Replacing manual forms with printed receipts
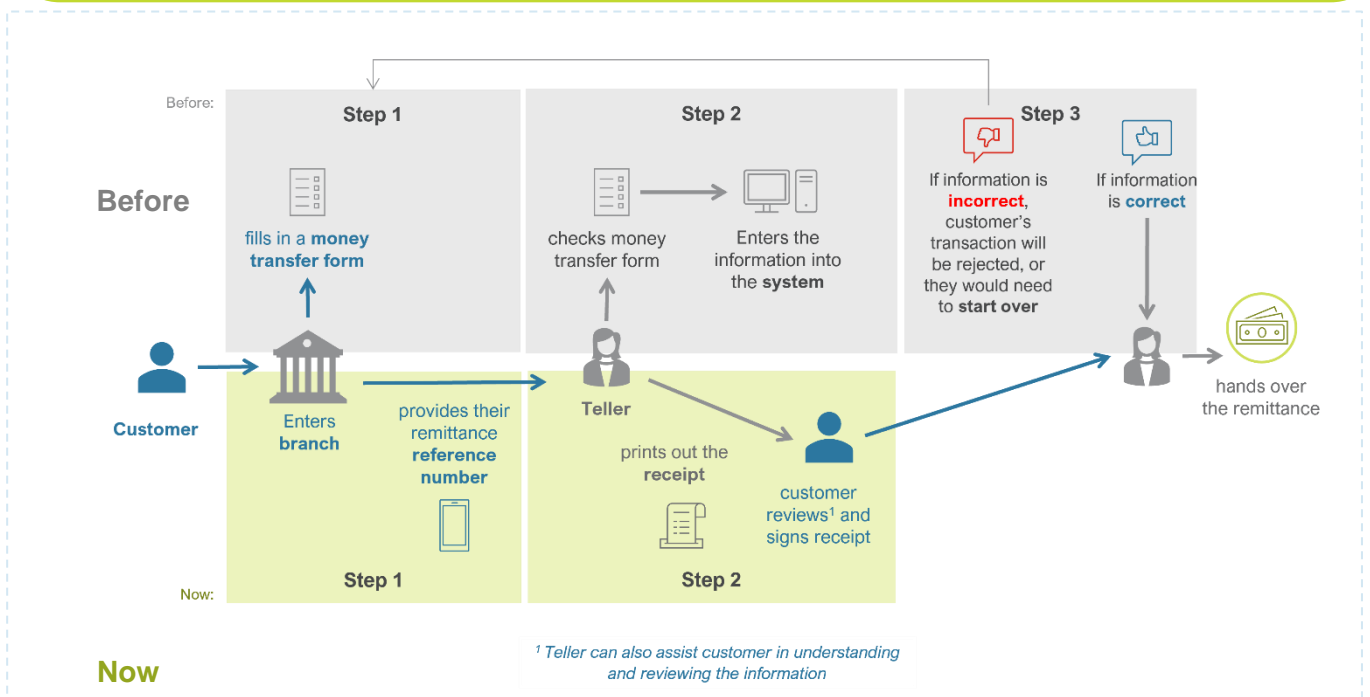
How can we better serve customers that struggle to fill out remittance forms required by IMTOs and reduce costs? When it comes to sending and receiving remittances, many institutions still ask their over the counter (OTC) customers to complete a manual money transfer form. However, people who are semi-literate, or not financially literate, struggle with completing manual money transfer forms independently. Manual processes take much longer to complete and if not accurately completed, the RSP must often reject the transaction to mitigate risk related to fraud. The printed receipt is thus a simple solution for digitalising the remittance sending and receiving process as it addresses the inefficiencies of manual processes.

What the intervention entails

In the remittance sending/receiving process, three components are typically involved: a manual receipt form filled out by customers, an IMTO file containing necessary data points, and a printed system receipt for customers to sign as proof of payment. However, the process often duplicates efforts since the required information for Customer Due Diligence (CDD)—like name, address, date of birth, ID number, and transaction purpose—is already in the IMTO files. This innovation entails the RSP printing out the information it has in the form of a printed receipt and asking the customer to review and confirm it prior to serving them with their remittances. The intervention therefore allows for the removing of manual money transfer forms and switching to printed receipts to reduce the chance of error and cut down on duplicate processes.

Before:

Before

Step 1

fills in a **money transfer form**

Step 2

checks money transfer form

Enters the information into the **system**

Step 3

If information is **incorrect**, customer's transaction will be rejected, or they would need to **start over**

If information is **correct**

hands over the remittance

Customer

Enters **branch**

provides their remittance **reference number**

Teller

prints out the **receipt**

customer reviews[1] and signs receipt

Now:

Step 1

Step 2

Now

[1] Teller can also assist customer in understanding and reviewing the information

Customer journey when using printed receipts

Benefits for the implementing institution

This innovation can assist you to:

Cut down process duplication, by replacing manual money transfer forms and in turn grow remittance transactions and increase the number of returning customers

Improve customer retention and **increase customer base** through improved service and being able to serve those that struggle to fill out forms.

Reduce record storage of paper-based forms for the institution by having all details of remittance transactions in digital form.

Improve turn-around time by cutting out the additional steps, saving approximately 10 minutes per transaction (based on findings from the RAI).

Reduce chances of error in the remittance process by removing the need for frontline tellers to assist customers in filling in money transfer forms and decreasing risk as all the fields on the receipt are automated and pulled directly from the system

Improve customer experience through shorter waiting times and modernised processes thereby enhancing business efficiency

Suggested steps for implementing this intervention

- **Step 1: Identify the fields not represented on the printed receipt.** This step involves aligning the information between the IMTO file and the system-printed receipt to eliminate the need for manual forms. Compare the current system receipt with the IMTO file to identify missing information that needs to be added to the printed receipt.

- **Step 2: Add missing fields to the printed receipt.** Identify discrepancies between the IMTO file and the system receipt and add the missing fields to the system receipt. This change allows for a more streamlined process where customers no longer need to fill out manual forms.

- **Step 3: Train your staff.** Develop a comprehensive training manual that covers the intervention's purpose, benefits, and changes to the remittance-receiving process, and includes how to promote internal awareness and knowledge sharing. The training should involve various staff members, including branch managers, customer service representatives, front-line tellers and compliance staff, to ensure they understand the new process and can effectively implement it.

- **Step 4: Sensitise customers to the new process.** Initiate marketing campaigns to inform existing customers about the system changes and encourage adaptation (e.g. via SMS blasts and brochures). Ideally, this would be done more than one month before the intervention is launched and continued for six months after the intervention has been implemented to help customers adjust. Assign customer service representatives to assist clients during the transition period immediately following the implementation.

- **Step 5: Pilot the intervention.** Conduct a pilot test in select branches to evaluate the intervention's effectiveness and address any potential issues before a full-scale rollout. This step involves training, sensitisation, and a thorough assessment of the intervention's impact over several months. The training and sensitisation of the intervention occur for one month. Thereafter, roll out the pilot process for approximately 3 to 6 months.

- **Step 6: Roll out the intervention.** After refining the process through the pilot, proceed with a full rollout of the intervention to all branches. Share pilot data with management to secure support and ensure the continued success of the implementation across the network.

Considerations before implementing

This intervention was developed and implemented as part of the IFAD and Cenfri Remittance Access Initiative (RAI). Based on this experience, the table below indicates the key resources required before starting implementation if implementing it for the first time.

- **Time**: roughly 5 months to 12 months from design to implementation.

- **Capacity**: leveraging the internal technology team or getting a software developer on board to design and implement any systems changes, as well as ensuring that staff are trained on the changes required in their processes.

- **Key dependencies**: alignment with IMTOs to ensure that they are aware of the intervention and how it can change documentation requirements, ensuring that there is system interoperability with that of the IMTOs, and overcoming inertia within the organisation to do away with paper-based forms.

- **Regulatory considerations**: consider the regulatory assessment for your country, specifically drawing on AML-CFT acts, laws, regulations, directives, and guidelines. Key things to consider includes recordkeeping requirements.

Reflections from other implementing organisations

Organisations who have implemented the printed receipts intervention, have advised that it will be much easier to implement the intervention if you already have most of the information on your IMTO files. It is also recommended that this intervention should be implemented with your internal product first before rolling it out to other products you offer via IMTO partners. This will allow you to streamline the decision-making process and roll the intervention out, thereby testing it to iron out any challenges and collect evidence of its success. The latter can then be used to inform your business case when approaching IMTO partners.

This intervention forms part of a broader remittance innovation toolkit which can be accessed here.