



EUROPEAN
MICROFINANCE WEEK
2014

DEVELOPING BETTER
MARKETS

Lukas Wellen

Voice of the Client: increase microfinance transparency & accountability

Powered by:



Project partners:





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Current assessment approaches:

- Evaluations
- Impact assessments, SPM
- Theory-of-change

They can be useful, albeit less for the field:

- Top-down, sometimes time-intensive
- (Sequential) one-off, ≠ management cycle
- Sometimes expensive, not always quantifiable



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Voice of the Client approach:

- Bottom-up, client-oriented
- Listen to customer satisfaction
- Ask ten quantifiable CPP-based questions
- Follow *trends*, compare branches/clients/MFIs
- Improve industry transparency & accountability



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Pilot:

- 4 MFIs in India (half urban/rural)
- Used direct client contacts and manual reports
- Now contacted 1500-2000 clients per MFI
- Mobile phone based IVR/calls + face2face
- Local independent market research firms



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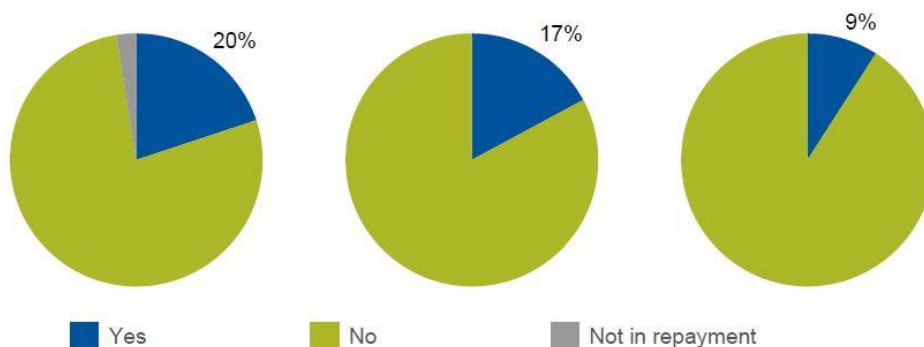
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In the last month, did you borrow money from any source to make payments to your MFI?

IVR

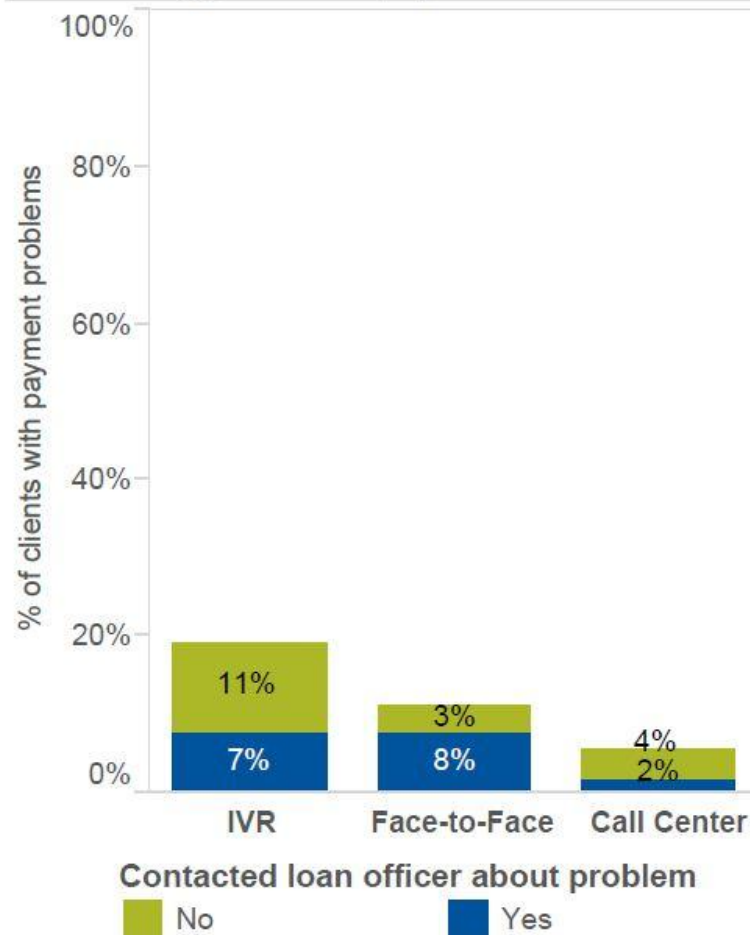
Face-to-Face

Call Center



Voice of the Client - first pilot results

In the last month, have you had problems making your loan payments on time?

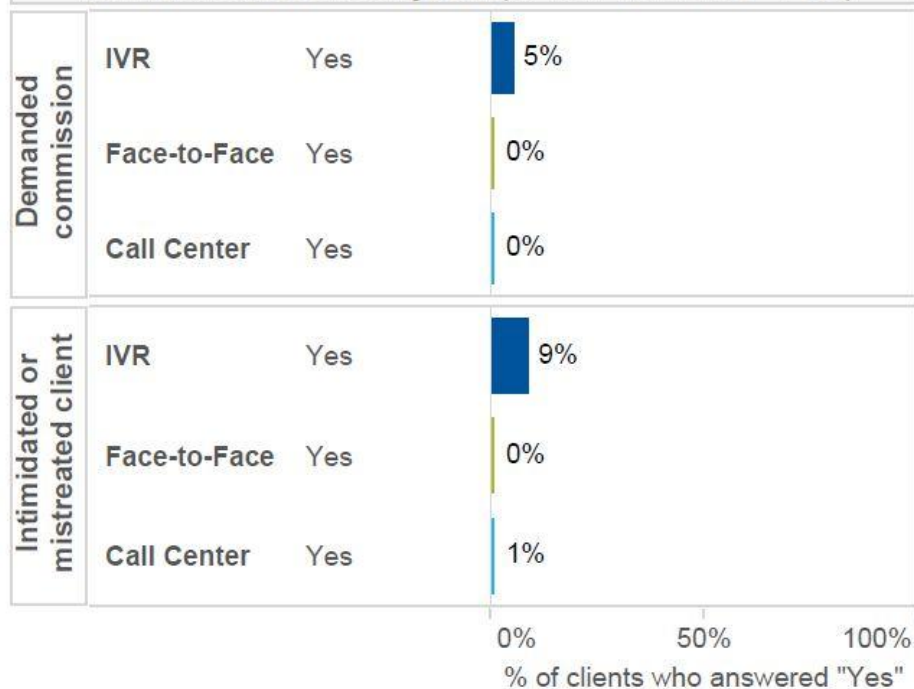




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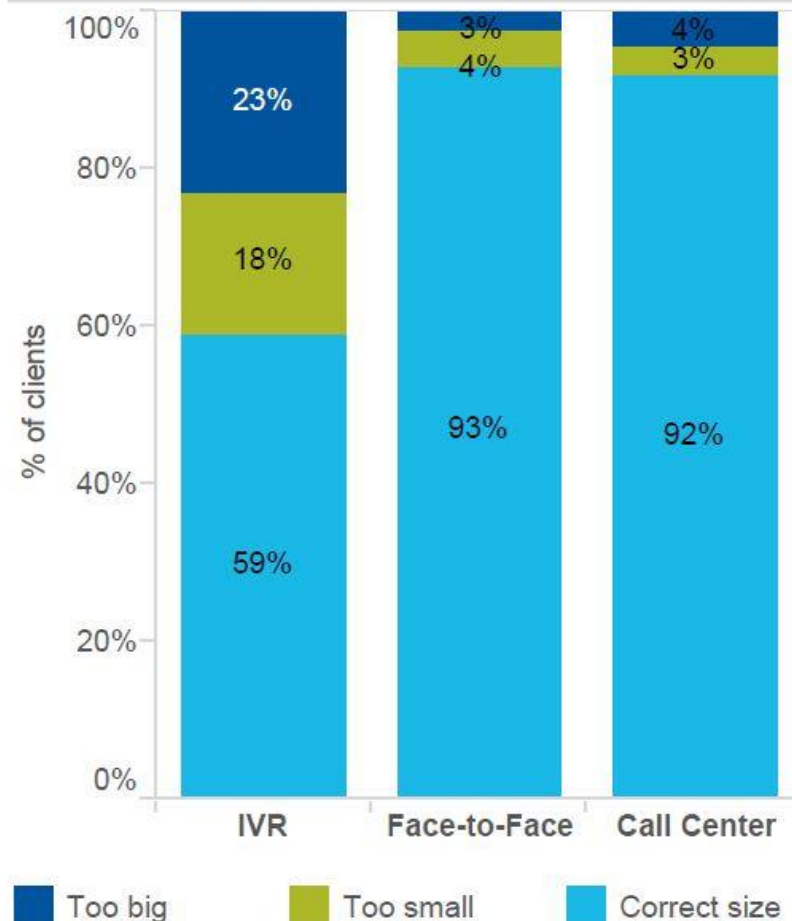
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Has MFI staff demanded commission or intimidated/mistrusted you? (% who answered "Yes")



Voice of the Client - first pilot results -

How do you feel about the size of your loan installment payments?





Next:

- Upgrade pilot in India
- Start testing in Peru
- Have stable system that is easy and cost-efficient for MFIs
- MFIs improve client understanding: < risks, > client retention
- Benchmark reports for MFIs and industry
- Include client satisfaction in investors' analyses