



Guide for Technical Use
of the Analysis Tool for
WOMEN'S INCLUSION
in the Provision of Financial
Products and Services

**Guide for the Technical Use of the Analysis Tool for Women's
Inclusion in the Provision of Financial Products and Services**

**Prepared by the Regional Office for the Americas and the
Caribbean of UN Women**

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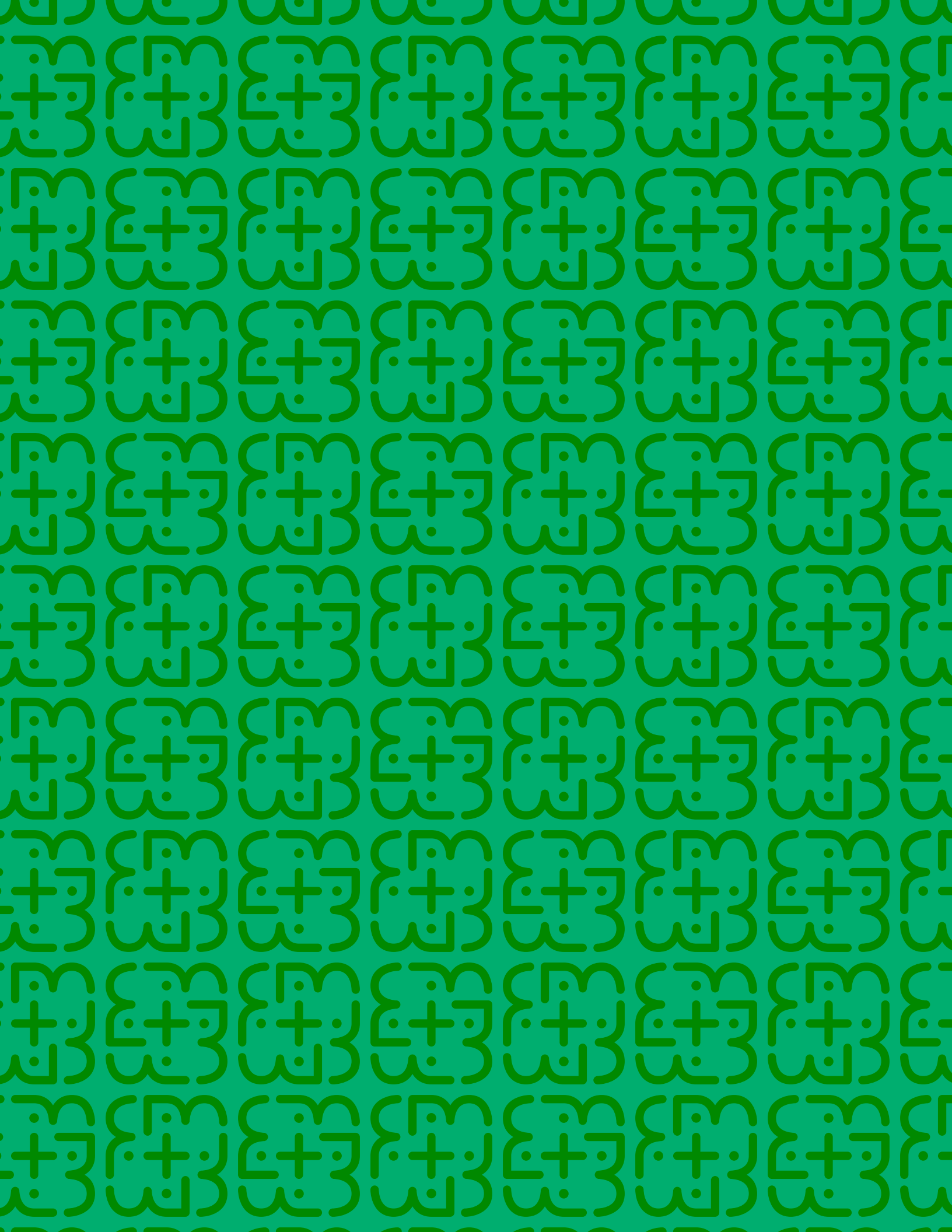
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1. General information on the Analysis Tool for Women's Inclusion in the Provision of Financial Products and Services

The Analysis Tool for Women's Inclusion in the Provision of Financial Products and Services aims to assist financial service provider institutions (institutions that provide regulated and unregulated financial services) in identifying strengths, weaknesses, and opportunities to incorporate gender considerations into the design and provision of financial services, and to develop specific products for the women's market.

The Tool is built upon international best practices related to the creation and management of profitable financial products that increase women's access and use of such products, thereby generating value for their lives and businesses.

The purpose of this guide is to provide technical support for completing the instrument and to address general inquiries regarding its application. The Tool is designed to enable institutions, upon completion of the required data input, to obtain concrete results regarding their levels of financial inclusion.

The following sections outline the instrument's components, its operational purpose, and instructions for participating institutions on how to input their responses.

2. Introduction to the Tool

This sheet outlines the Tool’s objective, its modules, and relevant information to facilitate understanding of the instrument’s logic. In this section, participating institutions are not required to input any information.

Tool for analyzing the inclusion of women in the provision of financial products and services

The tool helps institutions that provide financial services—both regulated and unregulated—to identify strengths, weaknesses, and opportunities to incorporate gender intelligence in the design and provision of financial services, as well as in the development of specific products for the women's market.

The tool

- It is based on existing knowledge of international best practices in the creation and management of profitable financial products that increase women's access and use, as well as generate value for their lives and businesses.
- It is aimed at financial service providers, having been developed based on a survey and interviews conducted with financial institutions and other ecosystem actors.
- It combines standards in relation to gender equality in business, the person-centered approach and gender intelligence applied to financial service providers.

Financial service providers can use the tool to:

- Evaluate their strategic approach in relation to trends in the financial system.
- Learn about global best practices in financial service provision for the women's market.
- Identify operational areas that could incorporate gender intelligence for continuous improvement.
- Deliver value to women's segments by improving existing products and designing specific programs for them.
- Adjust processes and practices around the promotion and marketing of its financial products and services taking into account the choice of sales and contact channels, communications, marketing strategies in order to provide a product and an experience that encourages an equitable use of financial services.
- Adjust processes and practices related to data production and management in a way that promotes financial inclusion for women.
- Establish a baseline, set specific goals and objectives, and measure progress in terms of the incorporation of best practices and results in reducing gender gaps in access and use of financial services.

Structure and content of the tool

By answering, through the modules, you can go through the recommended actions in the different sections and record the existence or not of this practice within the institution.

<u>Module 1: Data availability</u>	Production and management of disaggregated data on the client portfolio, gender indicators (which allow observation of how aspects of inequality between genders, produced by gender roles, evolve), and information from external sources on specific market segments to inform the development of more inclusive business strategies.
<u>Module 2: Analysis and segmentation</u>	Gender-disaggregated data allow us to analyze the differences in access to and use of financial products and services between women and men, and to build profiles of individuals that enable us to segment the customer base and design financial services tailored to their needs.
<u>Module 3: Design of financial products and services with gender intelligence</u>	From a person-centered perspective, we incorporate intelligence to add value to the various sub-segments of women through all the products and services offered.
<u>Module 4: Implementation of financial products and services</u>	The advertising, sales and associated service delivery to ensure product acquisition, use and profitability for women or designed with gender intelligence requires recognizing and addressing unconscious biases that impact access and use of financial services.

3. Institutional information

In this tab, institutions will input their data and the contact information of the reference person responsible for completing the instrument.

To classify the service-providing institution, please mark the appropriate option with an “X”.

Which category of financial services provider best describes the institution? (Mark the option that applies with an X)	
Commercial bank (private and/or mixed investment)	
State/public commercial bank	
Development bank	
Impact investor	
Microfinance institution	
Fund	
Credit unions	
Foundation	
Cooperative	
Mutual	
Other	

Institutions will then include information regarding their portfolio.

Amount of active portfolio	\$
Total amount of women’s active portfolio (amount and percentage)	
Total amount of men’s active portfolio (amount and percentage)	

In addition, it is requested to indicate the total number of clients, as well as the percentage of men and women.

Number of clients	
Total amount of clients (men and women)	
Total amount of women (all products)	
Total amount of men (all products)	
Total amount of women-owned businesses	
Total amount of men-owned businesses	

4. Tool modules and response selection

Each module includes an introduction, a description of the sections, and fill-in boxes for questions. For each question, which may consist of one or more statements, select from the following categories: “Yes,” “No,” and “Not applicable.”

Section / Questions	Answer	Current status
SECTION 1: Internal data management practices for designing person-centered financial products and services		
<i>They have data based on the person.</i>		
1 Gender is recorded at the client level, which enables tracking of all products owned by each client.		
The registration field is blank with no default value.		
Gender is automatically incorporated into the system by cross-referencing information with the client's official identification document / national identification document.	<input type="radio"/> Yes <input type="radio"/> No	
The different sources of customer information held by the organization are linked (CRM, online forms, information collected by direct service personnel).		

As responses are selected in the answer column, the Tool automatically populates the Current status column with color-coded results (green, yellow, or purple) for each question and section.

Section / Questions	Answer	Current status
SECTION 1: Internal data management practices for designing person-centered financial products and services		
<i>They have data based on the person.</i>		
1 Gender is recorded at the client level, which enables tracking of all products owned by each client.		
The registration field is blank with no default value.	Yes	
Gender is automatically incorporated into the system by cross-referencing information with the client's official identification document / national identification document.	Yes	
The different sources of customer information held by the organization are linked (CRM, online forms, information collected by direct service personnel).	No	
2 They employ practices for processing gender-disaggregated data at multiple stages, enabling the generation of specific information regarding potential bottlenecks in access to financial services for women and men.	Yes	

The results are added with each selection; therefore, it is important that all gray boxes in the response column are filled. By selecting “Not applicable”, that alternative is excluded from the response weightings. When all options for a question are “Not applicable”, this will be reflected in the result.

4 The information on holdings of each of the different financial products and services is disaggregated by gender.		
Savings account	Not applicable	
Checking account	Not applicable	
Savings product	Yes	
Credit card		

In modules such as “Product and service design”, section 2 may or may not apply to the institution, analyzing its inclusion levels using the Tool. When the questions do not correspond to the type or nature of the service provider, “Not applicable” should be selected so that this section is not included in the overall status.

Decision-making models for credit allocation.		
SECTION 2: Women product (to be completed if there is a specific product for women or one is being developed)	Not applicable	Not applicable
<i>They have a product for women designed to add value to their lives and businesses.</i>	Applies Not applicable	
34 The design of women's products is characterized by the women/women's businesses segment that it aims to serve.		
Using external sources		
Using proprietary data based on the characteristics of current client profiles.		

5. Tool analysis result: Current status

Finally, the results are added on the “Current status” tab, presenting the institution’s status regarding its level of inclusion. This allows for the identification of areas for improvement based on the meanings of the traffic light color codes.

Current status

After completing the five modules, we can assess our current position regarding our practices, applying gender intelligence in the design and provision of financial products and services. The overall score obtained from the assessment is shown below, followed by a detailed breakdown of the score by section for each module.

Situational traffic light reference:

- Optimal** (Green)
- Progress** (Yellow)
- Action needed** (Red)

Once the Tool is completed, this results sheet will display the overall score, broken down by module and section, highlighting areas for improvement in the financial inclusion of women.

Overall diagnostic score across all dimensions assessed

MODULE 1: Data availability		MODULE 2: Analysis and segmentation		MODULE 3: Design of financial products and services with gender intelligence		MODULE 4: Implementation of the financial product and service		MODULE 5: Organizational culture and capabilities	
Practice in collecting personal data to generate access and use information disaggregated by gender.	Optimal	Analysis of differential access to and use of financial products and services by women and men.	Progress	Design applying gender intelligence.	Action needed	Gender intelligence practices in the sale and provision of products and services.	Progress	Institutional alignment with gender equality and closing gaps in the financial system.	Progress
Identification and collection of data on access and use by women in business.	Progress	Established institutional practices for making decisions about which market segments to serve.	Optimal	Product design for women or women-owned businesses.	Optimal	Communications and advertising incorporating a gender perspective.	Progress	Practices and initiatives for the equitable participation of women.	Optimal
Use of external information to understand the women's market segment.	Optimal			Indicators associated with products to measure their profitability and the value they add to women and men.	Action needed	Practices and capabilities to innovate using gender intelligence.	Optimal	Institution focused on adding value through its products and services.	Action needed

The Tool consists of five modules covering a list of desired actions to achieve industry best practices in the sector in terms of: data availability, analysis and segmentation, financial products and services design, implementation of financial products and services, and organizational culture and capabilities.

6. Acknowledgments

This sheet includes bibliographic sources that were used to support the development of the Tool.

Referencias
<i>Esta herramienta ha sido desarrollada construyendo sobre el trabajo de organizaciones referentes en el sector tales como:</i>
FinEquity
Financial Alliance for Women
Alliance for Financial Inclusion (AFI)
Data2X through the Women's Financial Inclusion Data Partnership
International Finance Corporation (IFC)
World Bank
UN Capital for Development (UNCDF)
Consultative Group to Assist the Poor (CGAP)
Entre otras

