Community Economic Ventures, (A Microfinance NGO) Inc



IMPACT SURVEY

2023

INTRODUCTION

CEVI is committed to its mission to transform the lives of its clients through the provision of appropriate microfinance services with values formation, training, and consultancies. Several initiatives have been made for this mission to be realized. There are many tools in place to measure whether these initiatives are effective. One of these tools is the Standardized Impact Survey.

The benefit of conducting regular Standardized Impact Surveys is to build evidence of impact on the lives of the clients and their children, which may enable the organization to:

- Understand what is working well
- Make better decisions
- Engage and motivate staff
- Encourage supporters
- Gain the trust and confidence of possible partners
- Strengthen CEVI's reputation

METHODOLOGY

The survey used a one-shot survey questionnaire. For the Standardized Impact Survey, 304 (n) randomly chosen CEVI clients from a population of 67,300 (N) with a 90% confidence level and 5% margin of error. The survey was conducted through phone calls administered by the SP team and externally hired enumerators from April 24, 2023, to May 9, 2023. The covered areas of the survey are the following:

- Child Well-Being Outcome
- Poverty Probability Index
- Client's perceived change in income after availing of CEVI's loan
- Client's perceived changes in quality of life
- Client's sense of empowerment
- Client's level of satisfaction with CEVI

SURVEY RESULTS

The survey conducted shows that most (99%) of the respondents reported that their previous loan from CEVI improved the well-being of the child they supported. The top factors that improved the well-being of their children were sufficient clothing, shoes, and school supplies.

On the poverty level of clients, results show that 21% of the respondents are living below or within the $2.50/day poverty line.
Most (95%) of the clients perceived that the loan that they availed from CEVI improved their income. On the scale given to the clients of 0 to 10, 0 being the lowest, results show that 88% of them perceived to have improved their steps in the ladder showing that they improved their quality of life after becoming members of CEVI.

Almost all (99%) of the respondents affirmed that their spiritual belief empowers them to succeed in life. 85% of the clients interviewed stated that they are more likely to recommend and promote CEVI to their friends and loved ones. Moreover, CEVI has an 82 Net promoter score which is more likely to be high inthe MFI industry.

In conclusion, the impact of the loan products and services of CEVI is evident in the lives of the client and his/her household. CEVI helped clients increase their business income, which in turn helped them to improve their quality of life.

Finally, this study ascertained that the loan products and services of CEVI have a significant impact on the lives of children. Furthermore, these children who are directly or indirectly supported through the loans availed by the clients are actively going to school and their well-being has improved.

LESSONS LEARNED

01

Loan Size

Based on the results of the impact survey, the Operations team has decided to increase the loan size. The survey indicated that clients' income improves significantly for loan sizes ranging from Php 11,000 – Php 20,000. As a result, the Operations team has decided to increase the loan amounts for good-paying clients.

02

Savings Withdrawal

The organization listened to clients' requests to withdraw their savings anytime and has taken immediate action. Operations have implemented a solution that allows clients the flexibility and control they need over their finances.

03

Loan Processing

Hastening loan processing time was also noted, and the organization will invest in technology to enhance the client experience by moving toward digital financial services. The organization's decision to hasten loan processing time and invest in technology is taking a significant step towards enhancing the overall client experience. These initiatives are key to ensuring more satisfied clients and a better financial future for them.

Moving forward, the team plans to use other available data to have a more meaningful impact result. Correlating the Impact Data with the Exit survey, for example, can provide the organization with a deeper perspective of its clients' tendencies. Adding follow-up questions to the NPS can also give more meaning and a better understanding of the client's responses. These initiatives will enable the team to gather more accurate and relevant data, leading to more informed decisions and better outcomes for the clients.