

# Mystery Shopping for Financial Services

What Do Providers Tell,  
*and Not Tell,*  
Customers about  
Financial Products?

A Technical Guide

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When Alejandra (not her actual name) went to open a savings account at a bank branch in her hometown of Ecatepec, Mexico, she told the salesperson that she wanted an account for her daily financial needs that was easy to move money into and out of. The salesperson considered Alejandra’s expressed preferences and made a recommendation for a current account. However, the salesperson failed to disclose the government-mandated “total annual earnings” calculation on the account, nor mention that this account carried with it monthly maintenance fees. The salesperson also failed to mention that there was another, cheaper option that would have fit Alejandra’s needs. This was a “cuenta básica,” a no-frills savings account that is required to be on offer at all banks in Mexico. Since Alejandra was a mystery shopper participating in research on sales practices, her experience helped to inform Mexico’s financial consumer protection agency about the possible challenges in getting providers to disclose this low-cost savings option to the type of consumers that could most benefit from a simple, zero-cost way to store and manage their savings.

To expand responsible financial access and use, financial sector regulators and supervisors in many emerging market and developing economies (EMDEs) have expanded their consumer protection mandates, policies, and oversight in recent years. An essential element of this expanding role for consumer protection policy is to be able to effectively monitor and understand what occurs during the sales process for financial products. Yet there are often significant gaps between what is expected in consumer protection and market conduct regulations, and what is done in practice by providers, which can render important policy measures ineffective. This can lead to a worst-case scenario where the state of market conduct appears robust on paper—prompting a sense of complacency—yet in practice these policies are not complied with, and abusive practices remain in the market, undetected by the policy makers charged with financial consumer protection and often under-reported by consumers. This lack of compliance with market conduct rules such as disclosure, financial advice, and suitability requirements can be due to a number of factors:

- The sales staff is not properly trained
- The incentive to fully disclose terms or offer proper consumer advice is not aligned with the business interests of the providers

- Consumers or sales staff are in a rush to finalize the agreement
- The required disclosure rules and documents are too complex, lengthy, or difficult to use during a typical consumer-sales staff interaction

Policy makers are increasingly integrating consumer research methodologies to monitor the market, gather insights, and inform policymaking.<sup>1</sup> One effective consumer research method is mystery shopping, which measures the actual behavior of individual sales staff in a true sales environment. Mystery shopping is a tool that involves sending consumers to places of business, government agencies, or other service providers to simulate a typical customer inquiry.

Mystery shopping is usually focused on a subset of products, provider types, and locations, versus nationally representative surveys that measure consumer experience across an entire population sample. As such it is an indicative method that can be used to signal issues in the market requiring further policy intervention or improved conduct by providers. Used in this manner, mystery shopping is a useful tool to inform consumer protection policy and measure market conduct issues such as how well sales staff comply with disclosure regulations, quality of customer attention and suitability of financial advice, access to and use of recourse systems when things go wrong, and disparate treatment of vulnerable consumers.

Recent mystery shopping assessments in several markets<sup>2</sup> have provided policy makers with important insights on sales practices that can help inform consumer protection policy:

**Limited presentation of mandated financial product information.** Sales staff may not always use the required forms and documentation during sales processes. Reasons for doing so may include to hide certain product information from the consumer, because they find the form overly complicated to explain and complete, or not relevant to their sales process. Irrespective of motivations, this is still a form of noncompliance with rules on sales practices, and it is important to document and understand this noncompliance to better align rules and common sales practices. Through this evidence policy makers can begin to consider whether provider noncompliance should be more strictly monitored and enforced, or whether policy approaches need to be changed to increase ease of implementation or to incentivize the desired conduct by providers.

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<sup>1</sup> A relevant example of this increased use of consumer research for market monitoring is the Reserve Bank of Malawi's 2014 Mystery Shopping on General Insurance Companies and Brokers, which used this tool to "assess general insurance service providers' rate of transparency and disclosure of information when dealing with prospective policyholders of motor vehicle insurance...The focus was determined by an increased number of customer complaints the Register received from policyholders of motor vehicle insurance in the year 2013."

<sup>2</sup> Research was conducted in Colombia, Ghana, Kenya, Malaysia, Mexico, Peru, and the Philippines.

**Steering of consumers toward less suitable products.** Suitability is a policy approach that requires providers to be responsible for the quality of their advice and product offerings relative to a consumer’s characteristics and financial needs. In India and Mexico, sales staff were highly unlikely and unwilling to offer low-cost basic savings accounts mandated by the government, even when the consumers presented needs or product preferences that would recommend use of these basic savings accounts. In India, sales staff required unnecessary documents and made false statements about eligibility requirements to prevent low-income consumers from acquiring a basic savings account (Mowl, Jensen, and Boudot 2014).

**Fraud and overcharging of consumers.** In Kenya, banking agents skimmed extra revenue and took sensitive account information from aid program beneficiaries cashing out via their debit cards, while food merchants added extra charges onto food items the beneficiaries purchased with their cards.<sup>3</sup>

**Different information for more experienced consumers.** In Mexico, consumers presenting an “experienced” profile were given twice as much information about the costs of the financial products than those with “inexperienced” profiles (60 percent of total costs versus 30 percent of total costs) (Gine, Martinez, and Mazer 2014).

As these cases demonstrate, abusive or uninformed sales practices can hinder access to financial products for base of the pyramid (BoP) consumers, create negative experiences with these products that decrease their likelihood to use financial products and services in the future, and even cause detriment and economic loss to consumers. Therefore it is essential to both understand why sales practices do not always comply with regulatory requirements *and* develop policies that mitigate this misconduct by sales staff.

This Technical Guide is designed to enable policy makers with jurisdiction over market conduct issues, consumer protection organizations, and development agencies to conduct mystery shopping exercises. The guide provides information on how to design, execute—either directly or by outsourcing to a research firm—and analyze mystery shopping exercises for financial services. This includes descriptions of the several stages of implementing a mystery shopping program:

- How to set the goals for mystery shopping based on what the policy maker seeks to measure (e.g., compliance with disclosure requirements, disparate treatment, quality of advice), as well as the range of products providers seek to cover.

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<sup>3</sup> Results from a mystery shopping exercise conducted by CGAP and World Food Program Kenya, August–November 2014. <http://www.cgap.org/blog/merchant-incentives-shift-cashless-food-aid>

- How to recruit actual consumers and build shopping scripts that represent the populations and transaction types the policy maker is most interested in measuring.<sup>4</sup>
- How to implement mystery shopping. This includes training shoppers, completing questionnaires, and requesting complementary product information from providers.
- How to analyze the data to measure the quality and quantity of the financial information, sales staff advice, and disparate treatment of different consumer segments.
- Sample field guides such as shopper scripts, shopper questionnaires, product information request forms for financial institutions, and sales staff surveys.

The guide and research tools presented are based on mystery shopping research conducted by CGAP, the World Bank, development agencies, and financial supervisors in seven markets with low-income consumers that included products such as savings, loan, insurance, and credit card products (Colombia, Ghana, Kenya [both for banking services and for digitization of food aid payment], Malaysia, Mexico, Peru, and the Philippines). The mystery shopping methodology used in these studies is characterized by several aspects, summarized here and described in more detail throughout this publication.

**Combined real and assumed consumer traits.** The researchers in nearly all cases used actual consumers recruited and then trained to conduct the mystery shopping. Actual consumers were selected to understand specific experiences of BoP consumers seeking financial products, and to measure how actual personal and financial details (such as credit bureau information and income levels) changed the types of products and guidance given to these consumers. (For loan products it is common for lenders to require home visits to confirm assets or collateral, making the use of local shoppers even more important.) These actual traits were combined with several assumed needs, preferences, and experience levels that consumers were taught to portray. Examples of profiles consumers were trained to present include level of financial knowledge and experience, amount of loan requested, and reason for seeking a life insurance policy, to name just a few. The use of these real and assumed profiles allows the researchers to measure how sales staff treat different types of consumers and how well they match advice to consumers' stated needs and preferences.

**Classification of the quality of information provided.** Researchers identified the most important product information and terms used in each market, as well as reviewed the relevant rules on product disclosure and sales practices. This is done to develop a comprehensive list of key terms that should be mentioned, and measure how many of these

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<sup>4</sup> Some mystery shopping use trained professional shoppers to conduct the shopping visits, instead of newly recruited consumers from the target population sample. The methods described herein use actual consumers to best understand the experiences of lower-income financial consumers and to measure provider responses to actual traits of these consumers, such as their previous borrowing experience, income level, and education.

### **Box 1. Identifying expertise to execute mystery shopping exercises**

For newly formed consumer protection units within financial-sector regulators, designing and executing field research can create significant capacity burdens. As such, an important first step in conducting the mystery shopping techniques described in this publication is to identify internal and external resources needed to carry out the field work and subsequent analysis.

The template questionnaires and field materials provided in the annex are intended to be adaptable to the particular product and research interests of a given consumer protection unit. However, there is still need for experts in field research to recruit and train consumers, design and monitor the shopping visits, verify data, and analyze results. This will in almost all cases require hiring a market research firm to handle at least some tasks.

For analyzing the data, policy makers may have staff members with the requisite skills. As an example, in the Philippines the Financial Inclusion Unit of the Central Bank includes a team that tracks financial inclusion data and indicators. This staff was able to both participate in the mystery shopping field work that was led by a market research firm—a key learning opportunity—as well as conduct all subsequent data analysis. This was beneficial as both the analysis of findings and the interpretation of policy implications were handled by policy experts within the Central Bank. While capacity at this stage may be limited in many consumer protection units, as financial inclusion and consumer protection units expand and mature, the amount of research design and analysis that can be handled internally versus by a market research firm may increase over time.

points of information were provided for each shopping visit. In addition, the researchers developed categories for how the information was provided—written, verbally, explained or merely mentioned, spontaneously or at the shopper’s request—to assess the depth and quality of the presentation of key terms.<sup>5</sup>

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<sup>5</sup> There are, of course, challenges and limitations to the quantitative data measured via mystery shopping. For example, while shoppers can be instructed to obey general scripts and profiles, there is naturally going to be some personal variance in how individual shoppers portray the same profile. However, it is still possible to identify indicative trends and patterns in sales practices and shopper experiences, which can indicate general market conduct that can influence further research and policymaking. Personal variance around shopper profiles can also be limited through proper preshopping training that includes the following: Role-playing of their assigned shopper profiles; scripts that provide sample phrases to mention upon introduction to the sales staff; piloting of shopping visits; and audio recording of each visit that is listened to by the enumerators and compared with the shopper profile and the questionnaire to ensure shoppers both generally obeyed their profile and reported information in the questionnaire accurately.

*Cross-linking mystery shopping data with product databases.* In several markets researchers complemented the mystery shopping visits with an audit of all possible products that could have been offered to the shoppers. This was done to accurately measure the total number of terms and costs each product contains, and then compare this with the number of terms provided by sales staff to shoppers and the total cost or return of each product.

*Sales staff surveys.* Surveys of sales staff at financial institutions were added to several of the mystery shopping studies to understand their knowledge of financial products as well as their salaries, commissions, and other incentive structures.

This publication presents an overview of how to measure sales visits, quantify their results, and then analyze these findings to measure quality and quantity of information provided, product suitability, and sales staff behavior. The methods described herein are designed to be effective both as a pre- and post-policy intervention tool, to provide information to inform different policy types—such as disclosure, suitability, and fair treatment—and offer information to monitor consumer protection policies' impact on the market. Similarly, the consumer profiles, product features, and metrics have been designed to be adaptable to different product types, consumer segments, and delivery channels, so that policy makers in each market can adapt them to their local context and policy needs. These methods have also proved to be easily replicable and cost-effective means for gathering evidence for policymaking, meaning that it can be used by countries across the income spectrum and so can inform financial inclusion policy in a broad range of emerging markets.

**Figure 1. Stages of Mystery Shopping Implementation**



## *I. Determining Policy Objectives of the Mystery Shopping Exercise*

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Mystery shopping can provide insights that serve a range of consumer protection and financial inclusion interests across the financial product lifecycle. While certain aspects of setting up a mystery shopping exercise are fairly standard—such as measuring how information was provided and whether it was done spontaneously or on request—it is important to adapt the research to the primary policy goals. Some of the more common consumer protection policy goals for mystery shopping include the following.

**Understanding compliance with regulatory regimes.** This includes rules on sales practices, fair treatment, suitability, and disclosure of product information. For example, credit shoppers in several markets were instructed to ask for explanation of the annual percentage rate or total cost of credit, to measure its disclosure in sales visits and ability of sales staff to explain its meaning and significance to consumers. Mystery shopping can also measure disparate treatment of certain consumer types (e.g., lower-income, less knowledgeable) and provide evidence as to how well providers are complying with rules on fair treatment.

**Measuring observed effect of recent regulatory reforms.** This can be done through a two-phase mystery shopping conducted before and then shortly after a policy reform has been implemented. In the Philippines, CGAP and the Central Bank of the Philippines conducted credit shopping visits immediately before the implementation of the Truth in Lending Act reforms in July 2012 and then a year later to measure changes in product disclosure after the new Act was implemented in the market (see Box 2).

**Sales staff knowledge and selective disclosure of information.** By including information gathered from shopper questions to sales staff, it is possible to measure how well sales staff can explain key product terms. In addition, by assigning only certain shoppers to ask these questions, it is possible to measure how much sales staff share or withhold key product information both when it is asked for by the consumer and when it is not.

**Product suitability.** By using actual consumers with true-to-life variance in characteristics such as income and credit history, it is possible to measure provider responsiveness to certain personal or financial traits when making product offers. Similarly, by having consumers signal certain preferences—such as size of loan, level of risk tolerance, or planned use of a savings account—it is possible to measure how providers respond

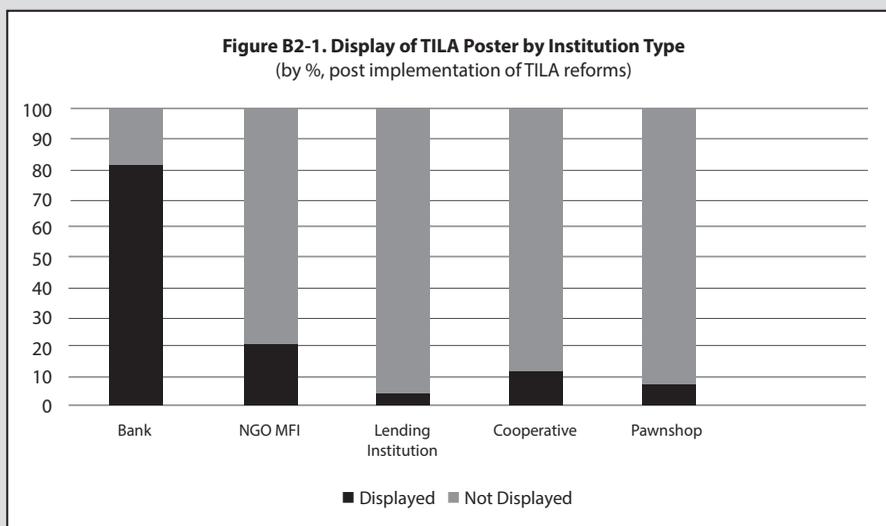
## Box 2. Measuring provider response to the Truth in Lending Reforms in the Philippines

In 2011 Bangko Sentral ng Pilipinas (BSP) revised the Truth in Lending Act (TILA) for credit products, including implementing a new suggested Loan Summary Sheet that had been consumer-tested. The reforms were an important step in improving the information provided to potential borrowers and covered a wide range of financial institutions. However, BSP wanted to assess the extent to which these reforms had impacted market conduct. CGAP and BSP designed a two-phase mystery shopping study to measure this impact in Metro Manila, Metro Cebu, and Metro Davao. They conducted two rounds of mystery shopping visits for loan products of 150 visits each. The first round of visits was in June 2012—a month before the reforms took effect—and the follow-up in August 2013—more than a year after the reforms took effect. By comparing the pre- and post-data, BSP was able to understand where the reforms had more or less impact in product disclosure, including the following:

- A reduction in quoting of nominal interest rate—which is a less accurate reflection of the true cost of a credit product—from 81 percent to 69 percent, combined with an increase in quoting of effective interest rate (EIR) from 19 percent to 31 percent. One of the key elements of TILA was a requirement to cite effective interest rates. This improvement in use of EIR was particularly the case for lending-only institutions such as microfinance institutions and cooperatives.
- Another significant reform was a mandatory TILA poster on display at all branches. Shoppers were asked to observe whether the poster was present during their visits. Results varied greatly by provider type, with 82 percent of bank visits noting the poster on display, but only 20 percent or less for visits to other institution types. This may indicate the challenges of getting smaller provider types to carry out such reforms and the need for follow-up engagement.
- There was also a decrease in information presented verbally and an increase in information provided spontaneously by sales staff in the 2013 visits. Written materials were also provided in 56 percent of post-TILA visits, up from 43 percent during pre-TILA visits. However, for many key product features, such as total cost and payment amount, disclosure of information pre- and post-TILA results varied only slightly. So while TILA appears to have impacted disclosure of new

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terms it introduced such as EIR, changing disclosure practices for pre-existing required product terms may need additional efforts.



to these cues and compare treatment across different expressed personal preferences of consumers. In the Mexico mystery shopping, sales staff appeared to offer more suitable credit products for different consumer profiles than they did for savings products. Shoppers who requested a higher loan amount relative to their stated income level were offered a reduced loan amount more often than those who requested a loan amount that was smaller relative to their income level, as providers appear to have adjusted loan size offered relative to each shopper's capacity to pay. By contrast, savings shoppers interested in low-balance transactional accounts were not provided information on the basic savings account that would offer the lowest-cost savings option suitable to their stated needs (Gine, Martinez, and Mazer 2014).

## *II. Selecting the Products and Delivery Channels to Include*

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The mystery shopping methods described in this Technical Guide have been applied across a range of products that include consumer credit, savings accounts, insurance products, credit cards, and mortgage products. They have also been tested through a variety of sales channels, including bank branches, third-party agents and intermediaries, and financial advisers. In determining which products to measure sales practices, policy makers should select products where they have a strong need for additional knowledge on sales practices. This can be due to a range of factors, such as a new product or sales method entering the market, evidence from complaints data that a particular product is causing consumers problems, interest in developing or modifying existing regulations around that product, or initial insights from focus groups, consumer interviews, surveys, or other such demand-side evidence on problems consumers have with that product.

Depending on the product type(s) to be covered in the mystery shopping visit, several aspects of the research design should be customized according to the local context of financial service delivery and regulations.

**Relevant Regulations.** A full review of all relevant regulations and other requirements should be conducted before developing the mystery shopping questionnaire to determine the most important outcomes to measure to assess regulatory compliance. This includes rules regarding standard calculation of terms, physical and nonphysical disclosure of product information, and assessment of consumer needs and financial advice—often referred to as “product suitability” rules.

**Key Product Terms.** This includes the different ways in which product cost or benefits are conveyed, as well as the most relevant features consumers should be informed of for this product. For a detailed list of product terms, refer to the annexes, which include illustrative examples of questionnaires for credit, savings, and insurance products.

**Delivery Channels and Physical Location.** New innovative delivery channels such as mobile banking agents have expanded access and reduced costs of financial services. These delivery channels have also introduced new actors to the sales process. To measure the impact a channel may have on the shopping experience, where possible, mystery shopping should consider all the primary channels through which products are sold. For example, the CGAP and Bank Negara Malaysia mystery shopping inquiry into insurance sales considered three sales channels: bank branch, insurance agents, and financial advisers—which are not tied to a particular bank or insurance company. (See Box 3.)

**Box 3. Helping Food Aid Go Digital—Mystery Shopping with the World Food Programme in Kenya**

The shift to digital payments can be an important cost-saving measure for organizations such as the World Food Programme Kenya (WFP), as well as a gateway to financial inclusion for beneficiaries who may not have had access to formal financial services previously. However, this transition to digital also raises challenges for inexperienced consumers trying to navigate new products such as debit cards, mobile wallets, and sensitive account information such as PINs. To help monitor user experience and protect them against risks, WFP and CGAP partnered to develop and pilot mystery shopping methods to monitor two digital payment programs, with the goal of building an efficient approach that can be used by field teams for continuous monitoring across all of WFP's digital payment programs. The first program, Cash Lite, replaced food distribution with cash transfers via debit cards that can be used at local merchants selling foodstuffs, who acquired point-of-sale (POS) devices from the participating bank. The second program, Cash for Assets, replaced cash payments for low-season work with payments made via bank accounts linked to debit cards that could be used for cashing out, depositing, or transferring money at banks, ATMs, or banking agents.

Both mystery shopping activities used actual WFP beneficiaries to conduct the transactions and were designed to reflect the particularities of each program. The key findings from the research include the following:

- In both cases, one of the primary points measured was whether private account information was compromised during the merchant or agent transactions. In the Cash Lite case, of the 46 shopping visits conducted, the merchant entered the beneficiary's PIN for them in 36 percent of the cases. In the Cash for Assets program, of the 73 shopping visits conducted, agents entered the PIN in 73 percent of visits, despite the fact that the researchers documented that 72 percent of the beneficiaries who conducted these visits had memorized their PIN, and so should have been allowed to enter it themselves.
- Both pilots also revealed issues of agent overcharging. In the Cash Lite program, many participants noted prices were higher than in previous visits to this merchant, with some merchants justifying this upcharge by noting the POS transaction fee they pay the bank for debit card transactions. In 8 of 29 (28 percent) visits where itemized receipts were provided (out of a total of 46 visits for the Cash

*Continued on next page*

*Box 3 Continued*

Lite program), the itemized receipt did not match the value on the POS receipt (which reflects the actual amount deducted from the account). In the Cash for Assets program, in only 10 percent of visits did agents communicate fees before the transaction was made. Agents also deducted extra sums on some users' transactions beyond the amount the beneficiary had asked to withdraw. This may be possible because 62 percent of shoppers were not aware of what the transaction fees were, so may be less likely to notice these extra charges taken by the agents. Such practices may also explain why 23 percent of Cash for Assets shoppers reported discriminatory treatment due to their being WFP beneficiaries rather than being regular banking agent customers.

- For the Cash Lite program, prices charged for foodstuffs and whether merchants permitted purchase of alcohol and other nonencouraged items were added to the measurement (7 of 23 attempts were successful). For the Cash for Assets program, distance traveled and costs related to travel to cash-out points were important to understand beneficiaries' transactional behaviors; i.e., why the majority only makes use of cash-outs and typically only do so once per month when the benefits have been transferred. This is likely due to branch and agent presence varying significantly across locations, and beneficiaries noted they would prefer accessing their benefits through M-PESA accounts in the future, which has more extensive agent network coverage.

**Determining Provider Types and Geographic Coverage.** Many emerging markets are characterized by a wide range of financial institution types. These can vary from large, multinational banks to small cooperatives or even independent individuals such as third-party agents. While it can be logistically challenging to locate and cover these smaller institutions as compared to larger institutions in a mystery shopping exercise, it is desirable to try to include as many types of providers as possible to truly capture the diversity of sales practices in the market. This extends to unregulated providers, which often serve a high percentage of BoP financial consumers, and so offer important insights into their experiences, including the quality of products offered to them, as well as the particular consumer protection and financial inclusion measures that may need to be adopted or existing rules whose coverage needs to be extended. Furthermore, this offers a chance for regulators to gain insights on consumer protection risks in a segment of the market

that may only have limited official oversight, but can pose significant risks to consumer welfare and plays an important role in financial inclusion.

To help ensure that a diverse range of providers in a market is included in a mystery shopping study, it is recommended to select one or more restricted geographic location(s) for the visits, and then to map out all providers that have operations within that location. The geographies can be selected for reasons that include nationally representative samples, major population concentrations, provider and product diversity, or even “hot spotting” of locations where higher numbers of complaints or market conduct problems have been identified. However, in all cases the selection of institutions should seek to cover as wide a range of institution types as is relevant for the particular product.

In Ghana, for instance, there is a wide range of provider types, including banks, cooperatives, savings and loan companies, credit unions, and microfinance companies—with an estimated 500+ microfinance companies alone in the market. This created a challenge of covering the full range of provider types in the market. The researchers therefore selected three locations with diverse provider types: the capital city of Accra, the secondary city of Kumasi, and the fast-growing port town of Takoradi. In all locations the researchers surveyed the town to locate the major business centers where many financial institutions were located. Once these locations were chosen, the researchers established a 2 kilometer radius from this center point, which became the outer boundary of the geographic area from which the sample of financial institutions would be built. The researchers then physically walked the 2 kilometer radius to confirm all financial institutions within the radius, which was used to develop a master list of financial institutions, from which a random assignment of shopper visits were created. This method allowed for a comprehensive list of branches of a diverse range of providers.

### III. Designing Consumer Profiles

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Perhaps the most important element to the mystery shopping approaches described in this Technical Guide is the development of a range of consumer profiles that can be used to measure how different consumer features, or even perceived features, can impact the treatment, product information, and product offerings they receive during shopping visits. Profiles should be customized according to the local context of types of consumers, products on offer, and general economic and demographic information. Examples of common profiles used in the mystery shopping projects discussed in this publication include the following both actual and assumed traits.

#### A. Actual Traits

Whenever possible, these traits should be based on the shoppers' actual personal information or characteristics. It is therefore important to recruit shoppers whose real-life situations match these traits to serve as the mystery shoppers.

*Socioeconomic profile.* In the cases piloted to date the focus has been on low- to middle-income segments of the population. However, some adjustment of the actual minimum and maximum income levels may be needed depending on the product type (e.g., traditional insurance products usually have a higher income level of clients than current accounts), or the general sales practices of financial institutions in the market.

*Financial history.* A consumer's financial history may include the types of products they have used, frequency of use, and important events such as making late payments or defaulting on a loan. As this last variable demonstrates, there may be certain features of a shopper's personal financial history that will make them not suitable to mystery shopping. For example, if the shopper has defaulted in the past, this may suggest disqualifying/excluding them from a credit shopping exercise, as this could impact the results in a way that is not typical of most financial consumers. Conversely, if shoppers are recruited without any formal financial experience, they may have a hard time learning their profiles and understanding and recording the information provided during their visits in the questionnaires completed after every visit.

**Box 4. Life Insurance Sales in Malaysia through Multiple Channels**

Bank Negara Malaysia conducted a study to assess whether product disclosure practices are meeting Bank Negara's objectives of helping consumers make informed decisions based on a clear understanding of product features, as well as compare products and services. As part of this study, CGAP and Bank Negara used a mystery shopping exercise to measure both regulatory compliance and variations in consumer sales experience in life insurance products.

Similar to other mystery shopping assessments described in this paper, shoppers in Malaysia were trained to present a range of different need profiles that would indicate a general preference for term, whole life, or endowment insurance policies, as well as for higher-risk investment-linked insurance categories. The process included having shoppers convey to insurance agents that they were seeking to protect their family in the case of accident or death; cover an anticipated future expense such as their child's education; or get a high return on their funds. In Malaysia, life insurance sales are carried out through three primary channels: bank branches, tied agents (providing products of a single insurer), and financial advisers (who can offer products from multiple firms). The mystery shopping visits were divided among these three sales channels to measure differences in conduct by type of sales channels. This is particularly important since financial advisers are a relatively new type of channel authorized by Bank Negara to diversify the types of agents selling insurance and the range of providers' products they offer to consumers. While further research is ongoing, the insights into sales practices from this research are helping inform possible policy actions by Bank Negara in product disclosure and sales practices for life insurance in Malaysia.

**B. Assumed Traits**

As a complement to actual personal information of shoppers, it can be useful to include a series of assumed profiles, behaviors, or needs that are portrayed during the mystery shopping visits, and are assigned randomly to each shopper independent of their actual traits.

*Financial knowledge.* The mystery shopping conducted to date has often divided consumers into two experience levels: experienced and inexperienced. Similar to Anagol, Cole, and Sarkar (2012), the primary distinction of experience level used is reference to having visited other providers offering similar products before this shopping visit (experienced) or this being the first such visit to an institution (inexperienced). These different experience levels can be articulated in the initial engagement with the sales staff through distinct scripts for the two types of shoppers. For example, in Ghana, experienced borrowers were instructed to say, “I am looking for a new loan of GHC\_\_\_\_. I have been visiting other lenders to see what products they have, and I wanted to know what products you offer.” On the other hand, inexperienced borrowers were instructed to “demonstrate [their] inexperience with financial products with phrases such as ‘I need money and I wanted to know if you can help me.’”

Experienced profile consumers were instructed to ask several follow-up questions. These questions are intended to measure how well sales staff explain certain product terms and features that a less experienced consumer may not ask, but could be appropriate for an experienced consumer to ask. Finally, experienced consumers were instructed to generally demonstrate basic financial understanding through verbal and nonverbal cues, while inexperienced consumers were instructed to demonstrate minimal knowledge and be more passive with the sales staff. However, it is important to note that in neither case were shoppers intended to portray a very high level of financial knowledge, as they still should represent the typical range of knowledge of most financial consumers. Along these lines, shoppers were explicitly instructed that they should let the sales staff lead the conversation and not ask any questions until the sales staff has had time to provide this information voluntarily.

*Competition.* An additional variation in the experienced profile that was tested was reference to a more or less expensive product offer by a competitor. For example, experienced savings shoppers, when informed of the interest rate offered at a provider, may note that they received an offer for a savings account with a higher or lower interest rate, to measure any impact competitors’ terms may have on terms offered by the sales staff.

*Financial needs and preferences.* As noted in the discussion on measuring product suitability, mystery shopping can help reveal how well sales staff consider consumer needs and preferences and can use these to offer the best available product offering for their profile. To assess this aspect of the sales experience, shoppers should be instructed to present different financial needs and purposes for the product. These needs are generally based on the product type and will depend on the specific shopping instance. However, an example of the profiles used in CGAP research is included in Table 1.

**Table 1. Profile Examples**

Product Type	Purpose for Product	Financial Characteristics/Preferences
Savings	Day-to-day financial management vs. saving up funds for one year	Total amount saved to date (e.g., \$500 vs. \$1,000)
Personal Loan	Personal loan versus microenterprise loan	High or low loan amount relative to income
Life Insurance	Protect against death or major illness; save for anticipated future expense; high return on investment	High or low premium tolerance; high or low tolerance for risk

*Membership in a particular program or other social signaling.* In some cases consumers may be treated differently because of their recognizable affiliations or physical traits. For example, List (2013) described how consumers shopping for automobile repairs in the United States were charged more if they had a noticeable physical handicap. It is therefore important to understand the different treatment certain populations may experience and to measure this where possible. Life insurance mystery shopping in Malaysia used representatives of the three main ethnicities in Malaysian society, comparing their experiences when visiting insurance agents of the same or different ethnicity. In a mystery shopping exercise with WFP beneficiaries purchasing food items from local stores, shoppers were instructed to either signal upfront their participation in the program or to not mention this until they used the WFP-provided debit card at checkout.

*Style of dress.* Consumers were also instructed to vary their style of dress between formal and informal dress, as a proxy for signaling of socioeconomic status to the sales staff. By having the same consumer vary his or her style of dress from one day of shopping visits to another, it is possible to understand any impact style of dress may have on the sales experience and outcomes.

## *IV. Training Shoppers and Conducting Mystery Shopping Visits*

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Once the consumer profiles are decided, the locations for the study surveyed, and field materials developed, the next steps are to train the shoppers and implement the mystery shopping visits.

### **A. Training Shoppers**

Given the profiles consumers may portray, as well as the use of first-time mystery shoppers, it is important to conduct an in-depth training on mystery shopping methodologies and acting out profiles before embarking on field visits. Consumers should be asked to conduct observed role playing of the profiles to make sure each understands their profile and what they should—and should not—convey during their visits.

Consumers should also be trained in how to complete the post-visit questionnaire. However, given the exhaustive coverage of possible product terms, categorization of types of information, and how this information was provided, shoppers should not be expected to complete these questionnaires on their own. They should be monitored by a field supervisor who has experience conducting surveys and verifying data collected from field experiments—likely staff of a market research firm—who will sit with the consumers after the shopping visit to complete the questionnaire together.

### **B. Classifying Levels of Disclosure in the Questionnaire**

The questionnaires developed in this research not only measure information provided, but also the manner in which the information was communicated by the provider. This requires categorizing information not only as provided, but also asking shoppers to assess the way in which the information was provided. Therefore the questionnaire asks shoppers to categorize the information provided in the following ways:

- Whether information was provided voluntarily or upon request of the shopper
- Whether information was provided verbally, in writing, or both
- Whether information was explained to the shopper or merely presented to the shopper without explanation

Since there is a somewhat subjective element to two of these three measurements of information provided, shoppers should be asked to explain their categorizations during the training and piloting of the mystery shopping to ensure they are correctly interpreting how information is provided per the instructions of the research team. By asking each shopper to explain their rationale for distinguishing among “voluntary/upon request,” “verbal/in writing,” and “explained/presented,” field staff can better standardize the way in which each shopper categorizes information provided and correct shoppers who may initially interpret these differences incorrectly. A sample of mystery shopping questionnaires for credit, savings, and insurance products is included in the annex so readers can adapt the instruments to their local context and the products they select for their particular mystery shopping exercise(s).

### C. Gathering Product Information from Financial Institutions

The use of different shopper need profiles is intended to measure the degree to which sales staff seek to offer products that match the shopper’s preferences. To properly measure how suitable a product offered is compared to the other products a consumer could obtain/purchase, it is necessary to catalog the entire range of products on offer at a provider that match the consumer’s stated preferences. This means that in addition to conducting the shopping visits themselves, *it is important that policy makers request from all providers visited a list of the products they offer that would likely be suitable to the shopper profiles and products measured during the shopping visits.* This information is critical to fully measure product suitability, quality of advice when choosing among multiple products, and the relative cost to shoppers of any sales staff biases toward certain products over others.

For example, for loan shopping visits in Mexico, a catalog was made of all loan products of MX 10,000 (\$667) or less offered at providers visited by mystery shoppers, and for savings products that could be opened with MX 5,000 (\$333) or less. These data must typically be collected by the relevant regulatory authority, which has a mandate to oblige providers to share product information, as data gathered from branches or other sources such as websites can be incomplete and out of date. Such a comparison of products on offer and actual products offered to shoppers can illustrate how sales staff’s incentives can be aligned or misaligned with consumers’ “best interests” on a product-by-product basis.

**Box 5. Sales Staff Surveys: Evidence from Peru**

Mystery shopping effectively draws out evidence on the behavior of sales staff. However, determining the motivations of sales staff is not always possible from mystery shopping data alone. For this reason, it may be necessary to gather information from sales staff themselves on topics such as compensation, incentive schemes, and knowledge of financial products and terms. In several of the mystery shopping projects described herein a sales staff survey was conducted after the mystery shopping to better understand the motivations of sales staff. These survey data were then analyzed alongside the data from the mystery shopping. For example, a survey of 62 sales staff at financial institutions visited by mystery shoppers in Peru revealed the following:

- All sales staff surveyed self-reported that they give product advice; 85 percent reported that they make specific product recommendations. Sales staff also reported differing levels of authority to make final product decisions for savings accounts and term deposits (96 percent in both cases), credit cards (49 percent), and loans (45 percent.)
- When asked to classify how much product information they disclose to consumers, 74 percent reported they “voluntarily provide all information related to the product,” 24 percent reported they “only provide information they think the consumer will understand,” and 2 percent reported they “only answer questions that are asked by the consumer.” However, in the mystery shopping visits sales staff did not appear to voluntarily provide all information in most cases. On average, shoppers were provided 6.4 of 18 points (35 percent) of information for savings accounts, 10.3 of 18 points (56 percent) of information for term deposit accounts, and 10.7 of 22 points (49 percent) of information for personal loans, with only 23 percent and 20 percent of this information being provided voluntarily to shoppers in savings and credit visits, respectively.
- Sales staff demonstrated relatively strong knowledge of the Total Annual Cost of Credit (TCEA) and Total Annual Return on Savings (TREA), averaging a 2.7 and 2.4 out of three on knowledge level, with 2 being equal to “understands the concept but with some doubts,” and 3 being equal to “perfectly understands the concept.” During the shopping visits, TCEA and TREA were mentioned to shoppers in 55 percent and 42 percent of the visits, respectively.

## V. *Analyzing Mystery Shopping Data*

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### A. **Categorizing the Mystery Shopping Data**

The mystery shopping methods and detailed questionnaires used in the authors' research provide a wide array of useful data on product characteristics, sales practices, and regulatory compliance. To analyze the data, it is useful as a first step to classify the data across several different categories of types of information captured during the visits:

- **Product information.** This includes key product terms, such as all costs, interest, period/tenor of the product, and variable and nonvariable features. For the credit and savings product mystery shopping exercises, this information was divided into Legal Requirements, Terms of Account, and Fees and Commissions. For a full listing of the terms for credit, savings, and insurance products, refer to the questionnaires in the annex.
- **Physical materials.** In addition to distinguishing what information is provided in verbal and/or written form, all physical materials should be classified by type (e.g., brochure, poster, contract, key facts statement), and all relevant product information counted within each piece of written material provided to the shopper.
- **Access barriers and requirements.** Restrictions on product access as well as required documentation, collateral, or other elements that may prevent a consumer from accessing the product.
- **Sales experience.** Information that relates to the individual visit and that may impact customer satisfaction with the visit, such as waiting time and total time of visit.
- **Consumer perceptions.** Subjective questions asked of the consumers after the visit concerning their satisfaction with the shopping experience, opinion of the sales staff, and other personal reflections on the visit.
- **Final product offers.** The final product offer can be measured both in how it relates to the consumer's stated preferences and the actual financial information provided by the consumer on their circumstances.

## B. Analyzing the Mystery Shopping Data Against Shopper Profiles

Once these data have been categorized, they can be analyzed against the shopper profiles included within the sample of shoppers (financial experience, financial history, stated product needs, style of dress, etc.).<sup>6</sup> The analysis conducted by the researchers in this work included running regressions with data from the shopping visits. Dependent variables included the wait time, face-to-face time with staff, whether the products were offered, and percentage of the cost of the product, to name just a few examples of dependent variables. These dependent variables were analyzed against a set of dummy variables that accounted for the different shopper profiles—such as experience level, product needs, etc. By comparing the amount of information provided against these shopper profiles, it is possible to assess differentiated treatment by sales staff of certain consumer profiles.

## C. Products on Offer in the Market Versus Products Actually Offered to Shoppers

As noted, data on the range of products that are on offer at a financial institution offer important complementary data that can help measure relative suitability of product advice from sales staff. First, by obtaining a detailed listing of all key terms and features for each product on offer at a provider, it is possible to use this as the benchmark for “complete disclosure of terms,” and compare this with the total number of terms that were provided during a shopping visit for each product. This allows the research team to measure the percentage of total product information that was actually provided in each visit, and develop an aggregate measure of how likely sales staff are to properly disclose all features of a product. Second, the data can be used to determine how well sales staff match their recommendations to a consumer’s needs. This is done by calculating the total financial cost or return for a consumer of each product that could have been offered, then comparing this with the actual product recommended to a shopper, to determine if the product recommended was in fact the lowest cost option available that matched the consumer’s stated product preferences. The mystery shopping exercise in Mexico demonstrates how this analysis can offer useful insights into the relationship among product features, sales staff incentives, and overall suitability of product advice in a market.

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<sup>6</sup> With the exception of the WFP Kenya pilot, the mystery shopping in this research used a sample size of 100–150 shopping visits per product type. This sample size was still able to detect statistically significant differences in key factors of sales visits such as quantity of information provided and different shopper profiles, both actual and assumed.

**Box 6. Product Advice and Provider Incentives: Evidence from Mexico**

In 2012 the World Bank, CONDUSEF (Mexico's financial consumer protection agency), and CGAP conducted a mystery shopping investigation into the sale of small-value consumer credit and current and savings accounts in four communities near Mexico City (Gine, Martinez, and Mazer 2014). The research included not only measurement of the total quantity and quality of product information, but also whether the products recommended were the optimal product available at the provider per the consumer's stated preferences and finances.

To determine this, CONDUSEF submitted information requests to all providers visited during the study to provide full product details on all products that could be accessed based on the loan amounts requested by the credit shoppers, or the amount available to save as stated by the savings shoppers during their visits. These data were then used to generate an estimate of annual cost or return to the consumer for all products that met these qualifications within each financial institution visited during the mystery shopping. This included simulating two use profiles for savings based on different frequency of transactions, and two use profiles for credit based on making all payments on time or being late on one payment during the term of the loan.

Once these returns were compiled, they were compared against the actual products offered to shoppers, to determine whether shoppers were offered the most suitable product available to them. The results demonstrate that providers often do not offer consumers the best-value option. For savings products, the difference in total yields between the cheapest savings product that meets the needs of the customer that the institution could have offered and the product that was actually offered was either 2.8 percentage points or 3.2 percentage points, for the two use profiles simulated by the research team. Similarly, while Mexico has a no-frills, low-fee basic savings account that all deposit-taking institutions must offer, which is intended for low-balance savers such as the mystery shoppers, staff offered the basic account in only 2 of the 54 visits where a checking account was requested. In credit visits, there was an average difference of 32.6 percent in total cost of credit between the cheapest product available for the loan amount a shopper requested and the credit product they were offered, indicating sales staff steered consumers to higher cost credit options.

## *Conclusion: Mystery Shopping and Consumer Protection Policy*

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For policy makers, the data collected via mystery shopping can directly impact several priority consumer protection issues. Since both the experimental design and the results themselves will vary from market to market, it is not appropriate to present a standard set of consumer protection policy insights or reforms from the mystery shopping exercises conducted to date. Instead, we highlight here several key policy areas where we expect readers are likely to find useful insights from mystery shopping that can inform either financial consumer protection measures such as new regulations, improved supervision methods, sanctions, consumer education, or even just “moral suasion” of providers based on the mystery shopping evidence.

*Disclosure at point of sale.* Issuing disclosure regulations is often one of the first steps taken by regulators to implement a new financial consumer protection regime. However, disclosure regulations also are at risk of existing only on paper or in “check the box” acceptance of terms and conditions well after a consumer has been led to choose a financial product. Making disclosure regulations more effective requires understanding and monitoring the in-person disclosure of key product terms and features. Through mystery shopping, several aspects of disclosure compliance that are often unclear can be effectively explored: In-person disclosure of legally required product terms; timing of information delivery; incorrect disclosure of terms and conditions; and poor sales staff knowledge of products.

*Sales practices and incentive structures.* Research on diverse sales staff ranging from financial advisers in the United States (Mullainathan, Noeth, and Schoar 2012) to insurance agents in India (Anagol, Cole, and Sarkar 2012) has shown that when consumers’ interests and sales staff’s interests are not properly aligned, consumers can suffer from inferior products and suboptimal financial outcomes. There is also a growing understanding of the role that biases of sales staff toward certain populations may play in the quality of their advice and the ease of those consumers’ access to low-cost, high-value products.<sup>7</sup> Mystery shopping makes it possible to better understand both the suitability of products offered/advised and sales staff biases as suggested by their disparate treatment of different consumer profiles. This can be achieved by building

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<sup>7</sup> See, for example, Mowl and Boudot (2014).

relevant shopper profiles, as described above, and collecting a full range of products on offer at all providers visited.

These insights are particularly important in the context of suitability requirements. Suitability is a policy approach that requires providers to be responsible for the quality of the advice and product offerings they provide relative to a consumer's characteristics and financial needs. While suitability is a powerful principle, it can be hard to measure, monitor, and enforce beyond a case-by-case basis, as the issue is usually raised in a judicial or nonjudicial dispute resolution process only after a consumer has already availed of a product. By using mystery shopping to assess suitability, policy makers can more easily identify general trends in a market that are hindering application of suitability principles, and adjust their policies or what they require of providers during the sales process to address suitability issues.

*Consumer understanding.* By adding qualitative information such as consumers' understanding of the information that was conveyed to them during the sales process, policy makers can better understand what information may be most useful or confusing to consumers during the sales process. This information can then be used to develop improved messaging and informational materials, either to be presented by providers or as part of a broader consumer awareness and education campaign. Similarly, by asking consumers to assess subjective features, such as the quality of advice given by the sales staff, it is possible to understand consumers' own biases and see if their personal reflections align with the quality of product information provided and the suitability of the products offered by the sales staff, or if other personal biases are impacting their assessment of the sales experience and product offering.

The annexes that follow provide examples of field guides used for the mystery shopping described within this publication. They include questionnaires used to measure information provided during shopping visits; the scripts that are given to shoppers to help them learn and execute the assumed traits within their profiles; the product information tables sent to providers to measure the range of products they have on offer; sales staff surveys to understand financial knowledge and incentive structures; and a list of outcome variables for data analysis. By providing these sample field guides it is the intention of the authors that policy makers and researchers will use and adapt them to conduct their own research and market monitoring via the mystery shopping methodology. This will in turn help to improve consumer protection policy as well as afford better understanding of the behaviors and incentives of consumers and providers alike, so that policy makers can support inclusive and protective financial markets for the underbanked and BoP consumer segments in particular.

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**EVALUATION OF INFORMATION PROVIDED BY FINANCIAL INSTITUTIONS**  
**Loan Shopping Visit - EXPERIENCED PROFILE**

Form code \_\_\_\_\_

Shopper Name: \_\_\_\_\_ Shopper code: \_\_\_\_\_

Financial Institution Name: \_\_\_\_\_ Financial Institution Code: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_

1	2	3
Accra	Kumasi	Takoradi

Salesperson Phone Number \_\_\_\_\_

Visit date \_\_\_\_\_

Time of arrival \_\_\_\_\_

Time of exit \_\_\_\_\_

Visit number

Location of visit: \_\_\_\_\_

Financial institution	1
Your house or apartment	2
Your business	3
Other (note)	99

Formal dress  Informal dress

Higher Competitor Interest Rate  Lower Competitor Interest Rate

**GENERAL INDICATIONS**

Mark with an X the answers in each box below, or note your response in block letters in the space provided for each question.

Listen to the audio recording if you have any doubts or difficulty recalling information

**Note:** If a question is in **BOLD UNDERLINE**, then it is an item you may ask about if the salesperson does not mention it first.

- A-1 How long did you have to wait to be attended to? (HH : MM) \_\_\_\_\_ : \_\_\_\_\_
- A-2 How long did the meeting with the salesperson last? (HH : MM) \_\_\_\_\_ : \_\_\_\_\_
- A-3 **What is the name of the salesperson that attended to you?** \_\_\_\_\_
- A-4 Did the salesperson indicate that you may qualify for some type of loan with the financial institution?  
 Yes   **Continue to B-1**  
 No \_\_\_\_\_
- A-5 Why did you not qualify for a loan in this institution?  
 They only provide loans for salaried workers \_\_\_\_\_  
 They only provide loans for businesses \_\_\_\_\_  
 Inability to repay the loan / low income \_\_\_\_\_  
 They require a credit history \_\_\_\_\_  
 The amount requested is below the minimum loan amount offered \_\_\_\_\_  
 It is necessary to be a member of the institution before obtaining a loan \_\_\_\_\_  
 They only offer group loans \_\_\_\_\_  
 Other (note) \_\_\_\_\_

**END INTERVIEW** →

B-1 What personal information did they request upon asking for a loan? (mark with an X the answers that correspond in the following list, multiple answers permitted)

1	Name _____	7	Marital status _____
2	Address _____	8	Purpose for the loan _____
3	Telephone _____	9	Outstanding loans and other debts _____
4	Occupation _____	10	Ontime payment of other loans _____
5	Age _____	99	Other information (note) _____
6	Level of education _____		

B-2 What documents or requirements did they ask for to begin processing the loan? (mark with an X the answers that correspond in the following list, multiple answers permitted)

1	Official identification _____
2	Proof of address _____
3	Proof of income _____
4	Personal references _____
5	Birth certificate _____
6	Authorization to consult your credit history _____
7	Savings account with the institution _____
8	<b>Guarantee or guarantor</b> _____
9	Payroll deposit slip _____
10	List of household appliances/goods _____
11	Receipt of a bill or service _____
99	Other requirements (note) _____

What documents should the guarantor bring in order for you to obtain the loan (multiple answers permitted)

1	Official identification _____
2	Collateral (please specify) _____
99	Other (note) _____

If a guarantor is necessary, continue to B-3, and then complete the remaining portion of B-2

→ B-3

B-4 Upon requesting the loan for (note the amount) GHC \_\_\_\_\_ did the salesperson offer other loan amounts?

1	Yes _____
2	No _____

**Continue to B-7**

B-6 What other amounts were you offered? Please note all of them. Mark with an X the product for which you were provided the most complete information.

1	Amount offered \$ _____
2	Amount offered \$ _____
3	Amount offered \$ _____

B-7 What is the commercial name of the product you were offered?

1	The product has a commercial name _____	Name _____
2	The salesperson did not mention any commercial name of the product _____	

B-8 The credit offered is:

1	Personal Loan _____
2	Business Loan _____
99	Other (note) _____

**PRODUCT TERMS AND FEATURES**

In the following list of product terms and features, please indicate the information that was provided, and the conditions under which they were provided to you. Mark the box that best describes the way in which information was provided, and note the actual monetary amount (\$) or percentage (%) that corresponds to the particular term.

- Spontaneous** The information was provided voluntarily by the salesperson without being asked.
- Asked for** The information was provided after being requested by the shopper.
- Verbal** The information was provided verbally.
- Written** The information was provided in writing.
- Mentioned** The information was simply mentioned. *Note: Information may be provided BOTH verbally and in writing in some cases. In those cases please mark both boxes.*
- Explained** The information was explained.
- %.** The amount, charge or fee is presented as a percentage.
- \$** The amount, charge or fee is presented as a monetary value

**Note: It is important to identify that if you check the box “Yes, the information was given” you should fill in all the other boxes in that row, except those that are blacked out.**

**C-1** In the following list, note the information provide by the salesperson and the manner in which the information was provided.

Remember to differentiate whether the information was MENTIONED or EXPLAINED, SPONTANEOUS or ASKED FOR, as well as what information was provided in VERBAL and WRITTEN forms (multiple answers permitted for VERBAL and WRITTEN).

<b>A. Loan Amount</b>	\$	Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
		No, info was not provided							
<b>B. Actual Amount Received</b>	\$	Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
		No, info was not provided							
<b>C. Total Amount to Pay</b>	\$	Yes, the info was provided	↑	Mentioned	Explained	Spontaneous		Verbal	Written
		No, info was not provided							
<b>D. Amount of Each Payment</b>	\$	Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
		No, info was not provided							

**C-2 A. Can you select the duration of the loan (6 months?)**  
 Yes, you can select the duration of the loan \_\_\_\_\_ 1  
 No, they establish the duration term \_\_\_\_\_ 2. Continue to C

**B. What are the duration of loans the institution offers? (Multiple answers permitted)**  
 Less than 6 months \_\_\_\_\_ 1  
 6 months \_\_\_\_\_ 2  
 12 months \_\_\_\_\_ 3  
 18 months \_\_\_\_\_ 4  
 No defined term \_\_\_\_\_ 5  
 Other (note) \_\_\_\_\_ 99

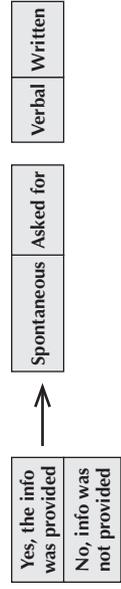
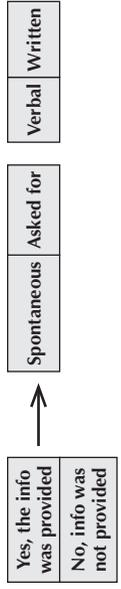
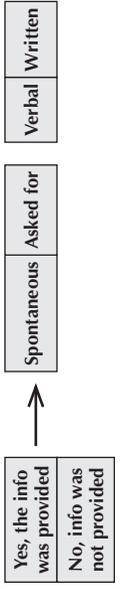
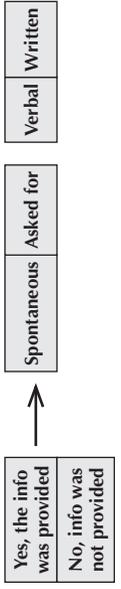
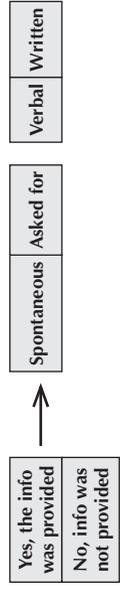
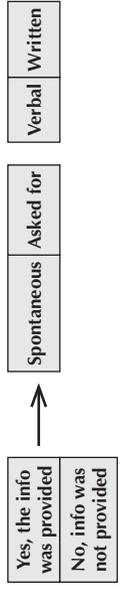
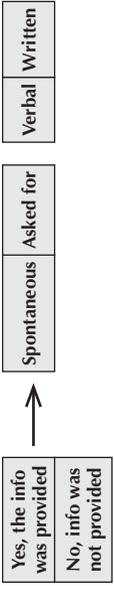
**C. What is the duration of loan that they offered/you selected?**  
 1 \_\_\_\_\_ 1  
 2 \_\_\_\_\_ 2  
 3 \_\_\_\_\_ 3  
 99 \_\_\_\_\_ 99

**D. Can you select the frequency of payments?**  
 Yes, you can select the frequency of payments \_\_\_\_\_ 1  
 No, you can't select the frequency of payments \_\_\_\_\_ 2. Continue to F

**E. What is the frequency of payments the institution offers? (Multiple answers permitted)**  
 Weekly payments \_\_\_\_\_ 1  
 Bi-weekly payments \_\_\_\_\_ 2  
 Monthly payments \_\_\_\_\_ 3  
 No frequency of payments defined \_\_\_\_\_ 4  
 Other payment options \_\_\_\_\_ 99

**F. What is the final frequency of payments offered/chosen for your loan?**  
 Explain \_\_\_\_\_  
 Weekly payments \_\_\_\_\_ 1  
 Bi-weekly payments \_\_\_\_\_ 2  
 Monthly payments \_\_\_\_\_ 3  
 Other payment options \_\_\_\_\_ 99

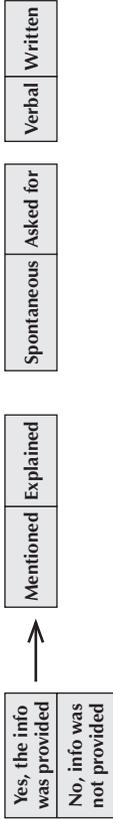
**G. Do they give you the option to select the number of payments you should make for the requested loan**  
 Yes, I decide the number of payments \_\_\_\_\_ 1  
 No, the institution decides \_\_\_\_\_ 2. Number of payments \_\_\_\_\_



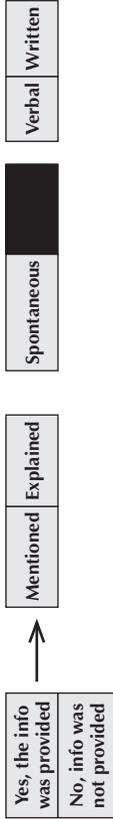
C-3 About the loan that you requested, what is the interest rate they mentioned you would pay?

Indicate if the figure was an amount (\$) or a percentage (%)

A. Interest rate \_\_\_\_\_ \$ \_\_\_\_\_ %



B. APR \_\_\_\_\_ \$ \_\_\_\_\_ %



C. Did the salesperson explain how the APR is calculated and/or what it means? (If yes, please describe below)

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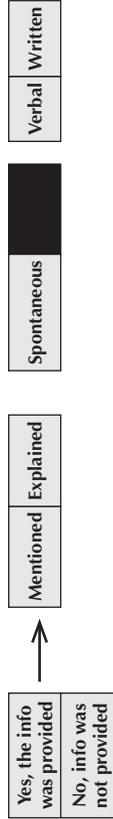
D. The interest rate is...

- 1 Daily \_\_\_\_\_
- 2 Weekly \_\_\_\_\_
- 3 Monthly \_\_\_\_\_
- 4 Annual \_\_\_\_\_



E. Can the interest rate you are charged change over the duration of the loan?

- E1 Interest rate **will not** change over duration of loan \_\_\_\_\_ 1  
Interest rate **may** change over duration of loan \_\_\_\_\_ 2
- E2 Compounding interest rate (or declining balance) \_\_\_\_\_ 1  
Fixed interest rate \_\_\_\_\_ 2  
Other (note) \_\_\_\_\_ 99



Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				
Yes, the info was provided	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided	↑				

**C-4** A. Is it necessary to be a member with the institution to obtain the loan?  
 Yes it is necessary to be a member   
 No it is not necessary to be a member  **Continue to C**

B. How long is it required to be a member with the institution before obtaining a loan?  
 Months: \_\_\_\_\_

C. Is it necessary to save in the institution before accessing a loan?  
 Yes, it is necessary to save in the institution before accessing a loan.   
 No, it is not necessary to save in the institution before accessing a loan.  **Continue to C-5**

D. What is the minimum amount required to save before accessing a loan?  
 Amount GHC \_\_\_\_\_

E. For how long are you required to save before accessing a loan?  
 Months: \_\_\_\_\_

F. How long must you keep the minimum amount in your account before obtaining the loan?  
 Months: \_\_\_\_\_

G. Is this minimum savings amount frozen during the period when the loan is active?  
 Yes   
 No

**C-5** Did they inform you that they would be consulting your credit history or a credit bureau?  
 Yes   
 No

**INSURANCE, CHARGES AND FEES**

C-6 Is it necessary to purchase or have any of the following services or products of the financial institution in order to obtain the loan?

A. Credit Life Insurance		Total Cost \$ _____		Optional		Required		Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written		
Yes	1																					
No	2																					
B. Insurance against default on loan		Total Cost \$ _____		Optional		Required		Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written		
Yes	1																					
No	2																					
C. Other Insurance (note)		Total Cost \$ _____		Optional		Required		Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written		
Yes	1																					
No	2																					
C. Other (note)		Total Cost		GHC		Optional		Required		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written		

C-7 A. Do you pay any membership fees?

Yes, you pay a membership fee for the loan  
 No, you do not pay a membership fee for the loan

1 What is its cost? \$ \_\_\_\_\_

2

B. Do they charge any fee for acquiring the loan?

Yes they charge a fee for acquiring the loan  
 No they do not charge a fee for acquiring the loan

1 What is its cost? \$ \_\_\_\_\_

2

C. Do they charge you for consulting your credit history?

Yes they charge you for consulting your credit history  
 No they do not charge you for consulting your credit history

1 What is its cost? \$ \_\_\_\_\_

2

D. Did they offer you any training or educational course?

Yes they offer a training course  
 No they do not offer a training course

1 What is its cost? \$ \_\_\_\_\_

2

Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	
Yes, the info was provided No, info was not provided		Mentioned		Explained		Spontaneous		Asked for		Verbal		Written	

C-8 A. Did the salesperson mention that it is necessary to pay any other charge or fee for the loan?

Yes you pay other charge or fee for the loan 1

No you do not pay any other charge or fee for the loan 2 Continue to C-9

B. What are the other charges or fees?

**Charge or fee**

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

C-9 A. Did the salesperson mention that it is necessary to contract any other product or service for the loan?

Yes you must contract other products and services 1

No you do not have to contract other products and services 2

B. What other products or services did the salesperson mention that you need, and their fees and charges, in order to obtain a loan?

**Product or Service**

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

**USE OF THE LOAN**

C-10 A. Can you make larger payment amounts than the amount due?

Yes you can make payments larger than the quota 1

No you can not make payments larger than the quota 2 Continue to C

B. Do you pay any penalty for early payment, in other words paying the loan amount in full before it is due?

Yes there are penalties for early payment 1 What is its cost? \$ \_\_\_\_\_

No there are no penalties for early payment 2

C. Is there a penalty for late payment? 1 What is the charge? \$ \_\_\_\_\_

Yes, there is a penalty for late payment 2

No, there is no penalty for late payment \_\_\_\_\_

C-11 What is the time to wait to know if your loan was approved?

- Immediately 1
- Hours 2
- Days 3
- Weeks 4
- Other (note) 99

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**Amount of Charge of Fee**

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**Total Fees and Charges**

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

C-12 Once the loan is approved, how long must you wait for the money to be provided to you?

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- Other (note) \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided						

C-13 In what manner can they provide the money? (Multiple answers)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 99 \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided						

C-14 Where can you make loan payments? (Multiple answers)

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 99 \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided						

**Continue to C-15**

- In the branch where you visited \_\_\_\_\_
- In other branches \_\_\_\_\_
- During Loan Officer Visits to Community \_\_\_\_\_
- In other banks \_\_\_\_\_
- In commercial stores \_\_\_\_\_
- Other places (note) \_\_\_\_\_

Which? \_\_\_\_\_  
Which? \_\_\_\_\_  
Which? \_\_\_\_\_

C-15 Do they charge any fee for payments made in other locations?

- 1 \_\_\_\_\_
  - 2 \_\_\_\_\_
- How much is the fee for paying in other locations? \$ \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided						

**BENEFITS AND PRINTED MATERIALS**

C-16 Were there any benefits for obtaining the loan offered to you by the salesperson?

- Yes \_\_\_\_\_
  - No \_\_\_\_\_
- If yes, what benefits were offered:
- Prizes/discounts for on-time payments \_\_\_\_\_
  - Discounts for early payments \_\_\_\_\_
  - Raffles \_\_\_\_\_
  - Other (note) \_\_\_\_\_

Yes, the info was provided	↑	Mentioned	Explained	Spontaneous	Verbal	Written
No, info was not provided						

C-17 Was any written information or printed materials presented to you during your visit?

Yes \_\_\_\_\_ 1  
 No \_\_\_\_\_ 2  
 Continue to C-18

**1** If yes, complete table below, noting each type of written information given

Was this shown to you?	
Yes	No

Was this explained to you?	
Yes	No

A. Contract

B. Brochure

C. Payment plan/  
 amortization table

D. Product summary form

E. Other (note)

What information does each document contain?											
Term	Amount of each Payment		Payment periods		Interest		Charges		Total Cost		APR
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No

C-18 Total number of printed materials provided to you during your visit \_\_\_\_\_

C-19 With regards to the contract:

A. Did they show you a copy of the contract before deciding to take the loan?

Yes \_\_\_\_\_ 1  
 No \_\_\_\_\_ 2  
 Continue to C

Yes, the info was provided  
 No, info was not provided

Mentioned

Spontaneous

Verbal

Written

B. Why did they not show you the contract? (Explain) \_\_\_\_\_

C. When you sign the contract, do they provide you with a copy of the contract?

Yes \_\_\_\_\_ 1  
 No \_\_\_\_\_ 2  
 Continue to C-20

Yes, the info was provided  
 No, info was not provided

Mentioned

Spontaneous

Verbal

Written

D. Why do they not provide you with a copy of the contract? \_\_\_\_\_

C-20 Did the official mention that it is necessary to

- Schedule a second visit \_\_\_\_\_ 1
- Visit your home \_\_\_\_\_ 2
- Visit your place of work/business \_\_\_\_\_ 3
- No other visit is necessary \_\_\_\_\_ 4
- Other (note) \_\_\_\_\_ 99

C-21 Did the official recommend any of the following options to better understand the loan?

Read the contract together _____	1
Attend an informational session _____	2
Consult the institution's website _____	3
No recommendations made _____	4
Other recommendations (note) _____	99

C-22 Was there product information that you saw within the branch? (Does not include information given to you by salesperson)

Yes _____	1
No _____	2

**Continue to C-24**

C-23 What types of information was available?

Brochures _____	1
Posters _____	2
Electronic information (video, computers) _____	3
Other (note and explain) _____	99

C-24 Upon completing the visit, did the salesperson mention that your loan was approved?

Yes it was approved _____	1
No it was not approved _____	2
Did not provide the information _____	3

Why did they not provide the information? (explain) \_\_\_\_\_

**EVALUATION OF THE SALESPERSON AT THE FINANCIAL INSTITUTION**

D-1 Did the salesperson indicate to change any of your information to help make you eligible for the loan?

Yes _____	1
No _____	2

Describe \_\_\_\_\_

D-2 In general, how would you evaluate the friendliness of the official that attended to you?

Very friendly _____	Friendly _____	Neutral _____	Not very friendly _____	Not friendly at all _____
5	4	3	2	1

D-3 Rate the KNOWLEDGE of the salesperson that attended to you.

They knew the information very well _____	They knew the information _____	They knew little of the information _____	They knew nothing of the information _____
5	4	3	2
			1

D-4 How would you rate the EXPLANATION of the information given to you by the salesperson?

The information was explained very well to me _____	The information was explained well to me _____	The information was more or less explained to me _____	The information was explained to me very little _____	I was only given the basic information _____
5	4	3	2	1

D-5 How would you evaluate the CLARITY of the information given to you by the salesperson?

Everything was clear to me and I did not have about doubts	Almost everything was clear to me, with only a few doubts	I had some doubts and some information was not clear to me	Little information was clear to me and I have many doubts	I did not understand any of the information they provided and they did not clarify any of my doubts
5	4	3	2	1

D-6 How TRUSTWORTHY did the salesperson seem to you?

Very trustworthy	Trustworthy	Somewhat trustworthy	Not very trustworthy	Not at all trustworthy
5	4	3	2	1

D-7 Did the salesperson seem interested in showing you the product information?

Very interested	Interested	Somewhat interested	Not very interested	Not at all interested
5	4	3	2	1

D-8 Supposing that you were interested in obtaining a credit based on the visit you made to this institution, would you take a credit with this institution?

- I am totally sure** I would open take a loan with this institution \_\_\_\_\_ 4
- I am sure** that I would take a loan with this institution \_\_\_\_\_ 3
- I am not sure** that I would take a loan with this institution \_\_\_\_\_ 2
- I would definitely not take a loan** with this institution \_\_\_\_\_ 1

D-9 What reasons led you to answer question D-8 as you did? (Multiple answers permitted)

- Clarity of information \_\_\_\_\_ 1
- Costs \_\_\_\_\_ 2
- Complexity of the process \_\_\_\_\_ 3
- Knowledge of the official \_\_\_\_\_ 4
- Other (note and explain) \_\_\_\_\_ 99

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D-10 Additional commentaries regarding the shopping visit?

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\_\_\_\_\_

Name of the shopper

\_\_\_\_\_

Signature of the shopper

**EVALUATION OF INFORMATION PROVIDED BY FINANCIAL INSTITUTIONS**  
**Savings Shopping Visit - EXPERIENCED**

Form code: \_\_\_\_\_ Shopper code: \_\_\_\_\_  
 Shopper Name: \_\_\_\_\_ Financial Institution Code: \_\_\_\_\_  
 Financial Institution Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City

1	2	2
Accra	Informal dress	Frequent Usage
Kumasi	2	1
Takoradi	1	Infrequent Usage
	Lower Competitor Interest Rate	2

Higher Competitor Interest Rate  1 Lower Competitor Interest Rate  2

Formal dress  1 Informal dress  2

**Salesperson Phone Number** \_\_\_\_\_  
 Visit date \_\_\_\_\_  
 Time of arrival \_\_\_\_\_  
 Time of exit \_\_\_\_\_

**INSTRUCTIONS**

Mark with an X the answers in each box below, or note your response in block letters in the space provided for each question. Listen to the audio recording if you have any doubts or difficulty recalling information

**Note:** if a question is in **BOLD UNDERLINE**, then it is an item you may ask about if the salesperson does not mention it first.

- A-1 How long did you have to wait to be attended to? (HH : MM) \_\_\_\_\_ ; \_\_\_\_\_  
 A-2 How long did the meeting with the salesperson last? (HH : MM) \_\_\_\_\_ ; \_\_\_\_\_  
 A-3 Which is the name of the salesperson that attended to you? \_\_\_\_\_

A-4 Does the institution offer some type of savings or investment product?

Yes  1  
 No  2

—————→ **END INTERVIEW**

**B-1** What personal information did they request to open a savings/investment account? (mark with an X the answers that correspond in the following list, multiple answers permitted)

Name _____	1	Official Identification _____	7
Address _____	2	Level of education _____	8
Telephone _____	3	Marital status _____	9
Occupation _____	4	Savings accounts in other institutions _____	10
Age _____	5	Other information (note) _____	99

**B-2** Did the salesperson offer different savings products?

Yes, they offered me various products \_\_\_\_\_ 1

No, they only offered me one product \_\_\_\_\_ 2

**B-3** Please note the commercial name of the product(s) you were offered, and whether each of these products were a Savings/Current Account, a Susu Account or an Investment Account. Finally, please note for which product you were provided the most detailed information?

Savings or current account?	Investment account?	Susu account?	For which product did they provide detailed product information?
Yes	Yes	Yes	1
Yes	Yes	Yes	2
Yes	Yes	Yes	3

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

**B-4** Did they make any recommendation as to the best product for your needs?

Yes they made a recommendation \_\_\_\_\_ 1 Which product? \_\_\_\_\_

No recommendation was made \_\_\_\_\_ 2 **Continue to C-1**

**B-5** Why did they recommend this product?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PRODUCT TERMS AND FEATURES**

In the section please take the answers that best match the way the information was provided to you. Mark the box that best describes the way in which information was provided, and note the actual monetary amount (\$) or percentage (%) that corresponds to the particular term.

- Spontaneous**  
The information was provided voluntarily by the salesperson without being asked.
- Asked for**  
The information was provided only after being requested by the shopper.
- Verbal**  
The information was provided verbally.
- Written**  
The information was provided in writing.
- Mentioned**  
The information was simply mentioned.
- Explained**  
The information was explained.
- %**  
The charging of the commission or expense is presented as a percentage.
- \$**  
The charging of the commission or expense is presented as a monetary value.

*Note: Information may be provided BOTH verbally and in writing in some cases. In those cases please mark both boxes.*

**Note: It is important to identify that if you check the box "Yes, the information was given" you should fill in all the other boxes in that row, except those that are blacked out.**

C-1 A. Is it necessary to be a member/client of the institution to obtain the savings/investment product? 1 2 **Continue to C**

Yes, the info was provided	Spontaneous	Verbal	Written
No, info was not provided	Spontaneous	Verbal	Written

B. Do they charge a membership fee? 1

Yes they charge a membership fee 1

-If yes, specify: \$\_\_\_\_\_ per Day / Week / Month

No, they do not charge a membership fee 2 **Continue to D**

Yes, the info was provided	Mentioned	Explained	Verbal	Written
No, info was not provided	Spontaneous	Spontaneous	Verbal	Written

C. Can you select the duration for which you will deposit the money?

Yes, you can select the period 1

No, you can not select the period 2 **Continue to D**

Yes, the info was provided	Mentioned	Explained	Verbal	Written
No, info was not provided	Spontaneous	Spontaneous	Verbal	Written

D. What are the available durations

Less than 6 months	1	
6 months	2	
12 months	3	
24 months	4	
More than 24 months	5	
No defined term	6	
Other (note) _____	99	

**E. What is the duration agreed upon?**

- Less than 6 months \_\_\_\_\_ 1
- 6 months \_\_\_\_\_ 2
- 12 months \_\_\_\_\_ 3
- 24 months \_\_\_\_\_ 4
- More than 24 months \_\_\_\_\_ 5
- No defined term \_\_\_\_\_ 6
- Other (note) \_\_\_\_\_ 99



**C-2 What is the interest rate for the product you requested for?**

Indicate if the figure was an amount (\$) or a percentage (%)

A. **Interest rate** \_\_\_\_\_ \$ / %



B. Did the salesperson explain how the interest is calculated and/or what it means?

- Yes \_\_\_\_\_ 1
- No \_\_\_\_\_ 2

**C. The interest rate is**

- Monthly \_\_\_\_\_ 1
- Quarterly \_\_\_\_\_ 2
- Annual \_\_\_\_\_ 3
- Other (note) \_\_\_\_\_ 99



D. What type of interest rate is offered on the account?

- Fixed interest rate \_\_\_\_\_ 1
- Variable interest rate \_\_\_\_\_ 2



**C-3 A. Do they require a minimum amount to open the account?**

Yes they require a minimum amount \_\_\_\_\_ **1**  
 No they do not require a minimum amount \_\_\_\_\_ **2** **Continue to C**



**B. What is the minimum amount they require to open the account?**

Amount \$ \_\_\_\_\_



**C. Is it necessary to maintain a minimum balance in the account?**

Yes it is necessary to maintain a minimum balance \_\_\_\_\_ **1**  
 No it is not necessary to maintain a minimum balance \_\_\_\_\_ **2** **Continue to F**



**D. What is the minimum balance to maintain in the account?**

Amount \$ \_\_\_\_\_



**E. Is there a penalty for not maintaining the minimum balance?**

Yes there is a penalty \_\_\_\_\_ **1** \$ \_\_\_\_\_  
 No there is no penalty \_\_\_\_\_ **2** **Continue to G**



**F. With what frequency do they charge the minimum balance penalty?**

Daily \_\_\_\_\_ **1**  
 Weekly \_\_\_\_\_ **2**  
 bi-Weekly \_\_\_\_\_ **3**  
 Monthly \_\_\_\_\_ **4**  
 Quarterly \_\_\_\_\_ **5**  
 Other (note) \_\_\_\_\_ **99**



G. If they offered you an investment account or fixed deposit, is it necessary to have a savings account as well?

Yes it is necessary 1  
 No it is not necessary 2

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous

Verbal Written

J. Is the account protected by deposit insurance?

Yes it is protected 1  
 No it is not protected 2

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous

Verbal Written

K. Did the salesperson either mention or explain the type of return you could expect from this account? (If yes, please describe below)

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**CHARGES AND FEES**

C-4 A. Do they charge a fee for opening the account?

Yes they charge an account opening fee 1  
 - If yes, what is the cost? \$ 2  
 No they do not charge an account opening fee 2

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous Asked for

Verbal Written

B. Do they charge a fee for account maintenance?

Yes they charge a fee for maintenance 1  
 - If yes, what is the cost? \$ 2  
 No they do not charge a fee for maintenance 2

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous Asked for

Verbal Written

C. Is it possible to do overdrafts on this account?

Yes it is possible 1  
 No it is not possible 2 **Cont to E**

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous Asked for

Verbal Written

D. Is there a penalty for overdrafts?

Yes there is a penalty 1 What is the cost? \$ 2  
 No there is not a penalty 2

Yes, the info was provided  
 No, info was not provided

↑

Mentioned Explained

Spontaneous Asked for

Verbal Written

E. Is there a penalty for account inactivity?  
 Yes they charge a penalty for inactivity \_\_\_\_\_ 1  
 No they do not charge a penalty for inactivity \_\_\_\_\_ 2 **Continue to I**



F. After how much time do they charge the penalty for inactivity?  
 3 months \_\_\_\_\_ 1  
 6 months \_\_\_\_\_ 2  
 12 months \_\_\_\_\_ 3  
 24 months \_\_\_\_\_ 4  
 More than 24 months \_\_\_\_\_ 5  
 Other (note) \_\_\_\_\_ 99



G. What is the cost of the penalty for inactivity?  
 Cost \$ / % \_\_\_\_\_



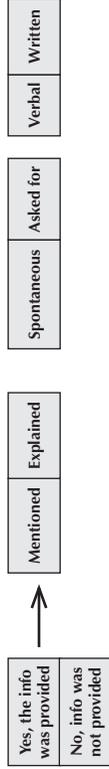
H. With what frequency do they charge the penalty for inactivity?  
 Daily \_\_\_\_\_ 1  
 Weekly \_\_\_\_\_ 2  
 bi-Weekly \_\_\_\_\_ 3  
 Monthly \_\_\_\_\_ 4  
 Quarterly \_\_\_\_\_ 5  
 Other (note) \_\_\_\_\_ 99



I. If they offer you an investment or term deposit account and you withdraw your money before the end of the agreed upon period, do they charge a penalty?  
 Yes they charge a penalty \_\_\_\_\_ 1  
 No they do not charge a penalty \_\_\_\_\_ 2 **Continue to K**



J. What is the cost of the penalty?  
 Cost \$ / % \_\_\_\_\_



**K. Did the salesperson mention it is necessary to pay any other charges or fees?**

Yes there are other charges or fees \_\_\_\_\_ 1

No there are not any other charges or fees \_\_\_\_\_ 2

Continue to C-5

Spontaneous	Asked for	Verbal	Written
-------------	-----------	--------	---------

Mentioned	Explained
-----------	-----------

Yes, the info was provided
No, info was not provided

**L. Which are the other charges or fees?**

Charges or fees	Total Charges or Fees
a) _____	\$ / % _____
b) _____	\$ / % _____
c) _____	\$ / % _____

**USE OF THE ACCOUNT**

C-5 A. In what ways can you check your account balance? (multiple answers)

- At the branch of the institution \_\_\_\_\_ 1
- Online \_\_\_\_\_ 2
- ATMs of the institution \_\_\_\_\_ 3
- ATMs of other banks \_\_\_\_\_ 4
- Other forms (note) \_\_\_\_\_ 99

Spontaneous	Asked for	Verbal	Written
-------------	-----------	--------	---------

Mentioned	Explained
-----------	-----------

Yes, the info was provided
No, info was not provided

**B. Are you charged for checking your account balance?**

- At the branch of the institution \_\_\_\_\_
- Online \_\_\_\_\_
- ATMs of the institution \_\_\_\_\_
- ATMs of other banks \_\_\_\_\_
- Other forms (note) \_\_\_\_\_

Spontaneous	Asked for	Verbal	Written
-------------	-----------	--------	---------

Mentioned	Explained
-----------	-----------

Yes, the info was provided
No, info was not provided

Yes it has a charge	1
_____	1
_____	1
_____	1
_____	1

How much is the charge?	It has no charge
_____	2
_____	2
_____	2
_____	2
_____	2

**C. Where can you withdraw your money from the account? (multiple answers)**

- At the branch of the institution \_\_\_\_\_ 1
- Online \_\_\_\_\_ 2
- ATMs of the institution \_\_\_\_\_ 3
- ATMs of other banks \_\_\_\_\_ 4
- Other forms (note) \_\_\_\_\_ 99

Spontaneous	Asked for	Verbal	Written
-------------	-----------	--------	---------

Mentioned	Explained
-----------	-----------

Yes, the info was provided
No, info was not provided

**D. Are you charged for withdrawing your money?**

Yes, the info was provided	→	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

Yes it has a cost	1	How much is the cost?	It has no cost
At the branch of the institution	1		
Online	1		
ATMs of the institution	1		
ATMs of other banks	1		
Other forms (note)	1		

**E. Is there a maximum number of withdrawals allowed?**

Yes there is a maximum number of withdrawals 1

-if yes, specify: \_\_\_\_\_ per Day / Week / Month

No, there is no maximum number of withdrawals 2

Yes, the info was provided	→	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**E. Do they offer an ATM card for this type of account?**

Yes they provide an ATM card 1

No they do not provide an ATM card 2 Continue to C-6

Yes, the info was provided	→	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**G. Is there a charge for the ATM card?**

Yes there is a charge 1 \$ \_\_\_\_\_

No there is no charge 2

Yes, the info was provided	→	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**H. If you lose your card is there a replacement cost?**

Yes there is a replacement cost 1 \$ \_\_\_\_\_

No there is no replacement cost 2

Yes, the info was provided	→	Mentioned	Explained	Spontaneous	Asked for	Verbal	Written
No, info was not provided							

**ACCOUNT BENEFITS**

C-6 Which of the following benefits are offered for opening the account? (multiple answers)

A. Prizes for saving or investing a specific amount _____	Yes, the info was provided No, info was not provided	Mentioned Explained	Spontaneous	Verbal	Written
B. Access to other products _____	Yes, the info was provided No, info was not provided	Mentioned Explained	Spontaneous	Verbal	Written
C. Life insurance _____	Yes, the info was provided No, info was not provided	Mentioned Explained	Spontaneous	Verbal	Written
D. Raffles _____	Yes, the info was provided No, info was not provided	Mentioned Explained	Spontaneous	Verbal	Written
E. Other (note) _____	Yes, the info was provided No, info was not provided	Mentioned Explained	Spontaneous	Verbal	Written

**PRINTED INFORMATION AND RECOMMENDATIONS (Please mark all printed materials you were given during your visit with the code of the visit)**

C-7 What information on the account was given to you in written form by the salesperson?

<b>A. Contract</b>	Was this shown to you?		What information does each document contain?			
	Yes	No	Period of deposit	Interest period	Interest rate	Charges and Fees
B. Brochure	1	2	Yes	No	Yes	No
	1	2	No	Yes	No	No
C. Other (note)	1	2	Yes	No	Yes	No
	1	2	No	Yes	No	No

C-8 Total number of printed materials provided to you during your visit: \_\_\_\_\_

C-9 Did the salesperson do any of the following to help you understand the account?

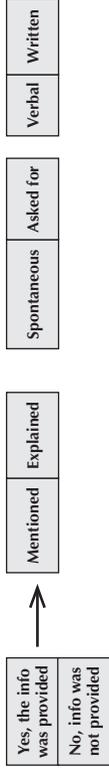
Read the contract together with you	1
Invite you to attend an informational session	2
Recommend to visit the institution's website	3
No recommendations made	4
Other recommendations (note)	99

C-10 With regards to the contract:

**A. Did they show you a copy of the contract before deciding on the product?**

Yes 1  
 No 2

Continue to C

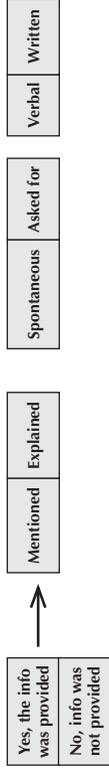


**B. Why did they not show you the contract?**

**C. When you sign the contract, do they provide you with a copy of the contract?**

Yes 1  
 No 2

Continue to C-11



**D. Why do they not provide you with a copy of the contract?**

C-11 What types of information could you see within the branch?

- A. No visible information 1
- B. Brochures 2
- C. Posters 3
- D. Electronic information (video, computers, etc.) 4
- E. Other (note and explain) 99

C-12 Upon completing the visit, did the salesperson open a savings or investment/fix account for you?

Yes 1  
 No 2

Why not? \_\_\_\_\_

**EVALUATION OF THE SALESPERSON AT THE FINANCIAL INSTITUTION**

D-1 In general, how would you evaluate the friendliness of the official that attended to you?

Very friendly	Friendly	Neutral	Not very friendly	Not at all friendly
5	4	3	2	1

D-2 Rate the KNOWLEDGE of the salesperson that attended to you.

They knew the information very well	They knew the information	Neutral	They knew little of the information	They knew nothing of the information
5	4	3	2	1

D-3 How would you rate the EXPLANATION of the information given to you by the salesperson?

The information was explained very well to me	The information was explained well to me	The information was less explained to me	The information was explained to me very little	I was only given the basic information
5	4	3	2	1

D-4 How would you evaluate the CLARITY of the information given to you by the salesperson?

Everything was clear to me and I did not have about doubts	Almost everything was clear to me, with only a few doubts	I had some doubts and some information was not clear to me	Little information was clear to me and I have many doubts	I did not understand any of the information they provided and they did not clarify any of my doubts
5	4	3	2	1

D-5 How TRUSTWORTHY did the salesperson seem to you?

Very trustworthy	Trustworthy	Somewhat trustworthy	Not very trustworthy	Not at all trustworthy
5	4	3	2	1

D-6 Did the salesperson seem interested in showing you the product information?

Very interested	Interested	Somewhat interested	Not very interested	Not at all interested
5	4	3	2	1

D-7 Supposing that you were interested in obtaining a savings product based on the visit you made to this institution, would you open an account with this institution?

- I am totally sure** I would open an account with this institution \_\_\_\_\_ 4
- I am sure** that I would open an account with this institution \_\_\_\_\_ 3
- I am not sure** that I would open an account with this institution \_\_\_\_\_ 2
- I would definitely not** open an account with this institution \_\_\_\_\_ 1

D-8 What informed your answers for question D-7? (Multiple answers permitted)

- Clarity of information \_\_\_\_\_ 1
- Costs \_\_\_\_\_ 2
- Complexity of the process \_\_\_\_\_ 3
- Knowledge of the official \_\_\_\_\_ 4
- Other (note and explain) \_\_\_\_\_ 99

D-9 Additional commentaries regarding the shopping visit?

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\_\_\_\_\_ Name of the shopper

\_\_\_\_\_ Signature of the shopper

**Insurance Mystery Shopping Questionnaire**

Form code: _____
------------------

Shopper Name: \_\_\_\_\_ Shopper Code: \_\_\_\_\_

Date of Visit: \_\_\_\_/\_\_\_\_/\_\_\_\_\_

Time Waiting: \_\_\_\_\_

Length of Meeting: \_\_\_\_\_

**Shopper Profile Used:**

- | <b>Type of Request</b>                                   | <b>Information Disclosed</b>                | <b>Risk Profile</b>                       | <b>Knowledge</b>                             |
|--|---|---|--|
| <input type="checkbox"/> Protect family in case of death | <input type="checkbox"/> None provided      | <input type="checkbox"/> Low risk taking  | <input type="checkbox"/> Shopping around     |
| <input type="checkbox"/> Long term investment            | <input type="checkbox"/> Partial disclosure | <input type="checkbox"/> High risk taking | <input type="checkbox"/> Not shopping around |
| <input type="checkbox"/> Savings profile                 | <input type="checkbox"/> Full disclosure    |   |  |

**Salesperson Information:**

A-1 Salesperson Name: \_\_\_\_\_

A-2 Salesperson's gender

- Male
- Female

A-3 Type of salesperson:

- Tied Agent  
Insurance company: \_\_\_\_\_
- Bank  
Bank: \_\_\_\_\_
- Financial Advisor  
Insurance companies (*List all*): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A-4 Salesperson's ethnicity

- ETHNICITY 1
- ETHNICITY 2
- ETHNICITY 3
- Other
- Not sure

A-5 The salesperson's credentials/identification details were...

- Given to shopper
- Viewable on display
- Not made available
- Not sure

A-6 What types of products was the salesperson selling? (*Check all that apply.*)

- Whole life insurance
- Endowment insurance
- Term insurance
- Don't know



**Insurance Information:**

C-1 Did the salesperson indicate that you may qualify for an insurance product?

- Yes (**Skip to C-2**)       No (**Continue to C-1a**)

C-1a Why did you not qualify?

- Insufficient income or capacity to pay  
 Pre-existing medical conditions  
 Demographic issues (age, location, occupation, etc.)

*Please specify:* \_\_\_\_\_

- Other

*Please specify:* \_\_\_\_\_

**End of Questionnaire**

C-2 Did the salesperson inquire about any of the following information before recommending any insurance products?

**Personal details**

*Please circle all requested:* Contact information / Age / Level of Education / Health Conditions / Occupation

Other (*specify*): \_\_\_\_\_

- Salesperson did not inquire about personal details

**Family circumstances**

*Please circle all requested:* Marital Status / Number of Dependents

Other (*specify*): \_\_\_\_\_

- Salesperson did not inquire about family circumstances

**Income / Savings details**

*Please circle all requested:* Income / Savings / Investments / Outstanding Loans / Insurance

Other (*specify*): \_\_\_\_\_

- Salesperson did not inquire about financial details

**Your purpose for seeking life insurance:**

*Please circle any areas discussed:* Protect Family / Savings / Investment

Other (*specify*): \_\_\_\_\_

- Salesperson did not inquire about my reasons for seeking life insurance

C-3 In the table below, please list up to 5 insurance products you remember discussing with the salesperson. For each product, please include:

1. The product name
2. The insurance company offering the product
3. Select whether the product was whole life, endowment or term insurance.
  - a. If term or endowment insurance, specify the coverage period.
4. Select whether or not the product was described as "Investment-Linked."
5. Record the monthly premium cost (if you don't know the value, leave it blank).
6. Record the coverage amount / sum insured (if you don't know the value, leave it blank).
7. Circle the appropriate letter to signify whether the product was mentioned, recommended, or highly recommended to you by the salesperson.

Product Name	Insurance Company	Product Type <i>(Check one)</i>			Investment linked? <i>(Check one)</i>			Monthly Premium	Coverage amount	The product was <i>(Circle one)</i> a. mentioned b. recommended c. highly recommended
		Whole Life	Endowment <i>(Specify coverage, in years)</i>	Term <i>(Specify coverage, in years)</i>	Not sure	Yes	No			
1.		<input type="checkbox"/>	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$	\$	a b c
2.		<input type="checkbox"/>	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$	\$	a b c
3.		<input type="checkbox"/>	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$	\$	a b c
4.		<input type="checkbox"/>	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$	\$	a b c
5.		<input type="checkbox"/>	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/> _____ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$	\$	a b c

C-4 We are interested in understanding how the salesperson presented the features of the products that were most strongly recommended. Thus, for the two most highly recommended or discussed products, please:

1. Record the name of the product, as listed in the table on page 4.
2. Provide a brief summary of the insurance product, based on your understanding of it.
3. Describe, in detail, **up to three** features of the insurance product that the salesperson focused on during your conversation.
4. Describe anything that you found unclear about the product or that you wish the salesperson had explained better.

**Product 1:** \_\_\_\_\_

Summary: \_\_\_\_\_  
 \_\_\_\_\_

Feature 1:
------------

Feature 2:
------------

Feature 3:
------------

Unclear items:
----------------

**Product 2:** \_\_\_\_\_

Summary: \_\_\_\_\_  
 \_\_\_\_\_

Feature 1:
------------

Feature 2:
------------

Feature 3:
------------

Unclear items:
----------------

C-5 At any point during the sales process, did the salesperson advise against or discourage you from purchasing any particular life insurance products?

Yes  No (skip to next page)

If yes, please list the insurance products. For each product, please include:

1. The product name
2. The insurance company offering the product
3. Select whether the product was whole life, endowment or term insurance.
  - a) If term or endowment insurance, specify the coverage period.
4. Select whether or not the product was described as "Investment-Linked."
5. Record the monthly premium cost (if you don't know the value, leave it blank).
6. Record the coverage amount / sum insured (if you don't know the value, leave it blank).

	Product Name	Insurance Company	Product Type (Check one)			Investment linked? (Check one)			Monthly Premium	Coverage amount
			Whole Life	Endowment (Specify coverage, in years)	Term (Specify coverage, in years)	Not sure	Yes	No		
1.			<input type="checkbox"/>	<input type="checkbox"/> ___ yrs.	<input type="checkbox"/> ___ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$
2.			<input type="checkbox"/>	<input type="checkbox"/> ___ yrs.	<input type="checkbox"/> ___ yrs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$

C-6 What reasons did the salesperson give for advising against each of these products?

Product 1:

Product 2:

C-7 At the end of the visit, which product did the salesperson most strongly recommend for you to purchase?

Product name: \_\_\_\_\_ Insurance Company: \_\_\_\_\_

No particular product was mentioned over any others

C-8 What explanation, if any, did the salesperson give for selecting this product?

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C-9 Did the salesperson bundle other products, services, or benefits with the life insurance policy (e.g. loans, prizes, other insurance products, etc.?)

No (*skip to the next page*)

Yes

If yes, please name and describe the products, services or benefits in the space below:

**Printed Materials:**

D-1 Using the chart below, please itemize all documents that the salesperson gave you. Please be sure to:

1. Write in the title of the document.
2. Select the type of document from the list provided.
3. Select whether or not the salesperson verbally explained the information on the page.
4. Finally, in the space provided on the right, please list the top three pictures, pieces of information and/or phrases printed on the page that caught your attention. Explain why they caught your eye.

Also, be sure to mark each document in pen. Each document should have:

1. The corresponding document letter (A, B, C...) written in the top left corner (so it can be matched with the information in the table).
2. Three circled pictures/pieces of information/phrases that caught your eye, each one labeled with the corresponding number.

Document Title <i>(if applicable)</i>	Document Type <i>(Check one)</i>	Did the salesperson explain it? <input type="checkbox"/> Yes <input type="checkbox"/> No	List (up to) three details <i>*Remember: circle and label the words on the document.</i>	Why do these details catch your eye?
A.	<input type="checkbox"/> Contract <input type="checkbox"/> Brochure/Marketing Material <input type="checkbox"/> Product Disclosure Sheet <input type="checkbox"/> Product Comparison Sheet <input type="checkbox"/> Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	1. _____ 2. _____ 3. _____	_____ _____ _____
B.	<input type="checkbox"/> Contract <input type="checkbox"/> Brochure/Marketing Material <input type="checkbox"/> Product Disclosure Sheet <input type="checkbox"/> Product Comparison Sheet <input type="checkbox"/> Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	1. _____ 2. _____ 3. _____	_____ _____ _____

Document Title <i>(if applicable)</i>	Document Type <i>(Check one)</i>	Did the salesperson walk you through it?	List (up to) three details <i>*Remember: circle and label the words on the document.</i>	Why do these details catch your eye?
C.	<input type="checkbox"/> Contract <input type="checkbox"/> Brochure/Marketing Material <input type="checkbox"/> Product Disclosure Sheet <input type="checkbox"/> Product Comparison Sheet <input type="checkbox"/> Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	1. _____ 2. _____ 3. _____	
D.	<input type="checkbox"/> Contract <input type="checkbox"/> Brochure/Marketing Material <input type="checkbox"/> Product Disclosure Sheet <input type="checkbox"/> Product Comparison Sheet <input type="checkbox"/> Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	1. _____ 2. _____ 3. _____	
E.	<input type="checkbox"/> Contract <input type="checkbox"/> Brochure/Marketing Material <input type="checkbox"/> Product Disclosure Sheet <input type="checkbox"/> Product Comparison Sheet <input type="checkbox"/> Other: _____	<input type="checkbox"/> Yes <input type="checkbox"/> No	1. _____ 2. _____ 3. _____	







## *Annex 4. Sample Loan Scripts for Shopper Profiles*

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### **Experienced**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

#### **When you first approach the salesperson:**

1. Tell the salesperson that you are a consumer with some financial knowledge that is looking for a 6 month loan of \$\_\_\_\_\_.
2. Be sure to mention that you have already visited several other lenders and want to see what they can offer you at this lender.
3. You need the loan for a purchase or household expense you currently face. Please focus on an actual item or expense you currently face, so that your story is as close to the truth as possible, and is similar in cost to the loan you are requesting. Also make sure to use the same purpose for each visit you make.

#### **Recommendations for during the shopping visit:**

1. At all points of the shopping visit you should demonstrate confidence and financial experience. You can use phrases such as “I am looking for a new loan of \$\_\_\_\_. I have been visiting other lenders to see what products they have, and I wanted to know what products you offer.”
2. In general, utilize certain technical terms learned during the shopper training, and ask follow-up questions about the products and terms they offer to maintain your profile of experienced consumer. For example, use the term “credit” instead of “loan”, and “commission” instead of “cost”. If the salesperson mentions the interest rate, but not the time period, ask them if this is weekly, monthly, or annual. If the salesperson mentions the APR (or Annual Percentage Rate), ask them to explain this to you.
3. In the case that the financial institution does not offer the exact product you are looking for (a loan of 6 months for the purpose you mentioned, with a preference for monthly payments), have them describe to you the closest product they have to your needs.

4. If they say you must save with them first to access a loan, demonstrate willingness to open a savings account, and ask them what loan products they may offer once you open the account.
5. If the salesperson does not answer a question you asked in the first interview, you should ask them that question again in the second interview if it occurs.
6. If the salesperson discussed the interest rate they offer, you should make reference to the interest rate offered at other lenders you visited:
  - a. In half of your visits you will mention the competitors' rate was **higher** than the rate he is offering.
  - b. In the other half of your visits you will mention the competitors' rate was **lower** than the rate he is offering.

#### **Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder
3. Before beginning the visit, read carefully the questionnaire for Loan Visits. This will be the list of questions you will answer after the visit.
4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

#### **During the interview:**

*In general you should **let the salesperson lead the conversation and explain the product to you**. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. When the salesperson makes reference to the features of the loan, if they do not provide information on certain features, you should ask the following questions:
  - a. What is the loan amount?
  - b. Is the loan amount how much money you will be given, or is that a different amount?

- c. Can you select the term of the loan? If you cannot select the term of the loan, what terms do they offer?
  - d. Can you select the frequency of the payments? If you cannot select the frequency of payments, ask what payment frequencies they offer.
  - e. How much you pay with each payment?
2. If the salesperson mentions the APR, ask them to explain what this is. If they do not mention the APR try to introduce it into the conversation at the end, after they have provided information on all the costs of the product. For example, to introduce APR into the conversation you could look at a piece of paper where it is written down, and ask the salesperson “what does this percentage here mean?” Or you could mention that you saw APR on an advertisement of theirs, and don’t know what it means.
3. Once the salesperson has explained all the costs associated with the loan, ask them if there is any other additional cost.
4. If amongst the printed materials the salesperson provides you there is not a contract or a payment plan included, ask them if they can show you the contract or the payment plan, and if you can take it with you. If they do not allow you to take a copy of the contract or the payment plan with you, ask them why you cannot take it with you.
5. If the salesperson does not mention it, at the end of the visit please ask for the commercial name of the product.

**After the interview:**

1. If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.
2. If the salesperson does not mention it during the interview, at the end of the interview you should ask:
  - a. How long is the wait to know if the loan is approved?
  - b. Once the credit is approved, how long is the wait to receive the money?
3. You should ask the salesperson what the next steps are to obtain the loan. If they tell you they just need to review your credit history, and request your identification, give it to them. If they mention that an additional visit will be necessary to the institution or to your home or business, schedule this visit for the next day if possible.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

## **Inexperienced**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

### **When you first approach the salesperson:**

1. Tell the salesperson that you are a consumer that needs \$\_\_\_\_\_, and are wondering how they can help you.
2. Be sure to mention this is the first place you are visiting.
3. You need the loan for a purchase or household expense you currently face. Please focus on an actual item or expense you currently face, so that your story is as close to the truth as possible, and is similar in cost to the loan you are requesting. Also make sure to use the same purpose for each visit you make.

### **Recommendations for inexperienced profile**

1. You should demonstrate your inexperience with financial products with phrases such as “I need money and I wanted to know if you can help me.” In general, DO NOT utilize technical terms you learned during the shopper training. For example, use the term “loan” instead of “credit”, “cost” instead of “commission”, etc. While the salesperson is explaining the terms of the product, you should give physical signals that you are a bit confused or unsure.
2. In the case that the financial institution does not offer the exact product you are looking for (consumer loan of 6 months), have them describe to you the closest product they have to your needs.
3. If they say you must save with them first to access a loan, demonstrate willingness to open a savings account, and ask them what loan products they may offer once you open the account.
4. If the salesperson does not answer any of your questions in the first interview, you should ask them again in the second interview if it occurs.

### **Before the interview:**

1. Remember to alternate your dress for shopping visits between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder

3. Before beginning the visit, read carefully the questionnaire for Loan Visits. This will be the list of questions you will answer after the visit.
4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should **let the salesperson lead the conversation and explain the product to you**. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. What is the loan amount?
2. Is the loan amount how much money you will be given, or is that a different amount?
3. How long is the loan for?
4. How often do you have to make payments for the loan, and what are the payment amounts?
5. If amongst the printed documents that the salesperson gives you, they do not include a payment plan, ask if they can show you a payment plan, and if you can take it with you.
6. If the salesperson does not mention it, at the end of the visit please ask for the commercial name of the product.

**After the interview:**

1. If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.
2. You should ask the salesperson what the next steps are to obtain the Loan. If they tell you they just need to review your Credit history, and request your identification, give it to them. If they mention that an additional visit will be necessary to the institution or to your home or business, schedule this visit for the next day if possible.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*



## *Annex 5. Savings and Fixed Accounts Shopper Scripts*

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### **Experienced – Frequent Usage of Account**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

#### **When you first approach the salesperson:**

1. Tell the salesperson that you are a consumer with some financial knowledge that is looking for a safe place to deposit \$\_\_\_\_\_.
2. You have been visiting other providers, and want to see what they can offer you here.
3. You expect you will need to be depositing and withdrawing this money frequently, so you need a product that lets you do this.

#### **Recommendations for during the shopping visit:**

1. You should demonstrate your financial experience with phrases such as “I have some money saved, and I want to deposit it in a safe place. I have been visiting other Banks, but I’m interested to know what you can offer me here.” In general you should use some financial terms you learned during the shopping training. For example, use the word “deposit” instead of “save,” “commissions” instead of “costs”, etc. If they mention the interest rate, but not the period it relates to, ask them if the interest rate is monthly or annual. You should also give physical signals as the salesperson is explaining the products that you understand what they are saying and are paying attention.
2. In case the financial institution does not offer the exact product that you are looking for—such as no products that you can open with only \$\_\_\_\_\_—ask them what is the minimum amount needed to open an account—and if they require a higher amount, mention that you may be able to deposit that amount, and ask if they offer a product of that kind. If they do not, terminate the interview.
3. If the salesperson discussed the interest rate they offer, you should make reference to the interest rate offered at other lenders you visited:
  - a. In half of your visits you will mention the competitors’ rate was **higher** than the rate he is offering.

- b. In the other half of your visits you will mention the competitors' rate was **lower** than the rate he is offering.

**Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder
3. Before beginning the visit, read carefully the questionnaire for Savings Visits. This will be the list of questions you will answer after the visit.
4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should let the salesperson lead the conversation and explain the product to you. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. If the salesperson offers you more than one product, ask about the features and differences between the products.
2. If the interest rate they are offering you is monthly or annual.
3. If there are any other expenses, costs, penalties and commissions that are part of the account?
4. Where you can withdraw your money.
5. The minimum balance you need to maintain in the account.
6. If they offer a debit card.
7. At the end of the conversation, ask the salesperson “what kind of return can I expect from this account?”
8. If, amongst the printed materials the salesperson provides you there is not a contract included, ask them if they can show you the contract, and if you can take it with you. If they do not allow you to take a copy of the contract with you, ask them why you

cannot take it with you and if it is possible for them to provide you a copy once you decide to take a product with the institution.

**After the interview:**

If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

### Experienced – Infrequent Usage of Account

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

#### When you first approach the salesperson:

1. Tell the salesperson that you are a consumer with some financial knowledge that is looking for a safe place to deposit \$\_\_\_\_\_.
2. You have been visiting other providers, and want to see what they can offer you here.
3. You expect to put the money away for at least a year, and want a product that will give you a good return on your money.

#### Recommendations for during the shopping visit:

1. You should demonstrate your financial experience with phrases such as “I have some money saved, and I want to deposit it in a safe place. I have been visiting other Banks, but I’m interested to know what you can offer me here.” In general you should use some financial terms you learned during the shopping training. For example, use the word “deposit” instead of “save,” “commissions” instead of “costs”, etc. If they mention the interest rate, but not the period it relates to, ask them if the interest rate is monthly or annual. You should also give physical signals as the salesperson is explaining the products that you understand what they are saying and are paying attention.
2. In case the financial institution does not offer the exact product that you are looking for—such as no products that you can open with only \$\_\_\_\_\_—ask them what is the minimum amount needed to open an account—and if they require a higher amount, mention that you may be able to deposit that amount, and ask if they offer a product of that kind. If they do not, terminate the interview.
3. If the salesperson discussed the interest rate they offer, you should make reference to the interest rate offered at other lenders you visited:
  - a. In half of your visits you will mention the competitors’ rate was **higher** than the rate he is offering.
  - b. In the other half of your visits you will mention the competitors’ rate was **lower** than the rate he is offering.

**Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - a. The hidden audio recorder
2. Before beginning the visit, read carefully the questionnaire for Savings Visits. This will be the list of questions you will answer after the visit.
3. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
4. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should **let the salesperson lead the conversation and explain the product to you**. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. If the salesperson offers you more than one product, ask about the features and differences between the products.
2. If the interest rate they are offering you is monthly or annual.
3. If there are any other expenses, costs, penalties and commissions that are part of the account?
4. Where you can withdraw your money.
5. The minimum balance you need to maintain in the account.
6. If they offer a debit card.
7. At the end of the conversation, ask the salesperson “what kind of return can I expect from this account?”
8. If, amongst the printed materials the salesperson provides you there is not a contract included, ask them if they can show you the contract, and if you can take it with you. If they do not allow you to take a copy of the contract with you, ask them why you cannot take it with you and if it is possible for them to provide you a copy once you decide to take a product with the institution.

**After the interview:**

If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

## **Inexperienced – Frequent Usage of Account**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

### **When you first approach the salesperson:**

1. Tell the salesperson that you are looking for a safe place to put your money. You have \$\_\_\_\_\_ available for this purpose.
2. Remember that when the salesperson attends you should mention this is the first place you have visited.
3. You expect you will need to be depositing and withdrawing this money frequently, so you need a product that lets you do this.

### **Recommendations for inexperienced profile**

1. You should demonstrate your inexperience with financial products with phrases such as “I have some money I want to save in a safe place, and I wanted to know if you can help me.” In general, DO NOT utilize technical terms you learned during the shopper training. For example, use the phrase “save my money” instead of “deposit my money.” While the salesperson is explaining the terms of the product, you should give physical signals that you are a bit confused or unsure.
2. In case the financial institution does not offer the exact product that you are looking for—such as no products that you can open with \$\_\_\_\_\_—ask them what is the minimum amount needed to open an account—and if they require a higher amount, mention that you may be able to deposit that amount, and ask if they offer a product of that kind. If they do not, terminate the interview.

### **Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder
3. Before beginning the visit, read carefully the questionnaire for Savings Visits. This will be the list of questions you will answer after the visit.

4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should let the salesperson lead the conversation and explain the product to you. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. The interest rate they are offering you, and if it is monthly or annual.
2. The minimum balance you need to maintain in the account.

**After the interview:**

If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

## **Inexperienced – Frequent Usage of Account**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

### **When you first approach the salesperson:**

1. Tell the salesperson that you are looking for a safe place to put your money. You have \$\_\_\_\_\_ available for this purpose.
2. Remember that when the salesperson attends you should mention this is the first place you have visited.
3. You expect you will need to be depositing and withdrawing this money frequently, so you need a product that lets you do this.

### **Recommendations for inexperienced profile**

1. You should demonstrate your inexperience with financial products with phrases such as “I have some money I want to save in a safe place, and I wanted to know if you can help me.” In general, DO NOT utilize technical terms you learned during the shopper training. For example, use the phrase “save my money” instead of “deposit my money.” While the salesperson is explaining the terms of the product, you should give physical signals that you are a bit confused or unsure.
2. In case the financial institution does not offer the exact product that you are looking for—such as no products that you can open with \$\_\_\_\_\_—ask them what is the minimum amount needed to open an account—and if they require a higher amount, mention that you may be able to deposit that amount, and ask if they offer a product of that kind. If they do not, terminate the interview.

### **Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder
3. Before beginning the visit, read carefully the questionnaire for Savings Visits. This will be the list of questions you will answer after the visit.

4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should let the salesperson lead the conversation and explain the product to you. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. The interest rate they are offering you, and if it is monthly or annual.
2. The minimum balance you need to maintain in the account.

**After the interview:**

If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

## **Inexperienced – Infrequent Usage of Account**

Thank you for agreeing to participate as a mystery shopper in this study. To help you better learn the profile you will be portraying during the mystery shopping visit, please review the information below:

### **When you first approach the salesperson:**

1. Tell the salesperson that you are looking for a safe place to put your money. You have \$\_\_\_\_\_ available for this purpose.
2. Remember that when the salesperson attends you should mention this is the first place you have visited.
3. You expect to put the money away for at least a year, and want a product that will give you a good return on your money.

### **Recommendations for inexperienced profile**

1. You should demonstrate your inexperience with financial products with phrases such as “I have some money I want to save in a safe place, and I wanted to know if you can help me.” In general, DO NOT utilize technical terms you learned during the shopper training. For example, use the phrase “save my money” instead of “deposit my money.” While the salesperson is explaining the terms of the product, you should give physical signals that you are a bit confused or unsure.
2. In case the financial institution does not offer the exact product that you are looking for—such as no products that you can open with \$\_\_\_\_\_—ask them what is the minimum amount needed to open an account—and if they require a higher amount, mention that you may be able to deposit that amount, and ask if they offer a product of that kind. If they do not, terminate the interview.

### **Before the interview:**

1. Remember to alternate your dress each day between “informal” (t-shirt, jeans, tennis shoes) and “formal” (collared shirt, dress, or suit). If you make your first visit to an institution in informal dress, all future visits to that same institution should be in the same informal dress style.
2. For the interview you should bring:
  - a. Your identification
  - b. The hidden audio recorder
3. Before beginning the visit, read carefully the questionnaire for Savings Visits. This will be the list of questions you will answer after the visit.

4. Just minutes before entering the financial institution, and with no one watching, you should turn on the recording device and place it in a well-hidden place.
5. During the interview you should only take notes on the key information provided by the institution. In no case should you write down extensive notes, as this will raise suspicion. To remember all the information provided, you should listen to the recording after completing the visit.

**During the interview:**

*In general you should let the salesperson lead the conversation and explain the product to you. However, in the case that the salesperson does not mention the following product characteristics at any point, you should ask about the following information:*

1. The interest rate they are offering you, and if it is monthly or annual.
2. The minimum balance you need to maintain in the account.

**After the interview:**

If the salesperson did not give their name, ask for it. If possible ask for a business card with their information: Full name and phone of the institution.

*Upon completing each interview, you should find a quiet place to listen to the recording and complete the questionnaire immediately after leaving the financial institution, and before doing any other visits. Also remember that you must mark all printed materials with the visit number and your name.*

## Annex 6. Life Insurance Shopper Scripts

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### 1. Protect Family – Experienced

You are a shopper seeking a life insurance product of \$ \_\_\_\_\_ to provide **protection for your family in the case that you die or suffer a serious accident.**

This visit is not your first visit to a life insurance salesperson. In fact, you have been visiting several insurance agents and banks already, and are trying to understand what different providers can offer. You should introduce yourself by saying something along the lines of:

*“I am looking for an insurance policy to protect my family if I pass away. I have been visiting insurance agents to see what is the best product for me and my family, and wonder if you can help me.”*

During your conversation with the salesperson you should demonstrate a basic understanding of insurance, including key product features such as the following:

- Premium payments
- Amount of coverage
- Term of coverage: Entire life, fixed period, etc.
- Returns that the provider can guarantee

However, it is important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

## 2. Invest – Experienced

You are a shopper seeking a life insurance product to **provide you with a good return on your money in the future**. You have \$\_\_\_\_\_ available

This visit is not your first visit to a life insurance salesperson. In fact, **you have been visiting several insurance agents and banks already, and are trying to understand what different providers can offer**. You should introduce yourself by saying something along the lines of:

*“I am looking for an insurance policy that can offer me a good return on the money I have to invest. I have been visiting insurance agents to see what is the best product for my needs, and wonder if you can help me.”*

During your conversation with the salesperson you should demonstrate a basic understanding of insurance, including key product features such as the following:

- Premium payments
- Amount of coverage
- Term of coverage: Entire life, fixed period, etc.
- Returns that the provider can guarantee

However, it is important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

## 3. Save – Experienced

You are a shopper seeking a life insurance product of to **safely protect the savings you have accumulated, which totals \$ \_\_\_\_\_**.

This visit is not your first visit to a life insurance salesperson. In fact, **you have been visiting several insurance agents and banks already, and are trying to understand what**

different providers can offer. You should introduce yourself by saying something along the lines of:

*“I am looking for product where I can safely put away money I have saved over the years. I have been visiting insurance agents to see what is the best product for my needs, and wonder if you can help me.”*

During your conversation with the salesperson you should demonstrate a basic understanding of insurance, including key product features such as the following:

- Premium payments
- Amount of coverage
- Term of coverage: Entire life, fixed period, etc.
- Returns that the provider can guarantee

However, it is important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

#### **4. Protect Family – Inexperienced**

You are a shopper seeking a life insurance product of RM \_\_\_\_\_ to provide protection for your family in the case that you die or suffer a serious accident.

This visit is your first visit to a life insurance salesperson, and you should convey a limited level of knowledge of the products. You should introduce yourself by saying something along the lines of:

*“I am looking to protect my family if I pass away, and heard that insurance is important, but I don’t really understand how it works. A friend of mine told me they just signed up for term insurance. Can you help me figure out a good product for me?”*

During your conversation with the salesperson you should demonstrate very limited understanding of insurance products.

It is also important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

### 5. Invest – Inexperienced

You are a shopper seeking a life insurance product to **provide you with a good return on your money in the future**. You have \$\_\_\_\_\_ available

This visit is your first visit to a life insurance salesperson, and **you should convey a limited level of knowledge of the products**. You should introduce yourself by saying something along the lines of:

*“I am looking to invest some money I have. I heard that insurance is important, but I don’t really understand how it works. A friend of mine told me they just signed up for an investment insurance plan. Can you help me figure out a good product for me?”*

During your conversation with the salesperson you should demonstrate very limited understanding of insurance products.

It is also important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

## 6. Save – Experienced

You are a shopper seeking a life insurance product to **safely protect the savings you have accumulated, which totals \$ \_\_\_\_\_.**

This visit is your first visit to a life insurance salesperson, and **you should convey a limited level of knowledge of the products.** You should introduce yourself by saying something along the lines of:

*“I am looking to save some money I have for the future. I heard that insurance is important, but I don’t really understand how it works. A friend of mine told me they just signed up for endowment insurance. Can you help me figure out a good product for me?”*

During your conversation with the salesperson you should demonstrate very limited understanding of insurance products.

It is also important to let the salesperson lead the conversation. We want to see how much information they provide and how well they explain the products to you without your prompting them for information.

As you are listening to the salesperson, try to remember the different product features and terms they mention, noting whether they offered a detailed explanation or merely mentioned the terms. We are also interested in any terms or information you are given that you find confusing or do not understand.

In the case that the salesperson does not provide information on key product features, you should then ask them directly about these features. Below is a list of the questions to ask:

### **Product features to ask the salesperson if they do not mention them on their own?**

#### **1. Experienced Profile:**

1. What are the premiums I pay, and how often do I pay them?
2. How do I file a claim?
3. Do I get the premiums back if I don’t make a claim?
4. What happens if I want to withdraw the money before the end of the policy?
5. Where is my money being put? What kind of returns will that provide?
6. Are the returns guaranteed?
7. What does it mean when they say an insurance product is “investment-linked?”  
How is this different from normal insurance?
8. Are there any other benefits or costs that you haven’t mentioned already?

9. In another visit to an insurance agent I received a Customer Fact Find Form. Could you provide me with one?
10. Is there a printed summary of all of this information you can give me to take with me?

## 2. Inexperienced Profile:

1. What are the premiums I pay, and how often do I pay them?
2. How do I file a claim?
3. Do I get the premiums back if I don't make a claim?
4. What does it mean when they say an insurance product is "investment-linked?" How is this different from normal insurance?

## Personal information to provide to salesperson

### 1. Full disclosure of information

If asked for personal information, it is important that you disclose as much information as possible. In particular, please be prepared to provide the following information:

- Your name
- NRIC/Passport No.
- Nationality/Citizenship
- Race/Religion
- Sex
- Smoker or non-smoker
- Date of Birth/Age
- Marital status
- Occupation
- Mailing address
- Contact number
- Children and dependents, including relationship, age, gender, and years you wish to support them
- Investment preference: High Risk
- Existing insurance plans, retirement plans, education plans, savings and investment plans
- How much you would like to allocate of your income to premiums each month
- Children's education plans

### 2. Limited disclosure of information

If asked for personal information, you should mention to the salesperson that you don't feel comfortable disclosing all your personal details at this point if possible, and only mention the amount you want to insure, and the premium you think you can afford.

**Annex 7. Provider Survey on Loan Products**

*INSTRUCTIONS: Please provide information on all Loan Products available at your institution that permit loan amounts of \$\_\_\_\_\_ or less. Please return the completed form to RELEVANT REGULATOR*

Name of the Financial Institution

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
<b>Commercial Name of the Product</b>				
Range of loan amounts available for this product				
Is it necessary to acquire credit life insurance with the financial institution to be able to receive this loan product? (Yes = 1, No = 2)	Yes (= 1), No (=2)			
Cost				
Is insurance cost deducted from loan principal? (Yes = 1, No = 2)				
Yes (= 1), No (=2)				
Cost				
Is insurance cost deducted from loan principal? (Yes = 1, No = 2)				
Yes (= 1), No (=2)				
Cost				
Type of Insurance				
Is insurance cost deducted from loan principal? (Yes = 1, No = 2)				
Yes (= 1), No (=2)				
Amount required to save before acquiring loan				
Period required to save for before obtaining loan				
Period required to save for after obtaining loan				
Amount required to save after obtaining loan				
Are mandatory savings required to acquire this loan product? (Yes = 1, No = 2)				

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
Annual Interest Rate	Interest Rate (%) Fixed (=1), Variable (=2) Flat (=1), Compounding or Declining Balance (=2)			
Annual Percentage Rate (APR)	APR (%) 1 month (Yes = 1, No = 2) 3 months (Yes = 1, No = 2) 6 months (Yes = 1, No = 2) 12 months (Yes = 1, No = 2) 18 months (Yes = 1, No = 2) 24 months (Yes = 1, No = 2)			
Available Loan Repayment Periods (Yes = 1, No = 2)	No defined period for loan (customer chooses) Other (note all other periods available) Yes (=1), No (=2) Cost Is cost deducted from loan principal? (Yes = 1, No = 2) Yes (=1), No (=2), Not Applicable (=3) Cost Is cost deducted from loan principal? (Yes = 1, No = 2) Yes (=1), No (=2) Membership Cost Is cost deducted from loan principal? (Yes = 1, No = 2)			
Is there a charge for receiving or obtaining this loan product? (Yes = 1, No = 2)				
Is there a charge for consulting customer's credit history? (Yes = 1, No = 2, Not Applicable = 3)				
Is it required to be a member of the financial institution to obtain this loan product? (Yes = 1, No = 2)				

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
<p>Are there penalty charges for late or missed payment? (Yes = 1, No = 2)</p> <p>If yes, list all that apply</p>	Yes (= 1), No (= 2)			
	Penalty 1 Description			
	When does penalty 1 take effect?			
	Penalty 1 Cost			
	Penalty 2 Description			
	When does penalty 2 take effect?			
	Penalty 2 Cost			
	Penalty 3 Description			
	When does penalty 3 take effect?			
	Penalty 3 Cost			
<p>Are there penalties for early payment or pre-payment? (Yes = 1, No = 2)</p>	Yes (= 1), No (= 2)			
	Cost			

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
<p>Are there any other charges or costs associated with this loan product? (Yes = 1, No = 2)</p> <p>If yes, list all that apply</p>	Charge 1 Description			
	Charge 1 Cost			
	Is cost deducted from loan principal? (Yes = 1, No = 2)			
	Charge 2 Description			
	Charge 2 Cost			
	Is cost deducted from loan principal? (Yes = 1, No = 2)			
	Charge 3 Description			
	Charge 3 Cost			
	Is cost deducted from loan principal? (Yes = 1, No = 2)			
	Charge 4 Description			
	Charge 4 Cost			
	Is cost deducted from loan principal? (Yes = 1, No = 2)			
	Charge 5 Description			
	Charge 5 Cost			
	Is cost deducted from loan principal? (Yes = 1, No = 2)			
Yes (= 1), No (=2)				
Cost				
<p>Is there a charge for making loan payments in a location other than the bank branch in which the customer obtained the loan? (Yes = 1, No = 2)</p>				

**Provider Survey on Deposit Products**

*INSTRUCTIONS: Please provide information on all Savings and Investment Products available at your institution that can be opened with \$ or less. This includes savings accounts, current accounts, term deposits, investment schemes, and any other product which accepts customer deposits. Please return the completed form to CONTACT WITHIN REGULATOR.*

**Name of the Financial Institution**

<b>Commercial Name of the Product</b>		<b>PRODUCT 1</b>	<b>PRODUCT 2</b>	<b>PRODUCT 3</b>	<b>PRODUCT 4</b>
Annual Interest Rate	Interest Rate (%) The Interest Rate is Fixed (=1) or Variable (=2)				
Can the customer select the period of this deposit product? (Yes = 1, No = 2, Not Applicable = 3)					
Is there more than one period of deposit available? (Yes = 1, No = 2, Not Applicable = 3)					
If yes, which Periods of Deposit are available? (List in number of months)	1				
	2				
	3				
	4				
	5				
	6				
	7				
	8				
	9				
	10				
Is there a minimum amount required to open this deposit account? (Yes = 1, No = 2)	Yes (=1), No (=2)				
If yes, please specify	Amount Required				

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
Is there a required minimum balance to be maintained in this account? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, please specify	Minimum balance required			
Is there a charge for not maintaining this minimum balance? (Yes = 1, No = 2, Not Applicable = 3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost (specify per day, month, year, or other period)			
Is there a charge for the administration or management of this account? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, please specify	Cost (specify per day, month, year, or other period)			
Is there a charge for opening this account? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, please specify	Cost			
Is there a charge for account inactivity? (Yes = 1, No = 2)	Yes (=1), No (=2)			
	Period at which inactivity charge commences			
	Cost (specify per day, month, year, or other period)			
Is there a debit or ATM card provided with this account? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, how much does it cost to obtain the card?	Cost			
Is there a charge for replacement of the debit or ATM card? (Yes = 1, No = 2, Not Applicable = 3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
Is there a charge for consulting the account balance at your institution's ATM? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is there a charge for consulting the account balance at the counter? Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is there a charge for consulting the account transaction history at your institution's ATM? (Yes = 1, No = 2, Not Applicable = 3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is there a charge for consulting the account transaction history at the counter? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is there a charge for withdrawing money at your institution's ATM? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is there a charge for withdrawing money at another institution's ATM? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, please specify	Cost			
Is it possible to deposit money at your ATMs? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, is there a charge for it?	Cost			
Is there a charge if a customer seeks clarification of errors in the account?	Yes (=1), No (=2)			
If yes, is there a charge for it?	Cost			

	PRODUCT 1	PRODUCT 2	PRODUCT 3	PRODUCT 4
In the case of an investment or term deposit account: Is there a penalty for withdrawing money before the end of the term of deposit or investment period of this product? (Yes = 1, No = 2, Not Applicable=3)	Yes (=1), No (=2), Not Applicable (=3)			
If yes, what is the cost?	Cost			
By which methods can customers consult their balance? (note all that apply)	1			
	2			
	3			
	4			
	5			
By which methods can customers withdraw money from this account? (note all that apply)	1			
	2			
	3			
	4			
	5			
By which methods can customers deposit money on this account? (note all that apply)	1			
	2			
	3			
	4			
	5			
Does this account have a deposit insurance? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, please specify	Name of Deposit Insurance			
Is it necessary to be a member of this institution before opening this account? (Yes = 1, No = 2)	Yes (=1), No (=2)			
If yes, is there a membership fee?	Fee			

Survey Code \_\_\_\_\_

***Informed Consent***

I am an employee of XXXXX. I am visiting you today because we are undertaking a research project to better understand the characteristics and knowledge of financial advisers in financial institutions. You have been chosen to take part in this study. If you choose to participate, you will be asked to complete an interview which will take 30 minutes of your time. The interview will cover: Socio-economical information about yourself, roles and capacities within the financial institution, previous experience, and knowledge of the financial sector. This research will let us better understand the characteristics of financial advisers. Thus, it will allow us to propose, in the future, improvements in the policies of the financial sector.

There are no risks for you or your institution by taking part in this study. No single name or personal information that may identify you will be published in the study or shared with your institution. Only the research team will have access to any information that could potentially identify you.

If you decided not to participate in the study, you will not be affected in any way. If you decide to end your participation at any moment in the interview for any reason, or refuse to respond any single question, it will not have any negative consequences for yourself.

If you have additional questions, please contact XXX – contact information. Do you have any additional questions?

**Answer:**

If I have answered all your questions, do you accept to take part in this study?

Yes \_\_\_\_\_ No \_\_\_\_\_

SIGN \_\_\_\_\_

NAME \_\_\_\_\_

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

**Name of interviewer:**

**Code of institution:**

**Interview for Staff**

**A1. Name:** \_\_\_\_\_

*Mark with an X the appropriate answer for questions A2 – A7*

**A2. Gender:** Male  1  
 Female  2

**A6. Highest degree of schooling completed:** Primary  1  
 Secondary  2  
 Higher (non-university)  3  
 University  4  
 Master/Posgraduate  5

**A3. Age:** \_\_\_\_\_

**A4. Marital status:** Married  1  
 Single/Divorced/Widowed  2

**A7. Major in University/ Vocational school:** Accounting/Business  1  
 Economics  2  
 Law  3  
 Agriculture  4  
 Engineering  5  
 Science  6  
 Other: (specify) \_\_\_\_\_  9

**A5: How many members are in your household?** \_\_\_\_

**A8. Employment history (Write your present job first)**

**Type of Organization      Type of Occupation**

Name of Organization	Type of Organization	Type of Occupation "If answer is "Other (9)" please specify."	For how long?	
	Code	Code	Years	Months

1=Government (civil)  
 2= Government (army)  
 3=Private Sector  
 4=NGO

1=Education  
 2=Health  
 3=Manufacturing  
 4=Retail  
 5=Banking  
 6=Services  
 7=Agriculture  
 9=Other

**Is there Internet in your...:**

**A9. Office/Workplace**      Yes  1      No  2      I don't know  8      I prefer not to answer  9  
**A10. Home**                      Yes  1      No  2      I don't know  8      I prefer not to answer  9

**A11. When you see something that you like and you have money to buy it, do you...**

Buy it immediately  1  
 Think about it, and sometimes buy it immediately  2  
 Think thoroughly before buying it  3

**A12. When you start something, do you generally finish it?**

Usually yes  1  
 Sometimes I finish it, sometimes I don't  2  
 No, I'm often unable to finish it  3

**B. Role within the provider of financial services**

**B1. In your present role, do you deal directly with customers?** Yes  1 No  2

**B2. Do you give customers financial advice?** Yes  1 No  2 (If not, continue in B4)

**B3. If you do, what kind of financial advice do you give them? Mark yes or no in each category**

General financial advice	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Customized financial advice	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Product recommendations	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2

**B4. On average, with how many customers do you interact in one day?** \_\_\_\_\_

**B5. How much information do you usually give to your customers?**

Usually, I just reply to the questions they make

I only give them voluntarily the information I think they can understand

I give them voluntarily all the information about the product

<input type="checkbox"/> 1
<input type="checkbox"/> 2
<input type="checkbox"/> 3

**C. Decision-making authority**

**C1. What type of products does your organization offer?**

Personal loan	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2	Fixed-term deposit	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Loan to business	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2	ATM card	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Group loan	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2	Insurance	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Savings Account	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2	Others (specify)	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2
Current Account	Yes	<input type="checkbox"/> 1	No	<input type="checkbox"/> 2	_____				

**C2. Can you change some of the terms of the products you offer, such as the interest rate, certain fees, the term or the amount of a loan, etc., or not?**

Yes  1  
No  2

> Go directly to C4

**C3. Which aspects of the 3 most important products that are you able to modify can you adjust to the customer's needs?**

(Mark with an X all that apply)

	Commercial name	Product type 1 = Credit 2 = Savings 3 = Fixed-term deposit 4 = Credit card	Length	Amount	Minimum amount to open account	Interest rate	Fees
Product 1							
Product 2							
Product 3							

**C4. Who determines if a customer is eligible for the following products? (Mark with an X all that apply)**

Product	Me	Branch Manager	President/Board of Directors	Loan Department	Credit Committee	Other (specify)
Credit						
Credit Card						
Savings Account						
Fixed-term Deposit						

**C5. What factors are considered to decide which particular product (commercial name) is offered to a customer interested in each of the following types of products? (Mark with an X all that apply)**

Product	Least cost of product	Promotion	Market objectives
Credit			
ATM Card			
Savings Account			
Fixed-term Deposit			

**D. FINANCIAL KNOWLEDGE**

**D1. How would you rate your knowledge of finance? *Mark only ONE option***

- High knowledge  1
- Medium knowledge  2
- Basic knowledge  3
- No knowledge  8
- I don't know  9

**D2. How familiar are you with the following institutions? (NEED TO ADAPT) *Mark the number that better represents your opinion***

	A lot	Some-what	Little	Don't know
a. Universal Banks	3	2	1	8
b. Savings & Loans	3	2	1	8
c. Rural Banks	3	2	1	8
d. Microfinance	3	2	1	8
e. Money Lenders	3	2	1	8

	A lot	Some-what	Little	Don't know
f. Finance House	3	2	1	8
g. Leasing Companies	3	2	1	8
h. Mortgage Financing Companies	3	2	1	8

**D3. Approximately, how many branches of financial institutions are nearby? *Mark with an X the range to which your answer belongs.***

- None       1 to 5       6 to 10       Over 10

**D4. Among nearby institutions, if you were to take a personal loan of \$\_\_\_\_\_, in which type of institution would you pay the LEAST for the credit?**

Name:                      | Banks  1      Savings & Loans  2      Rural Banks  3      Microfinance  4      Money Lenders  5

**D5. Which one offers a credit card with a limit of \_\_\_\_\_ for which you pay the LEAST in total?**

Name:                      | Banks  1      Savings & Loans  2      Rural Banks  3      Microfinance  4      Money Lenders  5

**D6. Which one offers the fixed-term deposit with which you earn the MOST on an amount of \$ \_\_\_\_\_?**

Name: | Banks  Savings & Loans  Rural Banks  Microfinance  Money Lenders

**D7. Which one offers a savings account with which you earn the MOST with a balance of \$ \_\_\_\_\_?**

Name: | Banks  Savings & Loans  Rural Banks  Microfinance  Money Lenders

**Mark the chosen answer**

**D8. Do you know or have you heard of NAME OF REGULATOR?**

**D9. Do you know or have you heard of NAME OF CONSUMER PROTECTION AUTHORITY?**

*If not, go to D12.*

**D10. Have you ever got in touch with NAME OF CONSUMER PROTECTION AUTHORITY to solve any problem with a financial product?**

Yes	No
1	2
1	2
1	2

**Upon being hired, did you receive training in the following areas?**

D11. Types of products offered	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D12. Customer support / Customer protection	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D13. Risk management	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D14. Others (specify) _____	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>

**After starting to work in your organization, did you receive training in the following areas?**

D15. Types of products offered	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D16. Customer support / Customer protection	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D17. Risk management	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>
D18. Others (specify) _____	Yes	<input type="text" value="1"/>	No	<input type="text" value="2"/>

**Please explain to me what the following mean, and whether law allows to charge for it:**

NOTE DOWN THE LEVEL OF FAMILIARITY WITH THE CONCEPT BETWEEN 1 (Does not know the concept), 2 (Knows the concept, but not clearly, or has doubts), 3 (Knows the concept perfectly).

Level of Knowledge 1-3

<b>D19. Annual Percentage Rate (APR)</b>	
<b>D20. Annual Percentage Yield (APY)</b>	
<b>D21. Guarantor</b>	

**D22. If the client wishes to cancel the total amount of the loan before its due date, he/she will have to pay: (a/b/c) \_\_\_\_\_**

- The total sum of the pending instalments, according to the payment schedule agreed on.
- The balance of the principal, plus the interest and other fees that have accrued up to the date of payment.
- The balance of the principal, plus the interest and other fees that have accrued up to the date of payment, including a single fee for administrative expenses associated to early payment.

**D23. Regarding the increase in cost of loans with a certain maturity and a fixed interest rate, in ordinary circumstances, it is true that (a/b/c): \_\_\_\_\_**

- The financial institution can modify unilaterally the conditions agreed, if it notifies the customer 30 days in advance in case of the interest rate.
- The financial institution can modify unilaterally the conditions agreed, if it notifies the customer 45 days in advance in case of the interest rate.
- The financial institution cannot modify unilaterally the fixed interest rate agreed upon, except for specific cases of renovation of the loan and effective negotiation.

**D24. Regarding the increase in credit line for a credit card, it is true that (a/b/c): \_\_\_\_\_**

- a. Increases in credit line can be made through unilateral modifications by the financial institutions, if it notifies the customer 30 days in advance.
- b. Explicit consent of the customer will have to be sought every time that an increase in credit line is to take place, through the procedures agreed upon by both sides.
- c. Explicit consent of the customer will have to be sought for future credit line increases at the time of signing the initial contract, but won't be needed further every time the credit line is actually increased.

**D25. Is it possible that the customer declines the option of withdrawal of cash with their credit card product? (a/b/c): \_\_\_\_\_**

- a. It is not possible. The client is told that, if he/she does not need cash withdrawal, the best is not to use the option.
- b. It is possible to forego the option of cash withdrawal, but only at the time of signing the contract, not after.
- c. The customer can decline the option of cash withdrawal at any point in time.

**D26. Which of the following information items can be LEFT OUT of the pre-agreement contract? (a/b/c/d): \_\_\_\_\_**

- a. Interest rate.
- b. Basis of any cost incurred if the customer breaches the contract.
- c. Repayment schedule.
- d. None of the above.

**D27. In which of these cases do you need to ask the borrower for consent to disclose information to the financial bureau? (a/b/c): \_\_\_\_\_**

- a. When reporting details of loans ninety days past the due dates for repayment.
- b. When the customer is involved in financial malpractices.
- c. When another financial institution or the credit bureau asks for information on the customer's credit status.

**D28. If you deposit \$100 in a bank account that charges you nothing and guarantees you a yield of 2% per year, how much would there be in the account by the end of the year, if no deposits or withdrawals are made?**

*Mark only ONE option*

- |               |   |                        |   |
|---------------|---|------------------------|---|
| Over 102      | 1 | I don't know           | 8 |
| Exactly 102   | 2 | I prefer not to answer | 9 |
| Less than 102 | 3 |                        |   |

**D29. Bank A charges you an interest rate of 15%, and Bank B, one of 18%. Which one is the best option?**

*Mark only ONE option*

- |                                   |   |                        |   |
|-----------------------------------|---|------------------------|---|
| Bank A                            | 1 | I don't know           | 8 |
| Bank B                            | 2 | I prefer not to answer | 9 |
| I need more information to decide | 3 |                        |   |

**D30. A TV costs \$1000. One store offers a discount of \$150, while another offers a discount of 10%. Which one is the better offer?**

*Mark only ONE option*

- |                           |   |                        |   |
|---------------------------|---|------------------------|---|
| The 150 discount          | 1 | I don't know           | 8 |
| They are exactly the same | 2 | I prefer not to answer | 9 |
| The 10% discount          | 3 |                        |   |



**Factors that affect the bonus:**

- 1 = Total number of products sold
- 2 = Sales of particular kinds of products
- 3 = Performance/earnings of your portfolio

- 4 = Amount lent / deposited
- 5 = Global earnings of your company
- 9 = Others

**Additional Comments:**

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Time at the end of the interview:

## *Annex 10. Outcome Variables Used in Analysis of Savings and Credit Shopping Visits*

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### **Waiting time/ Product offered**

#### *Savings*

1. Waiting time
2. Interview time
3. Offered more than one product
4. Product offered aligned with needs

#### *Credit*

5. Total waiting time
6. Total interview time
7. Total number of visits
8. Difference between requested and total amount

### **Quantity of information**

#### *Savings*

9. Total information
10. Legal requirements
11. Terms of account
12. Fees and commissions
13. Account use

#### *Credit*

14. Total information
15. Legal requirements
16. Terms of account
17. Fees and commissions
18. Information on use

**Explanation of information and printed material***Savings/Credit*

19. Explanation of information
20. Total number of printed material

**Perception of auditors**

21. Officer was kind
22. Clarity of information
23. Auditor would acquire product