

1. Comparison of Leading DFS Platforms in Pakistan

App	Registered Users	Business Model	Key Features	Innovation Highlights
JazzCash	48M+ registered 11M+ active app users	B2C & B2B; microloans, merchant payments, financial inclusion via Mobilink Microfinance Bank	Wallet, P2P transfers, QR payments, ReadyCash microloans, bill payments, insurance	- Multi-payment instruments (split pay via wallet + ReadyCash) - 400+ sound boxes for merchant QR payments - Deep Raast integration
Easypaisa	50M+ registered 16.1M+ active app users	B2C & B2B; branchless banking via Telenor Microfinance Bank	Wallet, utility payments, mobile top-ups, remittances, insurance	- Early market leader - Agent-led branchless banking - Raast P2P & P2M integration
NayaPay	2M+ users	EMI licensed; consumer and SME-focused digital payments	Chat-based wallet, Visa debit card, bill payments, merchant tools (NayaPay Arc)	- Micro-apps for merchants - Seamless biometric onboarding - Chat-led UI experience
SadaPay	2M+ users	EMI license; focused on freelancers & digital-native users	Virtual + physical Mastercard, bill payments, SadaBiz tools for freelancers	- Apple Pay integration - AI-based fraud detection - Freelancer payment optimization (global reach)
Finja	Not disclosed	B2B fintech; SME-focused digital lending and financial services	SME lending, payroll automation, expense tracking, digital invoicing	- End-to-end digital credit for SMEs - Payroll + expense management automation - Acquired by OPay in 2024 for regional scale-up

Insights:

- Market Leaders: JazzCash and Easypaisa dominate the market with extensive user bases and comprehensive service offerings.
- Emerging Players: NayaPay and SadaPay are carving niches by targeting specific segments like SMEs and freelancers, respectively, with innovative solutions.

- SME Focus: Finja stands out by concentrating on B2B services, providing digital financial tools tailored for SMEs.

Areas of improvement:

- Reach out to Sadapay, Nayapay and Finja for updates user number.
- Do we need to further analyze the table with some context in mind?

2. Barriers Faced by Small & Medium Merchants in Accepting Digital Payments

There is already a detailed breakdown of merchant-side barriers in Section 3.1 under “Problems Faced by Agents/Merchants”, including:

- MDR (Merchant Discount Rate) concerns
- POS terminal costs
- Delayed settlements
- Low commissions
- Chargeback & fraud risks
- Taxation fears

Data will be improved by surveys and interviews.

Areas of improvement:

- What other information or details can we add from secondary sources?

3. Comparative Summary of DFS App User Pain Points

App	Downloads (Play Store)	Average Rating
JazzCash	50M+	4.5 (1.74M reviews)
Easypaisa	50M+	4.6 (3.12M reviews)
NayaPay	1M+	4.7 (111K reviews)
SadaPay	1M+	4.6 (131K reviews)
Finja	100K+	4.3 (1.79K reviews)

App	Top User Complaints	Recurring Issues	Notable Feedback
JazzCash	- App crashes, unresponsive - OTP failures and biometric issues - Transaction delays and stuck	- Customer support is slow or unhelpful - Interface seen as outdated and	Most criticized app in terms of stability, support, and refunds

	funds	buggy - Login problems	
Easypaisa	- Fingerprint/biometric failures - App lags, crashes after updates - Poor login and migration experience	- Long delays in wallet registration and verification - Helpline support is ineffective	Negative feedback mostly after recent updates
NayaPay	- Account blocks without reason - International transaction issues - Poor refund and dispute handling	- Hidden charges - Buggy virtual card performance - Poor KYC experience	Praised for design and functionality but marred by service gaps
SadaPay	- Missing features (e.g., change number) - Inability to hide balance - Delayed rollout of promised features - Some discord due to foreign payment issues and account bans	- Limited support in some features - Users request more customization	Generally positive reviews, considered smooth and modern
Finja	- Login and account lock issues - Missing customer service response - No clear support for stuck transactions	- App performance lags - Verification and account reset problems	Limited reviews, but dissatisfaction around reliability

Insights:

- **Biometric & OTP Failures:** Common across JazzCash and Easypaisa. Biometric issues after phone change or update are especially problematic for older users or low-tech smartphones.
- **UI/UX Complaints:** JazzCash users frequently cite poor design, loading delays, and unresponsive screens post-update. Users prefer NayaPay and SadaPay for cleaner interfaces.
- **Transaction Reliability:** Complaints about stuck payments and failed transactions appear in almost all apps, but **JazzCash** and **Easypaisa** see the most reports.
- **Customer Support Weakness:** Across all apps, users highlight slow response times, copy-paste answers, and unresolved tickets.
- **Account Suspension & Blocking:** NayaPay received frequent complaints about blocked accounts and lack of transparent resolutions.
- **Trust Issues:** Users fear being overcharged, not refunded, or not receiving funds. This is eroding trust in digital wallets as secure alternatives to cash.

5. Intervention Strategies (proposed for now but are a part of phase 3)

1. CNIC Acquisition Drives for Unregistered Women

A major structural barrier is the absence of Computerized National Identity Cards (CNICs) among women, especially in rural areas. Roughly [10 million](#) women in the country do not possess a (CNIC). Without a CNIC, women are locked out of formal DFS onboarding.

Proposed Action:

Collaborate with **NADRA, BISP**, and **fintech partners** to conduct **mobile CNIC registration drives** in:

- Vocational training centers
- Ehsaas and BISP cash transfer camps
- Women-led community groups and schools
- Incentivize CNIC registration with micro-rewards (e.g., free mobile data or food coupons).

2. Family-Centric Onboarding Models

A large share of rural women need male permission to use DFS. Therefore, male family members, often gatekeepers, must be part of the financial inclusion conversation.

Proposed Action:

Launch "**family-inclusive DFS literacy campaigns**" that educate entire households, especially male guardians, about the benefits and safety of women using DFS. Campaigns should feature:

- Religious endorsement (Shariah-compliant messaging)
- Use of local languages and storytelling
- Role models from the same community
- This can improve trust and create social acceptance.

3. Expand Female Agent Networks

Currently, [most DFS agents are male](#), with most concentrated in Punjab. Agent networks in provinces like Balochistan and Gilgit-Baltistan remain underdeveloped.

Proposed Action:

- Offer **interest-free microloans** or **grants** to women entrepreneurs to become DFS agents.
- Implement **tiered commission incentives** for high-performing women agents (similar to telecom top-up structures).

- Provide **on-site support, tablets, and mobility allowances** for agents in remote or conservative communities.

4. Design Gender-Sensitive DFS Interfaces

Low female literacy and digital familiarity limit women’s DFS usage.

Proposed Action:

- Develop DFS apps with **simplified interfaces, local language support, and voice-assisted navigation.**
- Include features that directly appeal to women, such as:
 - Budgeting and household savings tools
 - Women-only microloan products
 - Financial education modules

5. Leverage G2P Programs for DFS Onboarding

Programs like **BISP** and **Ehsaas Kafalat** disburse stipends to millions of women annually. These touchpoints can become DFS entry points.

Proposed Action:

- Link **cash disbursement to DFS wallet activation**, using nudges like “receive your next payment faster via wallet.”
- Provide **trained women staff** to assist with first-time app use at payment camps.

Existing Efforts vs. Gaps in Women’s Financial Inclusion

Area	Existing Efforts	Identified Gaps	Recommended Interventions
CNIC Access	NADRA, BISP registration at payment centers	Not scaled systematically for DFS onboarding	Mobile CNIC drives at women-led centers and welfare programs
Social Acceptance	Awareness via BISP/Ehsaas	Male guardians not targeted	Family-inclusive DFS education with religious framing
Agent Network	Karandaaz & Kashf-trained women agents in Punjab	Sparse in Balochistan, GB; high entry barriers	Tiered commissions, zero-interest startup capital, mobility support
App Design	Easypaisa & JazzCash have Urdu UI	No voice-based navigation or gender-specific tools	Vernacular voice UI, budgeting tools, women-centric loan options

Government Programs	Ehsaas & BISP distribute funds to women	DFS not fully integrated into cash disbursement journey	Wallet-linked G2P payouts with onboarding assistance
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