

# **RURAL BANKERS RESEARCH AND DEVELOPMENT FOUNDATION, INC.**

2/F RBAP Building, Andres Soriano Jr. Avenue corner Arzobispo St., Intramuros, Manila  
Telephone Nos.. 527-2972 • 527-2968 • Telefax Nos.. 527-2980 • 527-2969

July 22, 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 area:

<b>Date</b>	<b>Target Participants</b>	<b>Location</b>
August 6, 2010	VisMin Rural Banks	Cebu City Marriott Hotel Cardinal Rosales Avenue Cebu City, 6000

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 G-Cash and mobile phone banking services, please visit Globe and RBAP’s websites at <http://www.g-cash.com.ph/> and [www.mobilephonebanking.rbap.org](http://www.mobilephonebanking.rbap.org) respectively.

All interested rural banks must comply individually with the regulatory requirements set forth by the BSP, to wit:

- Certification that the bank has complied with the minimum pre-conditions set forth in circulars 240 and 269 (signed by the President of the Bank). Please see checklist of requirements found in the Mobile Phone Banking Accreditation Kit for more details.
- Attended this Accreditation Training.
- CAMELS rating of at least 3.0 with no major exceptions noted in the latest BSP examination.

***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 Office at (082) 226-2843 (Davao) | (02) 400-4561 (Manila).

Should you have any questions, please feel free to contact Mr. Ace Calang of RBRDFI at (02) 527-2968 to 69 or Ms. Yvonne Brawner of MABS-Manila Office at (02) 400-0971 or 09175777866.

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

A handwritten signature in black ink, appearing to read "Joseph Omar Andaya". The signature is fluid and cursive, with the first name "Joseph" being the most prominent.

**JOSEPH OMAR ANDAYA**  
**CHAIRMAN**

# TRAINING ON MOBILE PHONE BANKING

(Accreditation/Implementation/Refresher Training Course)

UTILIZING THE G-CASH PLATFORM

August 6, 2010

Cebu City Marriott Hotel  
Cardinal Rosales Avenue  
Cebu City, 6000

## Agenda:

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

Note:

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

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## CONFIRMATION SHEET

For : RBRDFI or MABS-Davao

Attention : Mr. Ace Calang (RBRDFI)  
or Ms. Yvonne Brawner (MABS-Manila)

FAX No. : (02) 527-2980 (RBRDFI);  
(082) 226-2843 (MABS Davao);  
(02) 400-4561 (MABS Manila)

From:

\_\_\_\_\_

Bank Name

\_\_\_\_\_

Bank Address

\_\_\_\_\_

Telephone Number

This is to confirm the attendance of the following bank participant(s) to the **Mobile Phone Banking Training Course** to be held on August 6, 2010 at Cebu City Marriott Hotel, Cardinal Rosales Avenue, Cebu City.

Name (LName, FName, MI.)	Position
1.	
2.	
3.	

\_\_\_\_\_

Name and Signature of Authorized Officer

\_\_\_\_\_

Position in Bank

\_\_\_\_\_

Date