

# COST-EFFECTIVE IMPACT MEASUREMENT

Research that brings you into dialogue with your clients



## LIFT





Low Income  
Financial  
Transformation

*Do you have a programme or service that is meant to help people in a number of ways?*

*Do you know your programme is working but you don't have hard evidence and facts on its impact?*

*Do you want to hear from the end users how they appreciate the programme and how they perceive their benefits?*

LIFT offers a service through which you can:

-  Demonstrate your impact
-  Measure the change
-  Understand how it benefits
-  Know who it serves

# A new approach to programme evaluation and impact measurement

Many of us would like to run full clinical trials on our development work, but few can afford a Randomized Controlled Trial, both for its costs and the duration before findings can be confirmed. L-IFT, a research company, has developed a financial diaries methodology that delivers data on impact at reasonable cost with findings coming available on a rolling basis while the research is implemented over 6 to 12 months.

The findings financial diaries for impact measurement produce:



## Understanding clients

learning how your clients perceive your services, why they adopt these services and how your services become part of their financial behavior



## Measuring adoption over time

tracking in detail how usage of the services develops. Do the clients deposit more and more in their new account? Do some clients stop using the service? What triggers them to stop?



## Comparing clients to a control group

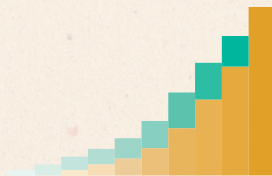
We will track both your clients and non-clients over the same period of time. The change in your clients when they start using your services may be useful to know, but only when you can demonstrate significant difference with non-clients can you draw any conclusions about your programme's effectiveness. L-IFT can also track two types of clients, for example clients with only a service and clients with a service and a training course. The time required for this research is reasonable, as compared to most alternatives.



L-IFT offers financial diaries in different modalities according to the needs of its clients. Below you find some examples:

DURATION	WHAT IT CAN DELIVER
9 months	<p>Minimum duration for a financial diaries research by L-IFT is 9 months. We require 2 months for developing the research hypotheses matrix according to your research needs, designing the sample, recruiting field researchers, training them, identifying appropriate respondents. Then we need minimally 6 months or 13 interviews for data collection. We need a final month to ensure we report thoroughly according to your research questions and hypotheses.</p> <p>Within 4 weeks of commencing the interviews the first processed data become available. This enables you as the client to internalize the early findings and these may trigger new questions and assumptions. Due to the flexibility of the research, you can still add these additional questions in the later rounds of interviews.</p> <p>To fully explore all the data several more months are required but ideally you, as a client, explore the data and yourself, with L-IFT only supporting and advising.</p>
12 months	<p>If you invest in additional three months we can use the research to also train up future staff for you. We select relatively young persons, train them in financial inclusion principles, interview skills and data management. After the training they conduct field research over 6 months. After the data collection they would make good loan officers as they will then have a strong understanding of demand issues and have the skills to deal with clients.</p>
15 months	<p>This duration is the minimum time we need to do a 12 months' data collection which gives you the full year cycle of agricultural seasons, festivals and school calendar.</p>
36 - 48 months	<p>With this time investment L-IFT can set up a self-sustainable permanent financial diaries research mechanism. In this period L-IFT will support researchers of your country to set up a local company and provide financial diaries research as a utility to the financial sector. Moreover, L-IFT will work with a higher education institution to offer a full curriculum for skills of a credit officer, which includes 6 months of financial diaries data collection.</p>

Duration	Sample	Trained / skilled people	Number of groups compared
9 months	150 respondents with 6 months data	-	2 (intervention and control)
12 months	210 respondents with 6 months data	12	3 (e.g. 2 types of intervention and 1 control group)
15 months	210 respondents with 12 months data	12	3
36-48 months	5000-10,000 (by year 3)	500 or more	Various waves, up to 5 groups per wave, can have different focus themes simultaneously



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