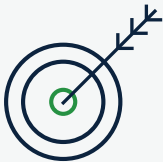


Measure Outcomes of Credit Building

Why outcomes matter

From improving client experience to ensuring your program fulfills its mission to measuring outcomes; all are key components for a successful financial capability program. This section of the toolkit will help you determine what data to collect to effectively track progress towards your intended credit building outcomes.

1



START WITH THE GOAL

In your first conversations with your clients, you typically help identify their financial goals. In discussing these goals, you can start to better understand how a credit building product can help them achieve such goals. Typical outcomes may range from score gains, increasing number of lines of credit, decreasing collections, purchasing a home, etc.

2



HOW WILL YOU KNOW THE GOALS WERE MET?

Once you know the intended outcome you must define what metric will best represent it. If your intended outcome is behavioral change, you may use payment history as a metric to represent the desired behavior of payment management.

Once each outcome has a respective metric, you then identify where you will source the data for each metric. For example, payment history can be found on the client's credit report which the financial coach can access and track during each appointment.

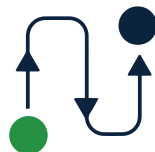
3



USE THE RESULTS TO INFORM

For maximum impact, present information frequently and in formats that maximize the quality and usability of your data. Department heads are likely to find a one-page summary highlighting key findings as the best tool to help inform decision-making. To determine how to share your information, it may be helpful to brainstorm a list of all individuals that complete tasks associated with data collection and dissemination.

4



UNDERSTAND WHERE INFORMATION TRAVELS AND THE BEST COMMUNICATION FORMAT

Create a list to understand where the data is acquired and whom to share it with. Frontline staff may need data for each client, while administrative or supervisory staff may need aggregate performance data. Once defined, you can determine frequency and mode of communication to these stakeholders.