financial services
- ✓ Financial education
- ✓ Better communication between customers and the financial companies

TO AGENTS:  
SERVICE CHARGES- SOME AGENTS ALSO COLLECT SERVICE CHARGES FROM CUSTOMERS FOR OTHER SERVICES RENDERED.



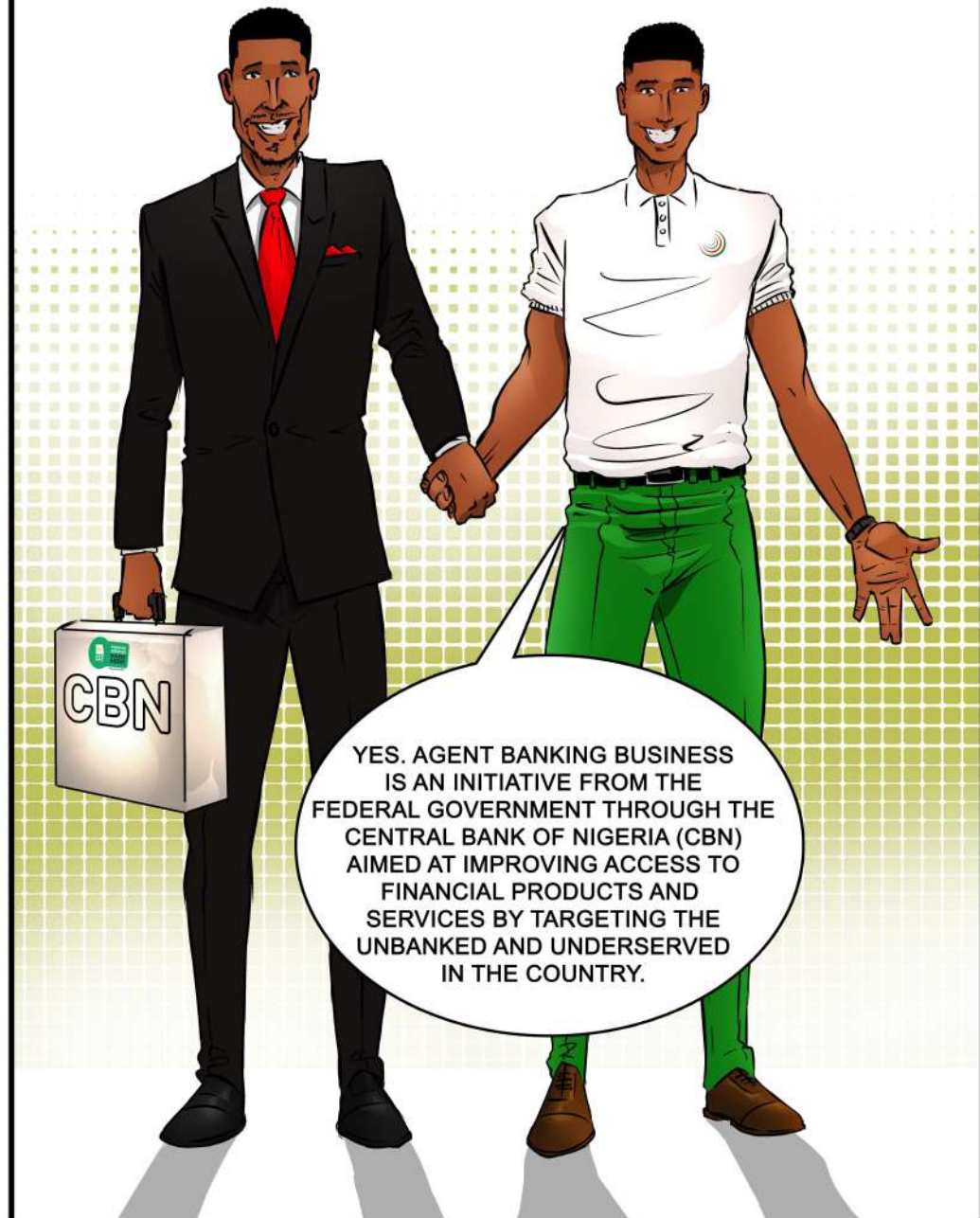




## WHO IS A SUPER AGENT?



## IS THE GOVERNMENT IN SUPPORT OF AGENT BANKING?





WHAT FINANCIAL INSTITUTIONS  
HAVE THE LICENCE TO CARRY  
OUT AGENT BANKING OPERATIONS?

ALL DEPOSIT MONEY  
BANKS THAT HAVE AGENCY  
BANKING ARM, CBN APPROVED  
SUPER AGENTS, CBN APPROVED  
MOBILE MONEY OPERATORS  
THAT HAVE SUPER AGENT  
LICENSE AND MICROFINANCE  
BANKS.

WHAT DO I NEED TO DO TO  
BECOME AN AGENT?

CBN APPROVED  
SUPER AGENT

SIMPLY VISIT THE  
OFFICE OF AN APPROVED FINANCIAL  
INSTITUTION OR SUPER AGENT TO KNOW  
THE REGISTRATION REQUIREMENTS.  
FINANCIAL INSTITUTIONS OR SUPER AGENTS  
CAN APPOINT ANY AGENT THAT MEETS THEIR  
OWN INTERNAL SELECTION CRITERIA AS  
THEY ARE ULTIMATELY RESPONSIBLE  
FOR ALL ACTIONS TAKEN BY THE AGENTS.  
A FINANCIAL INSTITUTION'S SELECTION  
PROCESS AND CRITERIA FOR AGENTS  
MUST MEET THE CRITERIA IN THE  
CENTRAL BANK'S AGENT BANKING GUIDELINES.  
BY REGULATION, FINANCIAL INSTITUTIONS  
MUST SELECT AGENTS THAT HAVE A  
PERMANENT AND SECURE  
BUSINESS PREMISES.

SUPER AGENT



HOW MUCH DO I NEED TO  
BECOME AN AGENT?

NOT SO MUCH IS REQUIRED  
ESPECIALLY BECAUSE IT IS EXPECTED  
THAT A PERSON WHO IS WILLING  
TO BE AN AGENT HAS AN  
EXISTING BUSINESS WHICH HAS BEEN  
RUNNING FOR AT LEAST ONE YEAR WITH  
PHYSICAL PRESENCE AND BASIC INFRASTRUCTURE.  
THESE RESOURCES ARE WHAT YOU ARE  
EXPECTED TO USE IN PROVIDING AGENT  
SERVICES. BASIC REQUIREMENTS FOR AN  
AGENT BANKING BUSINESS WHICH MAY  
HAVE COST IMPLICATIONS ARE POS MACHINE  
AND MOBILE PHONE. ANY OTHER RESOURCES  
WILL BE SUPPLIED BY THE BANK OR PROVIDER.  
HOWEVER, THERE MAY BE A NEED  
TO DEPOSIT SOME MONEY WITH THE  
BANK OR PROVIDER TO RUN THE BUSINESS (FLOAT).  
THIS AMOUNT WILL VARY ACROSS THE  
FINANCIAL INSTITUTIONS OR OTHER  
PROVIDERS.

GMART

FREE

WHAT LEVEL OF EDUCATION DO I  
NEED TO BE AN AGENT?

BASIC  
EDUCATION

AGENT BANKING BUSINESS IS  
EASY TO OPERATE THEREFORE BASIC  
EDUCATION WILL BE SUFFICIENT  
FOR AN INTENDING FINANCIAL  
SERVICES AGENT. AGENTS ARE  
EXPECTED TO UNDERGO THOROUGH  
TRAINING BY THE FINANCIAL  
INSTITUTION THEY SIGN UP WITH.



## WHAT DO I LOOK OUT FOR IN CHOOSING A PROVIDER?

THE GUIDELINE SET FORTH BY THE CBN FOR OPERATING AGENT BANKING IN NIGERIA ALLOWS AN INDIVIDUAL TO BE AN AGENT FOR AS MANY BANKS OR PROVIDERS AS THE INDIVIDUAL CAN COMFORTABLY SERVE. HAVING DECIDED ON THE FINANCIAL INSTITUTION TO WORK WITH, DETAILS OF THEIR REQUIREMENTS FOR THE APPOINTMENT OF AGENTS WILL BE DISCUSSED. THE FINANCIAL INSTITUTION ASSESSES THE APPLICANT BASED ON ITS INTERNAL CRITERIA AS WELL AS THE GENERAL GUIDELINES SET UP BY THE CBN.

A PROSPECTIVE AGENT MAY CONSIDER SOME FACTORS WHILE CHOOSING A PROVIDER, THIS COULD INCLUDE:

- A PROVIDER THAT HAS A STABLE PLATFORM FOR DOING AGENT BUSINESS
- A GOOD COMMISSION FOR THE AGENT
- CUSTOMER SUPPORT AND OTHER INCENTIVES ETC.

## WHAT DO I BENEFIT FROM BEING AN AGENT?

ALL TRANSACTIONS ATTRACT COMMISSIONS FROM THE FINANCIAL INSTITUTION. COMMISSION- COMMISSION IS USUALLY AGREED BETWEEN THE AGENT AND THE PROVIDER AND WILL NORMALLY BE DIFFERENT FROM ONE PROVIDER TO ANOTHER.

COMMISSION

CASH  
FLOW  
ASSIST

BRAND  
AMBASSADOR

CUSTOMERS

INDIRECT BENEFITS- SOME OF THE INDIRECT BENEFITS OF AGENT BANKING INCLUDE:

- AN INCREASE IN THE NUMBER OF PEOPLE WHO VISIT THE AGENT SHOP/OUTLET AS A RESULT OF OFFERING FINANCIAL SERVICES AND INCREASING CROSS-SELLING OPPORTUNITIES
- HELPS AN AGENT TO MANAGE LIQUIDITY (CASHFLOW FROM PRIMARY BUSINESS)
- POSITION AGENT AS BRAND AMBASSADOR OF REPUTE IN THEIR COMMUNITY.

PGA  
Mobile Money  
Available Here

SEND  
RECEIVE  
PAY BILLS





WHAT DO I DO IF I  
ENCOUNTER FRAUD?



THE FIRST STEP IS  
TO REPORT TO THE PROVIDER  
WHO THEN CONTACTS THE  
RIGHT PEOPLE TO RESOLVE  
ANY CASES RELATING TO FRAUD.  
FRAUD CASES SHOULD BE  
TREATED WITH URGENCY.

**SUPER AGENT**



WHAT IS THE DIFFERENCE  
BETWEEN A MOBILE MONEY  
AGENT AND A BANK AGENT?

**MOBILE MONEY  
COMPANY**

**BANK**

**AGENT**

**AGENT**

**AGENT**

**AGENT**

?

MOBILE MONEY AGENT-  
OFFERS FINANCIAL SERVICES ON  
BEHALF OF A MOBILE MONEY  
PROVIDER.  
BANK AGENT- OFFERS FINANCIAL  
SERVICES ON BEHALF OF A BANK.





HOW CAN I PROPERLY POSITION MYSELF TO ATTRACT CUSTOMERS?

TO SUCCEED IN THE BUSINESS OF AGENT BANKING, IT IS ADVISABLE TO SITE THE BUSINESS IN PLACES WHERE THERE ARE LESS OR NO BANK BRANCHES OR IN BUSY ENVIRONMENTS.

BANK

WHAT IS THE DURATION BETWEEN SIGNING UP AS AN AGENT AND BEING A LICENSED AGENT?

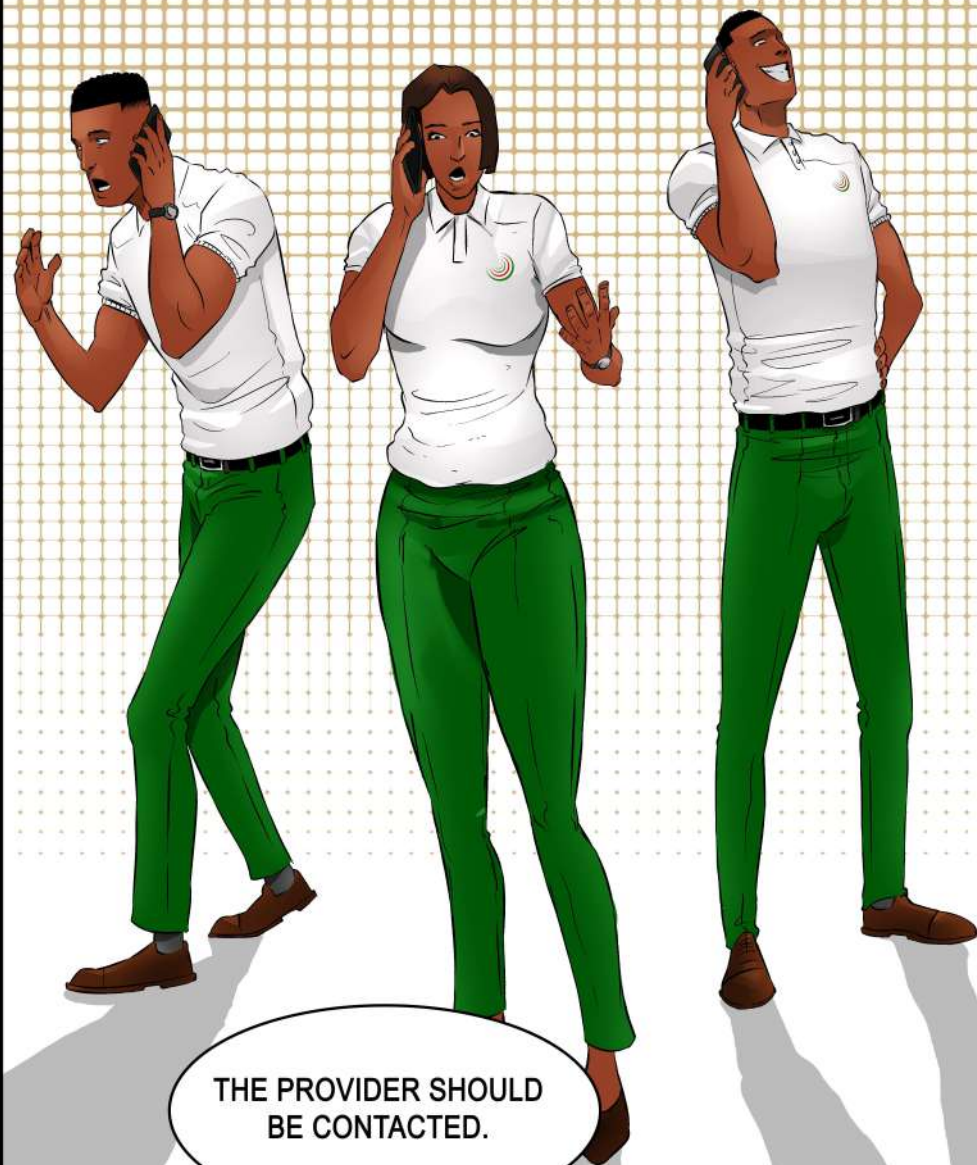
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20	21	22	23	24	25	26
27	28	29				

THIS WILL LARGELY DEPEND ON THE FINANCIAL INSTITUTION OR PROVIDER, BUT IT USUALLY TAKES LESS THAN A WEEK.



WHAT DO I DO IF I  
ENCOUNTER A PROBLEM  
THAT IS BEYOND MY CONTROL?



THE PROVIDER SHOULD  
BE CONTACTED.

WHO CAN I TALK TO  
WHEN I ENCOUNTER A  
PROBLEM WHILE PERFORMING  
A TRANSACTION AT AN AGENT  
LOCATION?



THE AGENT IS IN THE  
BEST POSITION AND IS USUALLY  
TRAINED TO RESOLVE ANY ISSUES  
CONCERNING A TRANSACTION CONDUCTED  
AT AN AGENT LOCATION. IF THE  
ISSUE IS NOT RESOLVED BY THE AGENT,  
THE CUSTOMER SHOULD CONTACT  
HIS/HER FINANCIAL INSTITUTION FOR  
RESOLUTION. IF THE CUSTOMER  
IS UNSATISFIED BY THE AGENT AND  
PROVIDER, CBN CONSUMER  
PRODUCTION UNIT SHOULD BE  
CONTACTED USING THE EMAIL ADDRESS  
CPD@CBN.ORG.NG





HOW WILL I BE ABLE  
TO IDENTIFY AN AGENT THAT  
HAS BEEN APPROVED BY  
THE CBN TO CONDUCT  
BANKING SERVICES?



# AGENT



AN AGENT IS REQUIRED TO  
DISPLAY THE FOLLOWING AT THE  
PLACE OF BUSINESS:

- AGENT ID
- THE NAME AND LOGO OF THE  
FINANCIAL INSTITUTION OR  
SUPER AGENT
- THE NAME AND LOGO OF THE  
REGULATING BODY-CBN SHARED  
AGENT LOGO
- TARIFF SHEET
- AGENT CERTIFICATE