

Digitalization of microfinance in Europe – where do we stand? Which way to go?

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Start at 11.00am



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Objectives



- To learn about state of the microfinance sector digitalization in Europe
- To discuss challenges and solutions related to digitalization

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MFI Digitalization Pathways - Monitoring Progress in Microfinance Digital Journeys

Justyna Pytkowska
8th December, 2020



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Digital transformation framework



CUSTOMER EXPERIENCE



MICROFINANCE CENTRE

Subcategory	Examples			
Digital marketing	Social networks: Facebook, LinkedIn, Instagram, YouTube, Google Advertising	Sales platform Pipedrive		
Channels for interaction	Mobile chatbot (Viber, WhatsApp, Telegram)	Website chatbot		
Digital business support	Client business club	Digital marketplace	e-learning platforms	Educational materials

PRODUCTS AND SERVICES



Subcategory	Examples			
Digital loan application	Website loan application	Viber bot and messenger		
Digital identification and verification	Biometrics			
Client documentation in digital form	Photo of ID document	Scan/photo of business registration documents	Scan/photo of tax payment	
Digital approval	Automated credit scoring	Platform for application appraisal	Mobile phone, Viber approval	Virtual credit committee approval
Digital contract	Digital signature			
Digital delivery	Wire transfer to a bank account	Credit card transfer		
Digital management by client	E-client area on website	Mobile app	Self-service kiosk	Electronic wallet
Digital repayment collection	mPOS terminal for repayments	Third party terminals for repayment	Credit card repayment	Third party payment apps
Fully digital product	Small emergency loan for repeat clients	Small consumer loans	Business microloan without guarantee	

PROCESSES AND SYSTEMS



Subcategory	Examples			
Anytime, anywhere, any device	Tablets for LOs	CRM for LOs to manage activities	GPS for LOs to optimise travels	
Standardized operational platform	Comprehensive systems, new core banking system CBS	CRM for managing client communication		

WORK ORGANIZATION



Subcategory	Examples			
Cross-functional collaboration / teaming	Office 365 features and functionalities (SharePoint, Flows)	Slack	Trello	
Digital skills				
Virtual workforce/ communication	MS Teams			
Digital stakeholder ecosystem				

Conclusions



- Digitalization is accelerating, but unevenly
- Significant resources are needed
- Staff capacity challenges
- Regulatory changes are needed in some countries
- More evidence from cost/benefit analysis is needed

Thank you!



Contact us!

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