

# Oikocredit's End-Client Survey Programme Focused on End-client's Perception of Change

## Integrate voices of end-clients



Participatory project team from survey to data collection



Instantly visualise data in dashboards



Analyses in collaboration project team



Action plans based on dashboard data and strategy

## Goals

Include the perspective of end-clients

Improve products & services

## Output

**2022**

19 MFIs

18,500 end-client respondents

## Breaking Down the Barriers

01

You can gain  
efficiency

02

You can  
reach your  
customers

03

Responses  
can be  
validated

04

Staff learn by  
doing

## Topics to cover: ECS is first full year, last year 2021 pilot year

- Preparation year 1 – Designing the questionnaire
- Testing and adjusting
- Launch and trouble shoot
- Data dashboard – first analysis
- Reporting and deeper analysis
- Preparation for following year

# The end-client survey project shows us what is happening from the perspective of the end-borrower



Support partners collect, analyze and action their client data



Track end-client changes over time





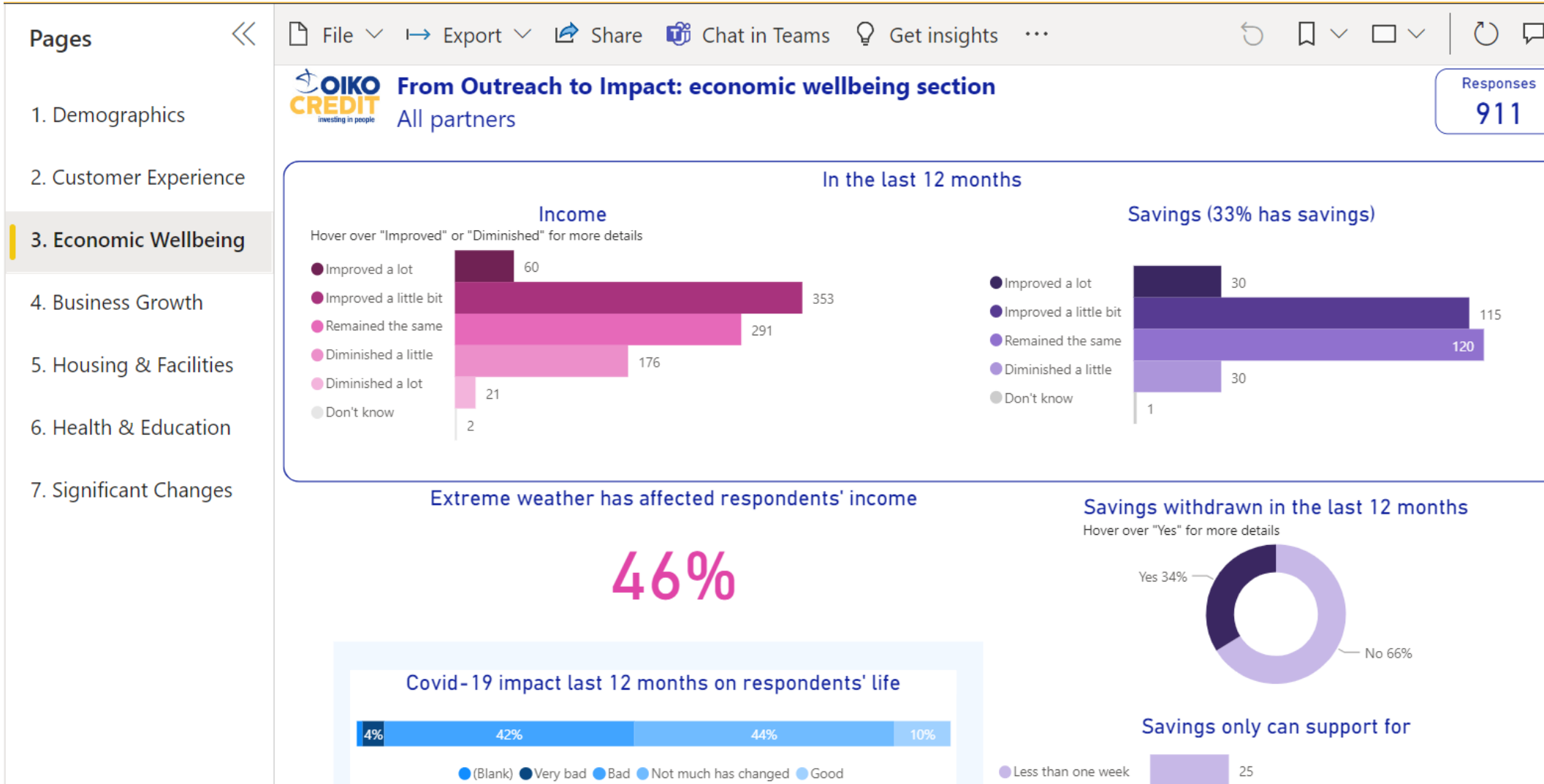
# The survey's 23 questions reflect resilience, risk and opportunity from the clients' perception of change

Questions cover changes in

1. Income & savings
2. Food & nutrition
3. Housing & basic facilities
4. Internet
5. Education
6. Health & Mental wellbeing
7. Extreme weather effects



# Partners access their clients' responses via an Oikocredit hosted and interactive PowerBI Dashboard



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# What a microfinance institution in Peru is saying

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“We learned ... that a digital survey is a powerful instrument to get to know our clients...The experience with you served as an impetus to undertake new experiences with them.”