

Leveraging SMS Data to Power Financial Inclusion

Gathr's affordability analysis solution





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Our solution at a glance: Gathr's capabilities

Finch Technologies specialises in harnessing alternative data sets to enhance financial access in Africa. Our current alternative data marketplace empowers fintech companies, mobile operators, and retailers to enrich their onboarding processes using our robust data collection methods.

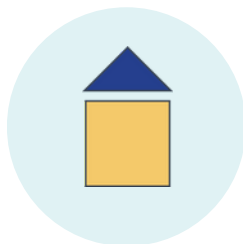
These encompass essential components such as:



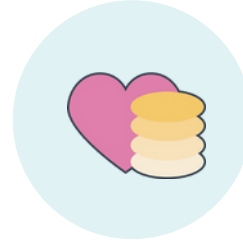
ID Verification and Validation



Business Reg Verification



Proof of Address Validation



Affordability Analysis



Tapping into alternative transactional data

At present, Finch Technologies employs a range of methodologies including direct bank integration, screen scraping, PDF parsing, and USSD emulation to extract transactional data. However, there's one pivotal element missing: tapping into SMS data to extract transactional insights.

But how do we acquire transactional data from SMS?

We've meticulously mapped out the numbers designated by banks for sending transactional information. Every bank communicates such data via SMS (with some placing limits on transaction sizes, e.g., under R100). By leveraging this data, we're able to reconstruct comprehensive transaction statements for individual users.








Why does SMS data matter?

SMS data rises as a key player in modern financial insights. Its unique benefits and departure from direct bank data offer inclusivity and enhanced understanding, revolutionising financial analysis and data collection

Here are the main reasons why:




-  It has the **ability to address the complexities of multi-banking** and expands the pool of potential customers.
-  **SMS data aggregates transactions from all banks** linked to a specific cellphone number, providing a more comprehensive view of an individual's financial behaviour.
-  **It extends accessibility.** In a landscape where only 15% of South Africans utilise online or app-based banking, methods like screen scraping and direct bank integration face challenges. However, the widespread phone and SIM usage, coupled with robust banking coverage, makes SMS data extraction viable.



What is the scope for this?

According to the NCR, there are over **58 million loan applications** annually. While direct-to-bank and screen scraping methods cater to only **15%** of these applications, a staggering 49 million customers require an alternative data extraction approach.

Finch stands well positioned to distribute this into the market, here's why:

-  We possess the technical prowess to implement this solution seamlessly.
-  We've formed solid relationships with mobile operators, facilitating smoother implementation.
-  We already hold a prominent position as one of the nation's largest providers of alternative affordability data.

