



**EUROPEAN
MICROFINANCE WEEK**
connecting the inclusive finance world

Principles of successful digitization

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MFI Digitization pilots: what CGAP tested

How to implement an incremental, value-based approach?

Testing a structured approach to loan renewals:
First cohort on digitizing credit renewals

5 MFIs already with digital customer relationships

High TA provided by CGAP to test a credit scoring solution using a SaaS provider

Can MFIs digitalize on their own, following guide?

Testing a standardized data analytics practice approach: Second cohort on implementing business intelligence dashboards

23 MFIs with a mix of previous digitization

Document-based Guidance; Low-touch TA provided through data bootcamp and CoP

MFI Digitization pilots: what we learned

- Business intelligence is the bedrock to successful MFI digitization
- Five core principles drive success

Core Principles of Successful Digitization

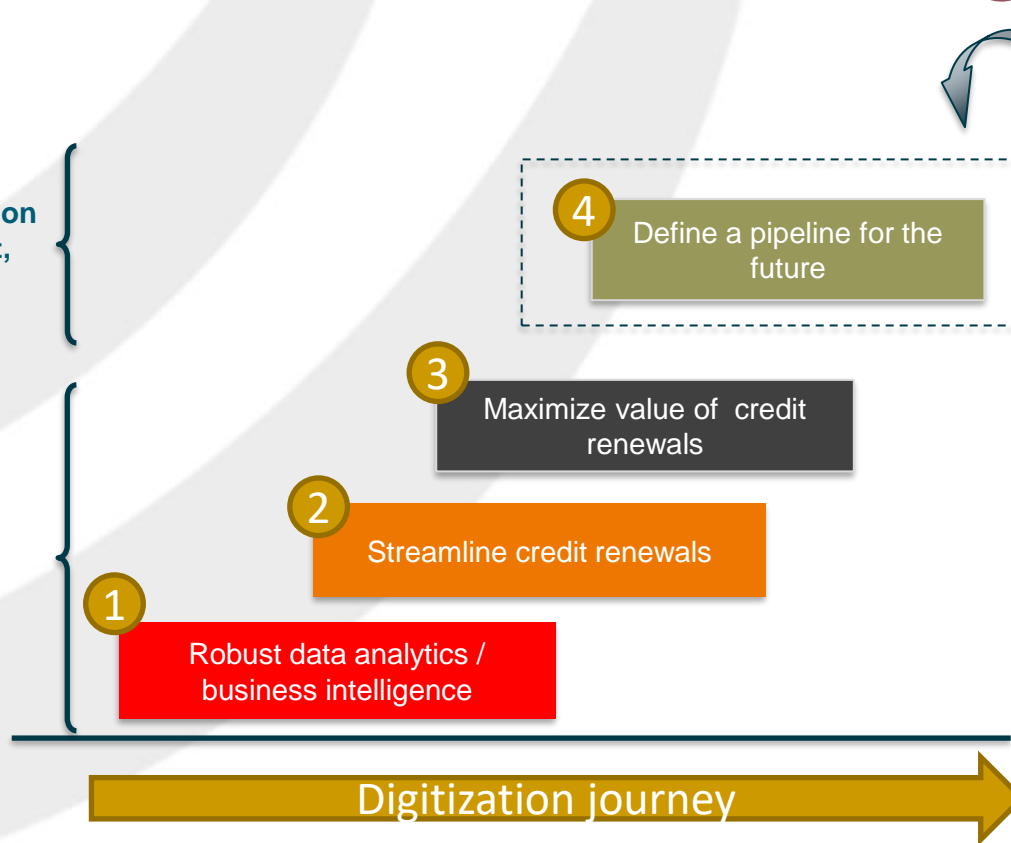
1. Deploy **agile product development** teams to drive the digital implementation.
2. **Define and measure** the expected value to be generated from the digital implementation.
3. **Prioritize the product features** that create value.
4. Prototype and test solutions with **simple technology**.
5. Design for a **good user experience** for staff and customers.



We can drive more value with digitization

Define next steps based on local context, business priorities

Start here



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Sample steps depending on strategic goals

>>Deepen current customer relationship

- Add features to existing products
- Expand/Diversify product offering
- Reduce gender gap through analytics

>>Grow customer base

- Remote account opening
- Add customer segmentation through data analytics

>>Develop new business lines

- Distribute more complex products from other FSPs
- Develop new products for new customer segments