A woman wearing a blue and white striped shirt is seen from the back, carrying a large woven basket filled with bright red chili peppers. The background is a blurred market stall with various items. A semi-transparent grey circle is overlaid on the image, containing the text.

Solutions to drive business
and economic growth through
serving women clients



Women's World Banking

Women's World Banking's Financial Inclusion Solutions to Drive Business and Economic Growth

Women – the largest emerging market there is – want financial products and services to help unleash their economic power.

When a financial service provider (FSP) designs products and services for low-income women, it acquires new, loyal women customers, grows its revenue base, maximizes cross-sell opportunities and contributes to economic growth in its community and country.

But understanding the un- and under-served women's market, designing for her needs, and transforming internal processes requires deliberate steps to maximize economic opportunity. For nearly 40 years, Women's World Banking has been the architect and builder of market-driven financial products and services for commercial banks, mobile network operators, and FinTech companies across 32 countries, reaching 44 million clients. From digital product introductions and optimizations leveraging our proprietary women-centered design process to transformative leadership programs to market entry strategies, we are the trusted partner to

organizations as they venture into this untapped market of nearly one billion unbanked women.

Our approach to our work stems from our unique **Women-Centered Design** methodology. Once we define the problem that women face in engaging with financial products and services, we **identify** the key drivers of the problem.

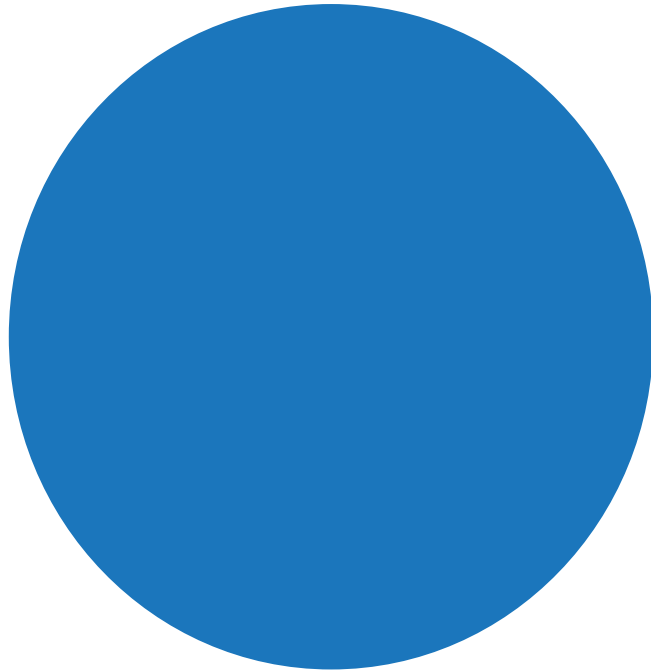
Understanding the problem helps us design a solution that addresses its root cause.

Finally, we **test** and re-test the solution to ensure that it drives business and economic growth for the financial service provider and opportunity for the women clients. This methodology pinpoints the smallest changes to drive the biggest impact for a business and its client. By leveraging Women-Centered Design, we are able to effectively create commercially-viable products and services that help FSPs gain a competitive advantage.



Overview of Solutions

Women's World Banking's solutions are market-specific, and built on lessons learned from across our global portfolio. Our offerings fall under eight distinct areas: Strategy, Digital Product Introductions, Digital Product Optimizations, Non-Financial Services, Design, Leadership Development, Policy & Advocacy, and Research.



Overview of Solutions

KEY

	Bank	Mobile Network Operator	Insurer	Government	Investor
Strategy					
Women's Market Strategy			•	•	•
Gender Diversity Strategy			•	•	•
Non-financial Services Strategy			•	•	•
Gender Boot Camp			•	•	•
Gender Lens Investing Workshop					•
Solution Introductions					
Women SME			•		
Multi-generational youth			•		
Rural lending			•		
Caregiver hospital cash insurance			•	•	
Solution Optimizations					
Digital Financial Services			•	•	
G2P Usage			•		•
Women MSME agents			•		
Non-Financial Services (NFS)					
NFS for women-led SMEs			•		
Digital & Financial Literacy			•	•	•
Design					
Behavioral Audit			•	•	•
UX Design and Experience Diagnostic			•	•	•
Behavioral Data Analytics			•	•	
Experimental Design Advisory			•	•	•
Design Workshops			•	•	•
Leadership Development					
Women in Leadership			•	•	•
Women in Leadership + Sponsorship			•	•	•
Leadership & Diversity for Innovation			•	•	•
Policy and Advocacy					
National Financial Inclusion Strategy Development					•
Leadership & Diversity for Regulators					•
Research					
Quantitative Financial Inclusion Gender Reports					•
Proprietary Country Reports			•	•	•
Comparative Analysis of DFS Usage			•	•	



Our Capabilities

Strategy

Women's World Banking's strategy focuses on delivering an action plan for its clients to drive greater performance in serving the women's market.

Strategy Solution	Description
Women's Market Strategy	Develop a strategy to enter or further strengthen FSP's position in the women's market. Includes segmentation and product analysis, market landscape, and development of a business case toward profitability.
Gender Diversity Strategy	Conduct an institutional diagnostic of challenges and opportunities for women's advancement and ability to serve the women's market. Strategy for policies and practices to position an organization as an employer of choice for women.
Non-financial Services Strategy	Design a non-financial services strategy based on FSP strategy to retain, cross-sell or acquire new customers.
Gender Boot Camp	Includes training on insights on women as clients and leaders, tools to address unconscious bias and gender lens investing insights in order for staff to become more aware of the added value of addressing gender inequality.
Gender Lens Investing Workshop	Instruction to build capacity and inform staff on the business case for gender lens investing.

Solution Introductions

Technology has driven down the cost of reaching the un- and under-banked market, particularly women. Our long-standing experience in bringing first-to-market solutions for low-income women is unparalleled.

Product Introduction Solution	Description
Women SME proposition	Introduce a suite of products and services designed for women-led SMEs. Our experience in this space includes work in Kenya, Malawi, and Paraguay.
Multi-generational youth proposition	Introduce a suite of products for children and their parents or guardian to develop the next generation of customers in a sustainable way. Our experience in this space includes work in Mongolia, Dominican Republic, Ethiopia, India, Nigeria, and Tanzania.
Rural lending	Expand market to harder-to-reach women farmers. Our experience in this space includes work in Paraguay, Peru, Colombia, Egypt, and India.
Caregiver hospital cash policy	Replicate simple per diem hospital cash insurance policy to increase customer loyalty and product diversification, driving a steady stream of revenue for a FSP. Our experience in this space includes work in Jordan, Egypt, Morocco, and Uganda.

Solution Optimizations

Women's World Banking has considerable experience in optimizing existing products to meet women's needs, developing both acquisition and retention and usage strategies to build a more profitable product.

Product Optimization Solution	Description
Digital financial service usage uptake	Examine FSPs customer base and test different approaches to increasing acquisition and usage of digital products. Our experience in this space includes work in Nigeria, Pakistan, and Cambodia.
G2P usage	Increase activity and usage of G2P programs through a strategy that includes segmentation, use case studies, agent training, marketing, and pilot design and evaluation. Our experience in this space includes work in Mexico.
Women MSME agents	Identify, recruit and train women agents to increase adoption of DFS by women, which is especially useful in certain markets where women prefer to interact with other women. Our experience in this space includes work in Pakistan.



Non-Financial Services

Women's World Banking's experience has shown that the bundling of non-financial services with financial services can increase client loyalty and become a profitable business within a bank. Women's World Banking offers non-financial services for segments of women clients and products to meet her needs.

Non-Financial Service Solution	Description
NFS for Women-led SMEs	Bundle non-financial services such as business training, and networking to create a successful proposition for serving women-led SMEs. Our experience in this space includes work in Kenya.
Financial and digital literacy	Design delivery of financial and digital literacy components to increase usage of product offerings. Our experience in this space includes work in Kenya, Indonesia, India, and Mexico.

Design

Women's World Banking's women-centered design approach brings the best of behavioral science and human-centered design principles to define, test, and solve for the issues women face in accessing and using financial services and the issues FSPs face in reaching women effectively.

Design Solution	Description
Behavioral Audit of customer engagement	Improve client engagement through audit of client-facing communications and operational processes. Recommendations highlight how to incorporate best practices in behavioral design in order to drive client uptake and usage, resulting in better product differentiation, client retention and cross sell.
UX Design and Experience Diagnostic	Improve client engagement through a UX design diagnostic of client facing digital interfaces and process flows as well as through a behavioral diagnostics of the user experience. Recommendations include how to incorporate best practices in UX design in order to drive client uptake and usage through digital interactions in the client journey.
Behavioral Data Analytics	Data analysis of client transactional data to draw out behavioral trends and recommendations on what behaviors to focus on in order to drive client engagement.
Experimental Design Research and Advisory	Provide an experimental design strategy for the rollout of a financial service deployment, with the objective of setting up the necessary parameters in order to be able to evaluate the effectiveness of the deployment against an experimental or quasi-experimental control group.
Design Workshop	This 2-day workshop builds core human-centered design skills geared towards effective design of financial solutions for low-income women through a blended curriculum of lecture and practical exercises, with a specific women-centered design focus.

Leadership Development

For more than a decade, Women's World Banking has designed and delivered leadership development programs to build strong, gender-diverse teams that drive better business performance.

Training Solution	Description
Women in Leadership	Deliver Leadership program targeting high-potential women to build the talent pipeline in an institution. The program focuses on building a woman's own personal leadership style, how to influence, and embrace increasing responsibility.
Women in Leadership + Sponsorship	Deliver Leadership program targeting high-potential women paired with an executive sponsor to build the women's talent pipeline and create an internal cadre of leaders actively invested in advancing women.
Leadership & Diversity for Innovation Program	A year-long program pairing a senior executive with a high-potential woman to solve a strategic business initiative related to the women's market. The program includes a strong emphasis on women-centered design principles to more effectively solve the business initiative.



Policy and Advocacy

Women's World Banking works with government bodies to ensure financial inclusion strategies are actionable and focused on women. Recognizing the critical role policymakers play in driving greater financial inclusion, we work closely on the development of strategies to meet country-level objectives.

Policy and Advocacy Solution	Description
National Financial Inclusion Strategy Advisory	Work with the Central Bank or relevant government authority in the design and implementation of the national financial inclusion strategy through capacity building and provision of strategic advisory and technical expertise.
Leadership & Diversity for Regulators	Women hold few senior positions in Central Banks and other regulatory bodies. Women's World Banking's Leadership program is designed to strengthen the pipeline of women leaders and build the "business case" for a greater awareness of the regulatory challenges to expanding women's financial inclusion.

Research

Women's World Banking has a team of quantitative and qualitative researchers focused on the development of action-oriented research to drive change in women's financial inclusion.

Research Solution	Description
Quantitative Financial Inclusion Gender Reports	Conduct quantitative studies in priority markets to develop nationally representative gender-disaggregated data on the use of informal and formal financial mechanisms.
Proprietary Country Reports	Deliver country-level report that provides a high-level yet comprehensive view of the financial inclusion landscape, and key drivers and barriers to women's economic empowerment. Each report includes aggregation of available research as well as tailored research among key segments that outline financial behavior, needs and opportunities.
Comparative Analysis of DFS Usage	Conduct comparative analysis of mobile money use patterns across markets, leveraging aggregate data. Identify usage trends in the mobile money space, by gender and other demographic indicators to help organizations that are studying, funding, or considering moving into the space.





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