



**COMMUNITY ECONOMIC VENTURES, (A Microfinance NGO) Inc.**

*"People Experiencing Fullness of Life"*

## **Standardized Impact Survey CY23**

### **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.

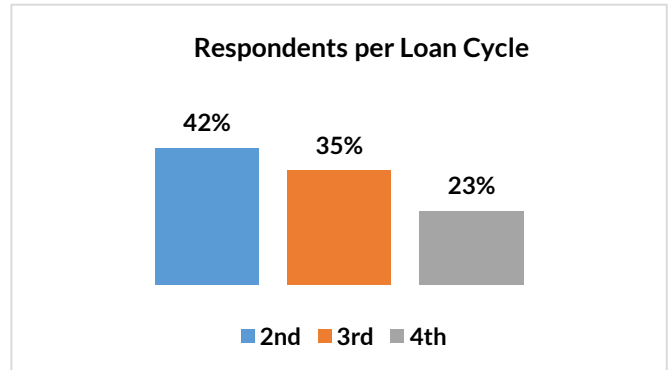
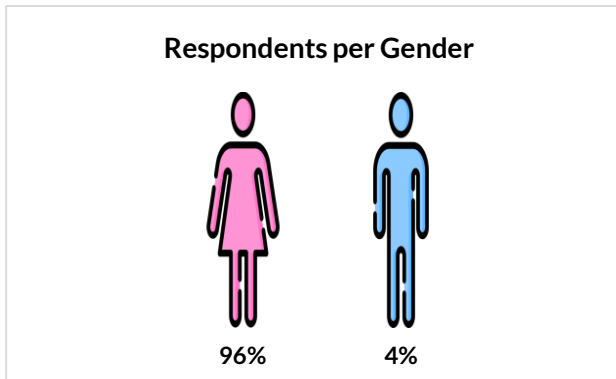
This survey shall be conducted twice a year. The survey consists of questions that pertain to the following:

- 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

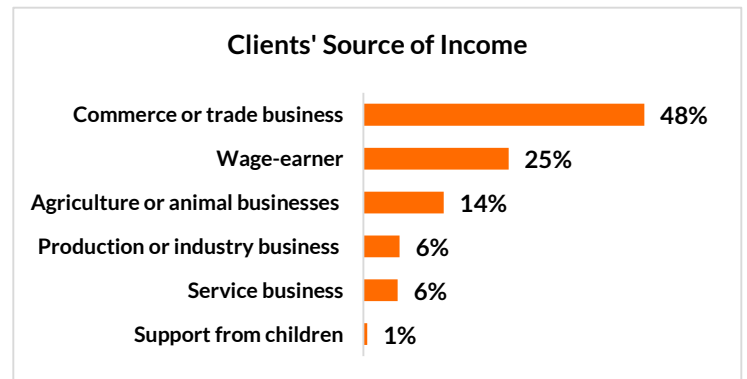
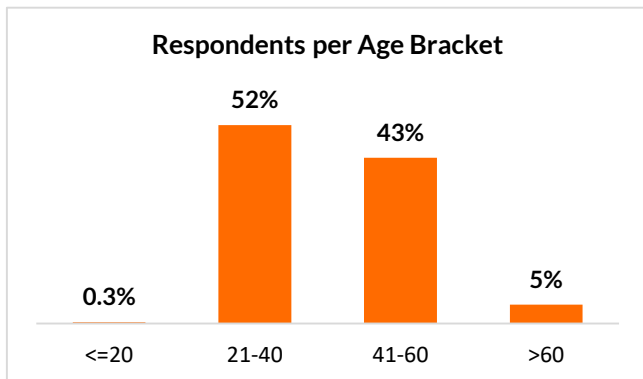


## SURVEY RESULTS

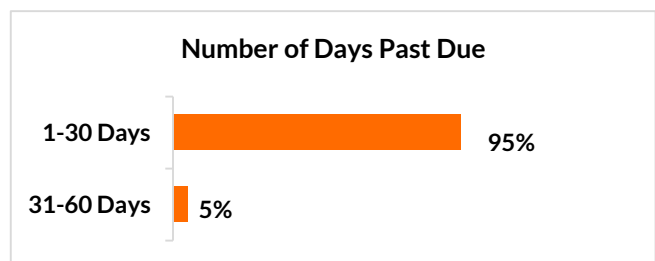
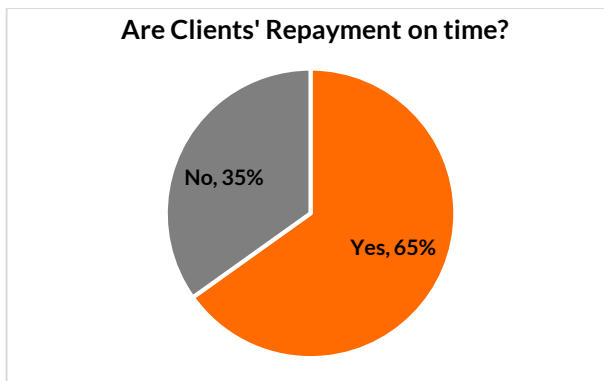
### I. Clients' Profile



Based on the data above, most (96%) of the respondents consist of female clients and 4% are male clients. The survey specifically chose clients who are in their early stages of membership so that the respondents can still recall his/her circumstances or experiences before availing of CEVI's products and services. The graph shows that a little more than two-fifths (42%) are on their 2<sup>nd</sup> cycle, followed by those on their 3<sup>rd</sup> cycle (35%), and finally 4<sup>th</sup> cycle clients (23%).



The majority (52%) of the clients are from 21 years old to 40 years old. On the other hand, clients' source of income is mainly commerce or trade business which consists of almost half (48%) of the total respondents. This supports the fact that Yaman 2, has the highest number of clients among CEVI's loan products. Yaman 2 is a loan product suited to clients in the commerce and trade industry.



With regards to the repayment activity of the clients, more than three-fifths (65%) of the respondents pay their dues on time. However, over three-tenths (35%) of the respondents have delayed payments. Almost all of the delinquent clients are within 1-30 days overdue.



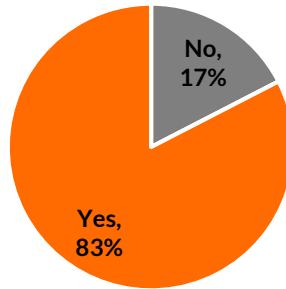
## II. Child Well-Being Outcome

The survey also measures whether the loan from CEVI has impacted the lives of the client's children.

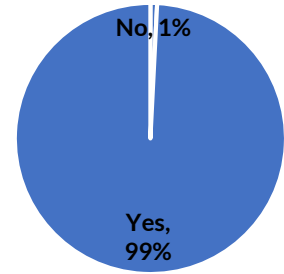


No. of Children helped 553

Do you support any children?

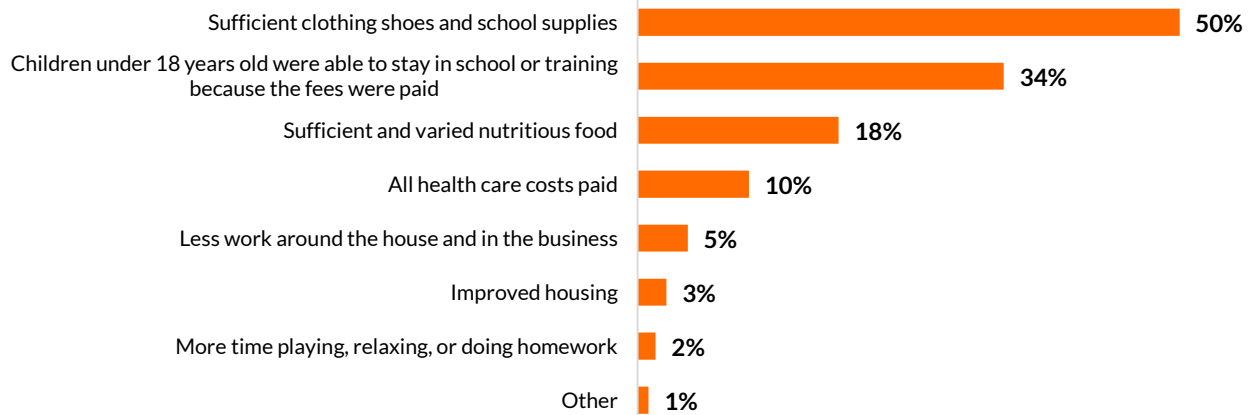


Did the previous loan improve the wellbeing of the children you support?



Overall, 553 children benefitted from the loans available by the respondents. A little over four-fifths (83%) of the respondents support children and almost all shared that their previous loans were beneficial in the improvement of the well-being of the children. This translates to 2.2 average children per HH who benefitted from the previous loan.

What improved for your children because of the previous loan?

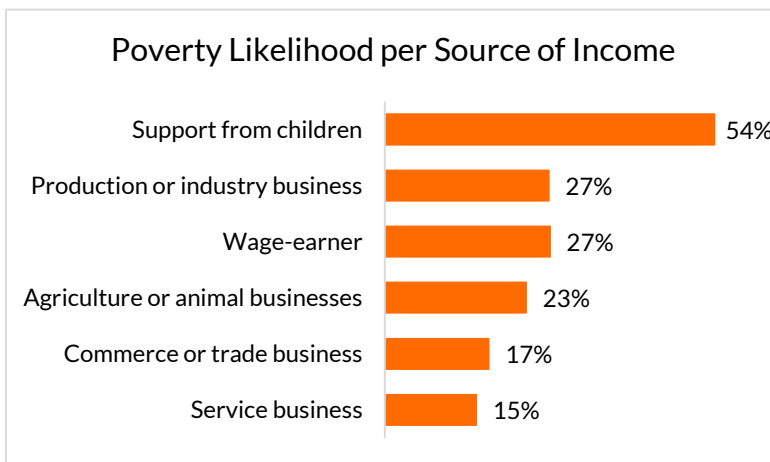
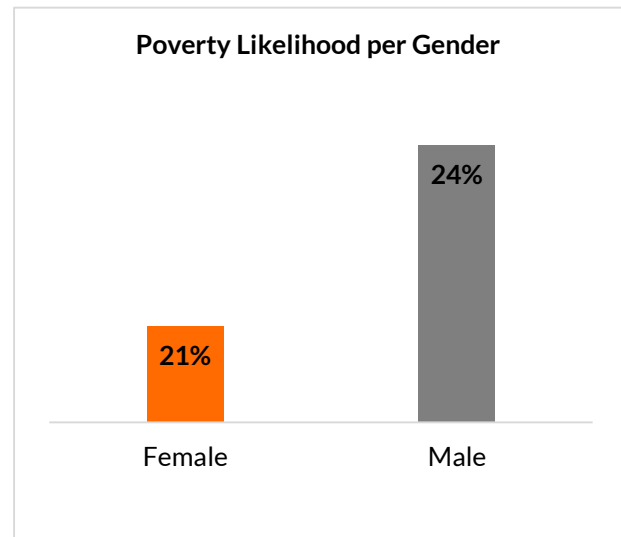
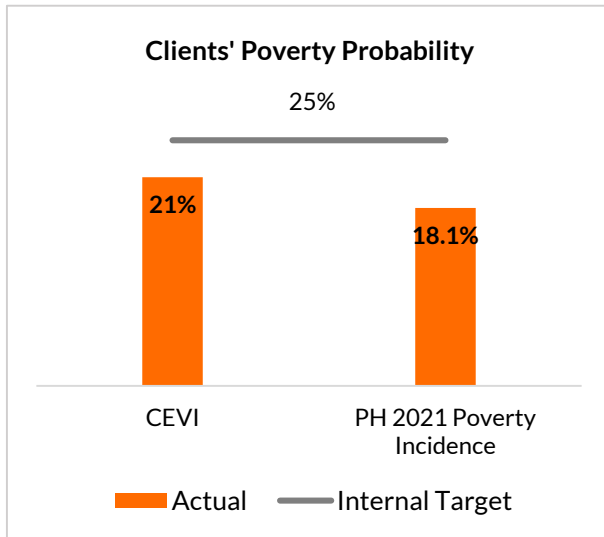


The graph above shows the different indicators in which the clients' children were able to benefit from the loan. The top three improvements towards the children as perceived by the respondents are sufficient clothing, shoes & school supplies (50%), the client's children under 18 years old were able to stay in school (34%), and sufficient and varied nutritious food (18%).



### III. Poverty Probability Index

Using the Poverty Probability Index (PPI), CEVI measures poverty outreach to ensure that the clients it serves are aligned with the organization's social goals. The tool uses 10 strongly correlated to poverty questions. Furthermore, PPI allows CEVI to monitor the movement of clients' poverty likelihood over time.



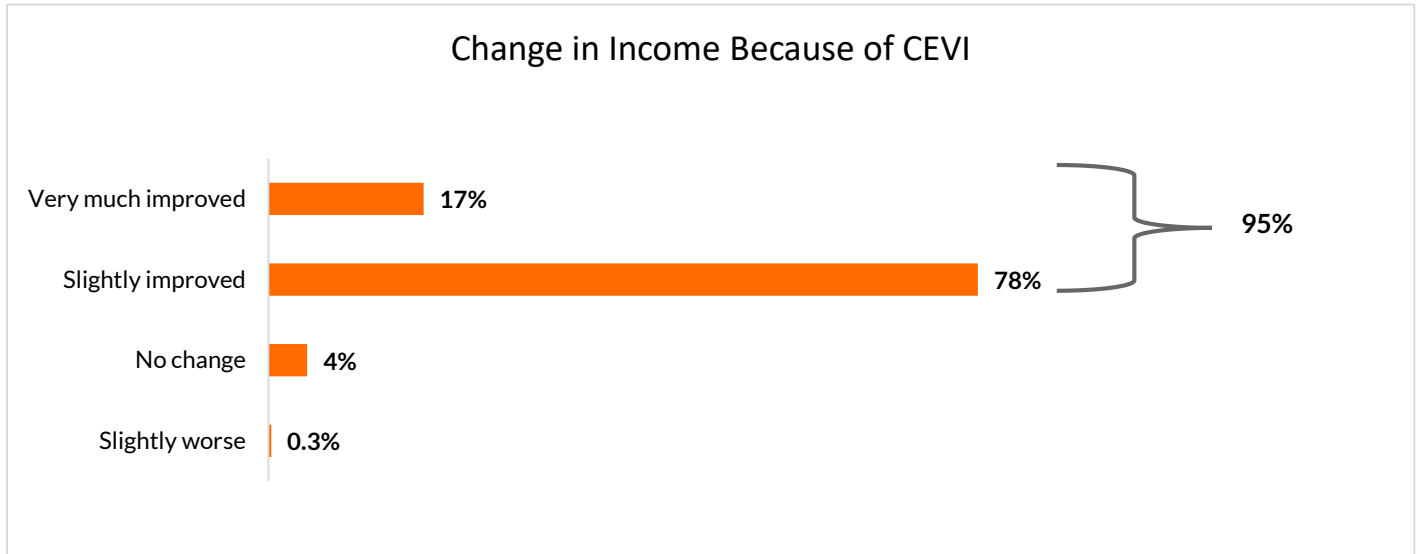
Source of Income	Count
Commerce or Trade	147
Wage-earner	76
Agriculture/Animal Business	42
Production/Industry	19
Service Business	18
Support from Children	2

A little more than a fifth (21%) of the respondents are living below or within the \$2.50/day poverty line. It is higher than the 2021 poverty incidence of the whole country (18.1%) and a little lower than the internal target of CEVI which is at 25%. The result shows that on the poverty likelihood per gender, the male has a higher probability that they are living below the \$2.50/day poverty line than female clients. It also shows that on the poverty likelihood per source of income, clients who are dependent on their children's support have a higher probability that they are living below the \$2.50/day poverty line.

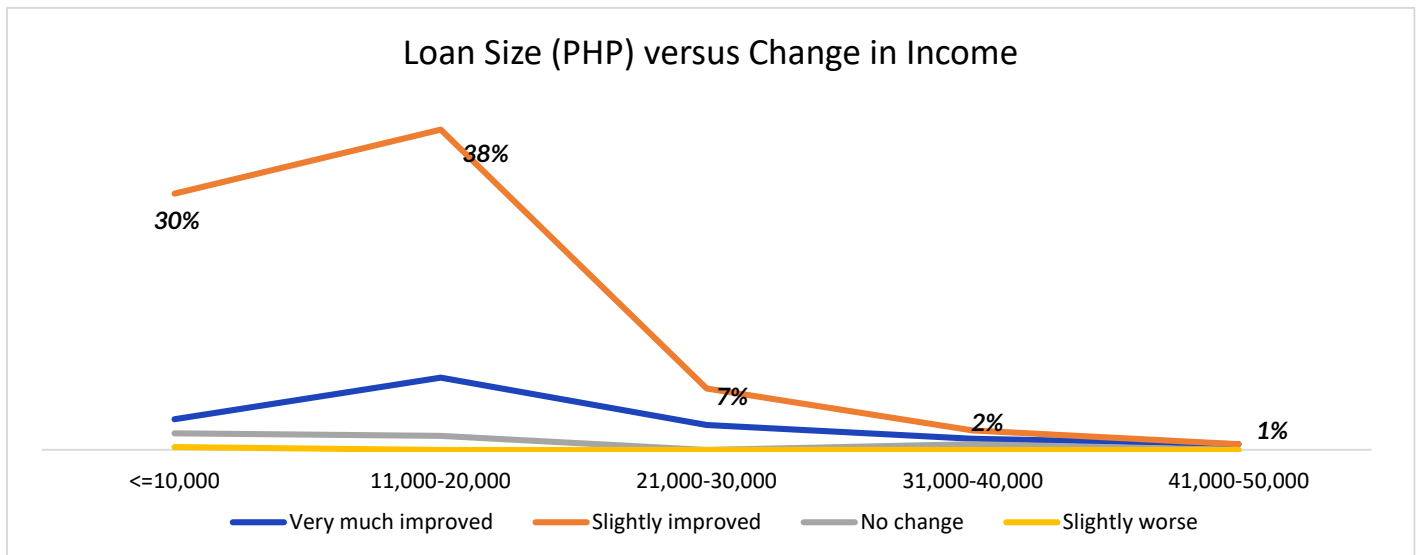


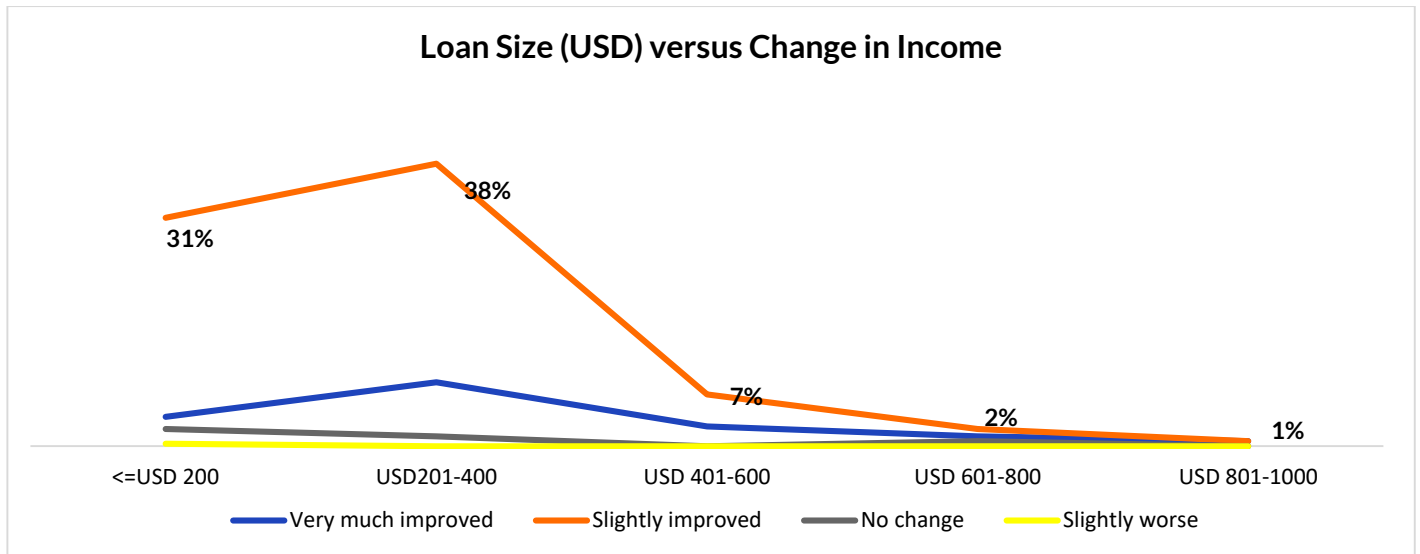
#### IV. Clients' Perceived Change in Income

This study further looks at the client's feeling of change in their income after availing of CEVI's loan.

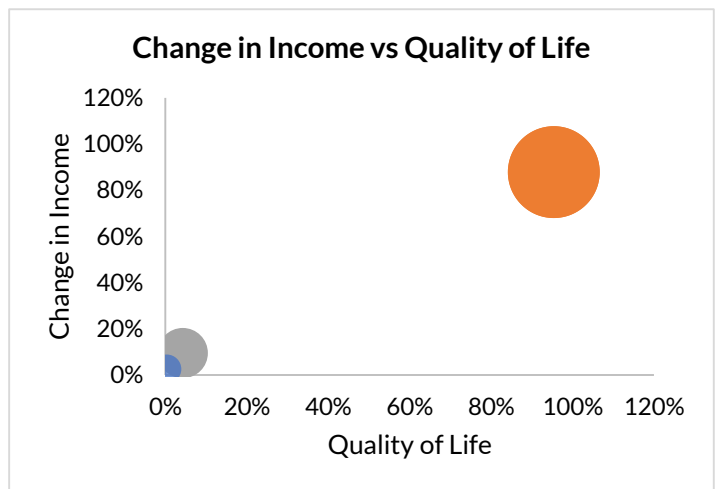
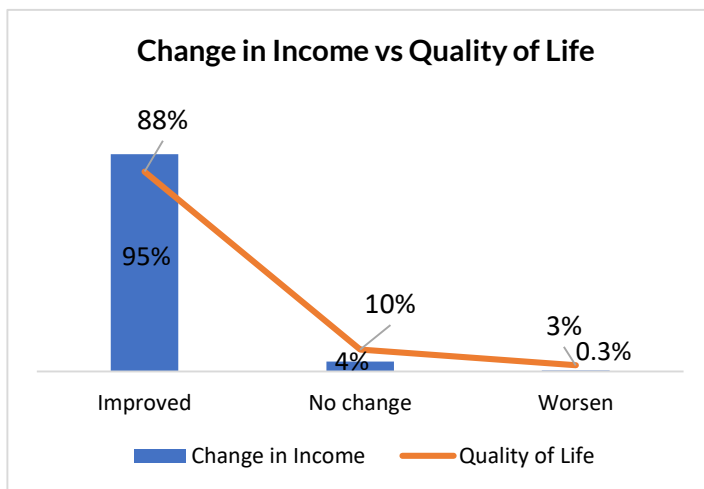


The table above shows that almost all of the clients (95%) perceived that their income improved after availing of CEVI's Loan.





Moreover, this study looks at the client's perceived effect of the loan size on the change in their income. Clients with loan sizes ranging from \$201-\$400 expressed that their income has slightly improved which is consistent when the Philippine peso is used, clients with Php11,000-Php20,000 loan sizes shared that their incomes have slightly improved.

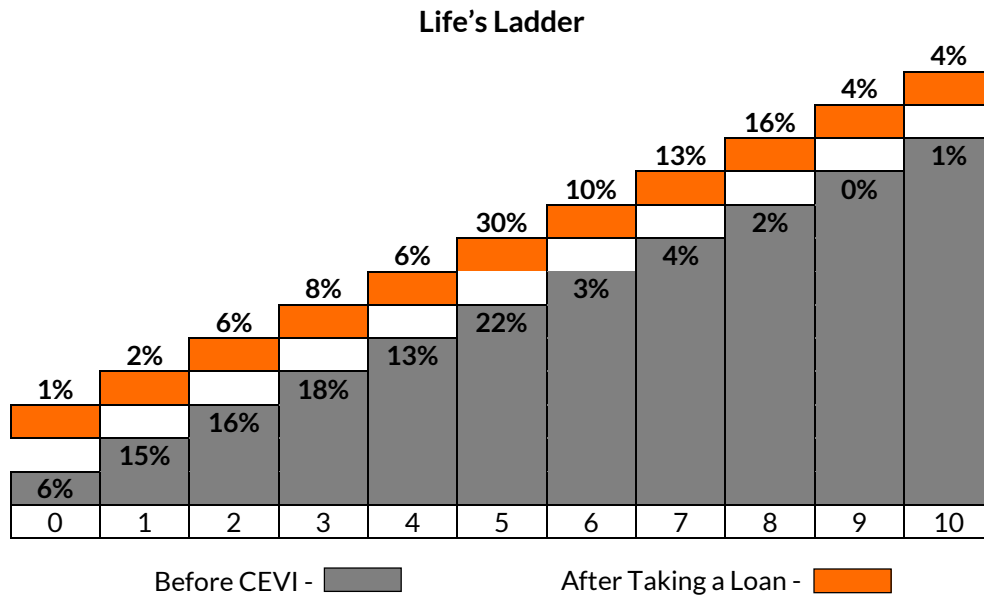
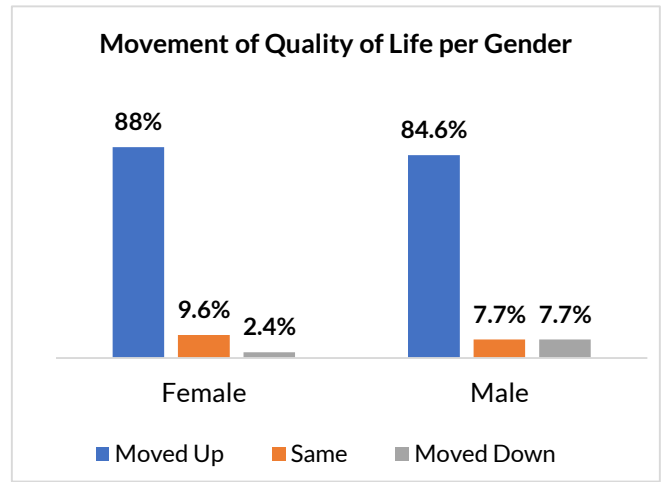
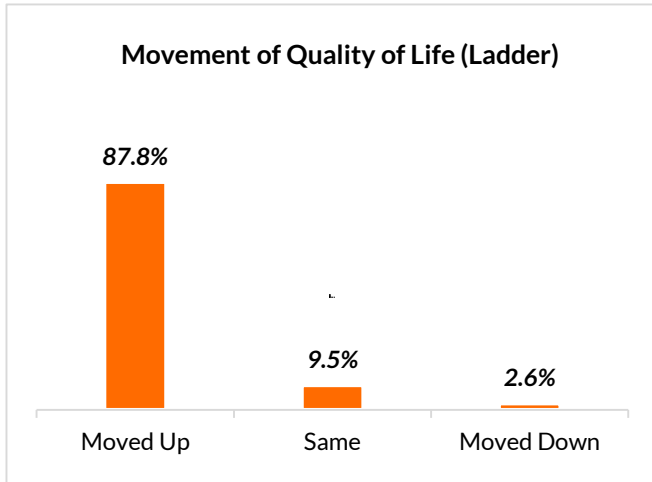


The comparison presented above provides insights into the relationship between income and quality of life. The findings suggest that an increase in income can have a significant positive impact on one's quality of life. This highlights the importance of financial stability and the potential benefits it can bring to individuals and their perceived quality of life.



**V. Impact on Quality of Life (Ladder)**

Clients were asked to imagine a ladder with 10 steps, 0 being the worst life status and 10 being the best life before and after taking a loan with CEVI.



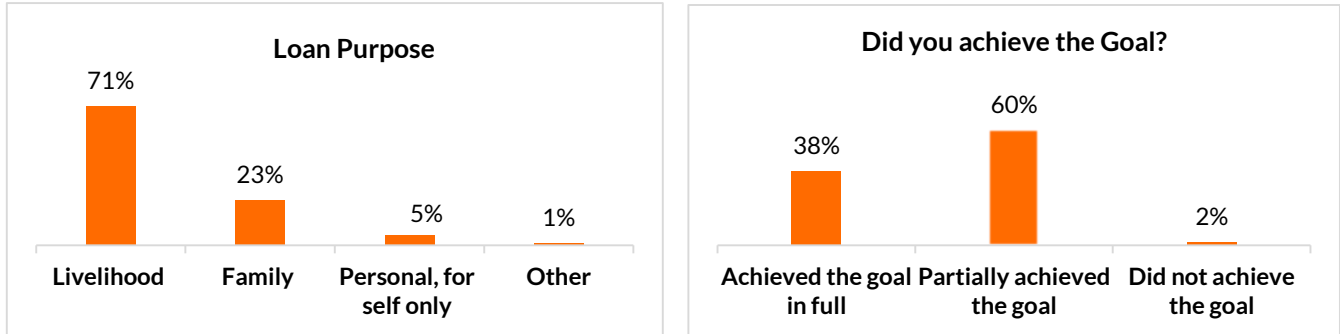
A little more than four-fifths (88%) of the respondents perceived that their quality of life moved up after they availed of CEVI's loan. More clients are seen to be at the higher steps of the ladder after they become members of CEVI.

Furthermore, Life's Ladder above shows that before taking the loan, 10% of the clients were in steps 6 to 10 and after availing of the CEVI loan, it increased to 47%. This suggests that there is a perceived improvement in the clients' life ladder after taking a loan.

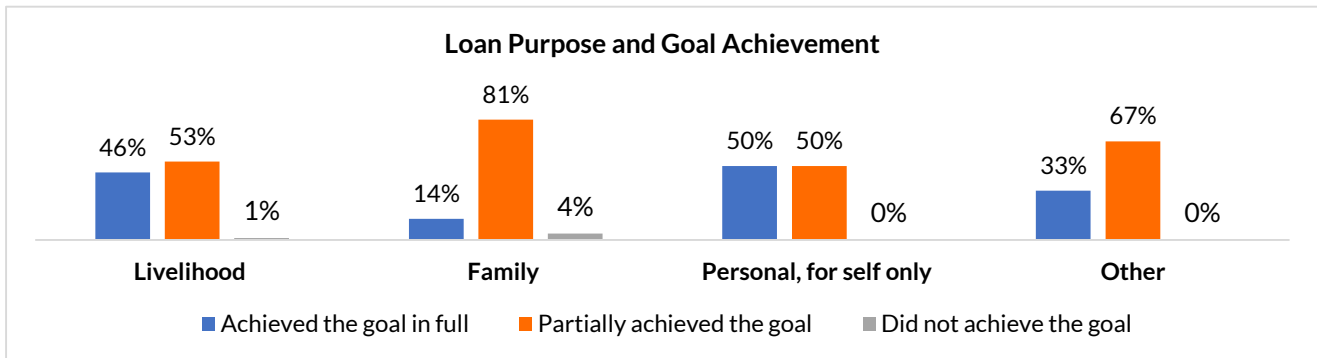


## VI. Goals and Was It Achieved

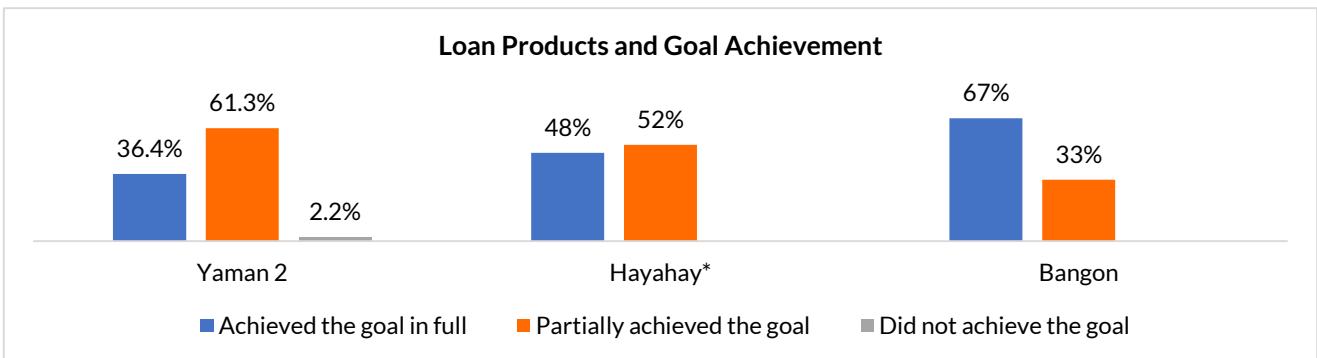
The study further asked clients about their goals for availing of a loan and whether were they able to achieve them.



The data above shows that a little less than three-fourths (71%) of the respondents' purpose for availing of a loan was for their livelihood, however, some spent it on other things like for family consumption, personal use, and other things. A little less than two-fifths (38%) expressed that they achieved their goals in full, three-fifths (60%) said that they were only able to achieve part of their goals and a few (2%) stated that they did not achieve their goals at all.



As shown in the figure above, more clients partially achieved the goal in four (4) different aspects with family-related goals having the highest reported goal achievement.



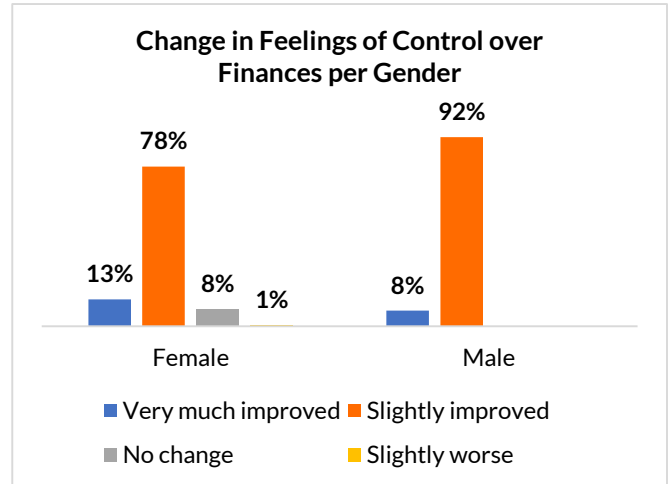
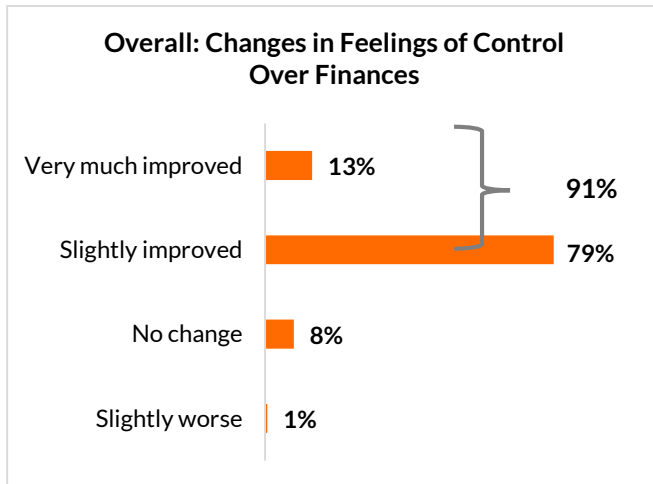
Presented above is the breakdown of goal achievement per loan product. It can be seen that more Bangon clients have achieved their goals in full followed by Hayahay and Yaman clients. However, for Yaman 2 clients, there are a few (2.2%) who shared that they did not achieve their goals.



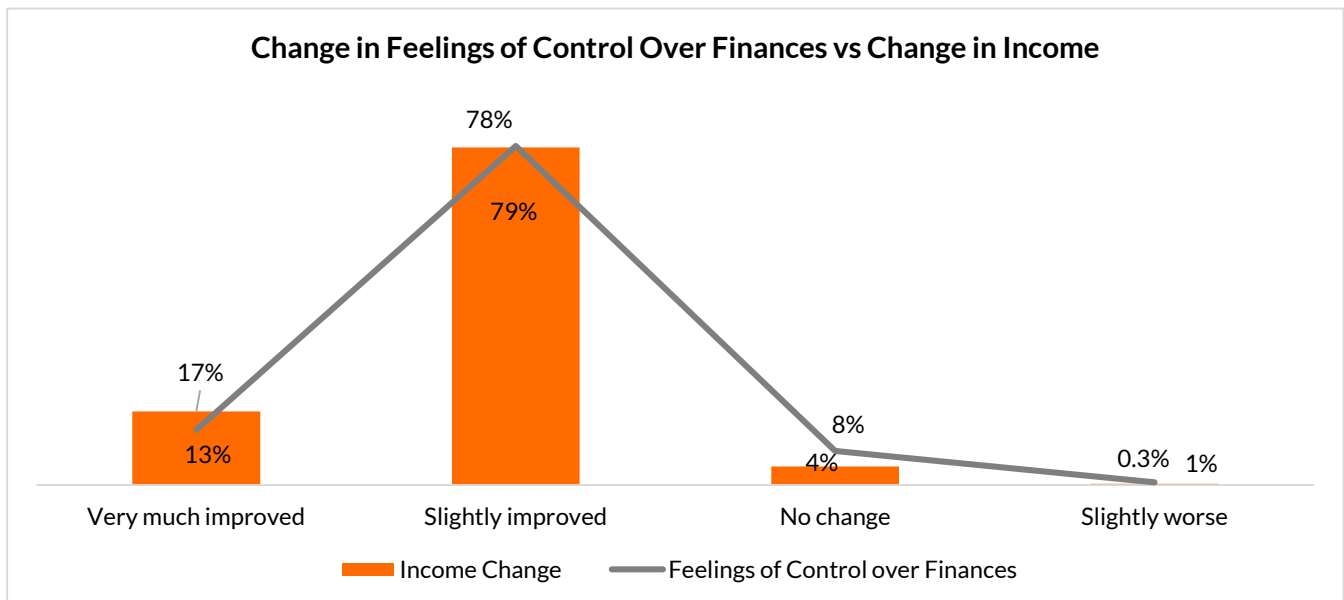


## VII. The Feeling of Control Over Finances

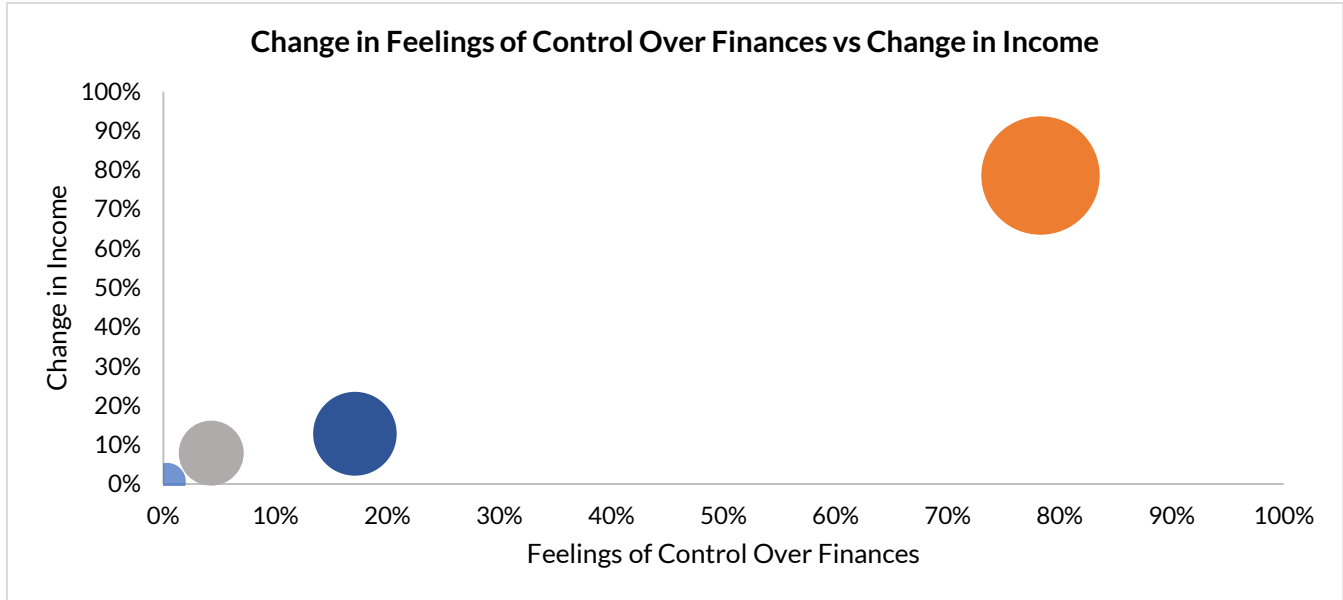
The survey also aims to ascertain if the clients' feelings toward their control over their finances changed after becoming a part of CEVI.



Almost all (91%) of the clients shared that after becoming part of CEVI, they feel like they know how to manage their finances. A little over a-tenth (13%) expressed that their feelings very much improved and almost four-fifths (79%) shared that it slightly improved. This suggests that CEVI is helping to improve the client's ability to manage their finances.



Based on the data presented in the graph above, it suggests that when people perceive an improvement in their income, they are more likely to experience a corresponding improvement in their feelings of control over their finances.

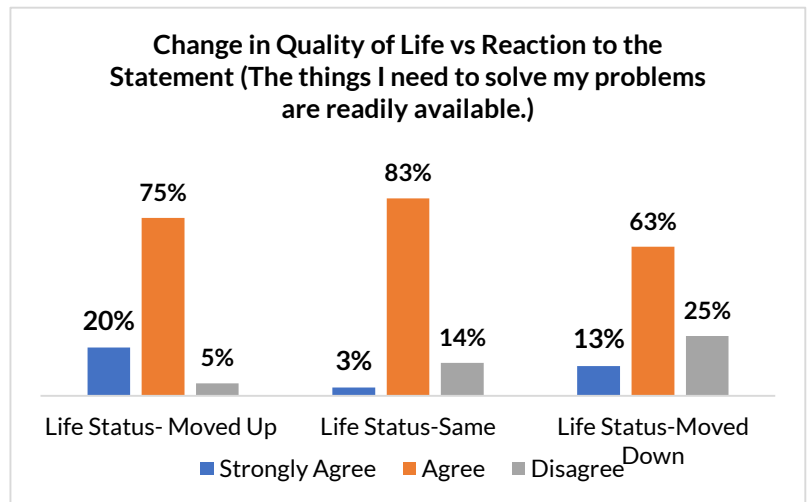
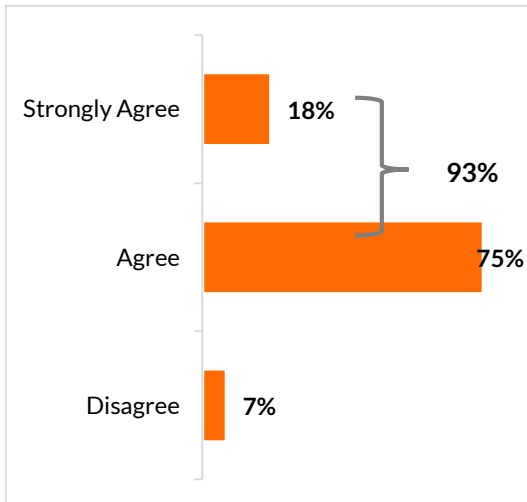


The graph above suggests that there is a correlation between the changes in income and the level of control people feel over their finances. Specifically, as income increases, people tend to feel more in control of their finances.

### VIII. Empowered Worldview

Included in the Impact Survey are two questions on the Empowered Worldview. As a Christian organization, CEVI is consistent with inculcating Christian values to its clients.

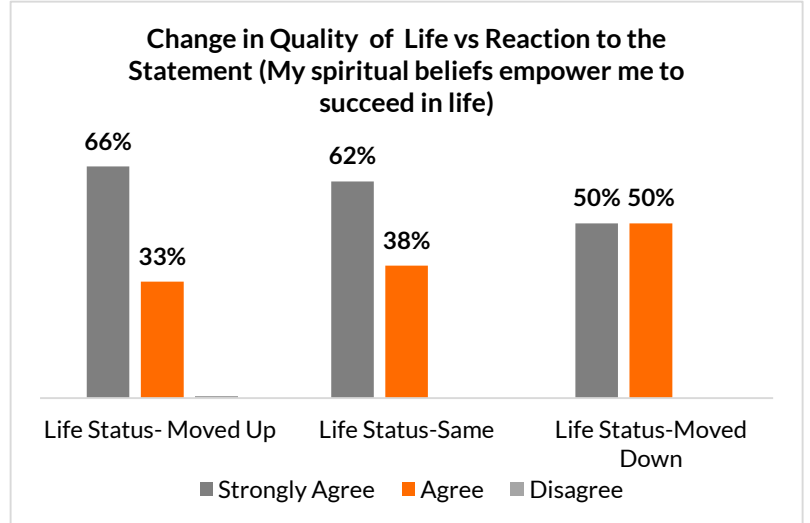
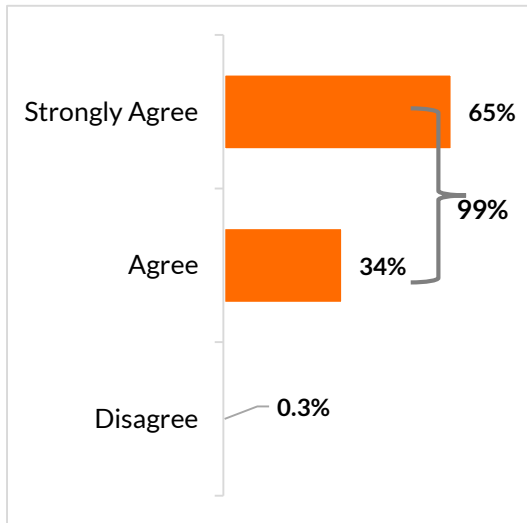
A. "The things I need to solve my problems are readily available to me".



Almost all (93%) of the clients perceived that the things they need to solve their problems are readily available to them. Furthermore, those who agree with the statement perceived that they have moved up their life ladder. However, those who disagreed with the statement also perceived that their quality of life went down.



B. "My spiritual beliefs empower me to succeed in life"

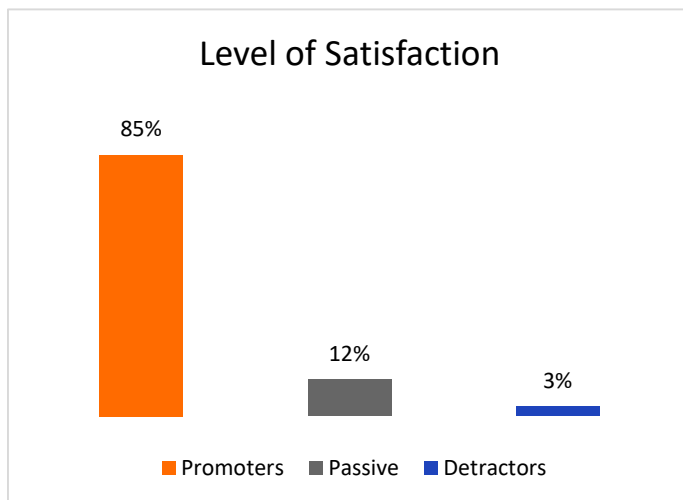


Almost all (99%) state that their spiritual beliefs empower them to succeed in life. The graph suggests that clients who agree that their spiritual beliefs empower them to succeed in life perceived that their quality of life moved up.

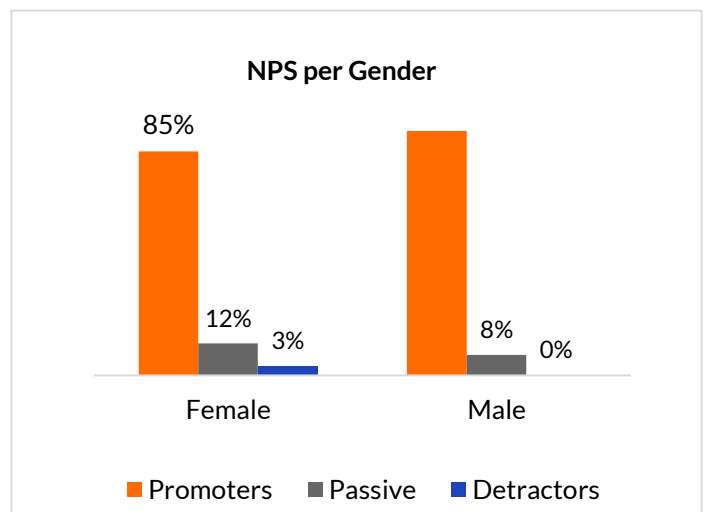
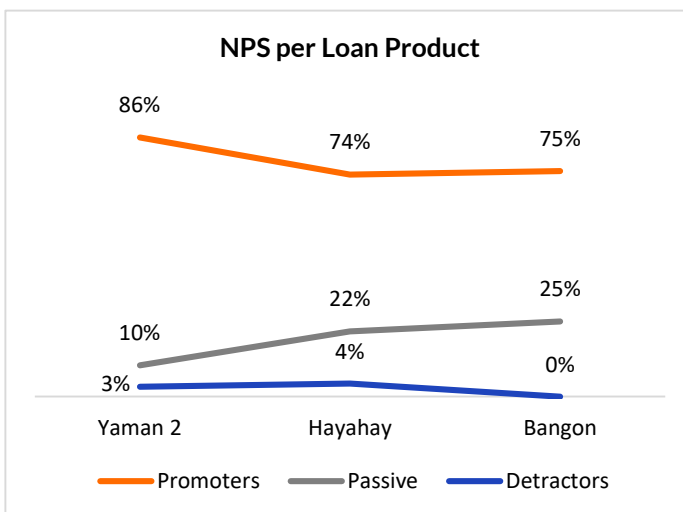


## IX. Clients' Level of Satisfaction

This study further measured the level of satisfaction of the clients with CEVI's products and services using the Net Promoter Score. Net Promoter score is slightly different from the Client Satisfaction Survey though both measure client satisfaction with the products and services, NPS is a long-term indication of customer loyalty. This will gauge loyalty, predict future business growth or decline, as well as measure the likelihood of an action based on experience. To get the NPS, clients were asked, on a scale of 0-10, how likely are they to recommend CEVI to their friends and family. NPS is the percent of clients rating 9-10 (Promoters) minus the percent of clients rating 0-6 (Detractors). Clients rated 7-8 are called Passives. In the Financial Services Industry, the average NPS is 44.



## Net Promoter Score – 82



Shown in the graphs above is CEVI's Net Promoter Score (NPS) and how NPS differs in different groups. A little more than four-fifths (85%) of them are more likely to promote CEVI to their friends. However, there are those clients (12%) who are hesitant to promote CEVI because they are afraid their record from CEVI will be affected if the clients they recommended do not do well. Nonetheless, CEVI has an 82 Net Promoter Score, which is high in the MFI industry.

Finally, clients from Yaman 2 loan products tend to have more promoters than the rest of the loan products and male clients are more likely to promote than female clients.



## X. Clients' Voice

### Appreciation towards CEVI:

- **Good service.** *"Maayo ang pagdala sa kliyente labi na si Manager, masinabtanon"* (Their service is good. Especially the Manager, very understanding). Female, 35
- **Appreciates repayment frequency.** *"Ganahan ko sa cevi, ganahan ko sa pagbayad kay kinsenas"* (I liked CEVI, I liked their repayment frequency). Female, 57
- **Helped in client's business.** *"Nagpasalamat ko kay na-ayo among bay ug nakapalit ug baboy"* (I am thankful because we were able to fix our house and acquired pigs). Female, 28

### The area that needs to improve:

- **Allow savings withdrawal anytime.** *"Maayo ang CEVI, pero naa jud time na gipit ug hangyo nako na ma withdraw unta ang among savings"* (I find CEVI good, but there are times that money is tight and maybe CEVI would allow savings withdrawal anytime) Female, 51
- **Faster loan processing and releasing.** *"Usahay dugay kaayo ang pag release dugay ma abtan ug 2 to 3 weeks"* (Sometimes the loan release takes a long time, it takes 2 to 3 weeks) Female, 52
- **Increase loan amount to good-paying clients.** *"Nung una mo loan na good payer, dapat pagbigyan ng increase sa loan amount"* (Allow good paying clients to increase their loan amount) Female, 37

## XI. Summary of 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 in the 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.



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## XII. Lessons Learned & Next Steps

**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.

**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.

**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.