



X



MPOWA is a leading online micro-lender in South Africa, known for prioritising customer experience by delivering smooth loan-seeking processes digitally. This case study looks at MPOWA's collaboration with Gathr, focusing on affordability assessments, the integration processed and achieved outcomes.

16.9 million

MPOWA's potential customer base is 16.9 million employed South Africans earning more than R10 000 per month.

What is MPOWA's mission?

MPOWA aims to provide accessible short-term financial assistance to employed South Africans earning above R10,000 per month. Since 2008, they've led online short-term lending in South Africa, prioritizing technological innovation to enhance customer satisfaction. What sets MPOWA apart is their commitment to financial inclusion, utilizing alternative data for comprehensive affordability assessments.

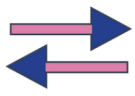
What did MPOWA need?

In the micro-lending space, accurate affordability assessments are crucial for both lenders and consumers. One challenge lies in obtaining up-to-date bank statements to verify income, which can be susceptible to fraudulent activities. MPOWA sought a solution to validate the authenticity of bank statements uploaded by applicants.

Why Gathr?

To combat fraud and streamline affordability assessments, MPOWA partnered with Gathr. Their decision was driven by specific objectives: reducing bank statement fraud, seamlessly retrieving transactional data, and enhancing affordability assessment capabilities.

Our integration with MPOWA has seen the following results so far



413 495

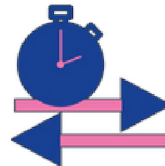
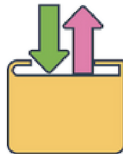
Statements processed successfully through statement upload

1 560

statements collected through USSD

372 860

statement data collected through online login



50 seconds

Average time taken to process a consumer affordability assessment

Solution

Gathr provided MPOWA with a comprehensive solution perfectly aligned with their requirements. The integration involved Gathr's consumer affordability functionality which allows bank statement collection and reading. Our trusted API solution seamlessly integrated into MPOWA's platform to assist them with the lending decision-making process.

How it works: When a borrower starts the lending process with MPOWA, with specified requirements and consent, Gathr's consumer affordability tool integration allows clients to access and read bank statement data through:

- **Online Login:** Direct access to the customer's bank statement.
- **Statement Upload:** Uploading the bank statements.
- **USSD:** Retrieving bank statements via mobile phone USSD process.

Integration

The partnership between MPOWA and Gathr has been swift and efficient. Since the initial integration, MPOWA's system has seen significant enhancements and continues to evolve through an ongoing feedback loop with our team.

“Our system has improved greatly since initial integration and continues to improve through a feedback loop with Gathr. We have a very positive outlook going forward with this partnership”

Matthew Knowlden
COO, MPOWA

Outcome

The collaboration between MPOWA and Gathr yielded positive outcomes:

- **Streamlined automation:** The transition to Gathr facilitated smooth uploading and verification of client bank statements. Automated transaction identification bolstered efficiency, combating fraud and minimising manual involvement. Consequently, significant cost savings were achieved through reduced call center agent phone time.
- **Facilitating financial access:** Expanding the reach of financial products to a broader audience through enhanced onboarding and loan application processes.

What's next for MPOWA?

MPOWA aims to dominate the micro-lending sector in South Africa, enhancing client experience and application processes. With Gathr's support, they're poised for expansion and innovation. One key focus is reducing client drop-off during bank statement retrieval, and they're eager to achieve this goal. This partnership highlights how collaboration among fintechs benefits South African consumers.



Our sophisticated API enables every company to offer fintech products in a digital ecosystem by seamlessly onboarding clients, verifying their identity, and gathering their most important personal and transactional information.