Microfinance Digitization Community of Practice
Building Customer and Business Value with Digital Channels and Products
www.cgap.org/microfinance

Photo by Lorena Velasco

Frequently Asked Questions

Note: The FAQs are based on questions received in similar processes in the past. We may update this list as we receive questions that could be relevant for other applicants.

- **What are the benefits of participating?**
  The objective of the project is to identify the keys to building value with digital implementations, based on an evidence-based examination of current practice. Participants will gain insights from analyzing real world cases of customer adoption of digital channels and products and get a better understanding of what they need to do to improve their efforts so that it creates value for their customers and their organization. And the exercise of generating the dashboards will build knowledge and skills on how to build a data analytics practice that focuses on customer behavior.

- **What kind of support is CGAP going to provide?**
  CGAP will advise participants on how to use their data to better understand the impact of their digital initiatives on the business and customers. This will include providing specifications for the data dictionary and tables, instructions for the data visualization tool, and business advisory to increase value creation. The CGAP team will also provide dynamic technical support to questions on the CoP platform.

  The scope and scale of the CGAP support will be adjusted to the needs MFI Cohort selected. CGAP will not provide funding or other direct monetary support (e.g., for tech investment).

- **What type of projects has CGAP supported in the past?**
  Past CGAP engagements of this type have included support to partner organizations to achieve a range of strategic goals such as developing APIs to facilitate interconnection with partners, designing credit algorithms, designing products to reach new segments, launching or piloting new products, measuring impact of services, and designing gender-smart products, among others. This support has taken the form of technical assistance, strategic advice, expert support, or project management support, any of which has come from CGAP staff or from external specialists procured directly by CGAP and selected jointly with the partner organization(s). CGAP has supported the first CoP cohort in piloting new ways to digitize focused on value creation. The current project will expand on this work.

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- **Can multiple parties submit a joint Expression of Interest (for example, an MFI with a technical provider or multiple MFIs operating under the same network)?**
  Yes, please provide information on the implementing partners (if any) and their roles in the project execution. Applications that are not directly from the MFI must demonstrate their commitment to the partnership; willingness to share data, iterate and invest their own resources; and highlight why the success of the specific product/partnership is a priority for the MFI.

- **What countries/contexts are best suited for this work/project/etc.?**
  We are open to working in suitable emerging markets and developing economies (EMDE) that:
  1) have an environment conducive to digitization in microfinance, and 2) where useful lessons can be drawn to benefit the industry globally.

- **Will existing projects be considered?**
  Eligible microfinance providers will be at least 12 months into an implementation of a digital channel or product, and able to warehouse the customer behavior data required for the dashboards.

- **How many MFIs does CGAP plan on supporting?**
  CGAP plans on selecting up to 20 MFIs under this call for expressions of interest.

- **What happens after CGAP receives an application?**
  An expert panel will discuss applicant submissions based on the eligibility criteria outlined in the terms of reference as seen below. Final partner selection is expected to be made by **end of October 2022.**

- **What are CGAP's selection criteria?**
  As outlined in the terms of reference, the key factors CGAP will consider are:

  Maturity of Digital Implementation
  - At least 12 months into an implementation of a digital channel or product;
  - Ability to warehouse the customer behavior data required for the dashboards.

  Measures of value creation
  - Clearly defined objectives for creating business and customer value with digital implementation
  - Basic indicators to measure progress.

  Data, Technology and Operational Readiness
  - Existing data analytics practice, with staff capable of data extraction, warehousing, validation, analytics, and visualization.

  Organization Commitment
  - Commitment to use the data insights to improve business and customer value proposition.

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- o Consent for CGAP to publish insights and lessons learned during the project implementation on an anonymized basis (unless agreed otherwise).
- o Commitment to actively engage in peer-learning and information exchange.

- **What is the expected duration of the CGAP project support?**
  CGAP expects the timeline from project selection to conclusion to be approximately four months, from November 2022 to March 2023 (included).

- **What type of resources will partners be expected to contribute to the project?**
  Selected applicants are not required to contribute financially to the technical services sourced externally for the project, although a significant contribution would be expected in the form of organizational staff time and resources required for the successful implementation. This will include establishing a Project Management Office (PMO) and dedicating at least 50% of the lead's time to the execution of the project, with sufficient senior staff support/buy-in to ensure that the applicant organization is the main driver of the project.

  The engagement in the CoP will approximately involve joining bi-weekly online sessions with the rest of the cohort until March 2023 and developing the dashboards between the sessions.

New submission deadline is October 28, 2022.

-**The website www.cgap.org contains the complete set of documents for this project.**
-**Please submit any questions and/or your completed expression of interest to microfinance@cgap.org.**