

GhIPSS Update

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MESSAGE FROM CEO



Archie Hesse
CEO, GhIPSS

Dear Partners,

It is with great pleasure that I welcome you to 2024 and to the first edition of the GhIPSS' Update Newsletter. In keeping with tradition, these quarterly newsletters will provide information on industry performance, Interbank Services, and general industry trends.

As we embark on the first quarter of 2024, I would like to express my sincere gratitude for your continued partnership and collaboration with us. The past year has been a testament to the resilience and adaptability of our industry in the face of some headwinds, and we remain dedicated to supporting your every transaction with the utmost security, efficiency, and innovation.

Continuous engagement and collaboration will be key for 2024— working hand in hand with each of you to build an ecosystem that fosters growth, resilience and drives financial inclusion.

Last year the Industry grew its total transaction volumes from 239.7 million transactions in 2022 to 312.9 million in 2023.

Details of the industry performance across platforms has been captured in this edition. It is our hope that the figures presented in the performance report will provide glimpse of where the industry is heading and will guide our collective strategies.

We believe that the success of the industry is intricately tied to the collective efforts of all our partners. Together, we have the opportunity to shape the future of the financial services sector, and I am confident that your insights and contributions will be invaluable as we navigate the challenges and opportunities ahead.

Thank you once again for your trust and partnership. We look forward to serving you with the same dedication and commitment throughout the year.

Best Regards

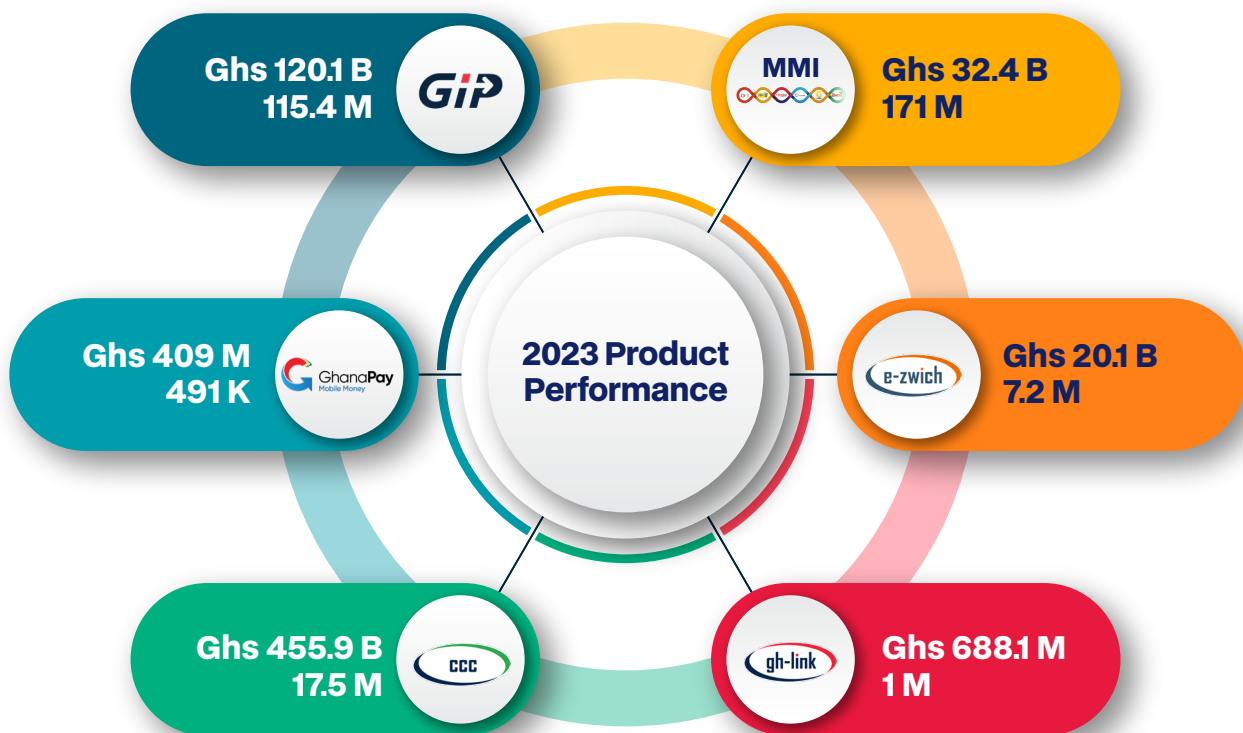
Archie Hesse
Chief Executive Officer

GhIPSS 2023 FULL YEAR REPORT

GhIPSS' strategic direction for 2023 was to build on the progress the industry made in 2022 and to support the promotion of all electronic payment services. Through the combined effort of both GhIPSS and all its partners, the 2023 product growth objective was achieved with an increase in both transaction volume and value as indicated in this report.

At the end of 2023, a total of 312.90 million transactions were processed at a total value of Ghs 629.5 billion. This represents a volume increase of 30.52% and a value increase of 36.92% respectively.

Details of the performance are captured in the diagram below.



As indicated in the diagram above, total transaction volumes and values continued on a growth trajectory, with transaction values increasing from GHS 459.78 billion in 2022 to GHS 629.53 billion in 2023. Similarly, the volume of transactions increased by 30.52%, from 239.73 million in 2022 to 312.90 million in 2023. This growth is consistent with the year-on-year growth GhIPSS has been

experiencing across the interbank platform. This growth is an indication of the increasing adoption of electronic payment services.

FIGURE 2: COMPARATIVE PRODUCT PERFORMANCE FOR 2022 AND 2023

Platform	2022	2023	% Diff
Clearing House Value	359,458,244,092.84	455,878,022,081.01	26.82
Clearing House Volume	17,449,419	17,474,676	0.14
e-zwich Value	14,648,542,680.18	20,047,696,042.75	36.86
e-zwich Volume	6,159,465	7,235,028	17.46
gh-link Value	551,297,637.24	688,131,506.51	24.82
gh-link Volume	1,018,456	1,032,484	1.38
GIP Value	58,698,066,969.86	120,099,449,997.80	104.61
GIP Volume	76,483,008	115,368,700	50.84
MMI Value	26,417,239,841.71	32,410,660,005.91	22.69
MMI Volume	138,572,810	171,299,882	23.62
GhanaPay Value	7,857,706.68	409,006,654.85	5,105.17
GhanaPay Volume	49,966	491,335	883.34
Total Value	459,781,248,928.51	629,532,966,288.83	36.92
Total Volume	239,733,124	312,902,105	30.52

As shown in Figure 2 above, GhanaPay mobile Money increased in both transaction values and volume. Transaction values increased from GHS 7.86 million in 2022 to GHS 409.01 million in 2023, marking an astonishing growth of 5105.17%. In the same light, the total volume of GhanaPay Mobile Money transactions witnessed a significant increase, from 49,966 in 2022 to 491,335 in 2023, reflecting an impressive growth of 883.34%. While GhanaPay's contribution to total transaction values increased from 0.0017% in 2022 to 0.06% in 2023, its contribution to overall volume increased from 0.02% in 2022 to 0.16% in 2023. It is expected that GhanaPay Mobile

Money will continue on the growth trajectory in 2024 as the industry intensifies customer education, retains zero fees on transactions and customer preference for mobile money increases. It is also expected that with the introduction of account linking functionality, savings wallets and other value added services, more customers will switch to GhanaPay Mobile Money.

The services on the GhIPSS Instant Pay (GIP) platform continued their growth trend in 2023. The total transaction volume for GIP increased from 76.48 million in 2022 to 115.37 million in 2023, marking a growth of 50.84%. Similarly, the value of transactions increased from GHS 58.70 billion in 2022 to GHS 120.10 billion in 2023, indicating an increase of 104.61%. GIP's contribution to total transaction value increased from 12.77% in 2022 to 19.08% in 2023. In terms of volume, its contribution to total transaction volume increased from 31.90% in 2022 to 36.87% in 2023. The growth on the GIP platform was driven largely by Account-2-Wallet and Account-2-Account transactions. Compared to Account-2-Account transfers, Account-2-Wallet transactions have consistently contributed to the increase in transaction volumes and values on the GIP platform. In terms of its contribution to the total volume recorded on the GIP platform, Account-2-wallet transfers contributed over 52% to the total GIP transaction volume. While this consistent growth trend suggests customer preference for Account-2-Wallet transfers, it is also an indication for partner

banks to explore how they can position their GhanaPay Mobile Money service. If this growth trend is anything to go by, the industry is expected to see more growth in this area in 2024.

Despite a slight decrease in its contribution to total transaction values from 5.75% in 2022 to 5.15% in 2023, the Mobile Money Interoperability service maintained a significant presence, representing 57.80% of the total transaction volume recorded in 2022 and 54.75% in 2023. In terms of transaction volume, MMI transactions increased from 138.57 million in 2022 to 171.30 million in 2023, marking a growth rate of 23.62%. MMI's transaction values also increased from GHS 26.42 billion in 2022 to GHS 32.41 billion in 2023, reflecting a growth of 22.69%.

In the Cards space e-zwich and gh-link recorded growth in both transaction volumes and values in comparison to their performance in 2022. The total volume of e-zwich transactions increased from 6.1 million in 2022 to 7.3 million in 2023. This represents a 17.46% volume growth rate. The value of transactions also increased from Ghs 14.6 billion in 2022 to Ghs 20 billion in 2023. e-zwich's contributions to the total volume of transactions recorded on the GhIPSS platform decreased marginally from 2.57% in 2022 and 2.31% in 2023. gh-link transactions on the other hand, increased in volume from 1.018 million in 2022 to 1.032 million in 2023; with a corresponding value increase from Ghs 551.30 million in 2022 to

Ghs 688.13 million.

The transactions on the Clearing House platform continue to grow at a decreasing rate. The volume of transactions grew marginally from 17.4 million in 2022 to 17.47 million in 2023. Correspondingly, the value of transactions increased from 359 billion in 2022 to 455.8 billion in 2023. Despite the marginal uptick of 0.14% in transaction volume, the product maintained dominance, contributing to 78.18% and 72.42% to the total transaction values of the overall transactions in 2022 and 2023, respectively. In terms of its contributions to the overall volume of transactions, it accounted for 7.28% in 2022 and dropped to 5.58% in 2023.

It is clear from the figures recorded across the platforms that payments are gravitating towards the Instant Payment rails. All instant payment services; GIP, GhanaPay and Mobile Money Interoperability recorded significant growth in both the volume and value of transactions in comparison to the services on the Cards (e-zwich & gh-link) and Clearing House platforms. It is worthy of note that even the growth on the Clearing House platform was largely due to the growth in ACH Direct Credit, Near Real Time platform. As consumer preference for instant services grows, partners can capitalize on these services to improve customer experience while increasing revenue.



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or download the GhanaPay app on



Celebrating Success: Account-to-Wallet Integration

We extend our heartfelt congratulations to Access Bank, ARB Apex Bank, Adehyeman Savings and Loans, Bank of Africa, CBG, First Atlantic Bank, Fidelity Bank, OmniBSIC Bank, and Zenith Bank for successfully implementing the account-to-wallet integration.

This achievement enhances convenience for customers, enabling them to link and fund their wallets seamlessly from their bank accounts, at no additional cost.

INSTITUTIONS READY



For further inquiries or assistance, please contact the GhanaPay team at gpu@ghipss.com



Toll-free: 0800-000-707





GhIPSS signs Domestic Processing Partnership Agreements with VISA

GhIPSS in partnership with Visa will soon start switching, clearing, and settling domestic Visa transactions between acquirers and issuers in Ghana.

On the 16th of January, 2024, the Ghana Interbank Payment and Settlement Systems Limited (GhIPSS), Ghana's National Payment Systems Infrastructure Provider, announced a pioneering partnership with Visa, a global leader in digital payments. The partnership will have GhIPSS process domestic transactions denominated in Ghana Cedi with Visa cards issued in Ghana.

This strategic collaboration is in line with the Bank of Ghana's Guidelines for Domestic Processing of Payment Card Transactions with Payment Cards issued in Ghana. Published in August 2021, the guidelines provide the mechanism for international card schemes to process their domestic transactions locally.

In partnering with GhIPSS, Visa will take advantage of GhIPSS' unique position as the National Switch and a provider of interoperable platforms for digital financial services as well as its sixteen-year track record of processing payments domestically in Ghana.

GhIPSS will benefit from integrating Visa's advanced payment processing technology into its platform to deliver Visa's brand promise to domestic customers.

According to the CEO of GhIPSS, the partnership with Visa, is an important step for GhIPSS' business. He added that the partnership is an outstanding opportunity for GhIPSS to leverage Visa's expertise and assets to get better at its craft while delivering value to Visa customers in Ghana. He was confident that the partnership will be a success and will expand into other areas of mutual interest in the future.

Andrew Uaboi, Vice President, and Cluster Head of Visa West Africa said, the collaboration underlines Visa's unwavering commitment to driving financial inclusion expansion across Ghana.

He believed that by leveraging Visa’s global network and innovative payment solutions, the two institutions’ can empower individuals and businesses, fostering economic growth and prosperity for everyone.





Enhancing visibility and convenience: Banks urged to enhance the visibility of the Near Real Time (NRT) ACH Direct Credit Services on their digital channels.

As customers increasingly rely on digital channels for their banking needs, it becomes important for banks to not only offer a wide range of services but also to ensure that these services are conspicuously visible and easily accessible.

One such service that holds significant potential for enhancing customer experience is the Near Real Time (NRT) ACH Direct Credit. Recently, there has been a call for banks to enhance the visibility of the Near Real Time ACH Direct Credit services on their digital channels, by adopting a uniform labelling format. This push for visibility stems from the fact that, both banks and customers stand to benefit immensely from this offering.

The Near Real Time ACH Direct Credit allows for the transfer of

funds with recipients receiving funds within fifteen (15) minutes. This transfer capability can be particularly beneficial in the following scenarios:

- **Payroll processing**
- **Supplier payments**
- **Bill payments**
- **Emergency fund transfers**

By enhancing visibility and accessibility of the Near Real Time ACH Direct Credit service, banks can provide their customers with the ideal option regarding the transfer of funds quickly and efficiently. Furthermore, showcasing the Near Real Time ACH Direct Credit services can contribute to an enhanced customer experience by simplifying the process of initiating such transactions. With clear and easy access to this service through digital channels, customers can seamlessly

initiate transfers without the need for visiting bank branches.

From a strategic standpoint, deploying the Near Real Time ACH Direct Credit service on bank's digital channels can also serve as a competitive differentiator for banks. In a crowded marketplace where customer experience plays a pivotal role in driving loyalty and retention, offering convenient and efficient transfer options can help banks stand out from their competitors.

Additionally, the enhancement of the visibility of the Near Real Time ACH Direct Credit service can serve as a catalyst for increasing adoption rates among customers. Banks can encourage more customers to use it for their fund transfer needs, thereby driving usage across their digital channels.

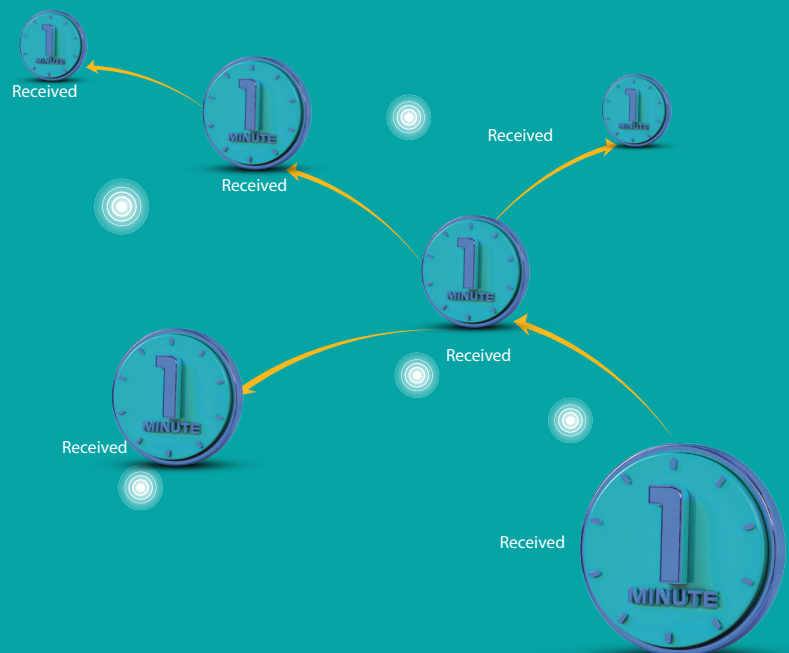
While the benefits of enhancing the visibility of the Near Real Time ACH Direct Credit service is clear, banks must also prioritize security and compliance. It is essential for banks to implement robust authentication measures and adhere to regulatory requirements to ensure the integrity and confidentiality of customer transactions.

In conclusion, the call for banks to enhance the visibility of the Near Real Time ACH Direct Credit service on their digital channels reflects a commitment to enhancing convenience, and customer experience. By so doing, banks can position themselves as leaders in the digital banking landscape, and empower their customers to have greater control over their financial transactions.

Kindly send an e-mail to the Bulk Payments & Customer Support Unit of GhIPSS customersupport@ghipss.com for further assistance in promoting ACH Direct Credit NRT.

ACH Direct Credit
Near Real Time

**Send bulk
payments
nationwide
within minutes!**





UPCOMING EVENTS

GhanaPay Mobile Money

1. Teller Training Sessions

GhanaPay will be organizing specialized training sessions for bank tellers and Agents. Banks interested in re-training their tellers/ agents should kindly reach out to the GhanaPay Mobile Money team.

2. GhanaPay Stakeholder Engagements

For the first and second quarter of 2024 GhanaPay enrollments will be targeted at all bank staff and bank customers. Each bank is expected to enroll at least 80% of its customers by December 2024. GhIPSS will be partnering banks to enroll their customers at their preferred locations and branches. For further inquiries or details please contact the GhanaPay team at gpu@ghipss.com

Cards & Verified Payments Unit

The Cards and Verified payments Units will be partnering with all gh-link acquirers and issuing banks for the under listed shop and win promotions. Interested banks should reach out to the unit for further discussions on how to participate in these promotions.

#	Name	Date
1	Mother's Day	Sunday, 12th May, 2024
2	Eid al-Adha	Monday, 17th June 2024
3	Black Friday	Friday, 29th November 2024

Business Engagement:

The Cards & Verified Payments Unit would be extending an invitation to gh-link Issuing and Acquiring banks as part of our quarterly stakeholder engagements forums.

#	Name	Date
1	Quarter 1	February & March 2024
2	Quarter 2	April & May 2024
3	Quarter 3	August 2024
4	Quarter 4	October & November 2024

For More information about these planned activities please send an email to cardpayments.support@ghipss.com



GhanaPay Mobile Money Service will be a game changer in 2024 and beyond

GhanaPay Mobile Money demonstrated an extraordinary increase in both transaction values and volume in 2023. The total value of all GhanaPay Mobile Money transactions increased from **GHS 7.86 million** in 2022 to **GHS 409.01 million** in 2023, marking a growth of 5105.17%. Likewise, the total volume increased significantly, from 49,966 thousand in 2022 to 491,335 thousand in 2023, reflecting an impressive growth of 883.34%. It is expected that GhanaPay Mobile Money will continue on its growth trajectory in 2024. Like any financial inclusion service, the revenue generating prowess of Ghana Mobile Money is in the number of subscribers and users. For banks to benefit from the values that were recorded in 2023 which is expected to increase in 2024, there needs to be a strategic plan to support the growth of the numbers on

the GhanaPay Mobile Money Service. Banks will need to familiarize themselves with the benefits that GhanaPay Mobile Money offers their business, so they can properly strategize for 2024. In addition to offering financial institutions the opportunity to have a direct relationship with their mobile money customers, GhanaPay offers financial institutions (FIs) that participate in the mobile money ecosystem the following advantages:

- **Direct Participation:** All GhanaPay FIs are directly involved in over GHS 70 billion worth of monthly mobile money transactions across the industry, with minimal setup and maintenance costs.
- **Float Management:** Balances of consumers, agents, and merchants contribute to the float

held by each Financial Institution, providing additional deposit mobilization opportunities.

- **Financial Inclusion:** GhanaPay enables banks to explore low Know Your Customer (KYC) customer enrollment, extending banking services to underserved populations at the bottom of the pyramid.

- **Interoperability:** GhanaPay is interoperable for customers, agents, and merchants, allowing seamless fund transfers between wallets and all bank accounts without additional setup costs.

To further enhance customer experience on GhanaPay Mobile Money, there are plans in place to introduce additional services onto the GhanaPay Mobile Money platform this year. These services will provide customers

with the opportunity to perform the following transactions:

- **Bill Payment:** Facilitating payments for services like DSTV and ECG.
- **Request to Pay:** Allowing merchants to send payment prompt to customers to approve payments at a point of purchase.
- **Standing Instructions:** Provide convenience for recurring transactions.
- **Crowd Funding:** Enabling group contributions for specific purposes.
- **Sponsored Wallet:** Allows users to sponsor beneficiaries with limited spending capabilities from their wallets.

GhIPSS looks forward to working with all GhanaPay Mobile Money partner institutions to sustain 2023 growth and improve upon it this year. For further inquiries or assistance, please contact the GhanaPay team at gpu@ghipss.com.



My Bank Accepts gh-link Cards for Payments



Congratulations to all banks that have enabled their Point of Sale devices to accept gh-link cards at merchant locations. You have offered your customers convenience while encouraging the usage of gh-link cards and promoting its growth. Thank you!

POS ACQUIRING INSTITUTIONS



We encourage all others who are yet to be certified to speed up the go-live process. For support and assistance, send an email to cardpayments.support@ghipss.com



What if Physical Cash is the Standard?

Digital Financial Services (DFS) compared to physical cash undoubtedly have the potential to lower costs, increase speed, security, and expand access and allow for more tailored financial services that will drive inclusion and expand access. Ghana has made significant progress and the industry has all it takes technology wise to effect the needed behavioural change. But like it is said, it takes more than a good product to drive usage and adoption. Rather than viewing physical cash as the "guy" standing in the way of DFS, it is essential to recognize the intrinsic value cash holds and understand why it remains a preferred payment method for many. The industry needs to work together on addressing all the barriers hindering adoption of DFS. Collaborating to "win" should be the watchword.

According to the World Bank, access to affordable financial services is critical for poverty reduction and economic growth. The more developed a country's financial system is, the higher the chances of that country reducing poverty and income inequality

among its populace. For there to be inclusive access to financial services, technology plays a major role. Which is why Digital Financial Services like mobile money have become necessary. When individuals are excluded from the financial system, they do not have access to financial products and services. They cannot transact, make payments, save, and have access to credit or even insurance because no one knows their creditworthiness. And so in the case of emergency, these excluded individuals are left vulnerable.

The term Digital Financial Services in recent times has received several accolades. Studies have shown that DFS is the likely magic wand to drive access to affordable and useful financial services. This is because digital financial services leverage technology to deliver easy, accessible and faster financial services electronically. Meaning instead of using physical cash, financial services such as payments, transfers, savings, credit, etc. are delivered electronically via mobile phones or other



digital channels that people are already used to.

Like many parts of the world, Ghana is on a journey towards a cash-lite economy; an economy that is less dependent on cash and more reliant on digital transactions. All the important elements needed to go “cash lite” are being put in place: there is a National Payment Systems Infrastructure Provider, a Payment Systems Act, a viable Financial Technology provider’s ecosystem with a booming mobile money space among others. Yet cash still has a strong hold on the masses. As a matter of fact, the 2023 edition of the Global Payments Report by FIS indicates that even though there is a projected decline in the usage of cash globally, it continues to play an essential role in most economies.

The kingship of cash in Ghana’s economy is not in question in my estimation. Cash is still very much the most preferred option for most financial transactions. The proliferation of Digital Financial Services like mobile money, has not impacted significantly on the reliance on cash especially among the under-banked. If the country truly wants to reduce its reliance on cash because of the obvious benefits of digital financial services, then the DFS industry has to pick some lessons from cash. The industry needs to simulate the characteristics of cash that make it the preferred option; and then present these characteristics in a way and a manner that offers users value. Cash is not the competition or even the “enemy”. I think it’s the standard that needs to

be studied and carefully replicated in digital form.

People have trusted cash for several years. Cash is understood. It works seamlessly and does not require extra effort to use. For Digital Financial Services to compete and somewhat reduce “Cash’s market share”, it will need to provide a significant value proposition that is better and stronger than what cash offers. So the question then is, how can DFS present a solution that is just like cash?

1. Cash is easy to understand

When it comes to understanding what cash is and how it works, it’s basic. You don’t need a “university degree” to figure out what cash is and how it should be used. People understand cash regardless of their educational or social status. We literally “know cash like we know our palms”. Understanding cash is devoid of all technical jargon and complexities. Digital Financial Services should begin to break down its complexities in languages and forms that are easy to understand. For effective adoption of Digital Financial Services, digital literacy is key. DFS providers should help users acquire the necessary skills, knowledge, confidence and competencies needed to safely use digital financial services. Understanding DFS should be easy like understanding physical cash.

2. There are no system down-times with Cash

People tend to trust physical cash more than they trust digital financial services because of

the user experience. There is nothing like “failed transactions” when using physical cash. Compared to cash, the recourse mechanism for customers to lodge and have their complaints resolved is often cumbersome for digital financial services. If DFS wants the complete trust of customers, then providers need to provide an experience that is seamless. Just like cash is easy to use, user interfaces and DFS processes should be easy to understand and use. There should be a fine blend of security and convenience. If DFS wants to replace cash, it needs to give assurance that it’s up to the task.

3. Customer Centric Design

The whole workings of physical cash give a human centered design approach vibe. Cash is basically “designed” around the needs of customers. Cash is tailored to meet the needs of its users. Its design, circulation and management are done with users in mind. So it’s easy for people to connect with cash regardless of the disadvantages projected in comparison with digital financial services. People will use what they know and understand. Not what technology providers say is “best for them”. Digital Financial Services

will only be appealing to people if the technology design starts with the people and ends with solutions that meet their needs better than cash will ever be.

4. Universal Acceptance

Physical cash enjoys universal acceptance. Cash ensures that everyone, regardless of their economic background or access to technology, can participate in economic activities using cash. We know the power of digital financial services to expand access and drive inclusion; however, for people to trust its abilities, DFS must work on its acceptance channels. People accept cash because they know and understand how it works. Digital financial services must strive to achieve a similar level of acceptance.

5. Cash is inclusive

Access to cash is a fundamental right. It is available to just about anyone without restrictions or barriers. You can have access to cash regardless of your ability or inability to read and write. Digital Financial Services should provide this level of inclusivity for users.





Need Help with any of our Services?

For support and assistance on any of our services, reach out to the service desk team via the following channels:

REGIONAL CUSTOMER SUPPORT CENTRES FOR FIRST LEVEL SUPPORT





REGION	CONTACT NUMBERS	EMAIL ADDRESS
<ul style="list-style-type: none"> • Greater Accra Region • Central Region • Eastern Region • Volta Region • Oti Region 	0302610800 0262798983 0506667551	support@ghipss.com
<ul style="list-style-type: none"> • Ashanti Region 	0302960713	support@ghipss.com
<ul style="list-style-type: none"> • Bono East Region • Ahafo Region • Upper West Region 	0501496304 0302960715 0504850558	support@ghipss.com
<ul style="list-style-type: none"> • Western Region • Western North Region 	0302960714 0506667533	support@ghipss.com
<ul style="list-style-type: none"> • Northern Region 	0302960712	support@ghipss.com

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