



Data Collection

Collect and analyze data with a gender lens to understand true customer behavior



Women's World Banking



MetLife
Foundation



Serve Women Well

Tracking the appropriate data empowers financial service providers with the information they need to know how well they're serving women, to make a business case for serving women, to make strategic decisions and to monitor performance over time.

Keys to Success

1 Track the right data, including gender, income, business type, loan disbursements, and renewal rates.



2 Analyze the data to identify and track priority segments.



3 Make strategic decisions to continually improve performance and client service.

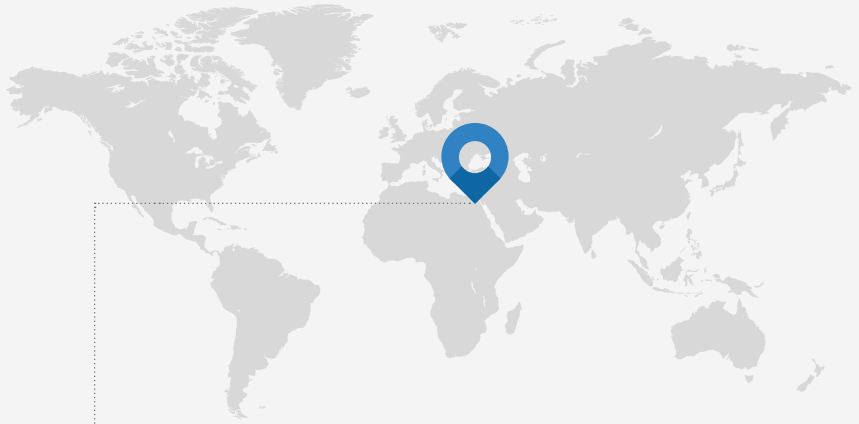


4 Monitor and evaluate performance over time in terms of outreach and reaching targets.





Case Study



Lead Foundation *Egypt*

Accessing capital is particularly challenging for low-income women in countries like Egypt where their businesses are often based in the home or in a rented space and they're unlikely to own assets in their own names. With support from MetLife Foundation, Egypt's Lead Foundation (Lead) worked with Women's World Banking to design and promote individual loans for women. Lead knew that developing a system to continuously monitor client data would be the key to serving women successfully over the long term.

How Lead Foundation Transformed

Embracing the Power of Data

If Lead is serious about serving women, the institution must collect and analyze data that supports that commitment. Many institutions do not disaggregate their client data by gender, so they do not even know what percentage of their clients are women. Without that information, it's difficult for an institution to know how well it is serving women.

Only 4 percent of women in Egypt have a loan from a formal financial institution.

— World Bank's 2014 Global Findex

Collecting the Right Data

A data collection system and database that contains accurate, accessible, and detailed information is critical. Women's World Banking worked with Lead to develop key indicators and automate the collection process, so data is now available at the push of a button.

The institution can now analyze loan disbursements and outstanding portfolio by gender, by product and by type of client (new or renewal). This information allows Lead to understand key indicators — including the average loan amount disbursed, outstanding loan portfolio and portfolio at risk — all measured by the same criteria.

“Data analysis at the institutional level will help us to better understand the barriers facing low-income women, and ensure that financial services are more than accessible — they are helping women to build security and prosperity. Now that’s what I call proving a commitment to women.”

— Mary Ellen Iskenderian,
President & CEO of Women’s World Banking

Analyzing Data to Better Serve Women

With data now readily available, Lead can analyze how women are using products and services and respond accordingly. The institution can make strategic adjustments, including ramping up marketing or designing new features to better meet client needs. For example, Lead now conducts efficient client surveys to understand and address reasons for non-renewal and determine how to retain valuable women clients.



Key Results

Nearly 2X increase in women clients

from 26% to 51% since December 2014.

Nearly 2X increase in active clients

from 26,100+ to 41,000+ since December 2014.

Take Action



Track the right data (by segment, gender, customer) to monitor, control and analyze changes.



Invest in technology that collects information about a client's business and household, as well as previous loans and behavior patterns.



Follow up on the credit process and monitor loan portfolios to assess whether you are reaching your business and outreach goals.



Use a clear set of indicators to measure performance. Ensure that these indicators are embedded into the management information system and all staff processes.



Mine data to obtain a better understanding of risks in your portfolio, segment your client base and customize products.



Use technology to increase efficiency, expand outreach and improve customer service for clients in remote areas.



Serve low-income women profitably and sustainably

To learn more, visit womensworldbanking.org
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