60 __decibels

CAMIDE

Impact Performance Report



60 __decibels

1

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About This Report

This report is designed to provide you with an in-depth understanding of your customers, their profiles, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 282 customers in Mali. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your customers – they had a lot to say!

We employed a random sampling method to select respondents.

To contextualize your results, you can see how your performance compares to other Financial Inclusion companies in the <u>Performance Snapshot</u> and <u>Appendix</u>.

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

282 customers interviewed, 100% were female.

About 60 Decibels Methodology

In March and April 2025, 60 Decibels' trained researchers conducted 282 phone interviews with CAMIDE customers. The customers targeted were those who belonged to the Yeredeme groups. Here is the breakdown of how we collected this data:

Country	Mali
Customer Details	2,062
Interviews Completed	282
Response Rate	54%
Languages	Bambara, Pulaar
Average Survey Length	21 mins
Confidence Level	90%
Margin of Error	5%

About CAMIDE

<u>Camide</u> is an NGO based in Kayes (Western Mali) that has developed a scalable, local methodology for women's economic empowerment. The **Yeredeme group methodology** (also called the Yereta) was created in 2017 through a collaboration between Camide and Indian NGO Manjari, adapting India's self-help group (SHG) model to the Malian context.

The MFI Benso Jamanu's network includes 120+ village banks, serving more than 72,000 members across Kayes and Koulikoro regions. These banks are fully owned, capitalized, and managed by local and migrant communities. The network began in 1998, initiated by three inter-village development associations led by former migrants from France. It adopted the CVECA model (self-managed village savings and credit unions), chosen for its fit with the region's strong village governance, structured social systems, and remittance-based financial flows. After initial success in Kayes, the network expanded to Yélimané and Kéniéba districts in 2006.

SCBF project 2024-04 Factsheet and Final Report

Project period: May 2024 – October 2024 SCBF project 2020-11 <u>Factsheet</u> and <u>Final Report</u> Project period: November 2020 - October 2022

Theme: Enabling Inclusive Finance

Product: Savings and loans coupled with non-financial services, targeting women.

Yeredeme Group, which means "self-help groups" (SHG) in Bambara, is an innovative methodology for rural women's empowerment based on self-management and peer-learning activities. This model is designed to financially include and empower rural women. It promotes peer support, self development, and financial improvement among its members.

Lending within the SHGs occurs at two levels:

- Internal lending: Very small loans (CHF 5 to 15, for 1 to 3 months) are distributed on a continuous basis using internal capital generated from member dues, savings, and retained interest payments. This helps build the group's self-management capacity and track record.
- External refinancing: Once a group demonstrates strong self-management, it becomes eligible to access larger loans (CHF 50, for 4 to 6 months) from the microfinance institution Benso Jamanu. These loans are disbursed twice a year aligned with the two main agricultural seasons: July to December (rainy season) and January to June (dry season).

Only groups that are able to reach and maintain a satisfactory level of self-management are offered this refinancing opportunity.

60dB Perspective

Top Insights

1 CAMIDE is expanding financial access for women, but income inclusivity gaps remain.

76% of customers report they have never accessed a similar service before joining CAMIDE, underscoring its success in reaching first-time users, who predominantly live in the rural areas. Despite this progress, CAMIDE is not reaching the lowest-income groups as well as it could as only 17% of customers live below \$1.90/day, compared to 33% nationally.

The Inclusivity Ratio of 0.78 indicates that CAMIDE has room to expand financial access to women who need it most.

See pages: 7, 9.

3 Financial capability has improved, but resilience remains fragile.

90% of customers report improved ability to manage finances, and 93% say their ability to handle emergencies has improved. However, 51% say they cannot cover one month of expenses if their primary income were lost, exposing a significant resilience gap.

This indicates that while financial management capability is improving, long-term stability remains out of reach for many.

See pages: 13, 15, 16.

2 CAMIDE is improving lives and livelihoods, but barriers to access limit expanded impact.

89% say their quality of life has improved, 82% report their income has grown, and 84% are saving more. These outcomes are stronger among customers who received loans, with many attributing income increase to business expansion enabled by the loans.

In contrast, customers who do not report improvements mention fear of borrowing, lack of clarity, or delays in disbursement as key barriers that limit their ability to benefit fully from CAMIDE's services.

See page: 11, 12, 13.

4 Customer satisfaction is high, especially among loan recipients.

CAMIDE's Net Promoter Score (NPS) of 62 significantly exceeds the West Africa benchmark of 36, signaling strong overall customer satisfaction. Customers appreciate the value of the services, with loan recipients reporting much higher satisfaction than non-recipients.

This highlights the critical role of credit access in shaping positive customer experiences and perceived value.

See page: 18.

Recommendations

1 Broaden access and build customer confidence in borrowing.

To extend impact among those who have not yet benefited, CAMIDE should simplify loan terms, enhance financial literacy, and introduce smaller or more flexible loan products.

These changes can empower hesitant or excluded women take that first step toward financial growth.

See page: 21.

2 Strengthen financial resilience with tailored support.

Introduce solutions such as emergency savings tools, flexible repayment options, and micro-insurance to help customers withstand financial shocks.

Pairing these with mentorship and business advisory services to support long-term stability and growth.

See page: 15.

Performance Snapshot

The performance column presents how you compare to 60 Decibels Benchmarks in the Financial inclusion sector in Western Africa. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the <u>Appendix</u>.

Benchmark Overview

Western Financial
Africa inclusion
geographical sector
focus focus

51 companies included

28,264 voices listened to

Performance vs 60dB Benchmarks

Bottom 20%
 Bottom 40%
 Middle
 Top 40%
 Top 20%

Who are you reaching?	CAMIDE Performance	Benchmark Performance
Inclusivity Ratio	0.78	• • • • 0
Accessing product/service for first time	76%	• • • • 0
[+] What impact are you having?		
% seeing significantly improved quality of life	33%	• • 0 0 0
% seeing significantly increased income	20%	• 0 0 0 0
% seeing significantly improved ability to manage finances	24%	• 0 0 0 0
% seeing significantly increased savings balance	22%	• • • • •
% seeing significantly decreased financial stress	20%	• • • • •
% seeing significantly improved ability to face emergency expenses	26%	• • • • •
How satisfied are your customers?		
Net Promoter Score	62	• • • •
% experiencing challenges	6%	• • • • •
% reporting high understanding of loan terms	73%	• • • 0 0

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01:

Profile

This section helps you understand your customer base, and if you are reaching a previously underserved population.

The key indicators in this section are:

- Inclusivity Ratio: Are you reaching less well-off customers? How representative is your customer base of the national population of the country you are working in?
- First Access: What proportion of your customers are accessing a similar product/service for the first time?

CAMIDE Impact Performance

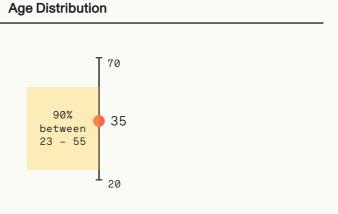


A typical CAMIDE customer is a 35-year-old female, living in a village.

Demographics

36+ years

Gender Breakdown			
Female	100%		
Male	0%		
Location			
City	0%		
Town	8%		
Village	92%		
Age Breakdown			
≤35 years	46%		

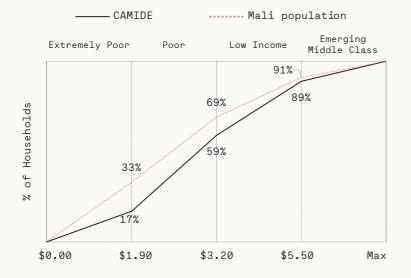


17% of customers live under \$1.90 per day, compared to 33% of the national population.

54%

Customers' Income Distribution Relative to Country Average

% living below x.xx per person per day (2011 PPP) (n = 278*)



Inclusivity Ratio

Degree to which CAMIDE is reaching lowincome customers in Mali (n = 278)

1 = parity with population; > 1 = over-serving;

< 1 = under-serving.</pre>

See Appendix for calculation.

7

TOP 40% - 60dB Benchmark

60 _ decibels

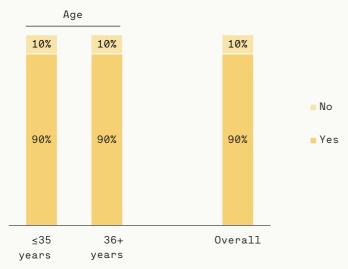
^{* 4} respondents declined to answer.



9 in 10 customers report they have benefited from a Benso Jamanu loan through CAMIDE.

Loan Access*

Q: Has your Yeredeme group benefited from a Benso Jamanu loan through intermediary CAMIDE? (n = 280^{**} | ≤ 35 years = 129, 36+ years = 151)

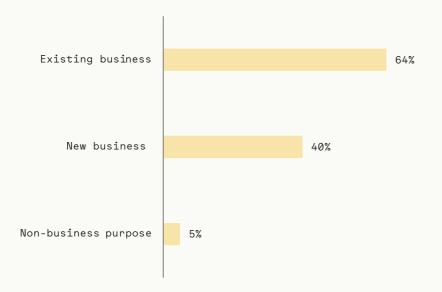


^{*}We have used access to Benso Janamu loans (Loan Access) to segment the data in the following sections.

Almost two thirds of customers say they have used their Benso Jamanu loan for their existing business.

Loan Utilization

Q: How did you use your loan from Benso Jamanu obtained via CAMIDE? Choose all that apply: (n = 282)



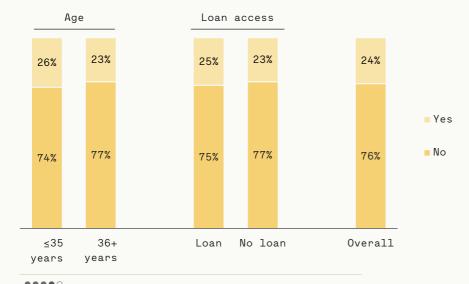
^{** 2} respondents declined to answer.



76% of customers say they had no prior access to a service like the one from CAMIDE.

First Access

Q: Before joining your Yeredeme group organized by CAMIDE, did you have access to a service like CAMIDE provides? (n = $282 \mid \le 35 \text{ years} = 129, 36+ \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$

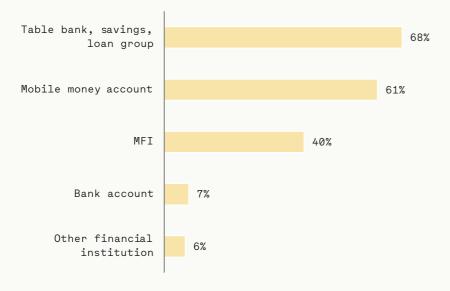


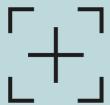
TOP 40% - 60dB Benchmark

68% of customers say they are part of a table bank, savings, or loan group.

Financial Services

Q: Do you use any of the following financial services? Choose all that apply (n = 282)





02:

Impact

We believe that the best way to understand the social impact that you are having, is to simply ask customers whether their quality of life has changed as a result of access to your products, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are customers experiencing, in their own words.

The key indicators in this section are:

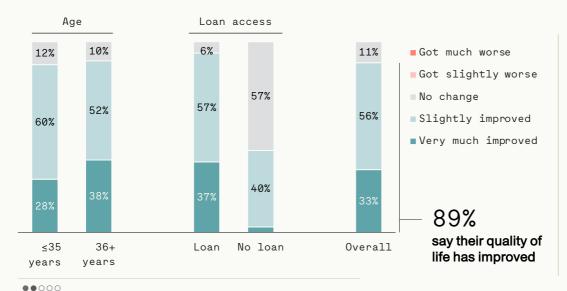
- Quality of Life Change: To what extent has the quality of life of your customers changed as a result of your products?
- Income Change: To what extent has the money customers earn changed because of CAMIDE?
- Savings: Are customers able to save more money as a result of your offering?
- Financial Resilience: Are customers better able to withstand financial emergencies?



89% of customers report that their quality of life has improved since they joined their Yeredeme group.

Quality of Life Change

Q: Has your quality of life changed since you joined your Yeredeme group? (n = $282 \mid \leq 35 \text{ years} = 129, 36+ \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$



Insight

36+ y/o customers are more likely to report 'very much improved' quality of life (38% vs 28%) and prioritize stability and meeting household needs, while ≤ 35 y/o customers focus on autonomy and building financial skills.

BOTTOM 40% - 60dB Benchmark

Customers who say their quality of life improved mention increased income, while those who say 'no change' mention not taking loans.

Customers Reporting Improved Quality of Life

Open-ended question, responses coded by 60dB (n = 250)

Customers Reporting No Change Quality of Life

Open-ended question, responses coded by 60dB (n = 32)

42%

talk about increased income

(37% of all respondents)

34%

mention ability to cover household expenses

(31% of all respondents)

25%

talk about **not taking** loans

(9 respondents)

21%

mention fear of taking loan (6 respondents)

31%

report loan investment in business (28% of all respondents) 17%

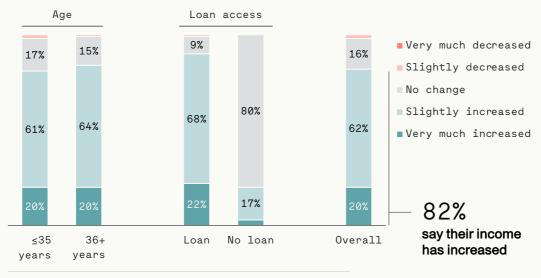
report agricultural challenges (5 respondents)



82% of customers report that their income has increased since they joined their Yeredeme group.

Income Change

Q: Has the money you earn (your income) changed since you joined your Yeredeme group? Has it: $(n = 282 \mid \le 35 \text{ years} = 129, 36 + \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$



BOTTOM 20% - 60dB Benchmark

Customers attribute their income increase to business expansion, having access to loans, and diversification of income sources.

Customers Reporting Income Increase

Open-ended question, responses coded by 60dB (n = 233)

42%

talk about business expansion

(35% of all respondents)

41%

mention having access to loans

(34% of all respondents)

Customers Reporting No Change in Income

Open-ended question, responses coded by 60dB (n = 46)

22%

talk about not taking loans

(10 respondents)

17%

mention awaiting a loan

(8 respondents)

26%

report diversification of income sources (21% of all respondents) 17%

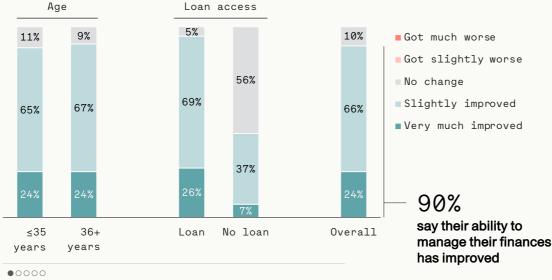
report not being engaged in any business (8 respondents)



90% of customers say their ability to manage their finances has improved thanks to their integration into the Yeredeme group.

Ability to Manage Finances

Q: Has your ability to manage your finances changed thanks to your integration into the Yeredeme group organized by CAMIDE? Has it: $(n = 282 \mid \le 35 \text{ years} = 129, 36 + \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$

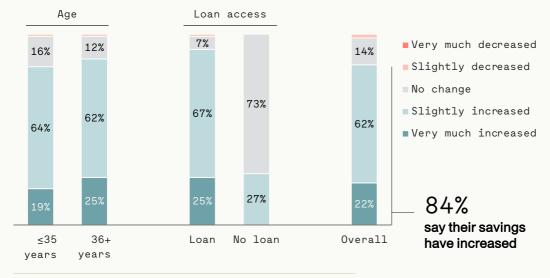


BOTTOM 20% - 60dB Benchmark

84% of customers say their savings have increased thanks to their integration into the Yeredeme group.

Savings Balance

Q: Has the amount of money you've saved changed thanks to your integration into the Yeredeme group organized by CAMIDE? Has it: $(n = 282 | \le 35 \text{ years} = 129, 36 + \text{ years} = 151 | \text{Loan} = 252, \text{No loan} = 30)$



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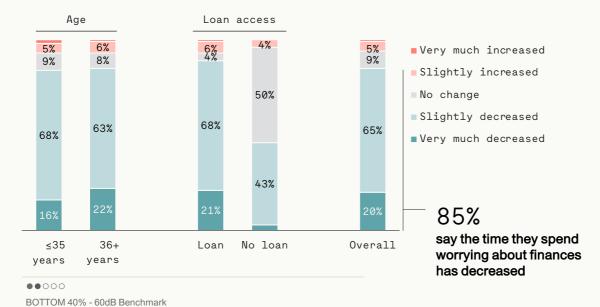
BOTTOM 40% - 60dB Benchmark



85% of customers say their time spent worrying about finances has decreased thanks to their integration into the Yeredeme group.

Financial Stress

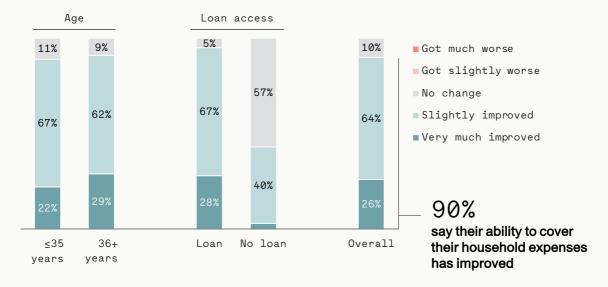
Q: Has the amount of time you spend worrying about your finances changed thanks to your integration into the Yeredeme group? Has it: $(n = 282 \mid \le 35 \text{ years} = 129, 36+ \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$



90% of customers say their ability to cover household expenses has improved since they joined their Yeredeme group.

Household Expenses

Q: Has your ability to cover your household expenses changed since you joined your Yeredeme group? Has it: $(n = 282 \mid \le 35 \text{ years} = 129, 36 + \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30)$

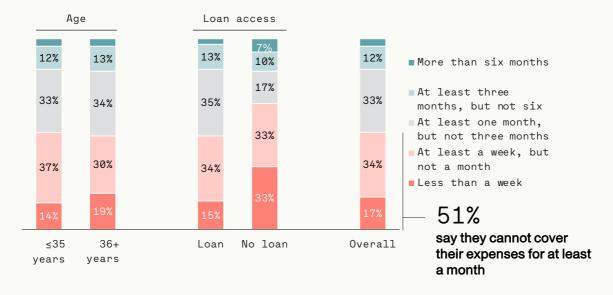




Half the customers say they could cover their expenses for less than a month if they lost their main source of income.

Ability to Face Loss of Income

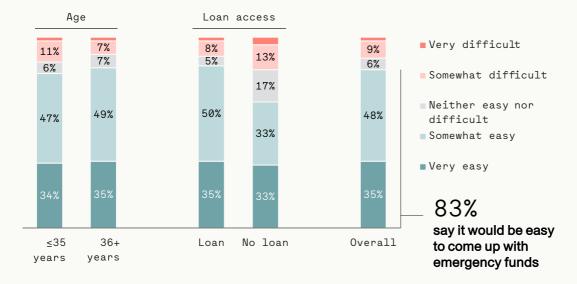
Q: Tomorrow, if you lost your main source of income, how long could you continue to cover your normal expenses, without borrowing money? (n = $282 \mid \le 35 \text{ years} = 129, 36 + \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30$)



83% of customers say it would be easy to come up with emergency funds, with 35% saying it would be 'very easy'.

Financial Resilience

Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 25,133.05 XOF* within the next month. How easy or difficult would it be? ($n = 282 \mid \le 35 \text{ years} = 129, 36 + \text{ years} = 151 \mid \text{Loan} = 252, \text{No loan} = 30$)



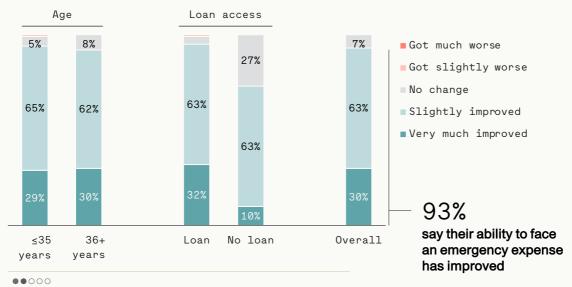
^{* 1/20} of GNI per capita is used to represent a benchmark for assessing poverty or minimum living standards.



93% of customers say their ability to face an emergency expense has improved thanks to their integration into the Yeredeme group.

Ability to Face Major Expenses

Q: Has your ability to face this emergency expense changed thanks to your integration into the Yeredeme group organized by CAMIDE? ($n = 282 \mid \le 35$ years = 129, 36+ years = 151 | Loan = 252, No loan = 30)



BOTTOM 40% - 60dB Benchmark

66

CAMIDE helped me to open my mind. My business has grown, and I now engage in various activities depending on the season and opportunities. I take loans and benefit from them, I buy clothes, women's products, and many other items to sell.

16

- Female, 45



03:

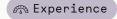
Experience

If your customers are unhappy, it's unlikely they will continue to choose your products or recommend to others.

This section uses the popular Net Promoter Score ® to understand the level and drivers of customer satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

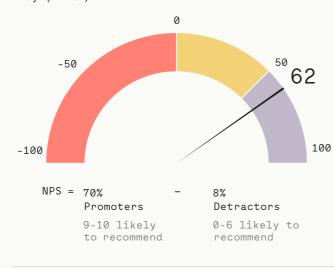
- Net Promoter Score: How likely are your customers to recommend CAMIDE to a friend?
- % Experiencing Challenges: What proportion of customers experience challenges with your loan?



CAMIDE has an NPS of 62 in Mali, which is excellent and above the 60dB Financial inclusion Benchmark in Western Africa of 36.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend CAMIDE to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 282)



The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. CAMIDE in Mali has a NPS of 69, which is a good score.

Segments	NPS
≤35 years	61
36+ years	63
Loan	63
No loan	50

••••

TOP 20% - 60dB Benchmark

Promoters value support for business growth, loan accessibility, and economic empowerment. Detractors want lower interest rates.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

70%

are Promoters

They love:

- 1. Support for business growth (54% of Promoters / 37% of all respondents)
- 2. Loan accessibility (44% of Promoters / 31% of all respondents)
- 3. Economic empowerment (32% of Promoters / 22% of all respondents)

22% 😑



They like:

- 1. Loan accessibility (30% of Passives / 7% of all respondents)
- 2. Community support (28% of Passives / 6% respondents)
- 3. Support for business growth (22% of Passives / 5% respondents)

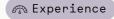
8%



are Detractors

They want to see:

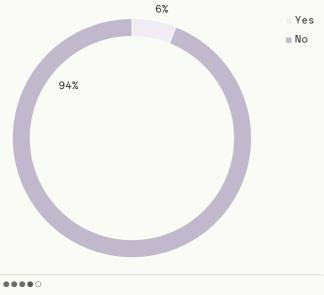
- 1. Low interest rates (6 respondents)
- 2. Interest-free loans (5 respondents)



6% of customers report facing a challenge with CAMIDE.

Proportion of Customers Reporting Challenges

Q: Have you experienced any challenges with CAMIDE? (n = 282)



TOP 40% - 60dB Benchmark

The 6% who experience challenges mainly report loan repayment burden, delays in loan approval, and cash availability issues.

Most Common Challenges

Q: Please explain these challenges. (n = 17). Open-ended, coded by 60 Decibels.

talk about loan repayment burden

loan approval

(10 respondents)

6%

talk about cash availability issues

(1 respondent)

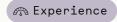
mention delays in

(3 respondents)

66

During the Ramadan celebrations, the CAMIDE team forced us to refund money even though we were in the middle of the celebrations, and the deadline hadn't expired.

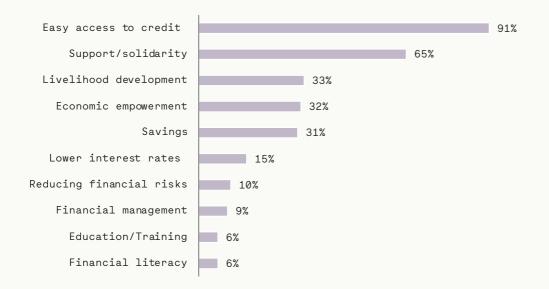
- Female, 28



Customers value easy access to credit, community support, and livelihood development as the benefits of Yeredeme membership.

Service Advantages

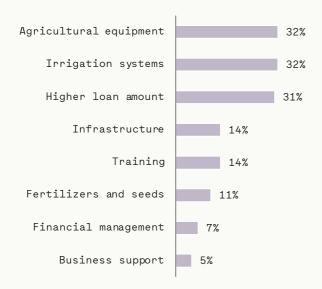
Q: What are the three main advantages of being part of the Yeredeme group? Select all that apply: (n = 282)

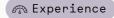


Customers request services and products such as agricultural equipment, irrigation systems, and higher loan amounts.

Suggestions for Improvement

Q: What three new services or products would benefit your group? Open-ended, coded by 60 decibels. (n = 282)

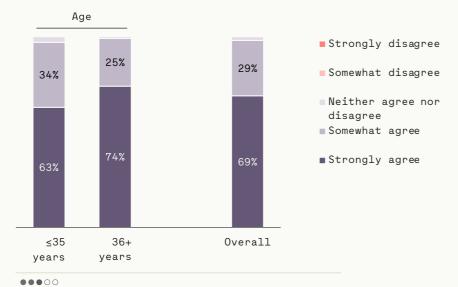




73% of CAMIDE loan customers say they understand all of the loan terms and conditions.

Loan Terms Understanding

Q: To what extent do you agree or disagree with the following statement: "I understand all of the terms and conditions of the loan, including payments, penalties, and loan insurance."? $(n = 252^* | \le 35 \text{ years} = 116, 36 + \text{ years} = 136)$



MIDDLE 60dB - Benchmark

Insight

36+ y/o customers are more likely to strongly agree that they understand compared to younger customers (≤35 y/o) ((74% vs 63%).

CAMIDE may need to ensure terms are well understood across age groups.

66

The loan that Camide provides contributes greatly to the improvement of our activities. Considering that men cannot meet all our needs, it is obvious that this loan is a real financial support.

- Female, 43

60 _ decibels

^{*} Asked only of those who took out a loan.



Appendix

Detailed CAMIDE Impact Performance

Performance Relative to Benchmark indicates where CAMIDE falls in the ranking relative to other companies in the Financial Inclusion sector in Western Africa.

Benchmark Overview	# Companies	# Respondents	
60dB Western Africa Financial Inclusion Benchmark	51	28,264	

Performance vs 60dB Benchmark

• 0 0 0 0	Bottom 20%
• • • • •	Bottom 40%
• • • 0 0	Middle
\bullet \bullet \bullet \circ	Top 40%
	Top 20%

Indicator	Description	CAMIDE	60dB Benchmark	60dB Top 20%	Performance Relative to Benchmark
Profile & Access					
First Access	% accessing for the first time	76%	68%	84%	• • • • 0
Equitable Access	inclusivity ratio (normalized)	0.78	0.60	0.80	• • • • 0
[+] Impact					
Quality of Life	% 'very much improved' quality of life	33%	44%	58%	• • 0 0 0
Income Change	% 'very much increased' income	20%	40%	55%	• 0 0 0 0
Financial Management	% 'very much improved' ability to manage finances	24%	49%	59%	• 0 0 0 0
Savings	% 'very much increased' savings balance	22%	30%	47%	• • 0 0 0
Financial Stress	% 'very much decreased' financial stress	20%	27%	41%	• • 0 0 0
Emergency contribution	% 'very much improved' ability to face emergency expenses	26%	35%	46%	• • 0 0 0
Satisfaction ■ Control of the control					
Net Promoter Score	NPS, on a scale -100 to 100	62	36	61	• • • •
No Challenges	% not experiencing challenges	94%	87%	93%	• • • • •
Loan Understanding	% reporting high understanding of loan terms	73%	69%	81%	• • • 0 0

Calculations

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric

Calculation

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off customers. It is calculated by taking the average of CAMIDE % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:

$$\sum_{k=1}^{3} \frac{([Company] Poverty Line $x)}{([Country] Poverty Line $x)} / 3$$

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking customers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results	Review your results and qualitative customer responses. There's a lot of interesting feedback in there!
Engage Your Team	 Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places! Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.
Spread The Word	Reach a wider audience on social media & show you're invested in your customers.
Close The Loop	We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'
	If you can, call back the customers with challenges and/or complaints to find out more and show you care.
	After reading this report, don't forget to let us know what you thought: Click Here!
Take Action!	Collate ideas from team into an action plan including responsibilities.
	Keep us updated, we'd love to know what changes you make based on these insights.
	Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading customer insights CAMIDE for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of [1,400]+ researchers in [80+] countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey <u>here!</u>

Stay In Touch

Please sign up for <u>The Volume</u>, our monthly collection of things worth reading.

Acknowledgments

Thank you to Azalea Carisch and Mamadou Diawara for their support throughout the project. This work was generously sponsored by SCBF.

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