




Extend your Reach.

CASE STUDY

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# Branchless Banking in Indonesia



The N-Frnds platform enables enterprises  
in emerging markets to digitally communicate  
with all their suppliers and customers.  
Whoever and wherever they are.

We drive enterprise growth by providing cutting-  
edge solutions to expand their customer base,  
streamline processes and increase engagement.

# Case Study: Branchless Banking in Indonesia

N-Frnds provides BTPN, Indonesia's leading commercial bank, with a branchless banking solution specifically designed for Indonesia's mass market.

N-Frnds branchless banking solution is driving BTPN's unparalleled growth:

An agent and customer  
base of over  
**4M users**  
and  
**200k agents**



## BTPN's objective:

To deliver financial services to the mass market of unbanked businesses and individuals in Indonesia.

## BTPN's Challenges:

Indonesia mass market is in the nascent stages of digital revolution. The successful adoption of our digital financial services therefore requires overcoming a number of substantial hurdles and challenges.

- 1 Cost** — the extremely low disposable income of mass market customers means feasibility of this initiative depends on the ability to tap into the market at scale with radically cost-effective infrastructure and technology
- 2 Ease of use** — providing technological solutions in technologically nascent markets requires a platform that provides a simple and accessible interface for end-users while allowing sophisticated banking and business processes at the back-end.
- 3 Interface with customers** — to replace expensive traditional bank branches interface with the bank requires a robust and scalable network of agents coupled with an effective yet highly affordable communication channel to connect the bank with its agents and their customers.
- 4 Uncharted territory** — as a pioneer of digital financial services in Indonesia, there is no proven model for reaching the previously unbanked, new processes and strategies are required. Innovative loyalty plans and customer engagement strategies designed for the mass market require advanced real-time analytics to track customer activity and usage patterns and enable ongoing optimization, A/B testing and iterations.





## Our Solution for BTPN:

N-Frnds provides the Branchless Banking infrastructure for BTPN Wow!, Indonesia's leading bank. BTPN has over 4 million customers and 200,000 agents, making it the largest agent banking network in the world.

N-Frnds' unique and powerful Branchless Banking solution enables BTPN Wow! to provide a broad range of mobile banking, financial and payment solutions to its existing customers as well as to those who previously had no bank account.

The services available range from savings and money transfers, to loans and vPos (virtual point of sale), as well as complimentary digital and communication services.

Our solution for BTPN Wow! has enabled them to successfully leapfrog the previously unbanked into cutting edge mobile banking services.





# Branchless Banking — Examples of Products



# Syariah Microfinance Customers

## Digital loans for Indonesian Women

N-Frnds is working with BTPN Wow! to digitalize the loan process for 2 million microfinance customers of sister bank BTPN Syariah. These women many of whom use their first loan to purchase a simple phone are transferred to mobile banking clients with the ability to save, make payments and apply for further productive loans to increase their businesses all through their phones.



# Micro- merchant Agents

Driving Financial inclusion  
while expanding income  
generating opportunities

BTPN Wow! recruits and trains small merchants to become part of its 200,000 strong banking agent network. Many of these agents are driven by a desire to support their communities while earning supplemental income to improve their livelihoods. Agents earn commissions by helping their customers to open a bank account enabling them to save, make payments, apply for loans and become part of the digital financial world.





# Nestle Coffee Farmers

## Cashless Ecosystem & value chain loans

Over 16,000 Nestle coffee farmers in the Lampung area of Sumatra have opened a bank account with BTPN Wow! N-Frnds is providing the infrastructure for digital payments to these farmers and paving the way towards a cashless ecosystem. In addition data collected from the farmers on their coffee production levels enables them to apply for receivables-based loans for better inputs thus improving their productivity and income capabilities.



The background of the slide features a lush green tea plantation with rows of tea bushes in the foreground and misty mountains in the distance. A blue-to-green gradient is applied over the entire image. Several semi-transparent, rounded rectangular shapes in various orientations (vertical, horizontal, and diagonal) are overlaid on the background, creating a modern, abstract design.

# Branchless Banking — Examples of Services

The following are selected mobile services that can be incorporated into the range of our branchless banking products:

● **vPOS**

a virtual Point of Sales for micro-merchants to issue invoices and receipts through their existing phones.

● **Payroll system**

Digital bulk payments to farmer/suppliers' mobile bank account

● **Digital Loans**

End-to-end mobile loan application with multiple and dynamic fields

● **Credit Scoring**

Digital surveys and system-enabled data collection (e.g. coffee levels, dairy quality etc.) contribute to KYC process enabling expansion of loan pool.

● **Saving Envelopes**

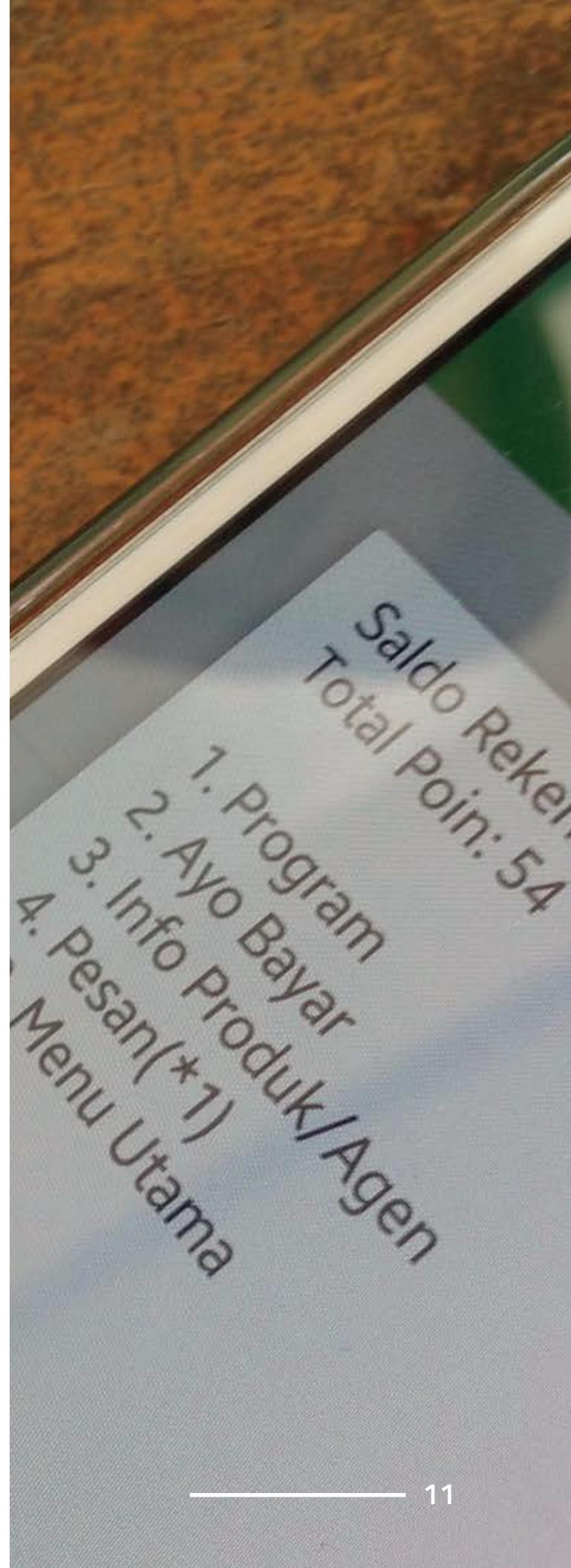
Customer designated, e.g. Education funds, joint saving, festival saving

● **Customer and Agent Engagement**

Interactive communication between agents, customers and BTPN sales reps (no additional charge to end-users)

● **Gamification & Point System Engine**

Agent point system and customer gamification strategies enable the use of tailored strategies for BTPN Wow's mass market users.





## About N-Frnds

N-Frnds is a global software company that provides a range of powerful SaaS-based solutions to enterprises in emerging markets. Based on groundbreaking proprietary technology, the N-Frnds platform can be accessed from any device — even without mobile data. In addition, it is easily adaptable and swiftly deployable to digitize financial and business processes across customer and supplier networks.

## Contact us

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