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

Build capacity to action end-client data
- 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.
What a microfinance institution in Peru is saying

“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.”