

### MF Rating HQ

Via Rigola, 7  
20159 Milan – Italy  
T +39 02 36565019

### MF Rating Latin America

Rumipamba E2-214 y Av. República  
esquina  
Edf. Signature, Piso 11, Oficina 1106  
Quito – Ecuador  
T+593 2 351 82 99

Calle Gavino Villanueva #345 Calacoto  
La Paz – Bolivia  
T +591 67197171  
T +591 22790539

Av. José Pardo 138, Oficina 902,  
Miraflores, Lima – Peru  
T + +51 999 362252

### MF Rating Mexico

Mexico City – Mexico  
T +52 1 55 6479 3582

### MF Rating Central Asia

231 Tynystanov St., Apt. 14.  
720040, Bishkek – Kyrgyz Republic  
T +996 312 624441

### MF Rating South East Asia

148 Rufino Pacific Tower, 6784 Ayala  
Avenue, 1226 Makati City, Manila –  
Philippines  
T +63 2 8173767

### MF Rating Africa

Royal Offices, Mogotio Road,  
Westlands  
Nairobi – Kenya  
M +254 715540130

[www.microfinanzarating.com](http://www.microfinanzarating.com)  
[info@microfinanzarating.com](mailto:info@microfinanzarating.com)

# CLIENT OUTCOME



**MICROFINANZA RATING** is a private and independent international rating agency specialized in microfinance. It is one of the most active rating agencies with more than 1,670 assessments carried out in over 100 countries. Our **mission** is to provide the microfinance and responsible finance industry with independent, high quality ratings and information services, aiming at enhancing transparency, facilitating investments and promoting best practices worldwide.



**CLIENT OUTCOME** The Client Outcome service provides indicators of the change in client lives using the data already collected by the financial institution and/or additional data collected through a client survey. The service is available as an add-on module to the social rating or as a stand-alone service.

- ❖ **Indicators:** of income, assets, financial access, well-being, ability to cope with shocks, or other, depending on the availability of data and the mission of the financial institution (FI) or investor. The indicators will be as aligned as possible to the SPTF harmonized menu of outcome indicators.
- ❖ **For whom:** investors and financial institutions willing to gain a better understanding about the changes in clients' life. Institutions may be willing to develop a change measurement system or improve the existing one.
- ❖ **Experience:** analysis of the outcome measurement system and of the related data potential as part of more than 220 social ratings carried out in 50 Countries in the past 10 years. Design and implementation of client surveys in 90 social ratings to collect complementary data on revenue, poverty, socio-economic vulnerability, assets and financial exclusion. Active participation to the SPTF [outcome working group](#).

## SOURCE OF DATA

1. **MIS**
2. **MIS** + **Loan files**
3. **MIS** + **Client survey: active clients**
4. **MIS** + **Client survey: active+drop-out**

## RECOMMENDED WHEN

Database has a large potential for outcome measurement.

The most relevant outcome data are collected on paper but not in the MIS.

The MIS does not include all the desired outcome data. Advantage: meaningful outcome measurement with any MIS.

The MIS does not include all the desired outcome data and the goal is to understand the complete outcome for both repeat and drop out clients.

## CLIENT OUTCOME EXAMPLE

This session is an extract from the Client Outcome service provided to the Financial Service Provider (FSP) UNRWA Microfinance Department (UNRWA MD), operating in West Bank and Gaza.

The Client Outcome module was combined with the Social Rating conducted in September 2017. A set of specific outcome indicators was identified together with UNRWA MD based on the mission with the aim to **develop a solid framework to measure outcome.**

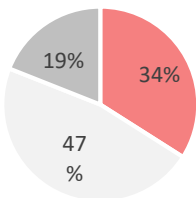
### Areas of outcome indicators:

1. business development
2. women empowerment
3. youth & refugees empowerment
4. poverty alleviation

### Sources of data:

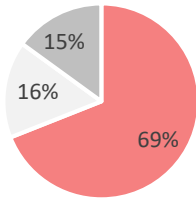
1. MIS database of 8,034 clients that had an active loan from  $t_0$  (2014) to  $t_1$  (2017);
2. Client survey (180 clients) and focus group discussions (30 clients) conducted as part of the Social Rating.

### Business sales

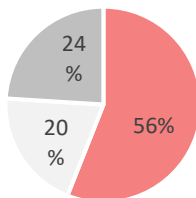


↑ due to gained experience, improved economy  
 ↓ due to lower demand  
 Median monthly sales USD 1,101

### Business equity

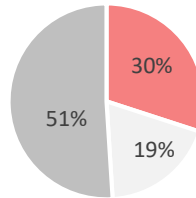


### Business assets



80% invested in equipment (stoves, agro machinery)  
 20% invested in selling site (kiosk, shop)

### # Employees



■ Positive  
 ■ No change  
 ■ Negative

### Change in decision over the use of the loan

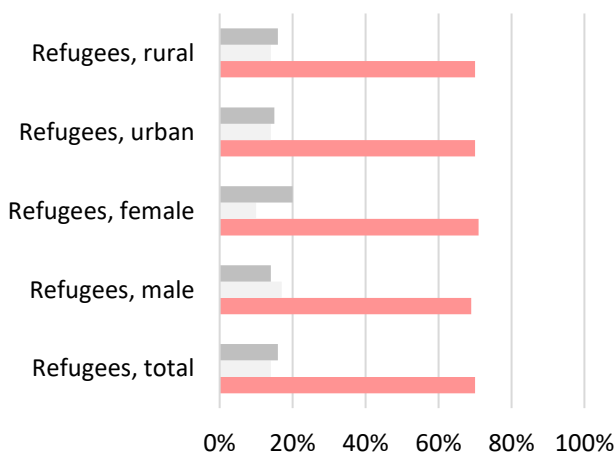
No change  
 Change: from husband/other to borrower + husband/other  
 Change: from husband/other to borrower  
 Change: from borrower to husband/other + borrower

### Female

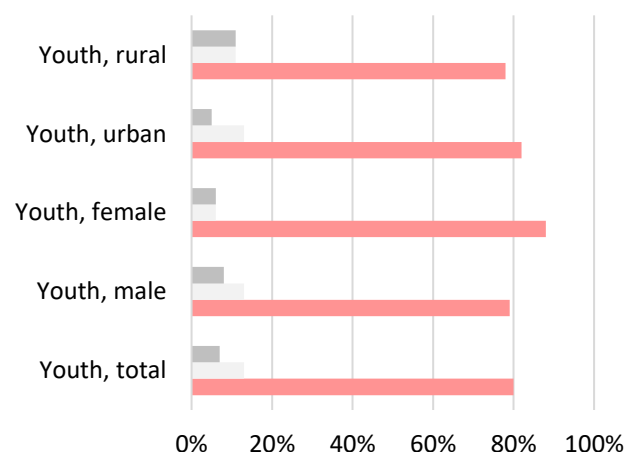
No change	80%
Change: from husband/other to borrower + husband/other	13%
Change: from husband/other to borrower	3%
Change: from borrower to husband/other + borrower	4%

..... 33% female borrowers take decision alone (male: 75%)  
 62% take the decision with their husband

### Change in business profit, refugees



### Change in business profit, youth



■ Positive ■ No change ■ Negative