

Customer Outcomes to Strive For



Suitability & appropriateness



Choice



Voice



Meets purpose



Fairness & respect



Safety & security

Suitability & Appropriateness



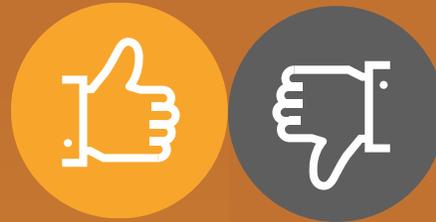
I have access to good quality services that are affordable and appropriate to my preferences and situation, and I receive advice and guidance appropriate to my financial situation

- Meets my needs and circumstances
- Tailored features, design, and delivery
- My risk tolerance is recognized
- My situation and objectives are well assessed
- Advice is tailored and suitable to my situation





Suitability & Appropriateness



Customer seeks to protect her family and looks for basic health insurance plan. Brokers asks questions, takes situation into account and presents 3 options with benefits and drawbacks. He discloses he earns commission.

Customer wants to save and approaches bank for low cost universal account. Salesperson convinces him to buy a more expensive alternative—not affordable, too complicate and unnecessary functions.

Choice



I can make an informed choice among a range of products, services, and providers based on appropriate and sufficient information and advice that are provided in a transparent, affordable, and easy to understand way.

- Information is available and understandable
- Access to information is not costly to me
- I can get it at the time I need it to take an action
- Disclosure allows me to compare
- I can reverse my choice or switch easily at low cost





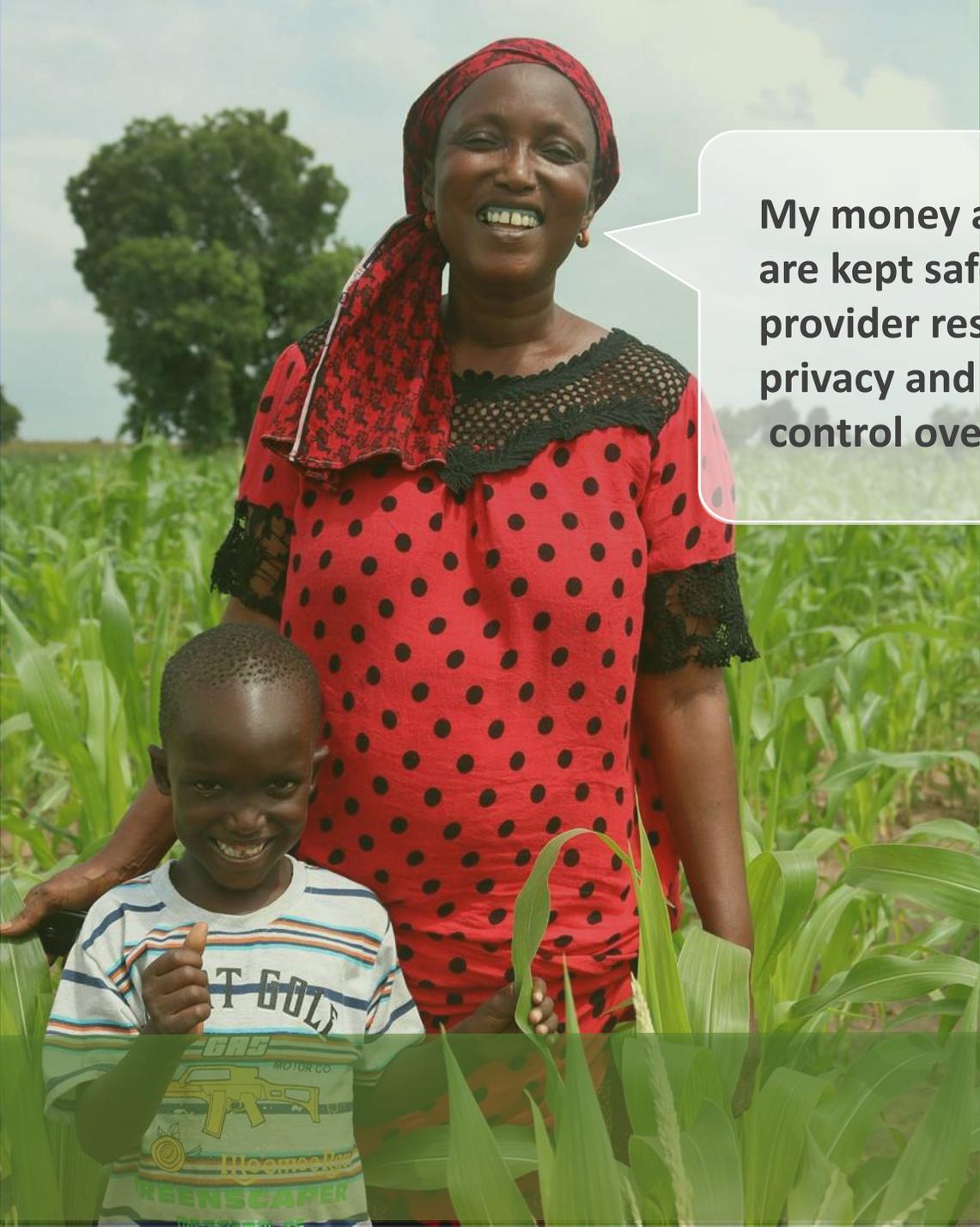
Choice



Customer wants to switch mobile money provider to reduce costs of transfers with family. Provider allows customer to close wallet without fee and with her consent passes information facilitating account opening.



Customer needs a refrigerator. Salesperson pushes her to buy on installment without disclosing difference in cost with cash purchase or terms of repayment. Customers ends up paying 5 times the cost.



My money and information are kept safe, and the provider respects my privacy and gives me control over my data.



Safety & Security

- Not lose my money in transactions or fraud
- Allowed to test services without risk of loss
- My data is kept secure and safeguarded from theft or breaches
- Control over my data



Safety & Security



A customer using a PAYGO service for her solar panel has access to her credit history and can verify if the data is correct. She can agree to have her history shared with other service providers to benefit her.



A customer's bank account gets hacked and her data is exposed. The bank notices but does not inform the customer to prevent further damage.

Fairness & Respect



I am treated with respect throughout my interaction with the provider, even when my situation changes, and I can count on the provider paying due regard to my interests.

- Treated with respect without bias or discrimination
- My time and resources are respected
- Service delivery is predictable and consistent





Fairness & Respect



Mobile money account get accessed by third party, customer loses money and informs operator who immediately blocks the account and resets her security code. After investigating the operator compensates customer for her losses.



Provider charged customers with insurance bundled with rickshaw loans they do not need and asked for. Extra cost led customers to default and got rickshaw repossessed.



I can communicate with the provider through a channel that I can easily access, have my feedback and questions heard, and get my problems resolved quickly with minimal cost too.



Voice

- Easy communication at low effort or cost
- I know where to go
- My problems are resolved quickly
- My requests are recorded and followed-up on
- I am asked for feedback and hear follow-up



Voice



Based on customer feedback, the mobile money operator decides to launch a voice command service that can execute transactions and read aloud account balances to customers empowering illiterate people.



A customer faces a failed repayment on her digital credit product without knowing due to a system failure. She is charged a penalty interest rate and cannot reach customer service to explain the situation



By accessing and using products designed and delivered in ways likely to lead to the outcomes outlined before and by getting the services I need, I am in a better position to increase control over my financial situation, manage a financial shock, and attain longer term financial goals.

Meets Purpose

- Service gets the job done
- Right choice of services helps me to minimize risks
- I feel more in control of my financial situation
- It helps me balance flexibility and discipline
- I am in a better position to support my financial goals

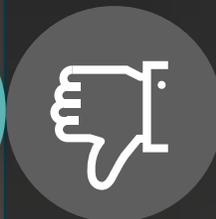




Meets Purpose



A customer wants to save money. The provider offers her a flexible tool that helps her to balance discipline and flexibility and incentivizes her with reminders and visualization of her goals.



A young customer with mobile wallet manages to get a small digital loan which he uses for sports betting. Over time he starts accessing multiple digital lending options and gets heavily indebted.

