



## 2019 Boulder Digital Transformation of Microfinance Institutions Program & Microfinance Training (MFT) Course Syllabus

### Course Information

<b>Course:</b>	<b>Customer-centric models and digital solutions – from strategy to practice</b>
<b>Faculty:</b>	<b>Gerhard Coetzee, CGAP</b>
<b>Dates:</b>	<b>Week 1 (July 22 – 26, 2019)</b>
<b>Time:</b>	<b>Morning (10:30 - 13:00)</b>
<b>Language:</b>	<b>English</b>

### Course Description

Join us on a journey where we design digital finance solutions following a customer-centric approach. We will apply human-centered design inspired methodologies to learn more about customers, gain insights, design and deliver solutions. Financial service providers continue to face challenges like retention, use of products, and acquisition of more customers. Evidence suggests that client centricity is central to the emerging business model driving real financial inclusion and addressing these challenges. The course will explore how an FSP can facilitate higher activity and retention rates and thus higher usage of its products. Targeted at practitioners (FSPs) and technical service providers that support FSPs the course will address the customer and business challenges in financial inclusion, particularly illustrating digital solutions. You will work on a digital value proposition (specifically a mobile phone application) over the week to test and demonstrate the learning, and at the same time solve a real-world customer challenge.

### Objectives

To understand customer-centric business models and how to design a real-life customer-centric project, in this instance, the design of an app that will solve a customer challenge.

### Prerequisites

None

### Audience / Participants

Senior to middle managers of financial service providers; technical service providers; policymakers and regulators that want to understand customer-centric business models

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## Methodology

We draw a lot of material from the [customersguide.cgap.org](http://customersguide.cgap.org) that will be facilitated using interactive approaches for one part of the class. The second part of each lecture will be dedicated to the app design practical for which we will provide templates and guides.

## Suggested Reading List

You will find all the material at <http://customersguide.cgap.org>.

## Outline (Each session covers course content, plus practical work to design the application)

<b>Day 1</b>	<p>Making a case for customer-centric business models</p> <ul style="list-style-type: none"> <li>• What are the significant challenges we face in financial inclusion?</li> <li>• Why is the customer-centric business model necessary for financial inclusion?</li> </ul>
<b>App</b>	<i>Identify customer challenges that we need to solve. Plan the application design process</i>
<b>Day 2</b>	<p>Learning from customers</p> <ul style="list-style-type: none"> <li>• The power of the information we already have – customer analytics</li> <li>• How do I use segmentation to understand my customer portfolio?</li> </ul>
<b>App</b>	<i>Learning from customers - Information required to provide insights</i>
<b>Day 3</b>	<p>Design solutions</p> <ul style="list-style-type: none"> <li>• Customer experience design – from customer journeys to better solutions.</li> <li>• Changing the customer experience, guiding FSPs to empower customers.</li> </ul>
<b>App</b>	<i>From insights to design criteria to the concept(s) to prototyping</i>
<b>Day 4</b>	<p>Organizing for delivery</p> <ul style="list-style-type: none"> <li>• How do I build systems that can facilitate change and innovation in my FSP?</li> <li>• How do I empower my employees, and agents that interact with our customers?</li> </ul>
<b>App</b>	<i>What is the business case for the App? How do we implement the App?</i>
<b>Day 5 :</b>	<p>Value, for the customer and the FSP</p> <ul style="list-style-type: none"> <li>• Is customer value and firm value aligned? Should it be?</li> <li>• Course summary and discussion.</li> </ul>
<b>App</b>	<i>Presentation of apps designed to solve customer challenges</i>