

# Digital Delivery of Financial Education Samples

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SDC, Berne



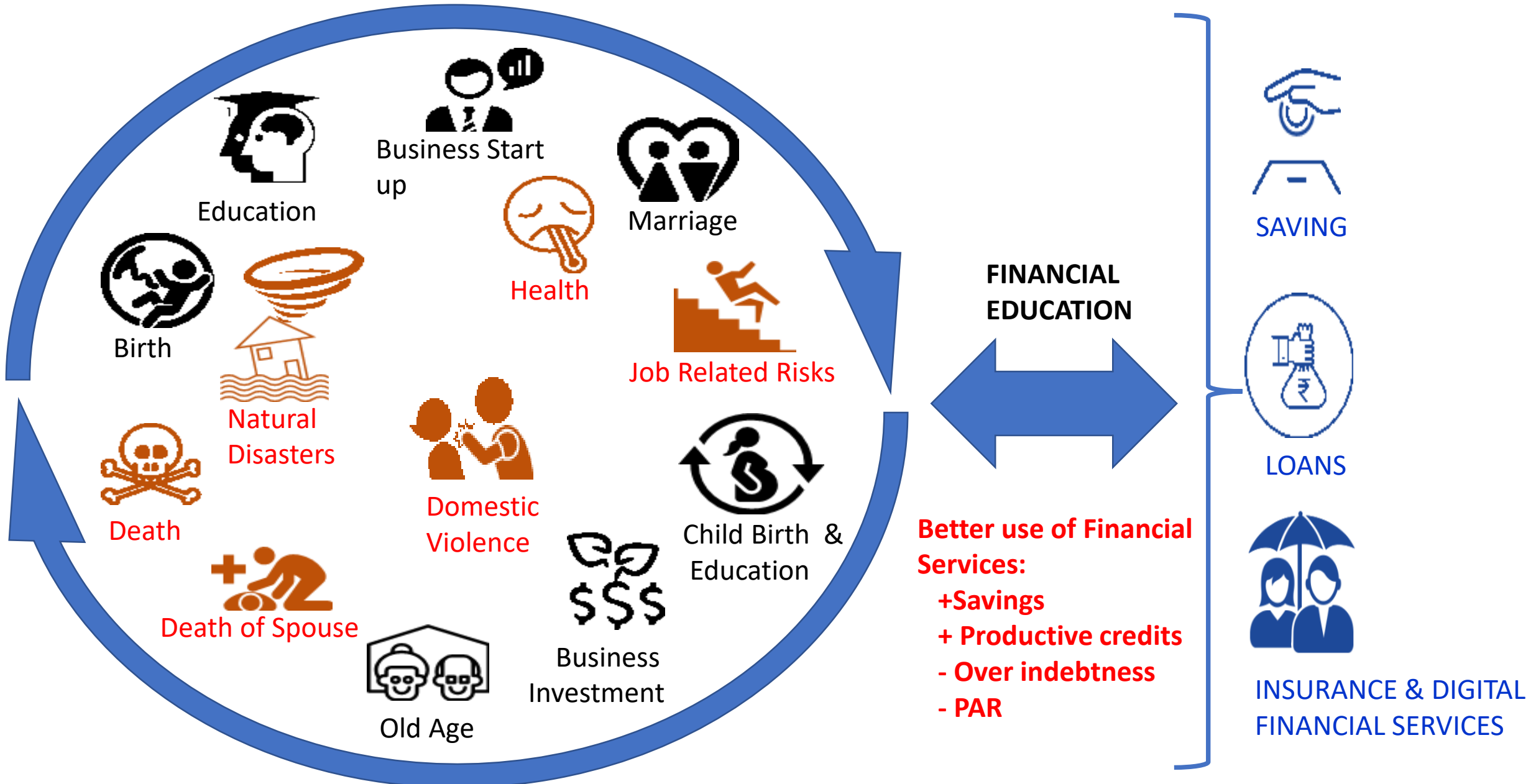
## AGENDA

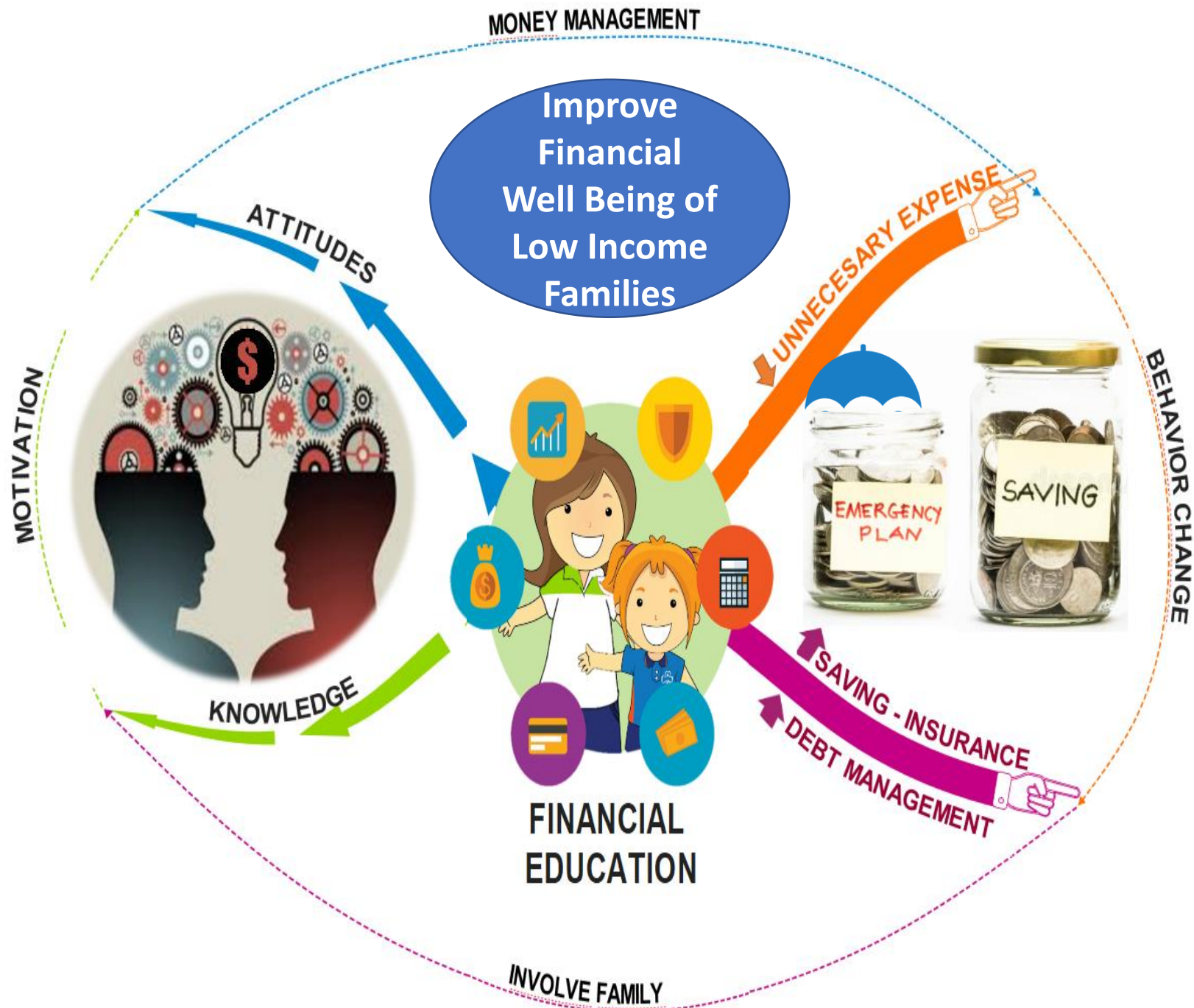
1. Digital FE approach
2. Challenges & lessons
3. Work Samples



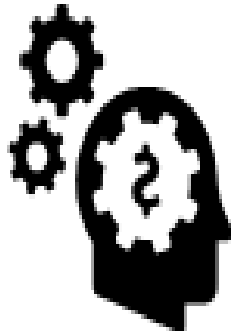
# FINANCIAL LITERACY

# Life cycle Events, Risks & Financial Services are better connected through Financial Education





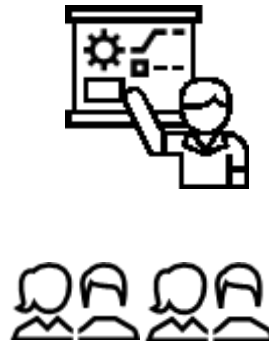
# Behavioral Changes & Outcomes of Financial Education



## **INPUT**

FE Toolkits  
Simple,  
Useful &  
Relevant:

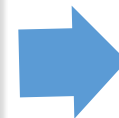
- Videos
- Trainings
- E-Learning
- Games



## **OUTPUT**

Staff & Clients  
Trained

- At Branches
- On Line
- Follow up on results



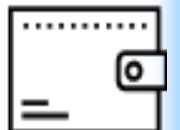
## **Behavioral Changes**


- (-) Expenses
- (+) Planning (\$)
- (+) Family  
Involvement

## **OUTCOME**

**Financial  
Improvement**

- (+) Savings
- (+) Protection
- (+) Financial  
well beign





If a 10-year-old child  
or a 70-year-old  
granny cannot  
understand it, we  
must redo it!

# Simplicity

Once adapted to local context, standardized materials and delivery processes using videos, interactive e-learning or games, cannot be greatly modified by instructors, ensuring the standard of quality in the provision of financial education and interaction with clients (question based)!

# Customized Standardization



# Examples of digital works



## ENDA -Tunisia

- 18 FE Videos
- 42K Clients trained
- 77% Clients increased savings
- Sharing of Financial education learnings with family

## LEAD - Egypt

- 10 FE video cartoons
- 10 FE eLearnings
- Target of 10K client trained with FE to be outreached until 2019

## EMI - Laos

- 2 Videos developed (insurance)
- Chatbot and Call center
- No of Facebook views of EMI credit life+s insurance video: 10K
- 1.3K Clients insured (voluntary)



Video Cartoon  
Example  
ENDA - Tunis



oo

# Cost Reduction

eLearning on Financial Education available 24/7 lower the costs of delivery once the contents of FE have been developed

ELEARNING

VIDEOS

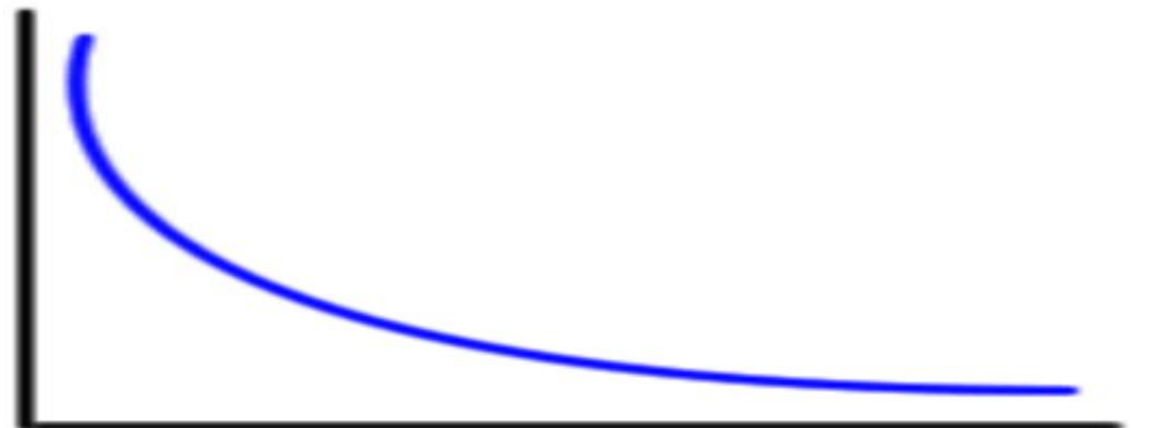
DOCUMENTS

Learn how to take control your expenses, save and earn more.



Take the eLearnings

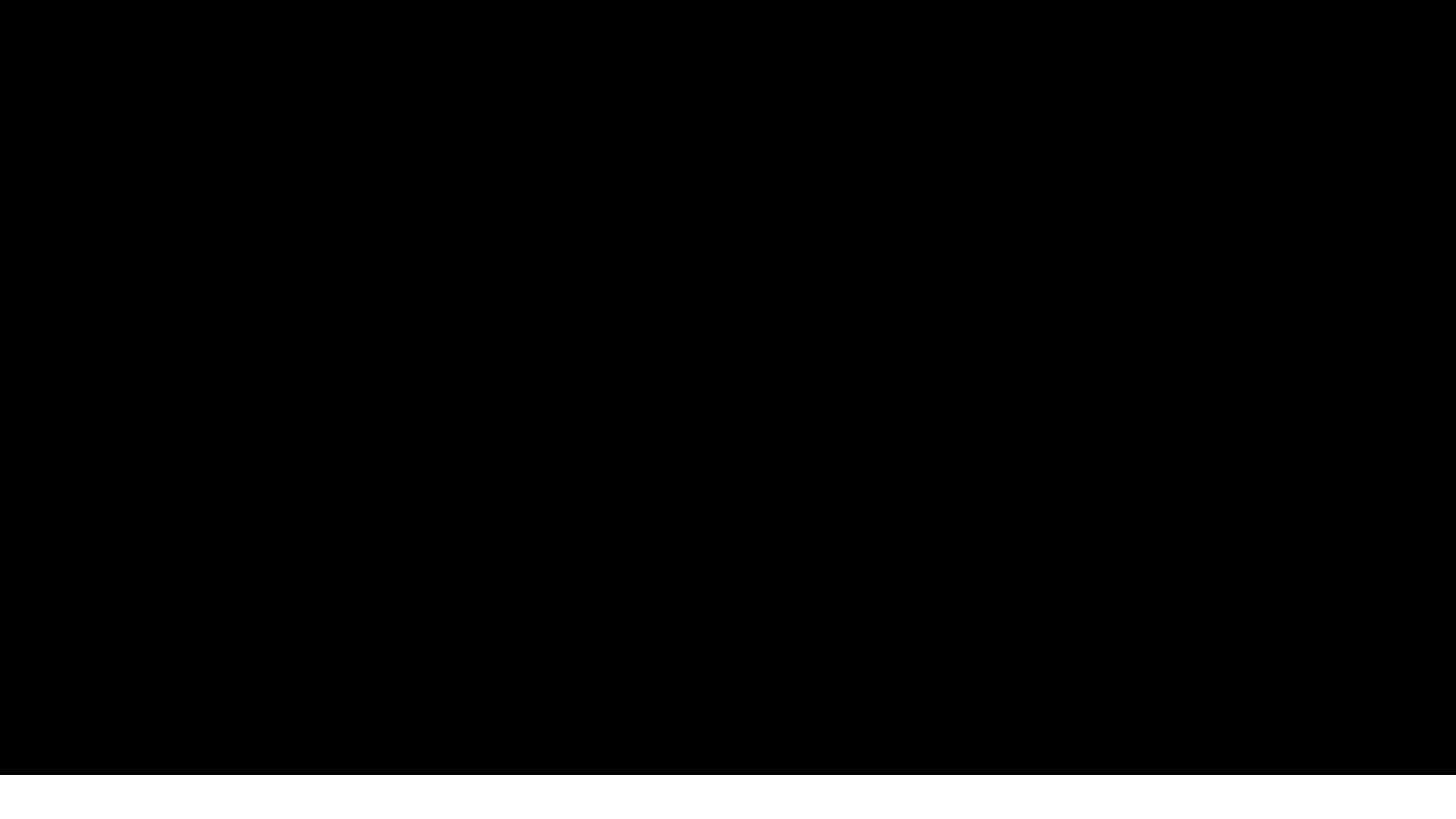
Cost of delivery FE



Physical delivery

Digital delivery







eLearning = +Scale



# Chatbot

Example

EMI - Laos

Welcome to the Financial Education Training! You will be receiving some short messages that could help you to improve your money management and the financial well being of your family!

This is the 1st Money Management Secret: "Stay away from unnecessary expenses every day! Before spending ask yourself: Is it Necessary? Is it Urgent? Can I postpone it?"

|type a message...

Ekphatthana Deposit-Taking Mic

ຂໍຂອບໃຈທ່ານ Somphone Sisenglath ທີ່ໄດ້ສົ່ງຂໍ້ຄວາມຫາພວກເຮົາ ທາງເຮົາຈະຕິດຕໍ່ທ່ານກັບໃນໄວໆນີ້ ດ້ວຍຄວາມເຄົາລົບແລະນັບຖື ຈາກ ສກຈຮ ເອກພັດທະນາ <http://www.emimfi.com/> Thanks for messaging us. We try to be as responsive as possible. We'll get back to you soon.

ສກຈຮ ເອກພັດທະນາຍິນດີຕ້ອນຮັບ ຂອບໃຈທ່ານສົ່ງຂໍ້ຄວາມມາຫາພວກເຮົາ.

## First follow-up



Great to see you again we hope you are applying the financial education messages! 😊

+ ADD BUTTON

This is the 1st Money Management Secret: "Stay away from unnecessary expenses every day! Before spending ask yourself: Is it Necessary? Is it Urgent? Can I postpone it?"

Welcome message

Default answer

### SAMPLE SEQUENCE

1 0% 0%

After 15 mi... First follow-up

After 20 mi... Nurturing message

After 1 day Nurturing and Soft Sell

After 2 days Special offer

+

### GROUP OF CONTENT BLOCKS

Value content

Product offer

Show video

+

### - ADD SEQUENCE OR GROUP

## Special offer



Free Offer: Please take the eLearning course now before it is gone! 😊

Access e-Learning

<https://rise.articulate.com/author/KhWI...>



# Challenges and Lessons learnt

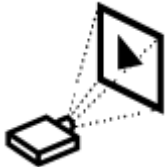
## CHALLENGES



- **Technology understanding (Clients and MFIs)**



- **Promotion for scaling up**



- **Logistical limitations**
  - TVs. Vs Projectors
  - Speakers Vs Noisy environments
  - Access to mobiles / internet

## LESSONS LEARNT

- **Early involvement of CEO/Mgmt. team**
- **Show how technology works**
  
- **Build Business Case (Cost/Benefit)**
- **Develop communication strategy**
  
- **Assure enough budget + Close follow up + Accountability**
- **Finance Mobiles / internet Access**
- **Deliver FE off line**

## FE eLearning:

- Standardized Quality
- Lower cost
- Scalable →



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