

USING CLIENT FEEDBACK TO IMPROVE COMMUNICATION

Banco Delta (Panama) segmented their client complaints by tenure with the FSP, and they looked closely at the questions/complaints coming from clients who had fewer than six months with the FSP. The results show that clients were confused about key loan-related details that were already included in their contracts. In response, the FSP developed an easy-to-understand “rights and responsibilities” brochure, which contains the 11 most important facts about client loans. These brochures are given to every client at the point of sale, and they help to increase clients’ understanding of their loans.

After a period of rapid growth, **Contactar (Colombia)** realized that suggestion boxes were not sufficient for keeping up with client concerns. In addition to simple feedback forms and a toll-free customer service line, Contactar used existing staff to conduct focus groups, during which they asked clients how the FSP could serve them better. They held at least one focus group in each of their 23 offices to increase the representativeness of their sample. These results showed that clients were unaware of the existence of home improvement, educational, consumption, and environmental loans. The FSP since has developed a product marketing spreadsheet to assist its loan officers in their sales pitch to clients about services available.