

NEWS HIGHLIGHTS

FinTechs to enable central banks go digital under G20 TechSprint

Average daily transactions via AePS double to 113 lakh

BharatPe launches two apps to curb need to touch handsets for checking transactions

Today's View

Insights Beyond Demographics

During recent years, demographic data such as age, gender and income has been leveraged by institutions to define their marketing strategies. In fact, analysis of such demographic data has long been the preferred method of examining and predicting customer behaviour for organisations across diverse sectors. However, it has been observed that market segmentation based on only demographic data may not provide complete picture of customer behaviour.

As per report by **Ernst & Young (EY)**, such segmentation is inadequate for organisations as it doesn't provide the nuanced insights necessary to understand consumers from various angles. Hence, various companies have started using 'Psychographics', which attempts to understand the choices people make based on lifestyle and attitudes. This innovative technique is based on psychological traits such as attitudes, habits, interests and opinions, instead of purely relying on demographic data.

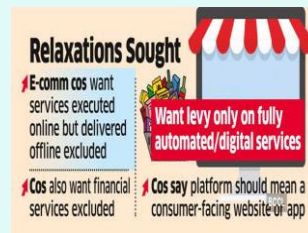
Armed with psychographic insight, a car manufacturer that's focused on sustainability can launch dealerships in areas where people prefer a green lifestyle. Similarly, a bank scouting locations for its next branch can leverage psychographics to avoid investing in areas where people prefer online banking.

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E-commerce firms seek clarity on equalisation levy

E-commerce firms based overseas have asked the government to impose equalisation levy of 2% only on the facilitation fee they get for transactions they carry out in India instead of on the full transaction and said this should be treated as their turnover.



Source—The Economic Times

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5th May 2020

Some marketing firms have even started using **Geographic Information System (GIS)** to apply psychographics to specific campaigns. GIS displays psychographic insight geographically, allowing planners to analyse the makeup of a region, Zip code, or even a particular city block.

Digital Marketing firm **Influential** has developed Social Intelligence platform which utilises psychographics to find influencers for brands with the help of IBM Watson's AI platform. The company has partnered with **Moat**, an analytics-measurement provider to deliver view ability and attention metrics on Influential's platform.

Similarly, organisations like **RetailNext** gathers both demographic and psychographic data from multiple sources, including loyalty cards, to create a detailed profile of customers. Such psychographic data is gleaned through in-store surveys and product reviews, focus groups and interviews, user comments on product blogs, responses to email campaigns and other user interactions through social media.

On the other hand, **The Shopping Centre Group (TSCG)**, the leading retail-only real estate company in the US, has used psychographics to advise companies on their location strategies. It analyzes psychographics information through GIS-based maps and guides clients to the locations which is favourable for their growth.

Though, psychographic data analysis can provide more meaningful insights, leveraging psychographics isn't as easy as demographics as organisations need to combine variety of data points from diverse sources in order to create customer profiles. However, with the advent of advanced technologies, organisations can look forward to create clear and detailed view of their specific buying habits and lifestyle preferences of customers by combining basic demographic data with richer psychographic information.

Today's News

Average daily transactions via AePS double to 113 lakh

The average daily transactions through the Aadhaar Enabled Payment System (AePS) doubled to 11.3 million, the finance ministry said. Aimed at promoting financial inclusion and providing digital payment services in rural and remote areas, such transactions totalled 430 million, amounting to Rs 16,101 crore, during the lockdown, the ministry said in a post on microblogging site Twitter.

As per the update, Rs 32,300 crore has been transferred to 340 million beneficiary accounts under the Pradhan Mantri Garib Kalyan Package announced by finance minister on March 26. More than 80 million women beneficiaries withdrew money from their Jan Dhan accounts, the ministry said while appreciating the work of banking correspondents in enabling these transactions.

Source – The Economic Times

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FinTechs to enable central banks go digital under G20 TechSprint

Monetary Authority of Singapore (MAS) will be hosting the G20 TechSprint initiative which was launched by the Saudi G20 Presidency and the Bank for International Settlements (BIS) innovation hub on the Singapore's API Exchange (APIX) innovation platform.

The initiative will help central banks and financial regulators to collaborate with FinTechs on to further strengthen regulatory and supervisory practices.

Source – The Economic Times

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Mobile Marketing Experts Show How Fintech Apps Will Emerge Fighting Fit From The Covid-19 Crisis

Rattled by unemployment numbers and wracked by the economic fallout of Covid-19, people everywhere are forced to re-evaluate how they will make and save money. Keenly aware of where their paycheck is going and eager to improve financial wellness, record numbers of consumers are looking to mobile finance apps for advice and answers.

Interest in and comfort with mobile finance was strong ahead of the crisis, with the sector showing an impressive growth trajectory that started last year.

Source – Forbes

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Why data centers are the key to India's digital economy

Data has become the lifeblood for commercial and governance activities in the 21st century. On a daily basis, we generate colossal amounts of data from terrestrial and extra-terrestrial sources such as satellites, space probes and space telescopes. In this age, when technological advancement has become the norm and we have machine learning processes taking over the manual input system, the rise of a data-dominated global economy is inevitable.

Internet connectivity has seen an incredible improvement all over the world, especially in the last few years. We have leapt from 2G to 5G in a considerably short span of time. The ease of connectivity, in turn, has helped in creating technology based on bio-sensors, light and temperature sensors and a plethora of touch-less smart devices with wide-ranging applications.

Source – YourStory

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BharatPe launches two apps to curb need to touch handsets for checking transactions

Merchant payment and lending network provider BharatPe on Monday launched two voice-based applications that will help accountholders access transactions and balance without having to touch their phones amid COVID-19 outbreak. With Paisa Bolega - voice alerts of transactions, shopkeepers will be able to hear aloud instant confirmation of all payments received through their BharatPe QR, without touching the phone.

BharatPe Balance will give information about the total money available to the shopkeeper across deposits, loans and daily collections through quick response (QR). During the lockdown, the company has seen business per merchant go up significantly as both customers and shopkeepers prefer contactless QR payments, BharatPe said in a release. Average ticket size has gone up 70 per cent from Rs 300 to Rs 500 as customers shop more for essentials, albeit less frequently, it added.

Source – India TV

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Crisis Leads To Innovation: FinTech Vs. Healthcare COVID-19 Crisis Series

This is the first in a series of articles comparing the COVID-19 crisis in Healthcare to the financial crisis in 2008 that led to an industry-shaping boom in FinTech. Find the second "The Guilty and the Innocent" here and the third "An Innovation Timeline" here.

The world before the 2008 financial crisis looked different. Most interaction with a person's financial institution happened inside of a physical branch and most services for an individual were provided by one bank and perhaps one wealth manager. When banks crumbled and the 401ks of average Americans evaporated, we got a small peek into how the meat was made in finance, and we didn't like what we found.

Source – Forbes

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Global consumer goods biggies expect surge in e-commerce sales

Global consumer goods biggies such as Unilever, Apple, Samsung, LG, Xiaomi and Vivo expect ecommerce contribution to their overall sales to increase significantly after the Covid-19 pandemic, and they have started tweaking their India businesses for this, industry executives said.

Apple is preparing to launch company-owned online store in the country around August-September, a month earlier than its original schedule, while top white goods maker LG said it will roll out its own e-store in India this year, they said.

Source – The Economic Times

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Shared mobility companies take a U-turn to stay on the road

Shared mobility service providers including Ola, Uber, Vogo, Bounce, Rapido, and Yulu are expanding their portfolio and restructuring their category mix to gear up for a post-Covid-19 market, as consumer appetite for on-demand mobility looks to weaken, at least for a year, analysts and investors told ET.

"User behaviour post-Covid-19 will change in the medium and long term. A large chunk of people will move away from public transport towards safer alternatives in similar price range... and others who can afford will also upgrade from one form of mobility form factor to another, or may even buy," said an investor in the mobility space.

Source – The Economic Times

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