

What Customers Are Saying



“The savings goal sheet gave me the desire, it inspired me to save. It’s helpful to learn about how much you need to save to, say, remodel the house, go on vacation, face an accident...The options (in the tracking sheet) were very tempting.”

Carmen, Acreimex Customer

“Saving money with SAJIDA keeps me from spending my savings and helps me prepare for emergencies.”

Liza, SAJIDA Customer

“Having a defined purpose for my savings helps me work towards my goals.”

Mario, Acreimex Customer

“SMSs provided me with more information on different topics and brought savings top of mind.”

Carlos, Banco W Customer

“When I was presented with more clear information about the product, I felt it generated trust and I felt safe.”

Rosa, Acreimex Customer

“The automatic savings with the payroll loan repayments are so easy, it’s like they’re accumulating on their own, they can become matches to light up our dreams.”

Fernando, Acreimex Customer

OPTIX

Putting a Lens on Financial Health

MetLife Foundation and global financial consultancy BFA created the OPTIX program to help people on low incomes access a range of financial products, services and tools that improve their financial health.

To achieve this, we worked with four socially-driven financial institutions and combined customer insights, behavioral research, big data analytics, business modeling and digital and fintech approaches to develop specific financial strategies and tools for people on low incomes and create new opportunities to improve their lives.

Working with OPTIX, SAJIDA Foundation, CEP, Acreimex, and Banco W developed solutions and tools that help customers build three key strengths in their financial lives:



Resilience

Helping build reserves that balance short and long-term needs; satisfying desire for flexibility, returns and having cash.



Control

Letting people plan and manage finances so they shape their income and expenses to reduce financial stress.



Trust

Encouraging people to trust that financial institutions can support them in reaching their goals and improving their financial lives.

Achievements

~1.1M

Clients who will be directly reached at scale

~800k

Active customers accessing savings products

8

Redesigned and new financial services offerings

6

Financial tools to improve customers' financial health

12

Digital tools to improve internal processes

220

Gigabytes of data crunched

119

Skills trainings offered to staff

5

New/improved delivery channels developed

4

New partnerships with fintechs

Banco W Used Junto Finanzas' SMS Solution to Encourage Saving

Destacame Alternative Scoring Cleared More Borrowers for Acreimex

Loan Origination App Boosted Efficiency at Acreimex, CEP, and SAJIDA

CEP and SAJIDA Paired Long-term Savings Products with New Goal-setting App

Acreimex Offered Savings Rollover Product with Access to Automatic Credit

Acreimex Payroll Loan Clients Offered Automatic Savings Option

SAJIDA Gave Clients Flexibility with Mobile Money Solutions

Contribution to overall gain in financial health via OPTIX program



Resilience
Saving for the future and emergencies.

Banco W clients that received SMS texts had an account balance **6% higher** than those that didn't.



75% of accounts remained open

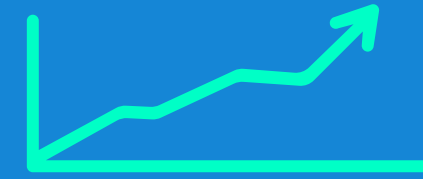


compared to 50% account dormancy at most banks.

Average savings rose from **US\$50 to US\$97** in second year.

Investment product clients **saved 70% more weekly** than others.

Acreinomina payroll clients saved a median balance of **1,807 pesos vs. 1,550 pesos** for other clients with only the savings product.



48%



Control
Planning, day to day banking and debt management.

67% of customers won positive evaluations from Destacame's alternative scoring.



77% of CEP customers said the FAS app helped them decide how much to save through their term deposit product.

98% said their term-deposit accounts curbed unnecessary spending.

Acreimex customers said that **tangible goals** gave them a purpose to save.

71% of SAJIDA's customers now making payments at times they choose.

29%



Trust
Trust in banks and financial institutions.

99% stuck with the SMS service.

41% of customers said loan officers who used the app paid greater attention to them.

96% of customers said FAS app helped staff better explain product features.

Mobile money offered **privacy** looked professional, and created trust in SAJIDA.



24%

Contribution to overall gain in financial health

37%

Contribution to overall gain in financial health

28%

Contribution to overall gain in financial health

35%