Abstract

The mobile phone technology has been used to solve problems through various innovative ways of which Mobile Financial Services (MFS) is inclusive. As the world is becoming populated, attention has been drawn to how technology could help solve problems. One of such innovations is mobile financial services. In the case of Ghana, mobile financial service has now gained its way through many businesses and individuals as well. The aim of this research therefore is to evaluate MFS provision in Ghana by looking at its awareness and usage, customer satisfaction level, challenges and opportunities available. One hundred and fifty (150) respondents partook in this research work and analysis was done using SPSS. From the research, it was identified that people still have a lot of expectations for MFS provisioning in Ghana and these future desires which include foreign exchange services, ATM transactions in MFS, online shopping and online payments must be harnessed by MFS providers to satisfy the customer and protect their market share. Also, liaising with the banks can promote MFS transactions; and the ability of operators to ensure a stable network for the growth of MFS in Ghana. Through industry-led initiatives, including partnerships with banks and other third
Optimizing Technology in Mobile Financial Services: User experiences and expectations in Ghana

parties, MFS providers can enhance the customer experience and reaching scale to evolve the sector to a new phase of maturity in Ghana. Eight different recommendations were made based on user experience in this paper.

References

Communications of the ACM, 91-94.

Index Terms

Computer Science  Information Sciences

Keywords

Mobile financial services; MFS; mobile money; customer satisfaction; mobile technology; awareness; agent; network operators; customer; providers; challenges.