

Outcomes Working Group Webinar 11: WOMEN'S WORLD BANKING - EXPERIENCE

04 May 2016

SPEAKER:

Jaclyn Berfond, Women's World Banking



Agenda

- Introduction
- Presentation – Women's World Banking
- Discussion with participants

Our speaker today



Jaclyn Berfond, Specialist
Research, M&E
Women's World Banking

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- Introduction
- Presentation
- Discussion with participants

Women's World Banking

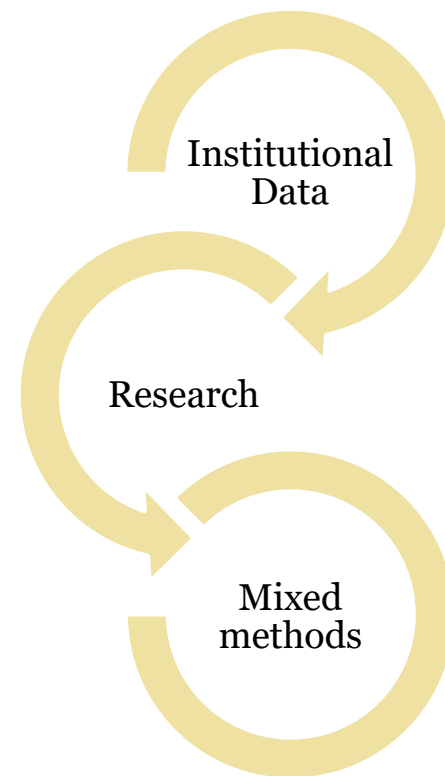
- Women's World Banking is the global nonprofit devoted to giving more low-income women access to the financial tools and resources essential to their security and prosperity.
- For more than 35 years we have worked with financial institutions to demonstrate the benefit of investing in women as clients, and as leaders.
- Headquartered in New York, Women's World Banking works with 40 institutions in 29 countries with a reach of 16 million women to create access to finance on a greater scale than ever before.

Key observations

| | |
|-------------------------------|---|
| Institutional Management Data | Utilizing existing operations and data |
| Additional Research | Tailored research methodology to answer specific research questions |
| Mixed Methods | Leveraging existing and new data to inform a more comprehensive view of client outcomes |

Whatever the method:

- Investment of time/resources
- Importance of streamlining focus
- Ensuring findings have value for FSPs



Institutional data

Benefits

- Leverages existing client data
- Built into current operations
- Lower investment

Challenges

- Data collection
 - Purposeful data
 - Investment of time/resources
- Data quality
 - Staff training
- Data archiving
 - Systems capacity
- Analysis
 - (Secure) Transparency
 - Data to inform decision-making

Research (qualitative & quantitative)

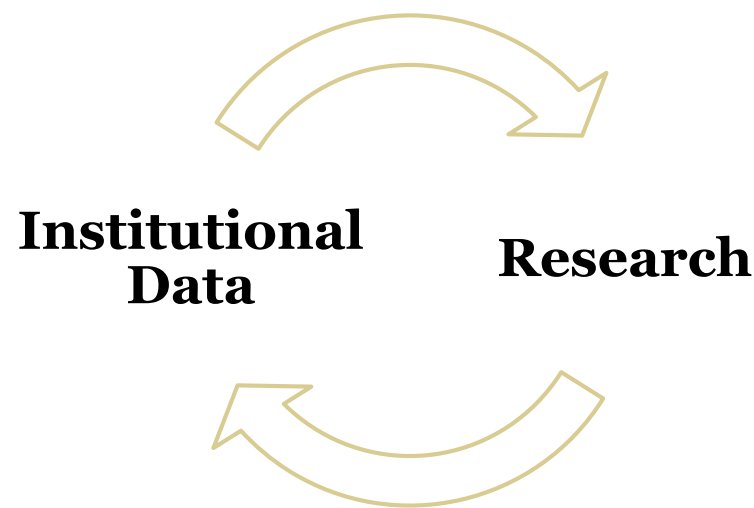
Benefits

- Comprehensive view of outcomes

Challenges

- Cost considerations
- Institutional capacity
- Research Methodology
 - Client interaction
 - Sampling
- Data quality
- Use of research findings

Mixed methods



Microfund for Women in Jordan

Quantitative Analysis (Aug – Dec 2015)

Analyze trends in loans and claims behavior

2008-2015 loan and Caregiver claim data

- 255,769 unique clients with a loan at least once
- 14.7m unique client-transaction combinations

Qualitative Research (Dec 2015)

Understand decision-making patterns and trends about loans, claims & financial decisions

78 participants

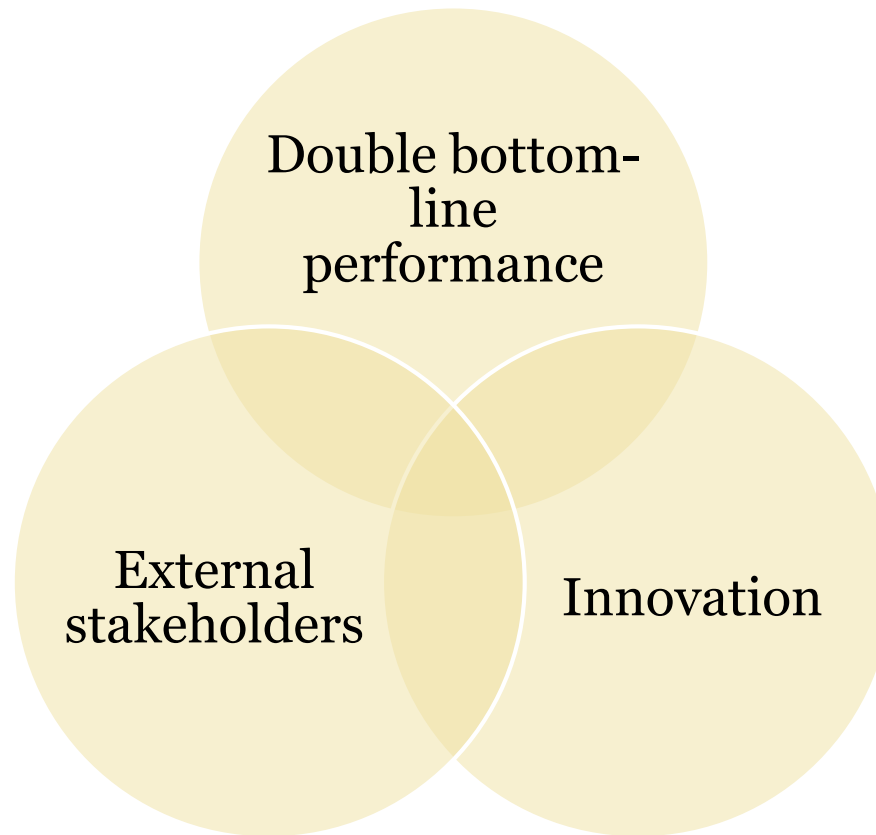
- 9 focus groups; 6 interviews
- Married women, ages 20-60

What can we do?

Maximizing outcomes measurement

- Management buy-in
- Clarity on research purpose
- Complementary methodology
- Relevant data
- Partnerships

Use of outcome findings



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Thank you

- For follow up, please contact: info@sptf.info, francesinha@edarural.com
- Please note: presentations and recordings from all Outcomes Working Group Meetings are being posted to the SPTF website, working groups page: <http://sptf.info/sp-task-force/working-groups>