Pacific Innovation Labs
- Building Better Value for Customers

29 August 2017
Port Moresby
What makes mass market customers adopt digital financial services?
Pacific Experience

Payments via Mobile Wallets: 3%
Cheaper Remittances: 11%
Cash Agent / Merchants: 18%
A design challenge to find the **combination of customer experiences** that will motivate mass market customers to adopt [x]
Iterative testing

- Evidence-based assessment
- Problem identification
- Concept development
- Rapid prototyping
- Minimum viable product

Identify Opportunities

Assessment & scale up
How we organize an innovation project ...

With Financial Service Providers
Innovation is in the structured process of identifying opportunities and solutions.
Decision Gate

What is the need and the solution?

Why is it our best opportunity?

What all must be true for it to succeed?

How are we going to test it?
Scope: Specific Segment and customer profiles
Scope: Specific Geography
Iteration 1

Customer acquisition/activation

Agent network improvement

Research

Learn more about customer and agent needs and behavior

Product Tests

- Remittance-focused transfer product
- Short-term lending

UX/ Process Tests

- Improved UX/UI for utility payments
- Influencers as champions in villages

Planning

Plan Iteration 2