

PUW-2023-11 | Scaling up digital savings collection and digital credit at RCPB, Burkina Faso

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| Partner Financial Institution | Faitière des Caisses Populaires du Burkina (RCPB) | SCBF Contribution | CHF 84,700 (47%) |
| Grantee | Confédération des Institutions Financières d’Afrique de l’Ouest (CIF) | Matching Contribution | CHF 94,518 (53%) – PFI |
| Country | Burkina Faso | Theme | Financial Capability |
| Duration | Jul 2023 – Oct 2024 | Product | Digital financial services |
| Potential Outreach | 13,284 | Target Group | Low-income clients |
| Thereof Women | 6,907 (52%) | Related to | FEW - 32 |

CONTEXT

Burkina Faso ranks 13th in the overall access to financial services among the 21 African countries in which FinScope surveys have been carried out. Around 39% of Burkina Faso's adult population has no access to either formal or informal financial services. However, 40% of adults have access to formal financial services and 18% are banked. Thus, financial inclusion in Burkina Faso is characterized by a low level combined with a strong disparity in access. Indeed, access varies considerably between urban and rural areas. While 18% of Burkinabe adults are banked nationwide, 44% of urban adults are banked, compared with 9% of rural adults.

SCBF's support in the project will enable the RCPB to scale up "digital savings collection and digital credit offering", an innovative digital product that reaches customers where they live or work, offering them secure savings and remote credit opportunities to develop their activities and meet their needs. SCBF's support will help facilitate communication directly with customers in real time via digital tools to manage and process complaints and suggestions.

CURRENT STATUS OF THE FSP(S)

RCPB has been established since 1972 and plays an important role in the microfinance sphere in Burkina Faso. Réseau des Caisses Populaires du Burkina held 69% of the deposits mobilized and 58% of the outstanding loans of the 52 MFIs in Burkina Faso in 2018, according to the annual report of the Association Professionnel des SFD du Burkina. The RCPB, with its 35 Caisses and 200 outlets throughout Burkina Faso, served a population of 674,208 in 2019 (28.68% of whom are women). This number represents around 40% of the beneficiaries of financial services at MFIs in Burkina and 4.63% of the beneficiaries of financial services at MFIs in the WAEMU region. The financial capacity, structuring and customer experience of the Réseau des Caisses Populaires de Burkina Faso are ample proof of its ability to rapidly scale up customer-focused products while remaining gender-sensitive. The digital "SAVINGS COLLECTION" and digital credit offer is an innovative solution for increasing and consolidating the network's social performance, especially with the integration of financial education.

OBJECTIVES AND MAIN ACTIVITIES

This project, in partnership with SCBF, aims to scale up an innovative new product at RCPB, based on "digital savings collection and digital credit offering". It aims to improve access to and use of digital financial services through new distribution channels, benefiting 1,944 new customers in its first phase, 40% of whom are women, and 11,340 new customers in the second phase of scaling up, i.e., a total of 13,240 new customers, 52% of whom are women, in the portfolio in 15 months.

Eventually, 13,284 new customers with active accounts via the digitalized product in 35 RCPB points of service, including 52% women, by October 30, 2024, and at least 567 loan applications via digital channels in the field processed (5% of new customers enrolled on savings collection).

Partnering with:

