

Suggested talking points on the benefits of SPM

SPM can strengthen financial performance.

- > The essence of SPM is knowing your clients and serving their needs. That is the key to success for any business, mission-driven or not, whether in financial services or another sector.
- > Robust client data allows for better segmentation, targeting, and cross-selling.
- > How you treat your staff is how they will treat your clients. Good SPM will reduce staff turnover and customer churn.
- > Client protection systems can be a smart risk management strategy whose costs are justified by new business generated.

There are ways to reduce SPM-related costs.

- > SPM doesn't have to be big and costly to be meaningful. Most institutions start with small, less-costly changes first (e.g., monitoring just a handful of social targets, making a few changes to improve treatment of clients). You can build momentum over time for larger, systemic changes or for taking on tougher challenges (e.g., targeting harder-to-reach excluded segments).
- > After a social audit, most institutions find that they already have many good practices in place and can build from those (e.g., the FSP already interviews clients, so they simply add or refine questions to better understand client needs).

Social investors care about SPM.

- > Increasingly, funders seek more than photos and heartwarming stories; they demand accountability for achieving real social results and reward FIs that can deliver social data.
- > Regulators and policymakers are raising the bar on client protection practices, social reporting, and in some cases, actual social outcomes. Proactive FSPs will benefit from staying ahead of these demands.