

TOOLS: Encourage certification of financial service providers

KEY ACTIONS

- Encourage Financial Service Providers (FSPs) to seek certification to raise standards in service delivery: FSPs must be sensitised on the fact that conducting organisational assessments allows them to benchmark themselves against industry or national standards. When goals are achieved, certification provides clients quality assurance on the level of service that can be expected.
- Include certification as one positive criteria in your procurement process.

TOOL: [SMART Campaign Consumer Protection Certification Toolkit](#)

What is in this tool?	This toolkit is designed to help FSPs get certification of their consumer protection practices from the Smart Campaign. Certification allows FSPs to benchmark themselves against industry or national standards and provides clients quality assurance on the level of service that can be expected.
How?	You should encourage your FSP to seek certification by raising their awareness of this toolkit and on the benefits of certification. As commented by certified organisations, these include: <ul style="list-style-type: none"> • Better understanding client risks • Prioritisation of client protection • Reshaping of the institution's culture around its social mission
When?	At any time, from procurement to implementation.

The steps involved in the certification process are:

- Preparation (signing a contract with an accredited certification body, and desk review)
- On-site visit
- Post-visit analysis
- Final review
- Certification award
- Follow up



TOOL: [GSMA Mobile Money Service Certification Process](#)

What is in this tool?	The GSMA Mobile Money Certification is a global initiative to bring safer, more transparent, and more resilient financial services to millions of mobile money users around the world
How?	You should encourage your FSP to seek certification by raising their awareness of this toolkit and on the benefits of this certification. There are eight certification criteria: <ol style="list-style-type: none"> 1. Safeguarding of Funds; 2. Anti-Money Laundering (AML) / Combating the Financing of Terrorism (CFT) / Fraud; 3. People Management (staff, agents, and third parties); 4. Quality of Operations; 5. Security of Systems; 6. Transparency; 7. Customer Service; and 8. Data Privacy.
When?	At any time, from procurement to implementation.



TOOL: [BTCA Responsible Digital Payments Guidelines](#)

What is in this tool?	The Better Than Cash Alliance 'Responsible Digital Payments Guidelines' identify eight good practices for engaging with clients who are sending or receiving digital payments and who have previously been financially excluded or underserved.
How?	You should encourage your financial service providers to assess how they integrate these responsible practices in their business. They can also use the short guide providing examples for each good practice to guide their internal discussion.
When?	At any time, from procurement to implementation.



1 Treat Clients Fairly
Clients need to be treated fairly if they are to trust digital payments, especially those clients with low levels of financial and technological capability.

2 Keep Client Funds Safe
Clients, especially the financially excluded or underserved, need reliable and secure access to funds in digital transaction accounts.

3 Ensure Product Transparency for Clients
Providing clients with transparent product information requires special attention in a digital environment, especially where information is only available electronically, such as on a mobile phone.

4 Design for Client Needs and Capability
Designing digital payments to address the needs, economic roles, and capabilities of clients, especially women, will increase suitability and use.

5 Support Client Access and Use Through Interoperability
While recognizing the need to balance competition and innovation, ensuring the interoperability of platforms, agents, and clients is highly desirable so customers of different schemes can make payments to each other and agents can work for different providers. This is especially important for clients living in remote rural areas.

6 Take Responsibility for Providers of Client Services Across the Value Chain
Clients are more likely to trust and use digital payments if providers take responsibility for the actions of agents, employees, and third party service providers across the value chain.

7 Protect Client Data
Protecting clients' digital data is increasingly important given the volume, velocity, and variety of data being used for marketing and credit scoring, while recognizing that use of client data can increase the range of products a client can access.

8 Provide Client Recourse
Clients need access to a fair recourse system for dealing with complaints about digital payments. This is especially necessary for complaints about innovative and unfamiliar products delivered via new channels and for clients who live remotely and may have little to no direct contact with providers.