AI Use Cases for Financial Services Providers in Africa

**Credit Risk Assessments**
- **APPLICATION**
  - Using data generated via users' phones
  - Based on small business transaction and accounting data
  - Mining existing and/or complementing with new or alternative data sources
  - Behavioral and psychometric testing
- **COMPANIES THAT CURRENTLY APPLY THIS TECHNOLOGY**
  - LenddoEFL
  - TALA
  - Branch
- **HOW BFA HAS APPLIED THIS TECHNOLOGY**
  - Model to determine when airtime merchants had stock outages (BFA/FIBR and Nomani):
  - "Chiron" -- Churn Prediction Model (BFA/FIBR)
  - Alternative Credit Scoring (BFA/Catalyst Fund and Destacama):
  - Agent or user dictates contract
  - Predicting if a customer is confused about the terms of service
  - Micro-training partner using automated low-touch engagement tools (BFA/FIBR)
  - Suggesting improvements to a duka's assortment/layout
  - OCR and text extraction to match selfies with the pictures on official documents and to extract important bio details i.e., name, DOB, etc (BFA/Catalyst Fund and Smile ID)
- **HOW THIS TECHNOLOGY COULD BE APPLIED TODAY**
  - Suggesting improvements to a duka's assortment/layout
  - Estimating a shop's inventory from a few pictures

**Personal Financial Management**
- **APPLICATION**
  - Customer service and general enquiries
  - Customer onboarding and acquisition
  - Translation
  - Financial or product education
  - Provide proactive alerts and notifications
  - Payments
  - Optimize conversation flow, language and tone
  - Robo-adviser
- **COMPANIES THAT CURRENTLY APPLY THIS TECHNOLOGY**
  - JUNTOs
  - LenddoEFL
  - Kudi.ai
  - Arifu
  - Teller
- **HOW BFA HAS APPLIED THIS TECHNOLOGY**
  - Address queries and complaints through the chatbot and use data and insights gathered through the chatbot for oversight and policy development purposes (BFA/RPA and Bank of the Philippines).
  - Agent or user dictates contract
  - Predicting if a customer is confused about the terms of service
  - Micro-training partner using automated low-touch engagement tools (BFA/FIBR)
  - Suggesting improvements to a duka's assortment/layout
  - OCR and text extraction to match selfies with the pictures on official documents and to extract important bio details i.e., name, DOB, etc (BFA/Catalyst Fund and Smile ID)
- **HOW THIS TECHNOLOGY COULD BE APPLIED TODAY**
  - Suggesting improvements to a duka's assortment/layout
  - Estimating a shop's inventory from a few pictures

**Machine Vision or Speech Recognition**
- **APPLICATION**
  - Identity verification for automation of KYC
  - Validation/confirmation of inventory, farm status
- **COMPANIES THAT CURRENTLY APPLY THIS TECHNOLOGY**
  - LenddoEFL
  - Arifu
  - Teller
- **HOW BFA HAS APPLIED THIS TECHNOLOGY**
  - Model to determine when airtime merchants had stock outages (BFA/FIBR and Nomani):
  - "Chiron" -- Churn Prediction Model (BFA/FIBR)
  - Alternative Credit Scoring (BFA/Catalyst Fund and Destacama):
  - OCR and text extraction to match selfies with the pictures on official documents and to extract important bio details i.e., name, DOB, etc (BFA/Catalyst Fund and Smile ID)
- **HOW THIS TECHNOLOGY COULD BE APPLIED TODAY**
  - Historical weather data to compare conversion rates by village for predictive model of policies sold in communities (BFA/Catalyst Fund and World Cover)
  - Satellite imagery for agribusiness forecast (BFA/Catalyst Fund and Harvesting):
    - A PAYGo agent app evaluates the income level of a household by taking a picture
    - Finding off grid panels from the sky
    - Estimating a shop's inventory from a few pictures

**BFA**

FIBR is an initiative of BFA in partnership with Mastercard Foundation to create new ways to connect low-income populations to financial services that meet their needs. Rapid uptake of smartphones in these markets means we can digitize data about how individuals otherwise informally, transact as an employees, customers or suppliers in their communities and with local businesses. The digitization of these trusted business relationships allows for new data that a broader range of providers can use to offer tailored financial products and services to this demographic. Visit us online: www.fibrproject.org and www.bfaglobal.com