



## Community advisors

**AS PART OF THE FIRSTJOB PROGRAMME, FNB HAS CREATED COMMUNITY ADVISORS AMONGST UNEMPLOYED YOUTH FROM PREVIOUSLY DISADVANTAGED COMMUNITIES.**

The youth are trained by FNB and then deployed as community advisors to support FNB's strategy of servicing townships and rural areas.

Community advisors operate primarily outside of the branch environment and onboard customers in their own communities, targeting eWallet and entry banking customers. This has continued to be an effective distribution channel. For example, 36% of all Easy Zero sales originated from community advisors during the 2023 financial year, an increase from 28% in 2022.

**The following regions had the most success in 2023:**

**Limpopo:**

**62%**

of Easy Zero sales

**Gauteng South:**

**44%**

of Easy Zero sales

**KwaZulu-Natal:**

**45%**

of Easy Zero sales

Improved efficiency of the community advisor onboarding process and the enablement of the remote card linking functionality contributed to the success of the initiative. Community advisors can link Easy Zero cards outside of traditional branch infrastructure using the customer's device and a USSD dial string.

This initiative helps unemployed youth develop workplace confidence and skills, whilst contributing to economic activity in their communities. The progress to date shows that community advisors develop the skills required to facilitate sales conversations and to become trusted advisors.

Community advisors complete an NQF qualification as part of the FirstJob learnership programme. Those who perform well are appointed into permanent roles at branches with vacancies.

**During the 2023 financial year:**

FNB recruited

**305** community advisors

**160** community advisors were placed in permanent roles