



RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.

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February 9, 2010

TO : ALL RBAP MEMBER RURAL BANKS

SUBJECT : MOBILE PHONE BANKING TRAINING COURSE FOR RBAP MEMBER RURAL BANKS

Now with 5 Billion pesos worth of GCASH Transactions at accredited rural banks and growing exponentially in the Philippines, we are inviting you to participate in a one-day Mobile Phone Banking Accreditation Training and become part of the increasing number of GCASH partner rural banks offering mobile phone banking services to their clients and enjoy the benefits to earn additional fee-based income from GCASH transactions, cost savings in mobile payment and increase deposit level through mobile phone banking services.

GCASH is an electronic money platform of Globe Telecom that turns your cellphone into an electronic wallet. With GCash, Globe and Touch Mobile subscribers can perform mobile phone banking functions such as deposit, withdraw, remittance (local and abroad) and other mobile payments through the use of mobile phone.

Through Rural Bankers Research and Development Foundation, Inc. (RBRDFI) together with Microenterprise Access to Banking Services (MABS) Program and G-Xchange, Inc. (GXI), subsidiary company of Globe Telecom the accreditation training will be conducted in the following areas:

Date	Target Participant RBs	Location
February 17, 2010	Luzon Banks	Montevista Villas, Clark Field, Pampanga
March 3, 2010	Southern Tagalog	One Tagaytay Place, Tagaytay, Batangas
March 17, 2010	VisMin RBs	Waterfront Hotel, Cebu City

This training series focuses on the following objectives:

- 1) **Accreditation Training** – Rural banks will receive training in all steps of becoming accredited to offer cash-in and cash-out services and all information and steps needed to complete the authorization process from the BSP for authorization to offer mobile phone banking services utilizing the G-Cash Platform. This accreditation training will provide the rural banks RBAP-MABS mobile phone banking procedures and manuals that have been reviewed and approved by the BSP. All manuals provided during the course meet the BSP

standards for electronic banking (mobile phone banking services) that utilize the GCASH platform. Note that banks will still need to get a “no objection” letter from the Supervision and Examination Sector of the BSP as part the accreditation process but banks will be provided with templates that they can use to request the “no objection” letter as part of the training course.

- 2) **Refresher Course** – Rural banks previously accredited and interested in expanding and receiving an update on the latest mobile phone banking services and learning some of the “tricks of the trade” used by successful banks and their clients, will also benefit from this course.

- 3) **Implementation Training** – The course will provide a step-by-step “How To” guide for banks in proper planning to offer, introduce, and market mobile phone banking services for their new and existing clients.

The training is designed for senior officers (from Marketing, Compliance/Audit Dept, and/or Operations) that are in the position to cascade this training and facilitate the implementation of recommended procedures within the bank. It is recommended that banks send two (2) participants to attend the training but more may be allowed based on space availability.

For more information about mobile phone banking services, please visit RBAP’s mobile phone banking website at www.mobilephonebanking.rbap.org. For other information on GCASH, please visit the GCASH website at www.globe.com.ph/gcash/

The training fee is normally priced at P 2,500.00 per participant inclusive of materials, food and venue. With support from GXI and MABS, the training fee is reduced to P2,000, however, for those who register and pay at least two business days before the event, the early bird fee is reduced to P1,500.00 per participant. Note that there is a minimum of twenty (20) participants in order to hold this event and you will be notified in advance if the minimum number is not met at least two days before the course. Please deposit your payment to the RBRDFI Account No. 0012-1046-26 at Landbank, Intramuros, Manila Branch.

Attached are the training agenda for your advance information and confirmation sheet for your reservation.

Kindly accomplish the confirmation and fax it to RBAP at (02) 527-2980 or to MABS-Davao Office at (082) 226-2843.

Should you have any questions, please feel free to contact Ace Calang of RBRDFI at (02) 527-2968 to 69 or Mr. Nixon Mahilum of MABS-Davao Office at (082) 22-43261 or 09178216227.

Thank you for your support and interest in this important training event.

TOMAS S. GOMEZ IV
Chairman, RBRDFI

TRAINING ON MOBILE PHONE BANKING

UTILIZING THE GCASH PLATFORM

[Date]

[Venue]

Accreditation/Implementation/Refresher Training Course

Morning Session:			
			Resource Speaker/ In-charge
8:00 AM	Registration		RBAP and/or Federation Representatives
8:30 AM	Opening & Welcome Remarks		Federation President/Representative
8:45 AM	<ul style="list-style-type: none"> Expectation Setting Overview of the Training 	Presentations & Lectures	MABS
9:00 AM	<ul style="list-style-type: none"> VIDEO SHOWING (Latest Mobile Phone Banking Video) Introduction to MPBS Services (Features & Benefits) Experiences from Banks 	Video Showing, Presentation and Lectures	MABS
9:30 AM	Technical Aspects of GCASH <ul style="list-style-type: none"> Basic GCash Information Cash-In and Cash Out Handling Procedures GCASH Remit Handling Procedures 	Lectures and Demo	Globe
10:30 AM	Coffee Break		
10:45 AM	GCASH Exercise	Hands-on	Globe and MABS
11:45 AM	Q & A	Audience Participation	Globe and MABS
12:00 NN	Lunch Break		
Afternoon Session:			
1:00 PM	Mobile Phone Banking Fundamentals	Presentation and Lectures	MABS
2:00 PM	MPB Exercises	Hands-on	MABS
3:00 PM	MPB Contingency Plan	Presentation and Lectures	MABS
3:30 PM	Mobile Phone Banking Security and Internal Control	Presentation and Lectures	MABS
4:00 PM	Coffee Break		
4:15 PM	How to Implement a Successful Mobile Phone Banking Services: <ul style="list-style-type: none"> Requirements Strategies and Success Factors Marketing 	Presentation and Lectures	MABS
5:15 PM	Reporting and Monitoring	Presentation and Lectures	MABS
5:30 PM	Q & A / Open Forum	Audience Participation	MABS and Globe
5:45 PM	Break for the Day		

Important Note:

Participants on Mobile Phone Banking Training are required to have a mobile phone with Globe SIM.