

Defining what a mobile wallet is for the Pakistani mobile banking consumer market.

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Abstract

It comes as no surprise that the contemporary version of the Pakistani market has undeniably developed into an emerging market for financial technology, with increasing facilitation in the form of digital payments, widely accessible internet, significant smartphone penetration and booming online commerce (Kumail Abbas Rizvi et al.). In addition to this, it is important to acknowledge how the industry is in the seed stages, where the government has an essential role to play, particularly in the form of incentivizing users on both ends, in order to encourage adaptability and enable for the development of a sustainable and efficient nation-wide banking system.

Therefore, in accordance with the perspective above, the following research study aims to provide a qualitative assessment and detailed definition of mobile banking services offered by prominent key players in the country with a specific focus on 2 telecom sector mobile wallets and 1 banking sector mobile banking service, namely, Easy paisa by Telenor, Jazzcash by Mobilink and HBL konnect by Habib bank limited.

Executive Summary

The research paper looks to address the information gap that prevails over the consumers and potential consumers of mobile financial services. The three mobile wallets chosen for this descriptive research include EasyPaisa, JazzCash, HBL Konnect which have been shortlisted on the basis of two focal points of our research:

1. To look at mobile financial services from the view of telecom based operators (Easypaisa by Telenor, JazzCash by Mobilink) and banking industry operators (HBL Konnect)
2. Look at Market leaders in the 2 industry sectors mentioned above.

The paper then looks towards a detailed analysis of the services that these 3 services provide to consumers and explains how these features can help the everyday consumers in their financial transactions such as paying bills, ordering online, shopping online, sending money across the country, carrying out mobile top up and numerous other features that the mobile applications allow for the user to benefit from.

In conclusion, the research paper emphasis on the changing global trends and mobile wallets trend specifically in Pakistan by drawing light to the fact that in the near future, these mobile financial services could eventually replace a lot of physical outlets through which users currently avail numerous services, the mobile wallets hence are a valuable addition that will eventually grow in the years to come and become a huge market sector in the Pakistani economy.

Literature Review

While structuring and designing the scope of the research study, it was increasingly necessary and essential that similar instances and demographical settings were focused on, to draw out important insights and significant similarities. Resultantly, this brought attention towards the African community and mobile financial solutions, evidently focusing and emphasizing the various impact that these services and offerings have had on different communities. The literature review itself, identified only one study (Batchelor, 2007) that directly addresses the assessment of the financial needs of the poor a priori to specifying m-finance solutions. The study collects data from 600 households in Senegal, Africa which shows that informal financial systems dominate even amongst the 10-13% of the sample that belonged to credit unions. While about 38% were confident in any future mobile payment system for sending or receiving remittances, only 2% had sent money locally via airtime credits, which is a case that is evident in the context of Pakistani telecommunication systems, as almost all of the network providers now give an option of minimal loans in case of low credit. Moreover, Donner (2007) claims that the lower class requires the facilities of sending and receiving cash more than anything, where these small transactions can add up over a longer period hence making these transactions out of their financial scope. This opportunity makes transferring money on short notice relatively easier on a large scale in under-developed economies. Furthermore, Hughes & Lonie (2007), and Vaughan (2007), aimed to enhance their perspectives of picking up larger customer data for technical design. Application development was limited by the fact that the interface of the app was to be made simpler and easier to use, which itself was particularly challenging because of the ever-increasing features of mobile banking. With the increase in technology, many merchants based locally learned the system and started developing their ways

to cater to their needs. Examples such as in the case of Infodev (2006), where it was claimed that the SMART Telecommunication tackled all the design issues by using SMS features over network connections, this technology had been in use for a while now and as such proved to be easy to use. In addition to this, a less financially privileged users' study in South Africa (Ivatury & Pickens, 2006), determined and highlighted social standing and convenience, as far more influential factors than just the design. Other research studies and works such as in the case of Knight-John (2005), show how the direction that "Grameen Phone" took in terms of incentivizing this sector and pushing people to embrace the new technology. By primarily utilizing agent-based operators, Grameen Phone was successfully able to give access to the financially underprivileged. In addition to this, it is also important to note and essentially realize that the general level and pace of reception of mobile banking benefits in developing nations is moderately low and limited to progressively wealthy clients. Brown et al. (2003) tested this in an investigation of the selection of mobile banking in various regions and areas of South Africa, utilizing an example of respondents situated in urban territories. Resultantly, this segment of early adopters demonstrated how despite over 90% of the respondents owning mobile phones, only approximately 5% of these had used mobile banking, with an estimated 30-40% indicating and showing intentions of using these services. New initiatives in South Africa, such as WIZZIT, have provided more innovative services which involve having an agent as a retailer, and Ivatury & Pickens (2006) report that there is a greater level of uptake amongst users that belong to the low-income category. The review also played an essential role in identifying how legal and regulatory measures were one of the major causes of hindrances in adoption (CGAP, 2008). The fields of banking and telecommunications merge, and the lines of regulation are confusing and misleading, allowing for the difference in bank-led and non-bank-led services. There has been

thorough research on the adoption of mobile financial services in the Pakistani context, with a large majority of that research being related to the adoption of these services provided by already-established banks, rather than mobile wallets. However, as these two financial systems are very closely linked and similar, the relevant research available can also be used in a Pakistani context. Various studies and publications such as Saleem and Rashid (2011), in their research paper, have discussed the importance of customer satisfaction when it comes to the adoption of such technologies. The term customer satisfaction used here, primarily measures how well a service provider has met the expectations of a said customer. Moreover, customer satisfaction can be increased by developing an easy to use secure service, has low transaction costs, and provides a wide variety of solutions to the consumers. As it can be deduced, increasing customer satisfaction will have a positive and direct impact on adoption. Kazi and Mannan (2013) have also discussed the factors affecting the adoption of mobile banking in Pakistan, with their research specifically targeting the lower-income groups of Pakistan. Not only did they follow and implement the technology acceptance model (TAM) to form the primary hypothesis around the perception of the usefulness, ease of use, risk and social influence formed around a mobile banking service, but they also worked towards highlighting social influence as the most important factor which affects the adoption of this technology in Pakistan. Furthermore, research by Davidson and McCarty (2011), also brought in several different reasons for the lack of adoption of such technologies in the developing world. The first reason was primarily how a customer is aware of the existence of the technology; however, failing to understand its wider benefits and implications. Furthermore, customers do not understand the overall mechanics of the transactions. Lastly, the issue of trust between the customer and service provider severely hinders the adoption of the technology. These reasons may be quite valid in the Pakistani

context, as judged from preliminary interviews with a few users and non-users. It is also important to realize and note that these studies, whether observed within a global or domestic context, are essentially narrow and short-sighted. There is no particular research that follows the journey of a consumer from being unaware to becoming an active user of technology, especially from the perspective of a South-Asian market and demographic.

Introduction

“Financial technology” also termed as fintech, is the terminology that encompasses the presence of a new wave of organizations that are changing the way users send money, pay, lend, and use financial services. The most disrupted sectors are payments and money transfer, with TransferWise (money transfer), Square (mobile payments), crowdfunding (Kickstarter, Crowdcube).

The success of fintech and mobile banking can be attributed to consumer centricity, which refers to the innovation and value addition centered on the needs of the customers rather than the product itself. Fintech startups are now focusing on a lifetime membership for their consumers rather than a short-term gain in an attempt to brand their startups.

Customers desire safety, convenience, low transaction costs, speed, and continuity. Mobile banking services that deliver these features tend to have a higher acceptability rate amongst the consumers (Krishnan). According to Steven Livingston, “Africa has seen a 20 percent increase in mobile phone subscriptions for each of the past five years, growing from 2 percent of the population in 2000 to 63 percent by the end of 2012. By 2015, Sub-Saharan Africa may have more people with mobile network access than with access to electricity at home” (Krishnan). Similar comparisons can be made with Pakistan, a country having one of the youngest populations in the world.

In Pakistan, consumers’ decisions are driven by the amount of trust they place on various institutions. Some of the main concerns that become a hindrance include loss or theft, violation of privacy and fraud, wireless carrier infrastructure vulnerabilities and ecosystem vulnerabilities. The first service launched in Pakistan was by Telenor in 2009, a mobile banking solution, in

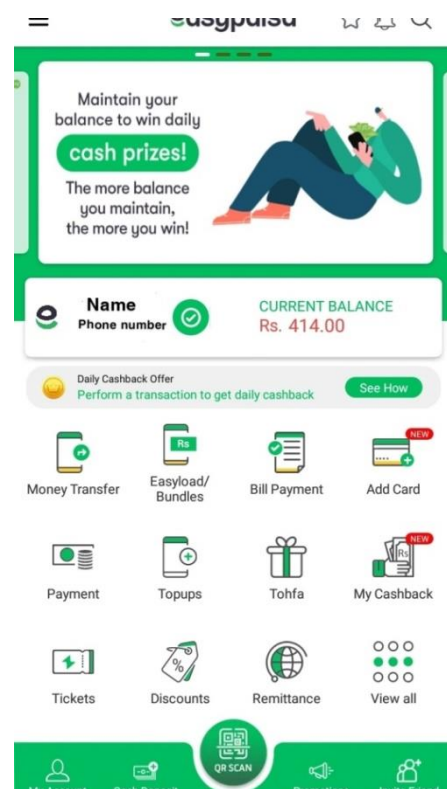
coordination with Taameer Bank, under the label Easy Paisa (Mobile Banking: Evolution or Revolution?). The success of Easy Paisa allowed other telecommunication companies to delve into the market. These include JazzCash, Zong Paymax, Keenu Wallet, and SimSim. Almost all of these carriers offer a long list of services; the most popular among them is a Money transfer and Bill payments.

The success of EasyPaisa can be attributed to the fact that the main focus was on delivering traditional (classic banking and transactions) services as well as being innovative (bill payments). Additionally, value addition was prioritized, physical outlets were established to allow people to avail the facilities nearby. Channels used by new services such as JazzCash and Upaisa focused more on social media promotions than advertisements, as was the case with EasyPaisa. The use of surveys and other customer feedback services allowed for accurate costing and less valuable opportunities for consumers.

Banks have also paced up to compete with these services. Some Traditional fintech organizations are looking to the innovation challenge in different ways; some financial institutions have diversified, becoming venture capitalists. Some others have set up innovation labs, actively participating in business incubators to narrow their technological gap, HBL Konnect is one of the leading mobile banking apps in the country because of the scale of operations of HBL bank. All in all, this research particularly focuses on defining fin-tech startups, specifically Easypaisa, JazzCash and HBL Konnect, and the services that are provided by these 3 fin-tech entities.

easypaisa

Easypaisa, an over the phone banking service offered by Telenor, the second largest mobile network operator in Pakistan. Primarily it is a mobile phone-based service which includes an array of mobile banking features, but side by side it also provides over the counter services to users who do not own mobile phones. Easypaisa was Launched in October 2009, when Telenor entered into an agreement to acquire 51 per cent of the shares in Tameer Microfinance Bank in an investment of USD 12.3 million (PKR 1 billion at that time). Since then, Easypaisa has grown really fast. By October 2010 the service was available at more than 10,000 agents across Pakistan, these agents being small stores selling mobile accessories and calling cards. Easypaisa was helping provide financial services and ease of money transfer to more than 450,000 unique users in October 2010 alone who were conducting more than a million transactions with a value of Rs2 billion, Easypaisa was slowly becoming the easiest way to send money across the country even in remote areas. New registrations have been growing at a quick rate and to be an Easypaisa customer, you do not necessarily have to be a Telenor customer or even a mobile user. Several financial services can be availed with Easypaisa like money transfers, bill payments, shopping, donations etc. these are described further in this research in vast detail.



The Easypaisa App is the main source of using and accessing the mobile banking service through a mobile phone. The app is laid out in a very user-friendly format as will be discussed further.

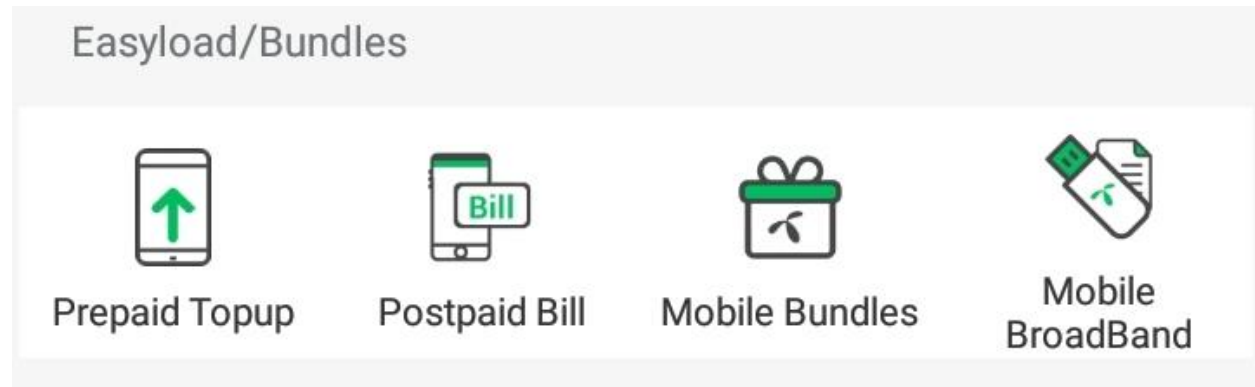
There are 8 main categories in which the layout is divided into:

1. Easyload/bundles
2. Money transfer
3. Bill payment
4. Payments
5. Other services
6. Top ups
7. Insurance
8. Cash in/out

The home page of the Easypaisa app has the layout as shown on the right, it shows the various features mentioned above and also shows the user's current balance, phone number and current Easypaisa offers that they can avail.

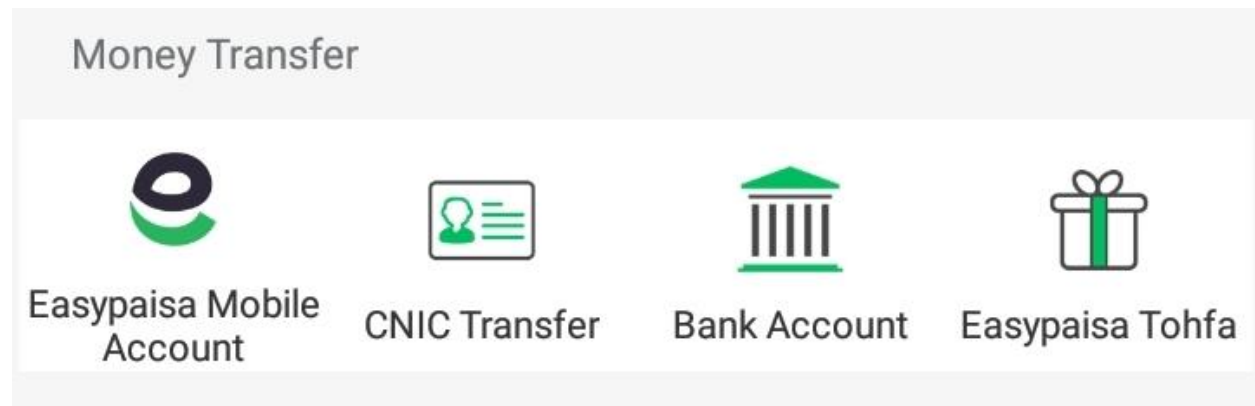
Anyone with a mobile number and CNIC can create an account and add balance to their account either by visiting one of the numerous easypaisa shops around the country, or by transferring from others or their own banks.

Easyload/bundles

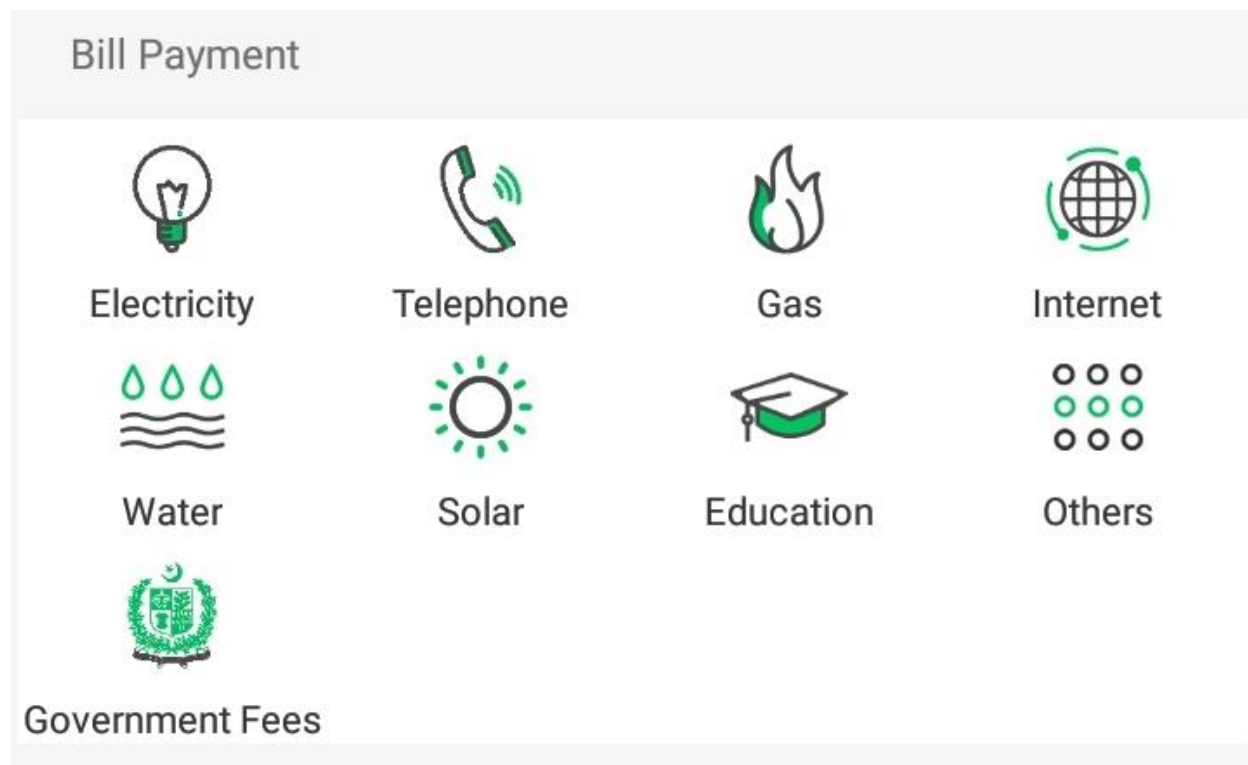


This category of the Easypaisa app allows users to topup balance in any mobile network carrier operating in Pakistan including, Jazz, Zong, Ufone and Telenor. The facility is available for both prepaid and postpaid customers. Users can also subscribe to mobile packages including SMS, calls and internet packages for any network and bills for broadband internet can also be paid through the Easypaisa app.

Money Transfer

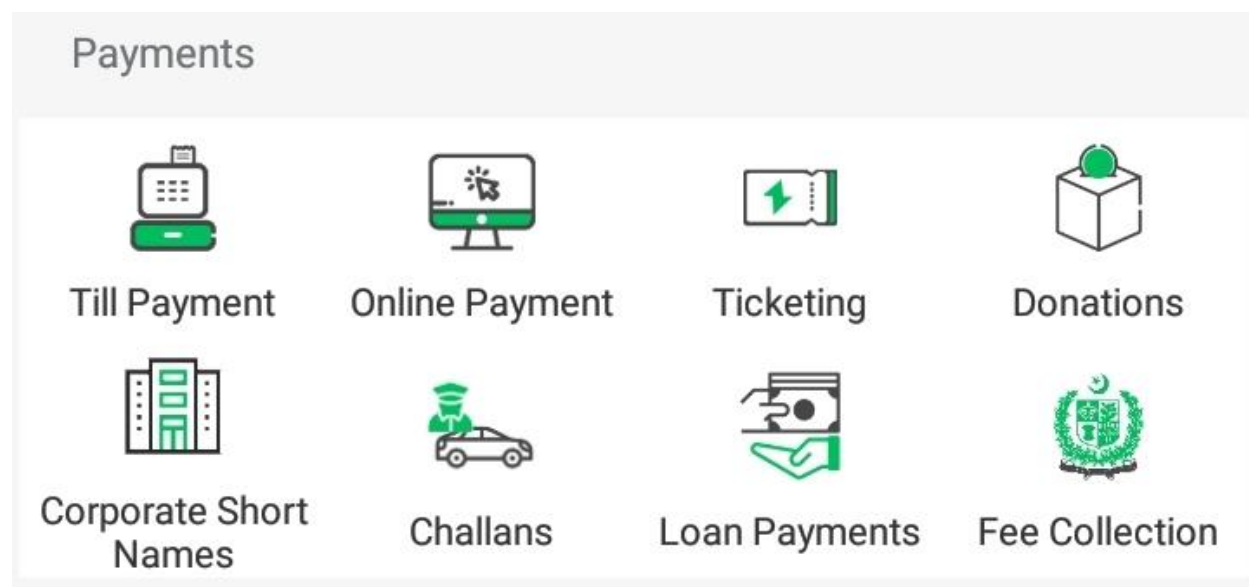


Money transfer is the category for which Easypaisa is known the most. Easypaisa caught everyone by storm because of this particular service when it was launched in 2009. This feature allows users to create Easypaisa accounts using any mobile number from any operator, be it Jazz, Ufone, Zong or Telenor. Furthermore these accounts can be used as a bank account in itself where your phone number becomes your account number after due verification of ID card and all related legal documents that are required. But the best feature of Easypaisa money transfer is perhaps the fact that anyone can send money through easypaisa to any part of the country by just using their CNIC card, for these users having an account is not necessary and this is why everyday people transfer millions of rupees through Easypaisa, even to remote areas of the country. These transfers can be made on the basis of CNIC, or can be sent to someone's easypaisa account or even to any bank account across the country. Easypaisa Tohfa is a newly introduced extended service where people can send monetary gifts to others on events for example, Eid, birthdays etc.

Bill payment

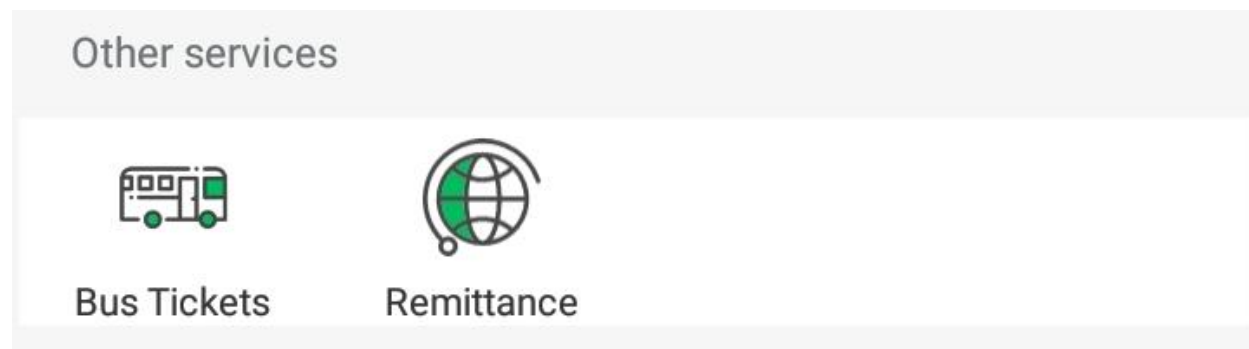
Bill payment is a feature that allows Easypaisa users to pay all utility bills including Electricity telephone, gas, internet, water solar and even educational fee challans. Governement fees include any fees to be paid to FBR, or the provincial government or even traffic violation e-challans.

Payments



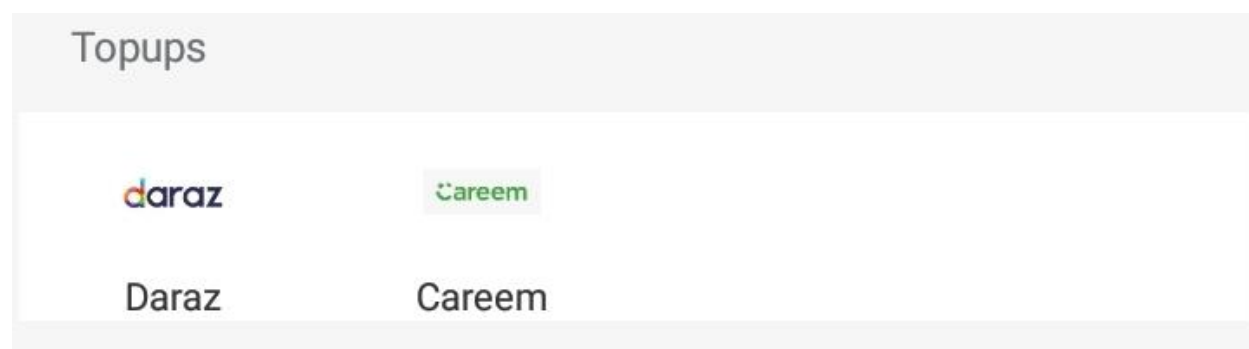
Other features not discussed in the previous category of “Bill payments” include payments on store tills, these include restaurants, shopping malls, superstores, clothing stores etc. Similarly, online payment for shopping such as on daraz.pk can also be carried out through Easypaisa. Tickets for events such as cricket matches or Bus tickets for inter-city travel can also be bought through Easypaisa. Similarly, donations to charities and funds as well as loan repayment to banks can be done through Easypaisa as well just by the click of a few buttons.

Other services



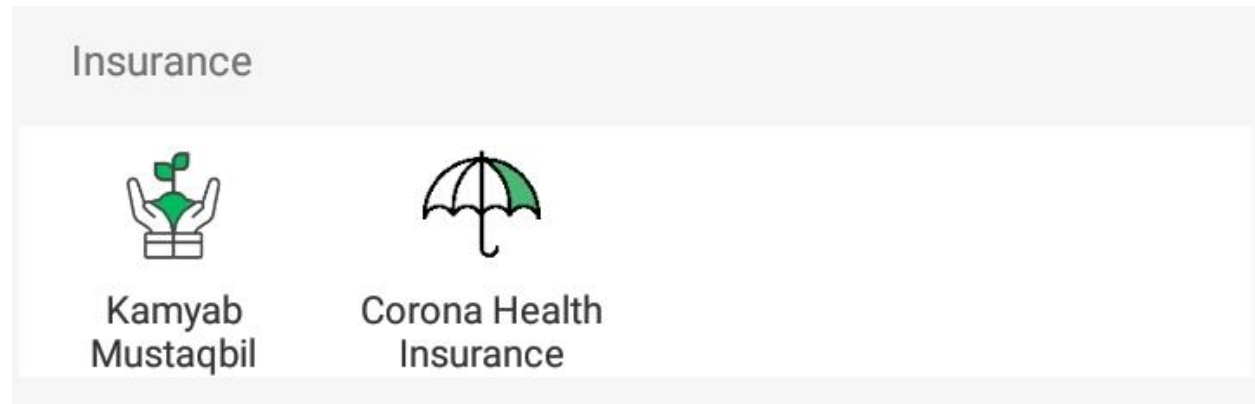
Other services include Bus tickets for inter-city travel through several bus services such as Daewoo express, bilal travels etc. Remittances from abroad can also be cashed in or sent through the Easypaisa app.

Top ups



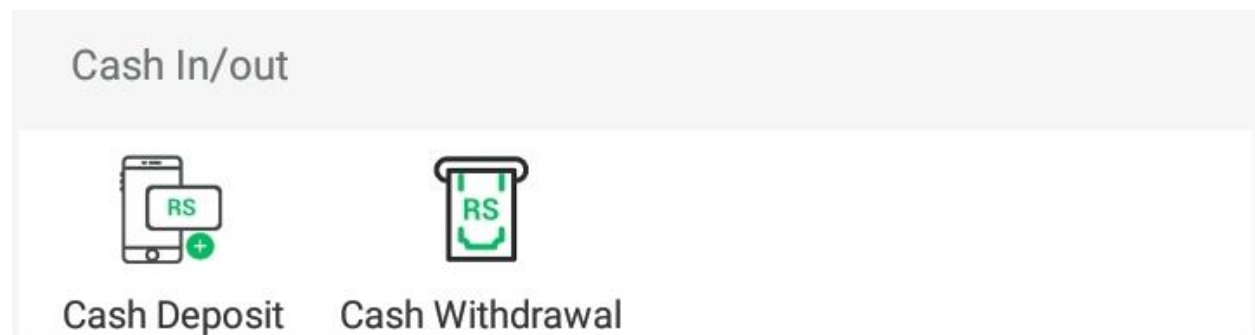
One of the newly added features is the topup for Daraz account and careem pay accounts. With the use of easypaisa users can add balance to their daraz accounts to shop easily and avail available discounts while the same can be done for their careem rides as people can travel cashless by using this feature and paying for their careem rides through careem pay.

Insurance



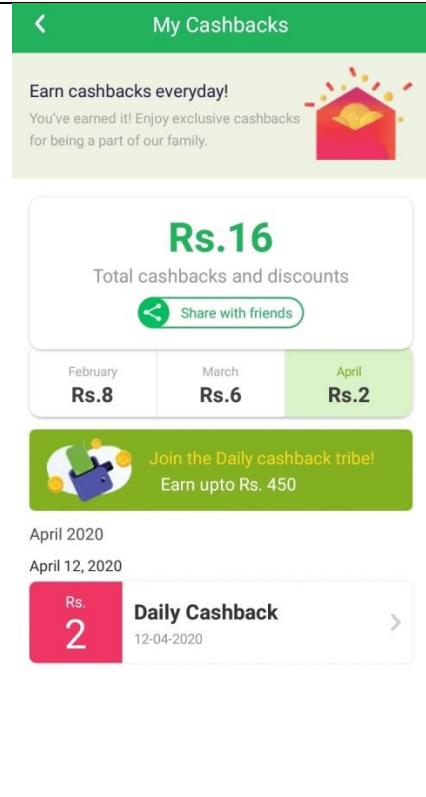
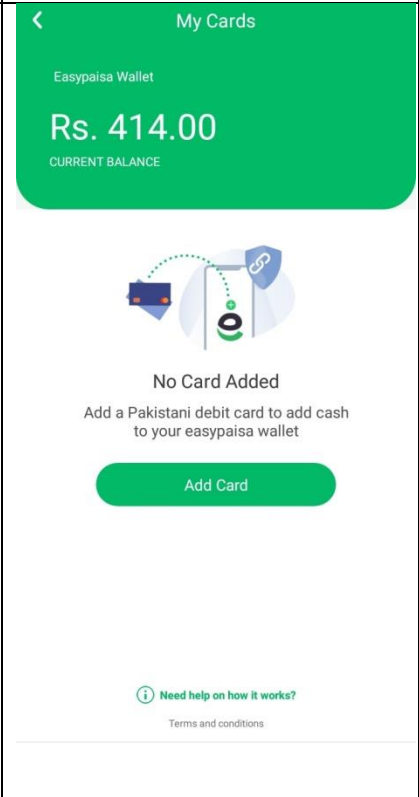
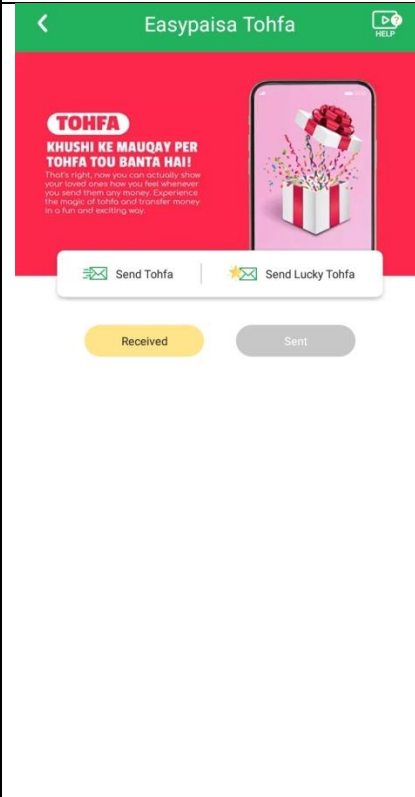
Another extended feature which is not much used but nonetheless is a valuable feature is the Insurance payment for health and life insurance.

Cash in/out



Lastly the cash in and cash out feature is the newest addition to the Easypaisa app in collaboration with Bykea. Through this feature, users can have cash deposited to their accounts from the comfort of their homes by calling a Bykea rider through the Easypaisa app and having them pick the cash from your location and submit it to the bank. The same can be done for cash withdrawal and the bykea rider delivers the cash to your doorstep.

Enhancing the customer experience

Cashback	Debit/Credit card	Tohfa
		

Since its 11 years in business, Easypaisa has invested deeply in adding new features and improving the customer experience to attract new customers and provide them as much ease as possible. Some of these specific features include:

Cashback: This new feature allows users to receive a small amount of cash back for every transaction they make, and if the users make transactions on a daily basis the cashback keeps doubling up as long as the daily streak is ongoing, the first cashback is Rs.2 and then it keeps on doubling. This feature was introduced to incentivize users to use Easypaisa regularly.

Debit/Credit card: With this new addition users can now add balance to their Easypaisa accounts by transferring funds from their own bank accounts using their debit or credit card. Even though this feature seems highly useful, it has been introduced very recently and as of now can only be availed if the user has a Meezan bank debit or credit card. With time, Easypaisa aims to create new partnerships with other banks to have them onboard and allow card users from other banks to use this feature.

Easypaisa Tohfa: “Tohfa” translated as Gift, is the new feature that allows users to send and receive gifts from each other. These gifts are monetary gifts that people can send to each other on the event of a celebration or an occasion, the feature allows for the user to choose a card with several themes on it such as, “Eid Mubarak” or “Happy birthday” and personalize an message and send the money to someone else’s Easypaisa account.

These 8 categories of Easypaisa help reflect why Easypaisa is the biggest and most used mobile banking wallet in Pakistan, both in terms of number of users and the amount which is transacted. Easypaisa excels on the idea to innovate and improve customer service so that all users can enjoy ease of access and transferability of money at the click of a button.



Jazz cash, which is formerly known as MobiCash, is a Pakistani mobile wallet, mobile payments and branchless banking services provider. It was founded in 2012 as MobiCash by Mobilink in partnership with Waseela Bank, which later became Mobilink Microfinance Bank. In 2016 MobiCash was renamed as JazzCash and a record high Hundred Million plus financial transactions were performed through its Mobile Accounts – which is more than four times increase compared to previous year 2015. In addition, with more than 1.5 Million active users, JazzCash became the leading mobile financial services provider in the Phone account category. JazzCash Mobile accounts recorded more than 100 Million Transactions during 2016. Anika Afzal Sandhu, VP Digital & Financial Services commented on this milestone and said: “This is a very special moment for all of us. Back in 2013, when we were still in the initial stages of setting up this division, we had an ambition to become the market leader by 2016. With great teamwork and trust of our customers, we have achieved this milestone. Now more money transfer transactions are performed through Mobile Accounts than Over-the-Counter services, which shows how successful we have been in not just acquiring, but also educating customers.”

JazzCash also announced a partnership with Trangolo, which is a global cross-border and digital remittance hub. JazzCash partnered with Trangolo to enable international money transfer and it also highlights jazz’s commitment in digitalizing its products and services with respect to changing times and global industry practices. This partnership enabled Trangolo’s global network of money service to offer international money transfer to JazzCash users. LycaRemit became the

launch partner to enable mobile/electronic remittance from United Kingdom to JazzCash mobile wallets and cash collection points as well. This move also ensured that those who do not have bank account can now access bank accounts through their wallets. Speaking about partnership, Aniqaf Afzal Sandu, VP stated: “We are excited to embark on the next phase of our journey to digitalize our customer’s financial needs in a convenient and reliable manner by joining hands with Trangolo. This collaboration will allow people living in the UK to directly transfer remittances to their loved ones, who may be unable to access a bank in their area. Through such partnerships, we look forward to further empowering our rapidly increasing Mobile Account customers with access to retail and online payments.”

By starting this initiative, customers receiving international remittance in JazzCash Mobile wallets could now cash-out at more than 65,000 retailers and 10,000 automated teller machines (ATMs) across the whole country. This partnership also enabled Malaysia-based Max Money, Unique Change and Incentive Remit to provide remittance to JazzCash mobile accounts.

In 2016, JazzCash also announced a strategic group alliance with Access Group for nationwide retail payment acceptance. In the first phase of this alliance NFC & USSD payments will be accepted at more than 500 outlets all over Pakistan. In the second phase of the partnership, JazzCash will launch QR codes to its financial suite which will provide customers to pay seamlessly by simply scanning the unique QR code. In addition to NFC, USSD and QR code, the partnership will also cover more than 10,000 retail outlets nationwide. On this partnership Aniqaf Afzal Sandhu said: “We believe this alliance will benefit JazzCash users by expansion of our payment acceptance forecourts, while offering them security and convenience. We are pleased to be partnering with Access Group, for enablement of this unique payment service.”

These services therefore enhance the experience of the customers and which has made JazzCash the leaders of the market. The JazzCash App is the main source of using and accessing the mobile banking service through a mobile phone. The app is laid out in a very user-friendly format as will be discussed further. There are 8 main categories in which the layout is divided into:

1. Send Money
2. Pay Bills
3. Mobile Load & Bundles
4. Invite & Earn
5. Travel, Entertainment & Food
6. Government
7. Education
8. Others

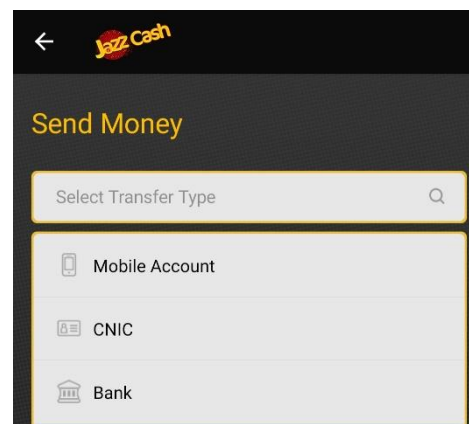


The home page of the JazzCash app has the layout as shown on the right, it shows the various features mentioned above and also shows the user's current balance, phone number and current JazzCash offers that they can avail. Anyone with a mobile number and CNIC can create an account and add balance to their account either by visiting one of the numerous JazzCash agents around the country, or by transferring from others or their own banks.

Send Money

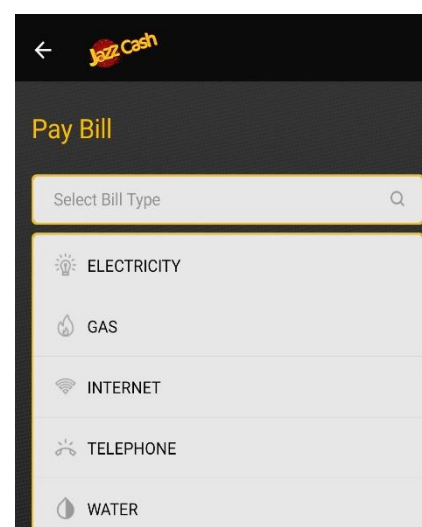
Send Money is the category for which JazzCash is known the most. This feature allows users to create JazzCash accounts using any mobile number from any operator, be it Jazz, Ufone, Zong or Telenor. Furthermore, these accounts can be used as a bank account in itself where your phone number becomes your account number after due verification of ID card and all related

legal documents that are required. But the best feature of JazzCash money transfer is perhaps the fact that anyone can send money through JazzCash to any part of the country by just using their CNIC card, for these users having an account is not necessary and this is why everyday people transfer millions of rupees through JazzCash, even to remote areas of the country. These transfers can be made on the basis of CNIC or can be sent to someone's JazzCash account or even to any bank account across the country.



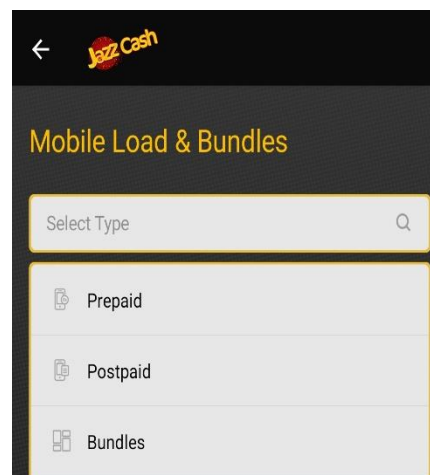
Pay Bills

Bill payment is a feature that allows JazzCash users to pay all utility bills including Electricity, gas, internet, telephone and water just through your mobile app.



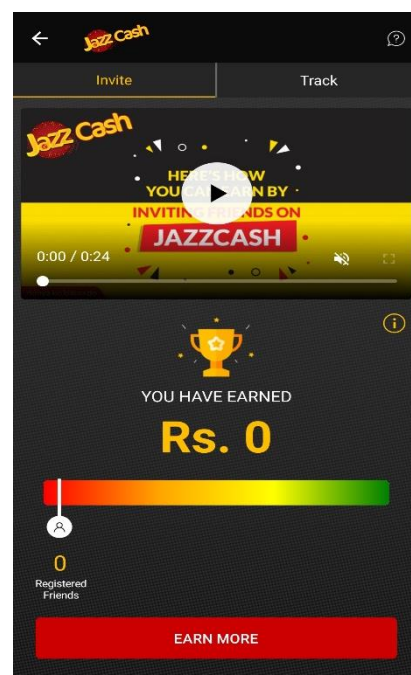
Mobile Load & Bundles

This category of the JazzCash app allows users to top-up balance in any mobile network carrier operating in Pakistan including, Jazz, Zong, Ufone and Telenor. The facility is available for both prepaid and postpaid customers. Users can also subscribe to mobile packages including SMS, calls and internet packages for any network.



Invite and Earn

This feature allows JazzCash users to invite their friends to JazzCash app and gives them a chance to earn cash rewards. If the friend joins the invitation, then Rs. 50 is awarded per friend invitation as soon as they login their JazzCash app. The friend who joins will receive Rs. 100 upon successful JazzCash App login.



Travel, Entertainment & Food

Other feature not discussed in the previous category of “Bill payments” include payments on store tills, these include restaurants, shopping malls, M-Tag recharge, careem voucher etc. Tickets for events



such as cricket matches or Bus tickets for inter-city travel can also be bought through JazzCash. Similarly, donations to charities and funds as well as loan repayment to banks can be done through JazzCash as well just by the click of a few buttons.

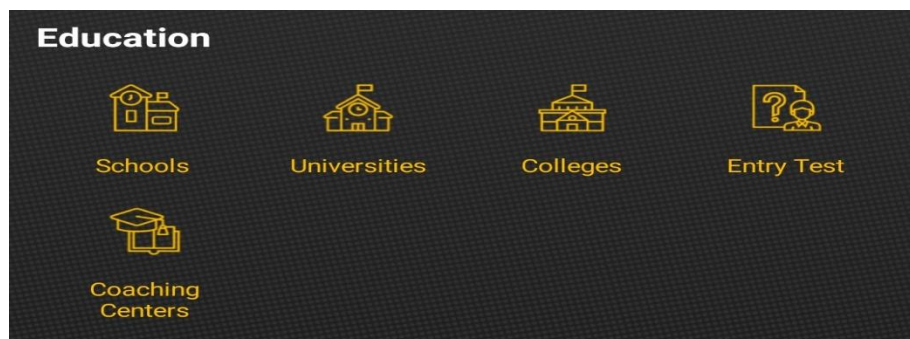
Government

Similarly a category named “Government” is also available for the ease of users so that they can pay their Challans and Tax Payments and be a responsible citizen fulfilling their duty of Tax. Moreover, Naya Pakistan



Housing scheme is also available which allows them to apply for this scheme.

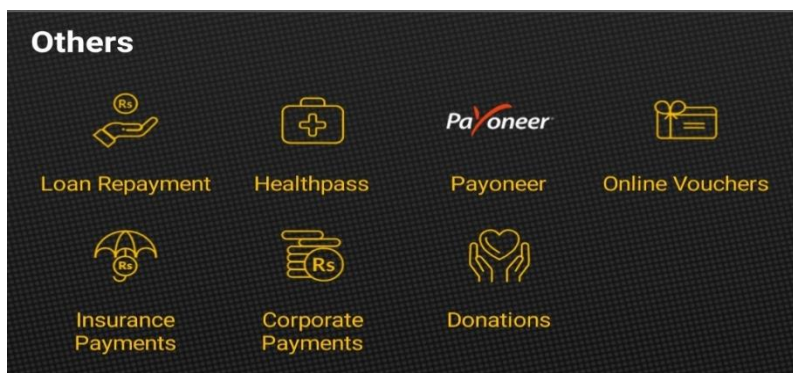
Education



This category “Education” gives users a chance to pay their School, Universities, Colleges tuition fees at home through an App rather than going to a bank and standing in a long queue.

Others

The other feature includes donations to charities and funds as well as loan repayment to banks which can now be done through JazzCash just by the click of a few buttons. Another



extended feature which is not much used but nonetheless is a valuable feature is the Insurance payment for health and life insurance. Remittances from abroad via Payoneer can also be cashed in or sent through the JazzCash app.

These 8 categories of JazzCash help reflect why JazzCash is the market leader and most used mobile banking wallet in Pakistan, both in terms of number of users and the amount which is transacted. JazzCash excels on the idea to innovate and improve customer service so that all users can enjoy ease of access and transferability of money at the click of a button.



HBL Konnect is a mobile banking and wallet service app by HBL. Launched in July 2018, the Konnect app is a way for people to use their banking accounts without having to submit any documents, apart from the CNIC, or go to a bank to fill out any forms. HBL aims to break down the barriers of standard banking by allowing access and participation to the general public when it comes to financing.

The Konnect account is a branchless banking account tagged to the customer's mobile number. The mobile number automatically becomes the account number, after which the customer can conduct banking on the go. While being fairly new in the mobile wallet industry as compared to Easypaisa and Jazzcash, HBL Konnect is still one of the most advanced digital payment solutions in Pakistan right now. The logic behind the name of the app is that HBL aims to “disconnect” consumers with inconvenience and insecurity, and “Konnnect” them to much more convenient, secure and independent banking experience.

“While only 15% of the population has access to formal banking, Pakistan’s mobile penetration has reached 72%. HBL is leading the way for financial inclusion to target the remaining unbanked “smartphone” segment of the population”.

Earlier this year in February 2020, Careem and Habib Bank Limited (HBL) partnered to help millions of Careem App users recharge their account through the HBL Konnect app. Careem

customers that use HBL Konnect account now have the option of buying Careem credit vouchers which can be redeemed in their Careem PAY wallet.

The agreement will further enable cashless transactions when using Careem's ride-hailing services and food delivery applications, encouraging the use of digital payment solutions for millions of Careem and HBL users. Careem credits will be available for purchase on HBL Konnect app through vouchers worth PKR 1000, 1500 and 2000.

Naazer Minhaj, National Sales Head Branchless Banking, HBL also commented, "HBL's partnership with Careem is indicative of our commitment to transforming our customer's lives by providing innovative digital banking and payment solutions. We are excited to kick off this first offering with Careem and continue to explore other opportunities for mutual growth."

The Konnect services can broadly be divided into **5 categories**, namely:

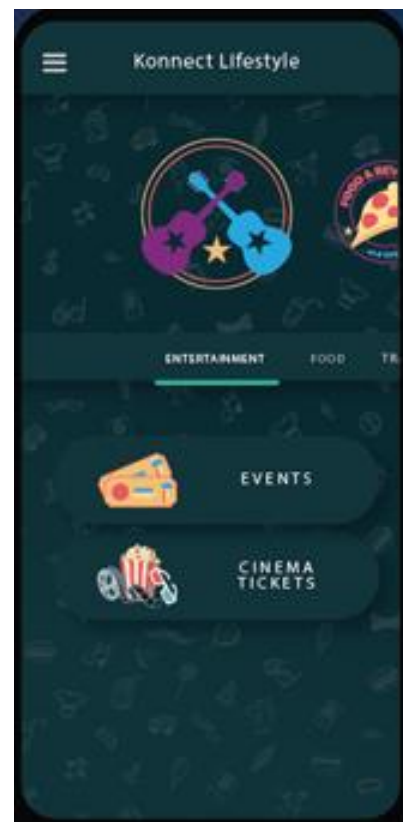


Konnect by HBL is not just a mobile wallet or mobile banking app, it also claims to be a lifestyle app, that brings all your lifestyle needs in one minimum yearly fee and offers loads of deals and discounts for the entire year.

Customers can choose from a variety of subscription packages which match their lifestyle:



- Konnect Gold Package – PKR 6,500
- Konnect Economy Package – PKR 2,500
- Konnect Foodie Package – PKR 1,000
- Konnect Medic Package – PKR 999
- Konnect Traveler Package – PKR 500



This is the most used feature of this app. HBL Konnect aims to be a one-stop solution to all the customers banking needs. Customers can avail a number of over-the-counter services that include:

- **Funds transfer**

Konnect users can instantly transfer money with ease to any Konnect account, or any other Bank account too!

- **Bill payment**

Users can pay bills such as electricity, gas, telephone, water and mobile through the Konnect Mobile App, from the comfort of their home.

- **Mobile top-up**

Customers can instantly recharge their mobile credit through Konnect Mobile App, and also subscribe to various Packages directly, for e.g. Ufone's Supercard.

- **Shopping**

Using the Konnect Mobile App, customers can shop at any Konnect Shop with absolute convenience without the hassle of carrying cash or card.


← Send Money

TO HBL/CONNECT TO CIBC OTHER BANK

Add Beneficiary

ACCOUNT NUMBER
Enter account number

Please enter the 11 Digit Ransed Mobile Number or 14 Digit HBL Account Number

MOBILE NUMBER
e.g. 03xx-xxxxxxx 





EMAIL ADDRESS
e.g. xxx@gmail.com

NAME
e.g. Ali

1

ADD

← Pay Bills

ELECTRICITY GAS INTERNET OTHER BANK




SELECT BILL COMPANY
LESCO

CONSUMER NUMBER
CONSUMER NUMBER

2

NEXT

← Mobile Recharge





CARDS POSTPAID PREPAID

SELECT BILL COMPANY
JAZZ

SELECT PAYMENT
SELECT

3

← Make Payments

CORPORATE DONATIONS GOVERNMENT LOAN REP

SELECT BILL COMPANY
FOOD PANDA

RIDER ID
RIDER ID

MOBILE NUMBER

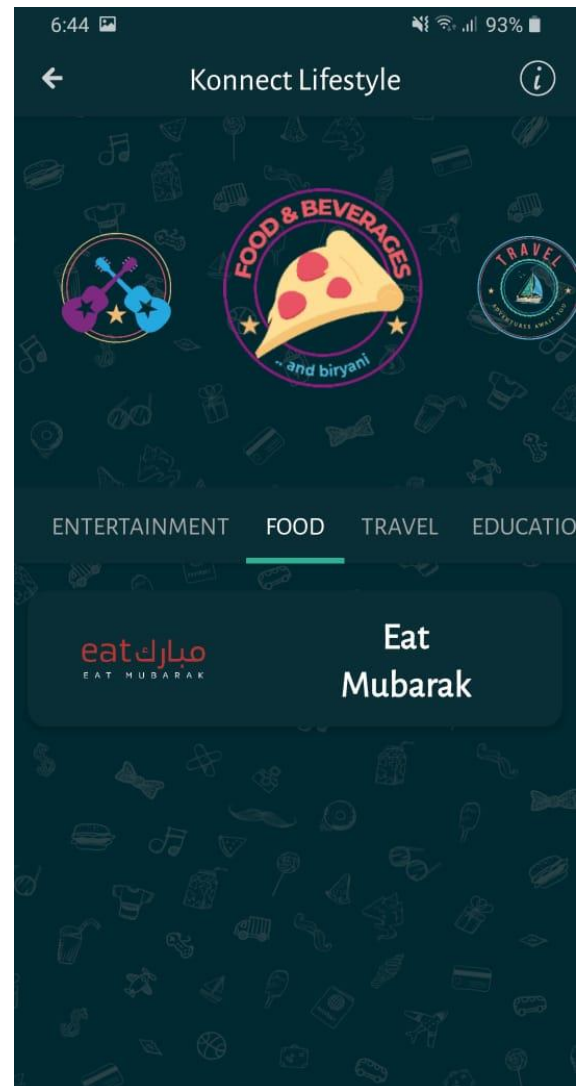
4



In-App Purchases

Konnect app allows customers to purchase **bus tickets**, avail **amazing deals**, purchase **movie tickets** from leading cinemas, buy tickets to even **order food online** directly from their Konnect app.

It also allows payments to select **Educational Institutes** using directly from the mobile app.





Consult a doctor

Introduced for the **first time in Pakistan** by a mobile app, HBL Konnect provides the service to video call or chat with a certified doctor through the app and get prescriptions delivered to their home. Using the app, the customer can also request for a doctor's appointment or lab tests.



Konnect Home Remittance Account

Customers can conveniently receive money from abroad directly into their Konnect Home Remittance Account. Users just need to visit the nearest Konnect shop to Provide biometric impression along with other details requested by the Konnect agent to open an account.

The transaction limits are as follows:

Description	Limits
Daily Cash Withdrawal	PKR 50,000
Monthly Cash Withdrawal	PKR 500,000
Maximum Balance	PKR 1,500,000
Daily Debit from HRA limit	PKR 100,000

Through Konnect, HBL will and is shaping the future through a shift as a "Technology company with a banking license. HBL's launch and success of Konnect app was the first step towards the branchless banking future. The collaboration of HBL Konnect with VISA to launch the QR payments service was another step that made Konnect one of most technologically advanced mobile wallet apps in the market. All these efforts have been made to create a cashless ecosystem which provides customers with a secure and instant digital payment system.

For many looking to get into the crypto industry, it can be tough to figure out the difference between a mobile wallet and a mobile bank. There is a fine line between the difference in what a digital wallet is vs what a mobile banking app is. Although they share most of the features and mobile wallets being relatively new to the E-commerce and Fintech, they still have some key differences between them.

- **A mobile wallet is independent of the bank tender and mobile operator:**

One of the biggest differences between a mobile wallet and a mobile app is that a mobile wallet is an independent app, without the constraints of your bank. This means that a mobile wallet does not have the constraints of a mobile banking app.

While the services provided by both may be the same, mobile wallet apps like jazzcash or Easypaisa allow users to set up a wallet regardless of the mobile network or bank account they have. However, mobile banking apps usually are linked, or have an option to only being linked to their bank accounts. However, HBL konnect being a hybrid app provides customers the choice to link their mobile wallet to their HBL account or use the app as a mobile wallet only.

- **Mobile wallets replace physical wallets**

Mobile wallets are originally designed to replace traditional physical wallets and they do a very good job doing that. On the other hand, a traditional mobile banking app allows control and management of your personal finances and some other online payment services, but they are not designed to replace your wallet, nor your actual bank.

Conclusion:

The world and the technology in the finance sector are evolving every single day. Mobile banking apps were considered to be a breakthrough in the finance and banking sector and the introduction of Mobile wallets and hybrid mobile banking-wallet apps have just increased the cashless transaction options for the consumers and have made online / remote banking or financial services accessible to everyone. With the passage of time, more companies and financial institutions are focusing on leaving the traditional exchange of money and opting for services which provide cashless transactions. With a high proportion of mobile banking app and wallet users in Pakistan, it is safe to say that consumers in Pakistan are following the footsteps of international consumers, grabbing each and every opportunity to go digital in every aspect of their lives.

Limitations

Keeping in view the timeline through which this research was conducted (January 2020 – May 2020) there were a lot of problems and limitations that in an ideal scenario would not have been a hindrance to our research:

1. We were not able to carry out primary research and do a detailed physical market research by visiting agent outlets of JazzCash or EasyPaisa.
2. Most research was done online and hence can be classified as secondary research, hence the initial focus of research, which was to carry out market research by talking to vendors and agents had to be shifted towards looking for information online.
3. Even though as the 3 members being a part of this research we were able to each choose one of the 3 services and use them on our own so we could understand better what each service can provide, still there were several features we could not use for example, insurance payments, government fees payments because these involved partial physical components like getting photocopies and et cetera.

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