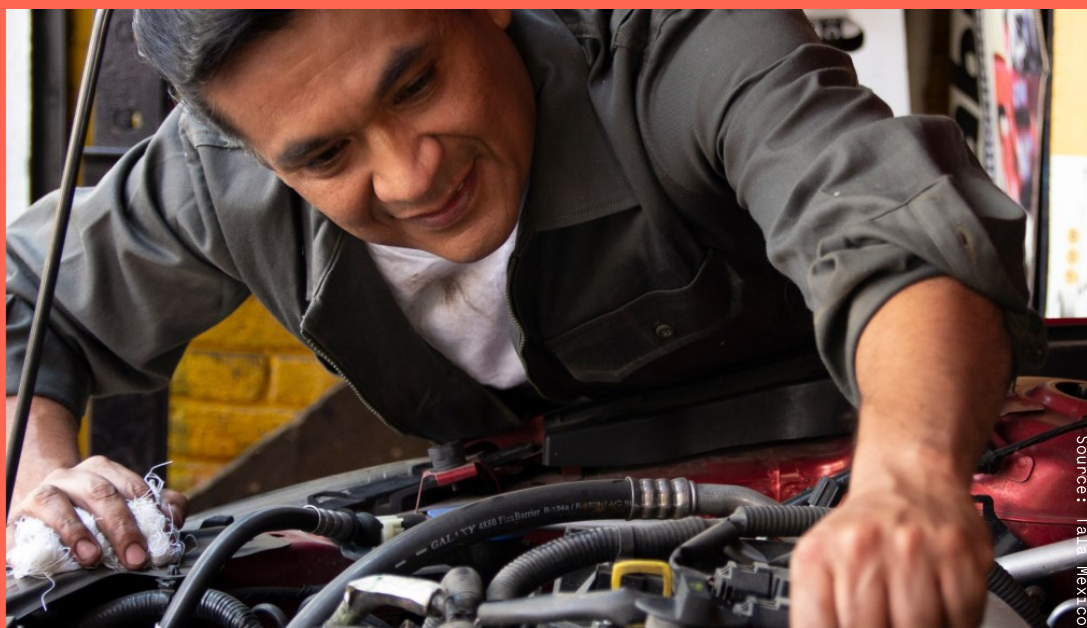


# Tala Mexico

## Impact Performance Report






60\_\_decibels

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## About This Report

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

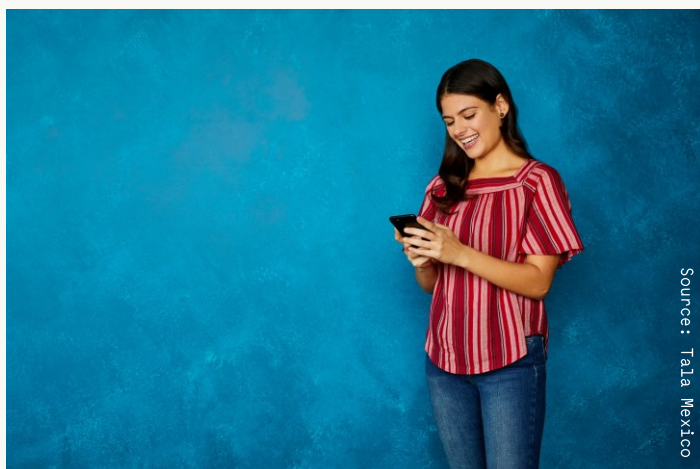
The insights are based on phone interviews with 258 borrowers. These interviews were conducted by 60 Decibels-trained researchers. We really enjoyed hearing from your borrowers – they had a lot to say!

We employed a random sampling method to select borrowers. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other financial inclusion companies in the Performance Snapshot ([page 5](#)) and [Appendix](#).

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

**258 borrowers interviewed,  
44% were female.**



“

Tala's online application is easy to use, I like they give a convenient time frame to pay. Tala is reliable, they ask for few requirements, and loan deposits are done on time.

– Female, 68

# Top Insights



Tala borrowers in Mexico are satisfied and experiencing positive quality of life improvements

# 1

**Market Contribution:** Tala in Mexico is providing a unique service to an underserved market. 62% of borrowers report that they did not have prior access to a service like this and 87% say they cannot find a good alternative to Tala's digital loans.

Customers are on average 40 years old and live in a household of 4. 21% of all borrowers live under \$5.50 per day resulting in an inclusivity ratio of 0.66. This means that Tala in Mexico is serving a customer base that is slightly wealthier than the Mexican average.

**An idea:** Share these with donors and investors to demonstrate the extent to which you are reaching under-served consumers in Mexico and providing them with critical access to finance.

See slides:  
[7-9](#)

# 2

**Impact on Life and Finances:** Tala is having a positive impact on the lives of its borrowers in Mexico. 68% of borrowers report that their quality of life has improved because of Tala's digital loan.

Borrowers feel more in control and less stressed about their finances because of Tala's digital loans. More than half of borrowers report an increase in their ability to make independent decisions and 38% report an increase in their savings. Nearly 2 in 5 borrowers also report having more cash in hand for emergencies.

**An idea:** Use these positive insights in your marketing material as proof of your impact.

See slides:  
[11-14](#)

# 3

**Customer Experience:** Tala in Mexico has a Net Promoter Score® of 87, which is excellent and indicates that customers are satisfied with the service received. The top drivers of satisfaction are efficient loan approval process, low-interest rates, and flexible payment schedule. Tala's low challenge rate (10%) may also contribute to high customer satisfaction.

**A Recommendation:** One-third of borrowers suggest providing a higher loan amount. Is there scope to increase loan size, address customer suggestions, and further deepen impact?

See slides:  
[19-21](#)

# Performance Snapshot

The performance column shows how you compare to the 60 Decibels Benchmarks in the financial inclusion sector in Latin America and Caribbean. You can find additional insights into your results, in the [Appendix](#).

## Benchmark Overview

Latin America and Caribbean geographical focus	Financial Inclusion sector focus	40 companies included	12,818 voices listened to
--	----------------------------------	-----------------------	---------------------------

### Performance vs 60dB Benchmarks

- BOTTOM 20%
- BOTTOM 40%
- MIDDLE
- TOP 40%
- TOP 20%



## Who are you reaching?

### Benchmark Performance

Female	44%	<span>●</span> <span>●</span> <span>○</span> <span>○</span> <span>○</span>
Inclusivity Ratio	0.66	<span>●</span> <span>●</span> <span>●</span> <span>○</span> <span>○</span>
Accessing product/service for first time	62%	<span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>○</span>
Could not easily find a good alternative	87%	<span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>○</span>



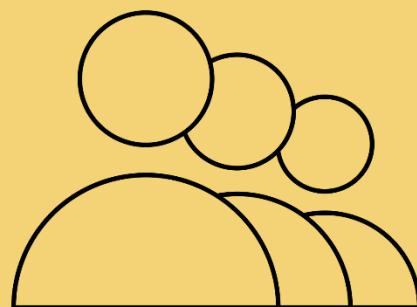
## What impact are you having?

% seeing significantly improved quality of life	24%	<span>●</span> <span>●</span> <span>○</span> <span>○</span> <span>○</span>
% reporting repayment is ‘not a burden’	83%	<span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>○</span>
% ‘very much improved’ ability to manage finances	25%	<span>●</span> <span>●</span> <span>●</span> <span>○</span> <span>○</span>



## How satisfied are your borrowers?

Net Promoter Score	87	<span>●</span> <span>●</span> <span>●</span> <span>●</span> <span>○</span>
% experiencing challenges	10%	<span>●</span> <span>●</span> <span>●</span> <span>○</span> <span>○</span>



# 01: Profile

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

The key indicators in this section are:

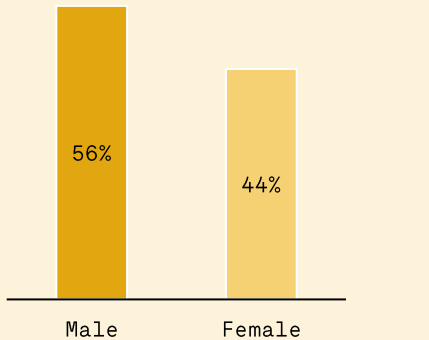
- **Inclusivity Ratio:** Are you reaching less well-off borrowers? How representative is your borrower base of the national population of the country you are working in?
- **First Access:** What proportion of your borrowers are accessing a similar product/service for the first time?
- **Access to Alternatives:** Do your borrowers have access to alternatives? Is there competition in the market?



**A typical Tala borrower in Mexico is a 40-year-old male, living in a household of 4.**

### Demographics

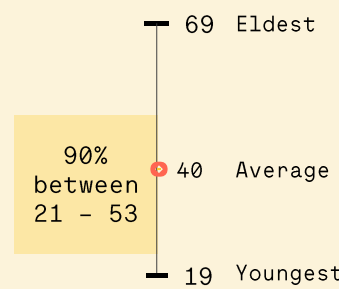
#### Gender Breakdown



●●○○○

BOTTOM 40% - 60dB Benchmark

#### Age Distribution



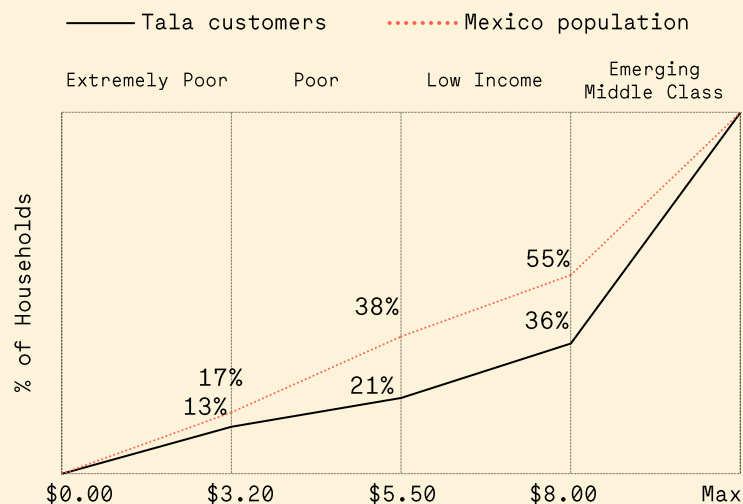
#### Household Size

3.5 people

**21% of borrowers live under \$5.50 per day (2011 PPP), compared to 38% nationally.**

### Borrowers' Income Distribution Relative to Country Average

% living below \$x.xx per person per day (2011 PPP) (n = 258)



### Inclusivity Ratio

Degree to which Tala is reaching low-income borrowers in Mexico (n = 258)

**0.66**

1 = parity with population;  
 > 1 = over-serving;  
 < 1 = under-serving.  
 See [Appendix](#) for calculation.

●●●○○

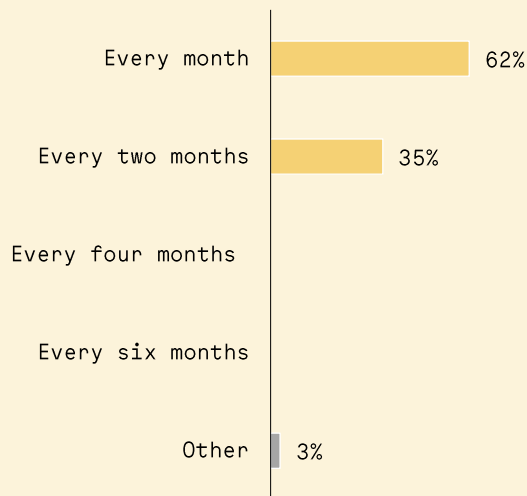
MIDDLE - 60dB Benchmark



**62% of borrowers take a digital loan every month. 69% use the digital loan for business purposes, mainly to increase stock.**

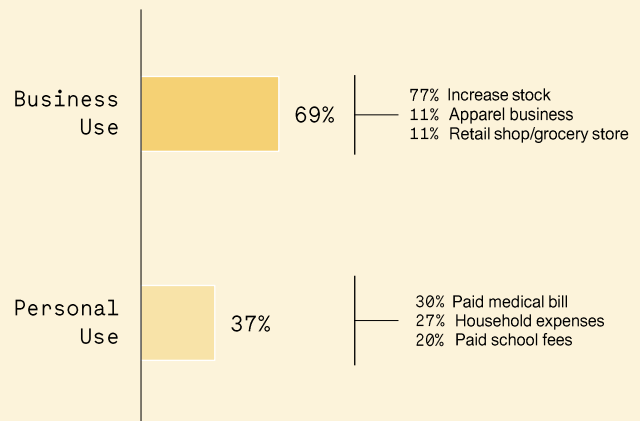
### Frequency of Availing Loan

Q: How frequently do you take Digital Loan from Tala since you started using the app? (n = 251)



### Primary Loan Use

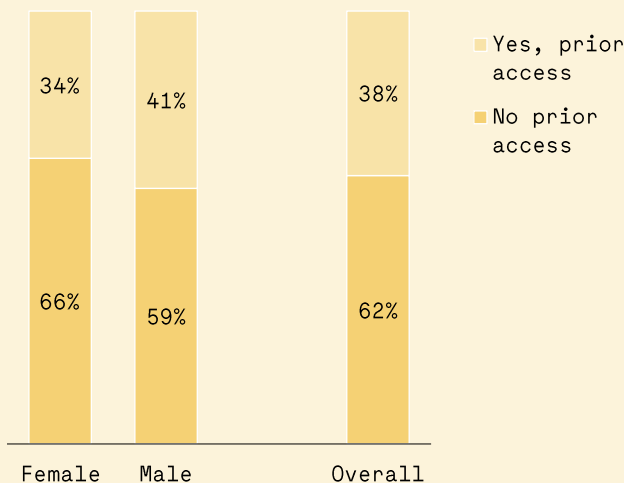
Q: What did you use your Digital Loan for? (n = 258)  
Open-ended, coded by 60dB



**Nearly two-third of borrowers had no prior access to digital loans, this suggest that Tala is reaching an underserved market.**

### First Access

Q: Before Tala, did you have access to a digital loan like Tala provides? (n = 258 | Female = 113, Male = 145)



TOP 20% - 60dB Benchmark

“

Now that I have access to Tala's service, I can invest the money and have a higher income.

– Female, 24

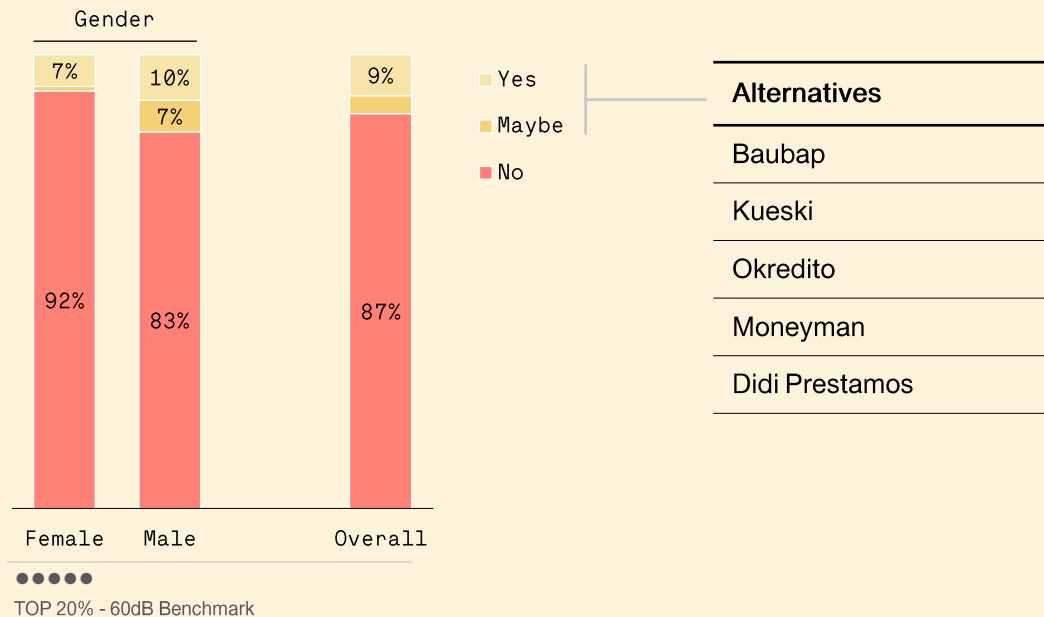




## Over 4 in 5 borrowers say that they could not easily find a good alternative to Tala's digital loan.

### Access to Alternatives

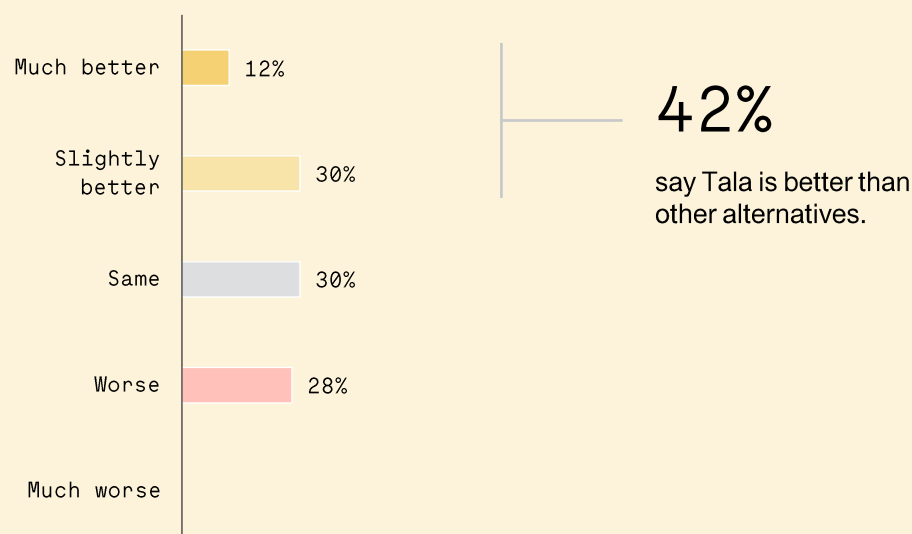
Q: Could you easily find a good alternative to Tala? (n = 258 | Female = 113, Male = 145)



## For borrowers with access to alternatives, at least two in five believe Tala is better than the alternative.

### Comparison to Alternatives

Q: How does Tala compare to this/these alternatives? Tala is\_\_? (n = 33)





# 02:

## Impact

---

We believe that the best way to understand the social impact that you are having, is to simply ask borrowers whether their quality of life has changed as a result of access to the Tala's digital loan, and if so, how.

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

The key indicators in this section are:

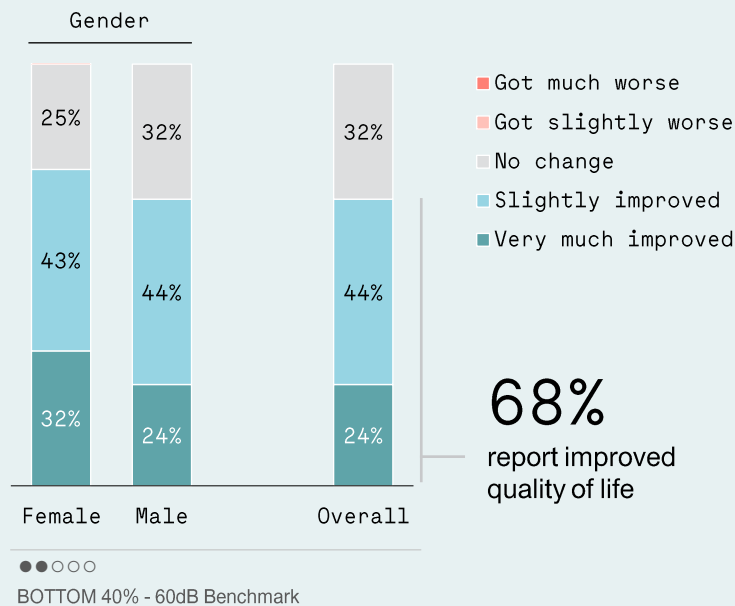
- **Quality of Life Change:** To what extent has the quality of life of your borrowers changed as a result of your offering?
- **Financial Stress and Management:** How has your borrower's ability to manage finances and stress changed because of Tala?
- **Decision Making:** To what extent has Tala's digital loan influenced decision-making among female borrowers?



## 68% of borrowers in Mexico report that their quality of life has improved as a result of Tala.

### Perceived Quality of Life Change

Q: Has your quality of life changed because of Tala?  
(n = 258 | Female = 113, Male = 258)



## Top three reported improvements for 68% of borrowers who say quality of life has improved.

Open-ended, coded by 60dB (n = 175)

**30%**

talk about about improved access to finances  
(20% of all borrowers)

**28%**

mention they can afford emergency expenses  
(19% of all borrowers)

**13%**

report increased income  
(9% of all borrowers)

“

Tala helps me overcome unforeseen events. I no longer worry; I know I have Tala loan to help me when needed.

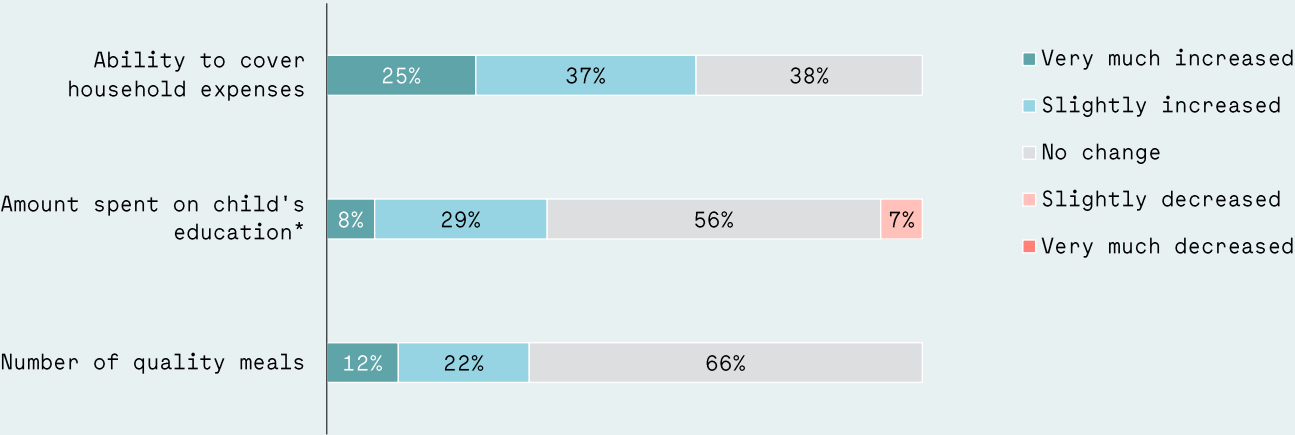
– Female, 36



# Tala loans have the biggest positive effect on the borrowers' ability to cover household expenses.

## Impact on Household Outcomes

Q: Because of Tala, how have the following changed? (n = 258)\*

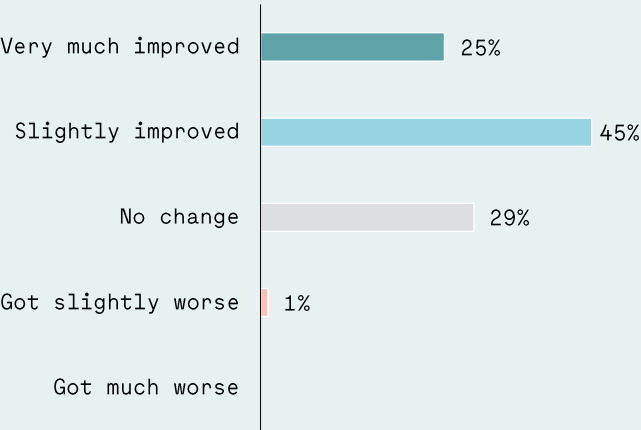


\*The sample size for amount spent on children's education is n = 165, excluding 93 borrowers who do not have school-aged children.

# 25% of borrowers in Mexico report significant improvement in their ability to manage finance, while 21% report a significant increase in independent financial decision-making.

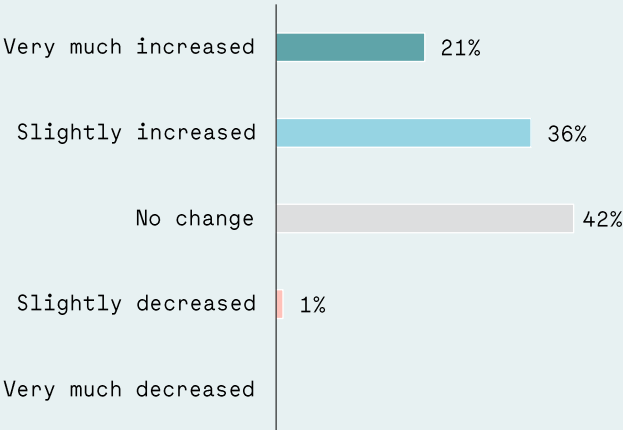
## Ability to Manage Finance

Q: Has your ability to manage your finances changed because of Tala? (n = 258)



## Independent Decision Making

Q: Has your ability to make decisions on what you do with your money (i.e. spend or save) without consulting your spouse/another adult changed? Has it: (n = 258)

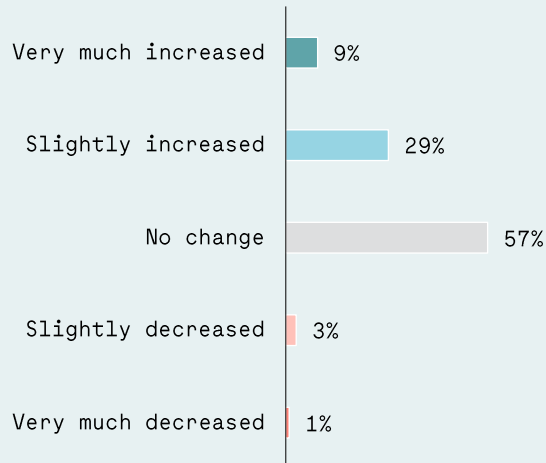




## 9% of borrowers report a significant increase in savings balance and, 15% report significant improvement in their stress levels.

### Change in Savings Balance

Q: Because of Tala, has your savings balance changed? (n = 258)

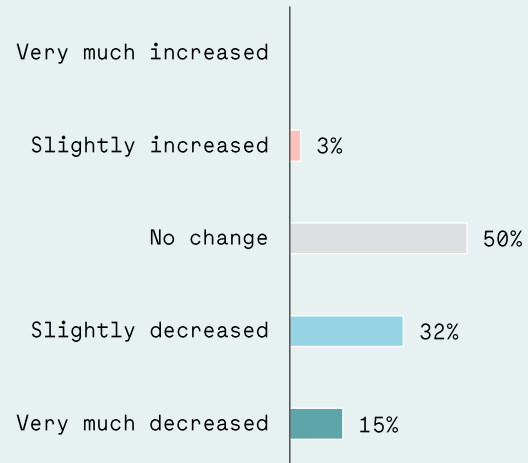


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BOTTOM 40% - 60dB Benchmark

### Change in Stress Levels

Q: Has your stress related to your finances changed because of Tala? Has it: (n = 258)



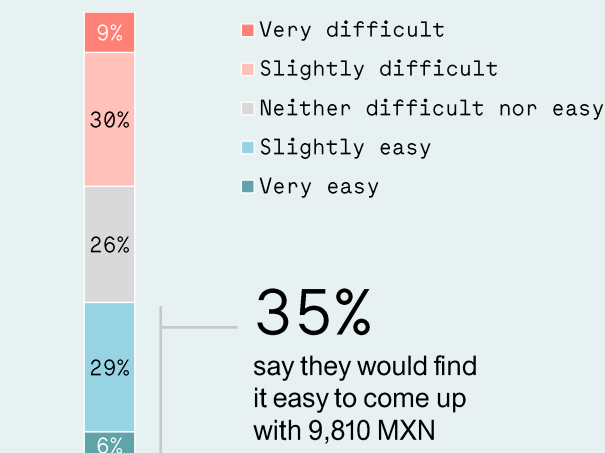
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MIDDLE - 60dB Benchmark

## 35% of borrowers would find it easy to come up with 9,810 MXN at short notice. 86% say their ability to meet a major expense has improved because of Tala.

### Emergency Expenses

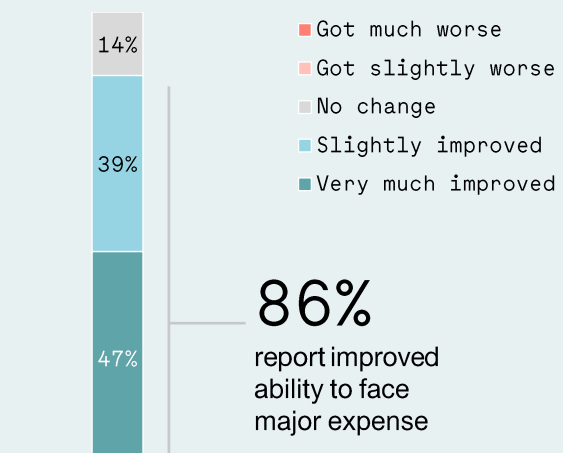
Q: Imagine that tomorrow you have an emergency and need to come up with 9,810\* MXN within the next month. How easy or difficult would it be to come up with this money? (n = 258)



\*This is approximately 1/20th of GNI/capita in Mexico and is considered a proxy for a 'sizeable' emergency expense

### Change in Financial Resilience

Q: Has your ability to face this major expense changed because of Tala? (n = 258)

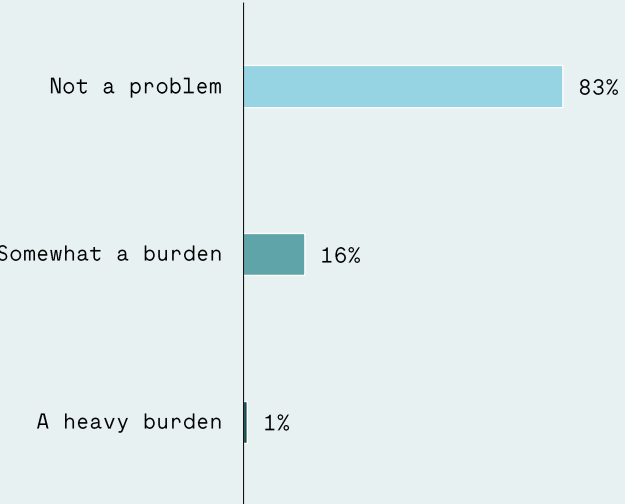




## 4 of 5 borrowers report digital loan repayment to Tala is not a problem.

### Burden of Tala Repayments

Q: Thinking about your digital loan repayments to Tala, are they a heavy burden, somewhat of a burden, or not a problem? (n = 258)



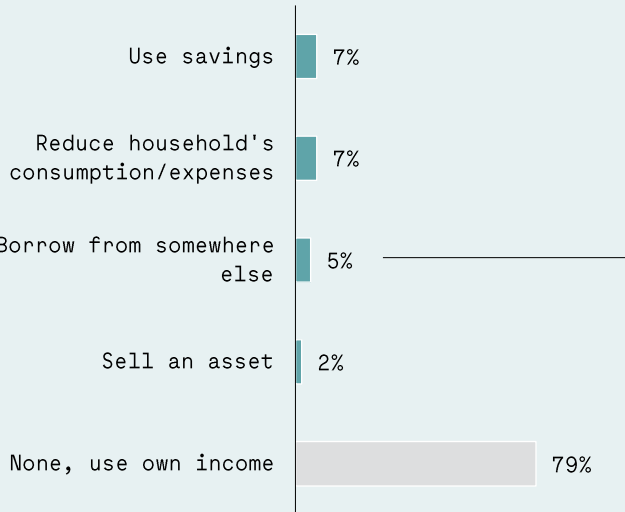
●●●●●  
TOP 20% - 60dB Benchmark

“  
The loan is very affordable, the interest is not very high, and they do not trouble us to pay, there is no harassment.  
– Male, 32

## 4 in 5 borrowers use their own income to arrange repayments for Tala’s digital loan.

### Alternative Repayment Arrangements

Q: Have you had to do any of the following in order to make Digital Loan repayments from Tala? (n = 255)



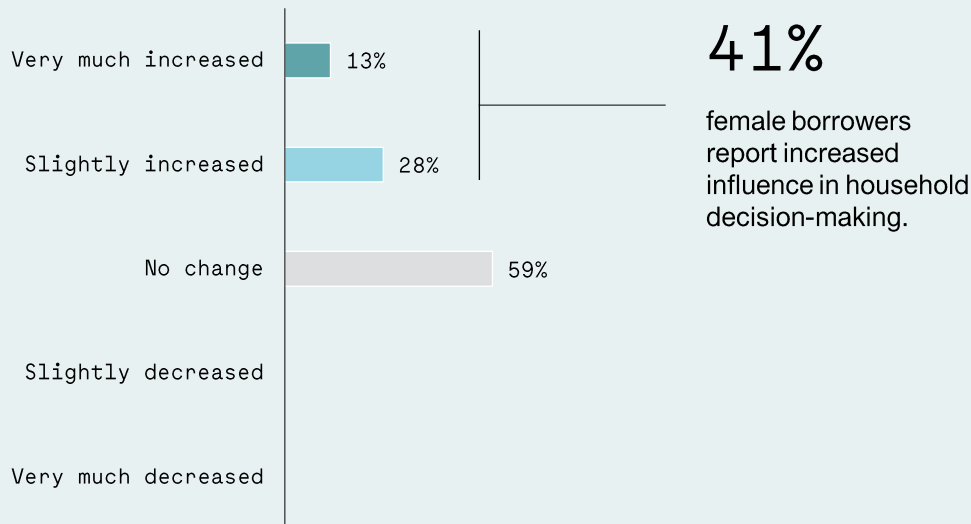
Borrowing Sources	
Friend or family member	67%
Other digital credit	33%
MFI or bank	0%
Other	17%



## 41% of female borrowers report an increase in their influence on household decision making because of Tala.

### Influence on Household Decision making

Q: Has your influence on household decisions changed because of Tala? (n = 113) Only asked to female borrowers.



## Top three self-reported changes for 41% of female borrowers who report increased influence in household decision-making.

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

**61%**

**talked about improved financial independence**  
(11% of all borrowers)

**35%**

**reported an improvement in financial planning**  
(6% of all borrowers)

**28%**

**mentioned the ability to afford household expenses**  
(5% of all borrowers)

**“**

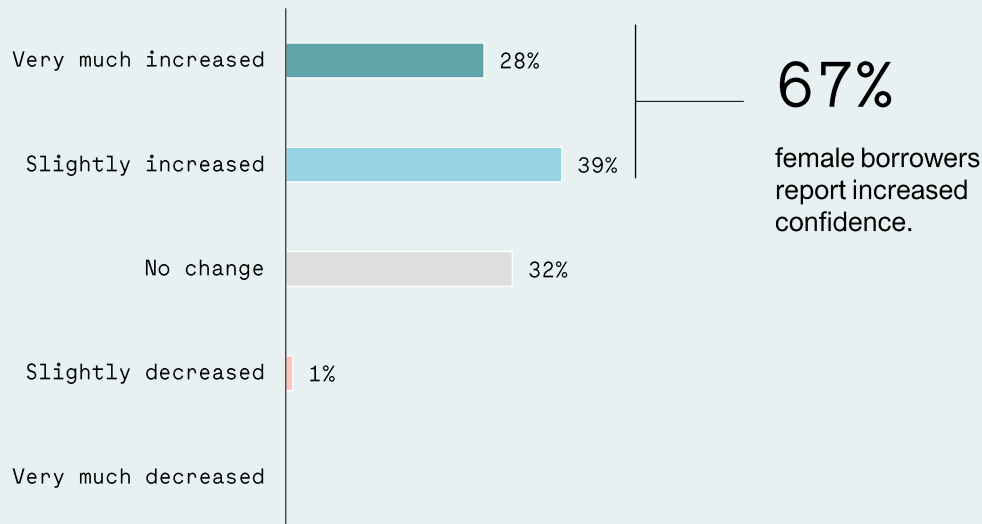
I manage my household expenses better and I no longer have to wait for my husband to give me money. I am more independent.  
– Female, 38



## 67% of female borrowers report an increase in their confidence because of Tala.

### Change in Confidence

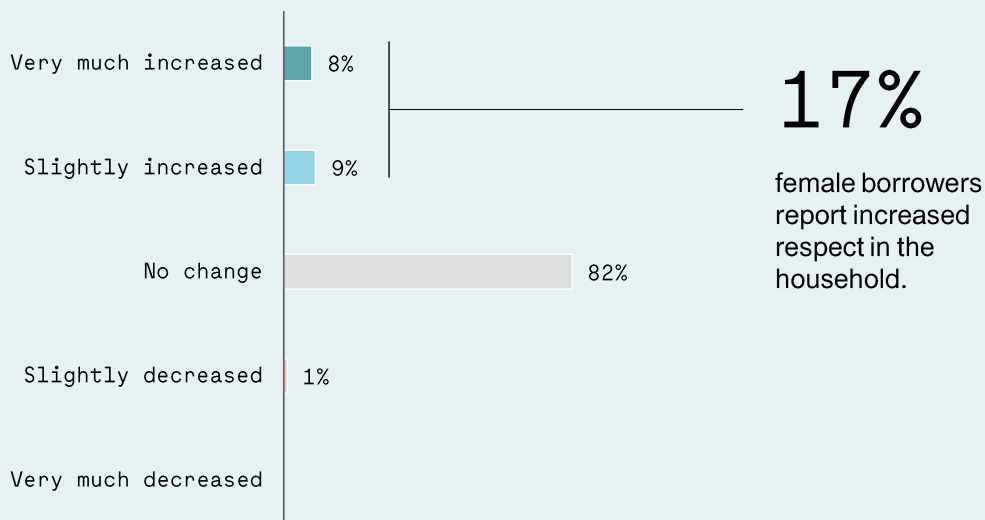
Q: Has your confidence in yourself and your abilities changed because of Tala? (n = 112) Only asked to female borrowers.



## 17% of female borrowers report an increase in respect they receive in their household because of Tala.

### Respect in Household

Q: Has the level of respect you receive within your household changed because of Tala? (n = 113) Only asked to female borrowers.



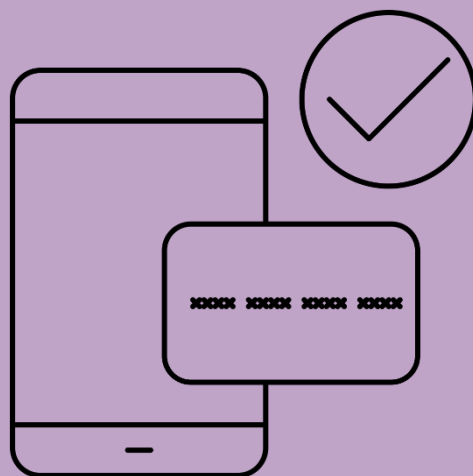




“

Tala has reduced my financial stress; it helps me overcome emergencies and gives me confidence. I have easier access to money, so I don't worry about running out of something at hand.

– Female, 49



# 03:

## Satisfaction

---

If your borrowers are unhappy, it's unlikely they will continue to choose your digital loan or recommend to others.

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

The key indicators in this section are:

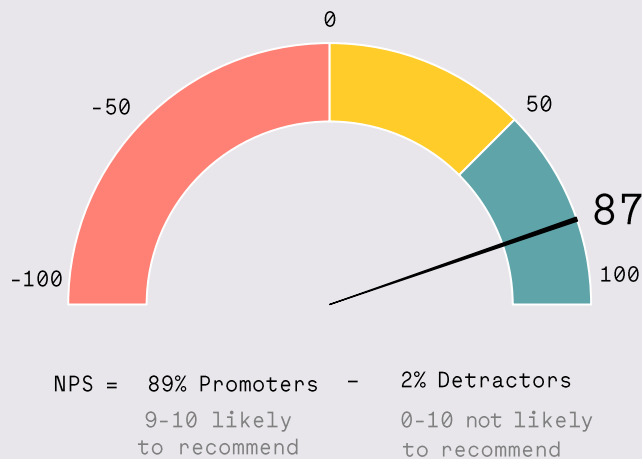
- **Net Promoter Score:** How likely are your borrowers to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of borrowers experience challenges with your digital loan?
- **Borrower Suggestions:** What can be improved about Tala services in Mexico?



## Tala has an NPS of 87 in Mexico which is excellent and higher than the 60dB Global Benchmark of 45. Keep up the great work!

### Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Tala to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 258)



TOP 20% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of customer 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. Tala in Mexico has a NPS of 87, which is excellent.

Segments	NPS
Female	87
Male	88

Promoters value loan approval efficiency, good interest rates, and flexible payment schedule of their Tala product. Detractors want to see lower interest rates.

# 89%

are Promoters 😊

They love:

1. Efficient loan approval process (46% / 41% of borrowers)
2. Good interest rates (28% / 25% of borrowers)
3. Flexible payment schedule (27% / 24% of borrowers)

# 9%

are Passives 😐

They like:

1. Efficient loan approval process (38% / 4% of borrowers)
2. Interest rates (21% / 2% of borrowers)
3. Reliable and easy to use app (21% / 2% of borrowers)

# 2%

are Detractors ☹️

They want to see:

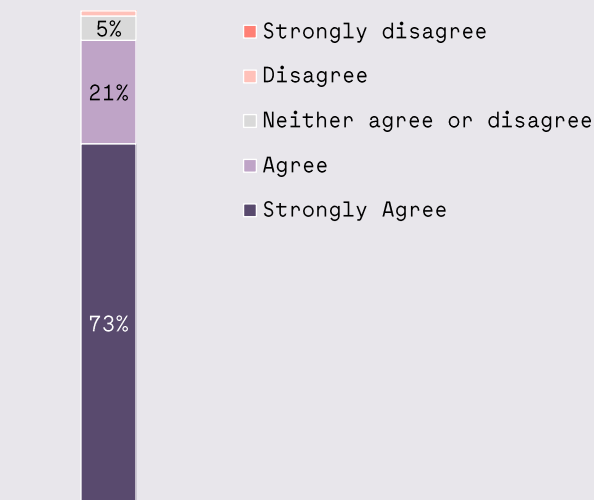
1. Lower interest rates (75% / 1% of borrowers)
2. Better payback period (25% / 1% of borrowers)



**Almost all borrowers agree that they understand all of Tala's loan terms and conditions. 64% 'strongly agree' that they trust Tala with their personal information.**

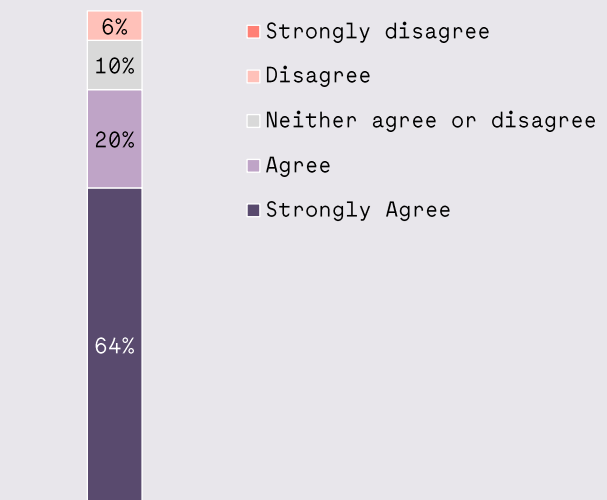
#### Extent of Loan Understanding

Q: To what extent do you agree with the following statement: "I understand all of the terms and conditions of Tala's digital loan, including payments and penalties." (n = 258)



#### Trust with Personal Information

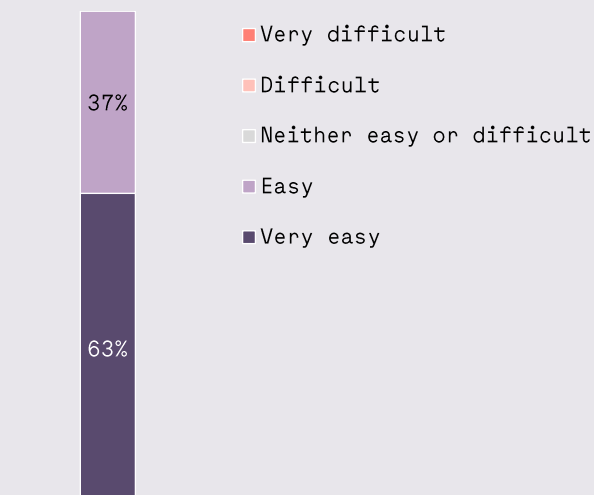
Q: To what extent do you agree with the following statement: "I trust Tala with my personal information." (n = 258)



**63% of borrowers find it 'very easy' to receive a digital loan from Tala. 37% rate Tala's value for money as good.**

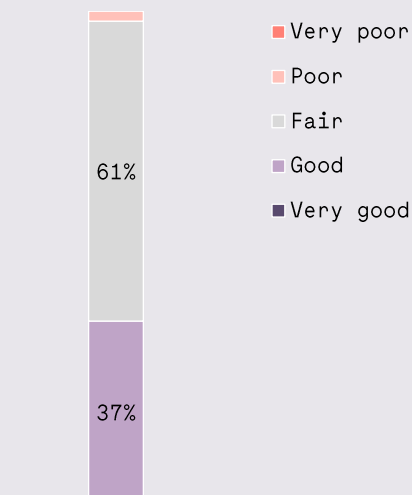
#### Convenience of Receiving Loan

Q: How would you rate the convenience of receiving your digital loan from Tala? (n = 245)



#### Value for Money

Q: How do you rate the value for money of the services provided by Tala? (n = 231)

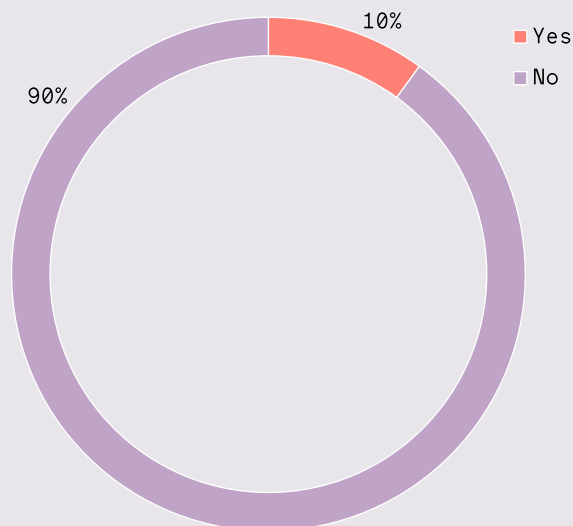




## 1 in 10 borrowers in Mexico report facing a challenge with Tala's digital loan.

### Proportion of borrowers Reporting Challenges

Q: Have you experienced any challenges with Tala? (n = 258)



TOP 40% - 60dB Benchmark

Of the 10% who experience a challenge, the most common ones are related to bad user experience of the Tala app and receiving too many reminders.

### Most Common Challenges

Q: Could you please describe these challenges? (n = 26).  
Open-ended, coded by 60 Decibels.

**35%**

talk about bad app  
user experience  
(4% of all borrowers)

**15%**

complain about  
constant reminders  
(2% of all borrowers)

**12%**

talk say loan size is  
too small  
(1% of all borrowers)

“

The one time I had problems with the application was that it crashed, and the money did not arrive on time. I had to call to get help.

– Male, 36



**3 in 4 customers had a suggestion for improvement. 40% would like to see an increase in loan limit and reduced interest rates.**

### Suggestions for Improvement

Q: What about Tala could be improved? (n = 258). Open-ended, coded by 60 Decibels.

**40%**

**suggest an increase in loan size**  
(32% of all borrowers)

“

Tala could increase the amount they give. It (the loan) helps me in my business, with a higher amount I could invest more.  
- Female, 34

**40%**

**mention reduce interest rates**  
(29% of all borrowers)

“

I recommend Tala to lower the interest, because although they have not been a burden, I do consider that they are somewhat high.  
- Female, 22

**18%**

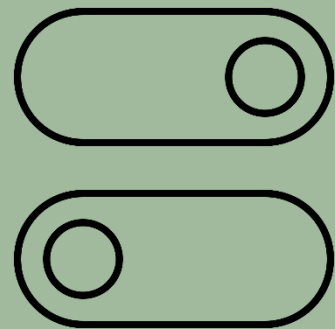
**mention increase payback period**  
(13% of all borrowers)

“

I would appreciate a payment extension if I can't pay on the due date so I can pay them later.  
- Male, 41



Source: Tala



# 04:

# Segmentation

# Analysis

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Not every borrower is the same. Understanding your impact across different groupings of borrowers can reveal additional insights into how you can improve performance.

This section disaggregates results by gender and product type across five key indicators introduced in previous sections.

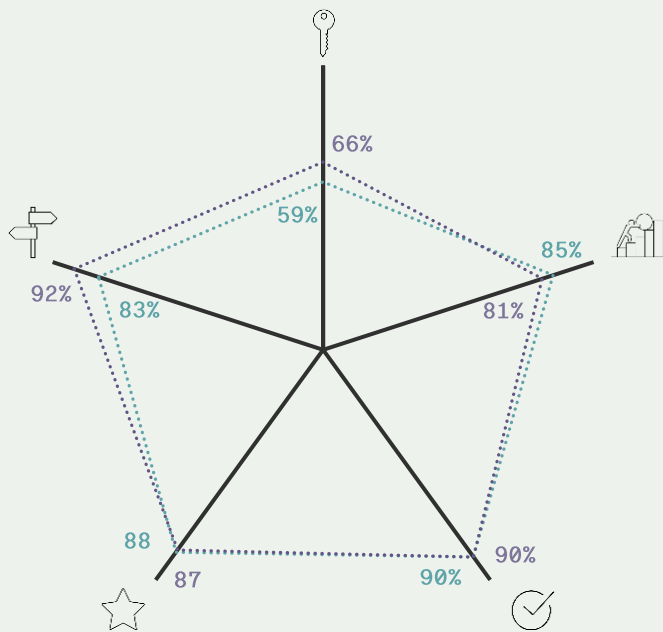
The key indicators in this section are:

- **First access**
- **Repayment Burden**
- **Borrower Challenge Rate**
- **Net Promoter Score**
- **Access to Alternatives**



## Tala is doing great in satisfying both male and female borrowers in Mexico.

Gender segmentation analysis



### Key

- First access
- No Repayment Burden
- No challenges experienced
- Net Promoter Score (NPS)
- No Access to Alternatives

### Results

- Male Average  
n = 145
- Female Average  
n = 113

## Insights

- 1 Women are more likely to be accessing digital loans for the first time (66% vs. 59% for men) and are less likely to find good alternatives to Tala than men (8% vs. 17%). **This suggests that Tala is successful at reducing barriers for financial inclusion for female borrowers in Mexico.**
- 2 Both male and female borrowers are having a good experience with Tala. They give a high NPS of 88 and 87 respectively. Both groups have a low likelihood of reporting challenges.
- 3 On access, a high proportion of women and men are first-time users (85% and 88%, respectively), a strong indicator that Tala in Mexico is impacting an underserved population.

## Actions

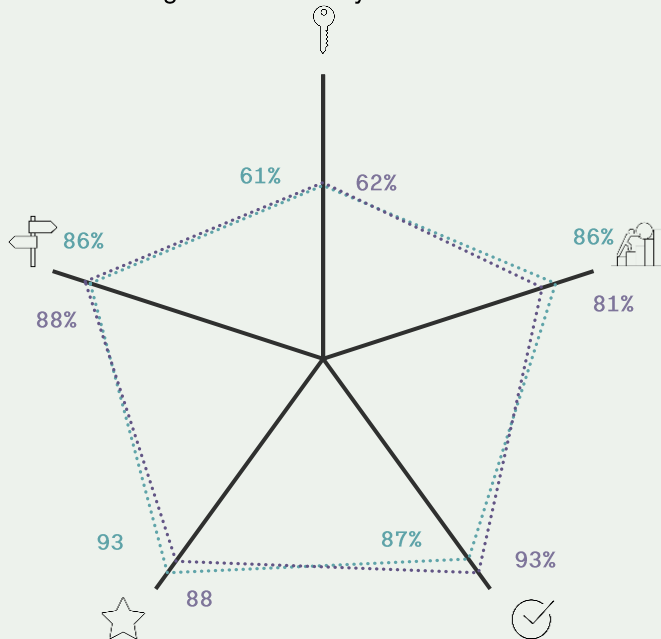
- 1 33% of women say Tala is worse than the alternative, compared to 25% of men. **Looking at the [alternatives](#) that women report are better than Tala can help the company understand its competitors to reduce barriers for female borrowers.**
- 2 Given female borrowers' lower access to digital loans and lending alternatives in the market, **can Tala design financial products especially for female borrowers to capitalize on this market potential, boost female reach and increase financial impact for Mexican women?**





**Tala's borrowers using the loan for business are slightly more satisfied and face marginally lower repayment burdens than their peers who use the loan for personal use.**

Loan Use segmentation analysis



#### Key

- First access
- No Repayment burden
- No challenges experienced
- Net Promoter Score (NPS)
- No Access to Alternatives

#### Results

- For Business Use  
n = 95
- For Personal Use (Non-Business)  
n = 170

## Insights

- 1 Borrowers who take loan for business use are slightly more satisfied than those who take the loan for personal use (NPS of 93 vs 88). **This suggests business use borrowers are highly likely to recommend Tala in Mexico to their friends and family.** How can Tala capitalize on this word-of-mouth potential to drive increased customer acquisition amongst entrepreneurs?
- 2 Borrowers using their loan for business purposes are more likely to report their loan repayments are 'not a burden' (86%) compared to those using their loan for personal uses (81%). **This suggests that loans are successfully enabling business/income growth, which ultimately enables loan repayment.**

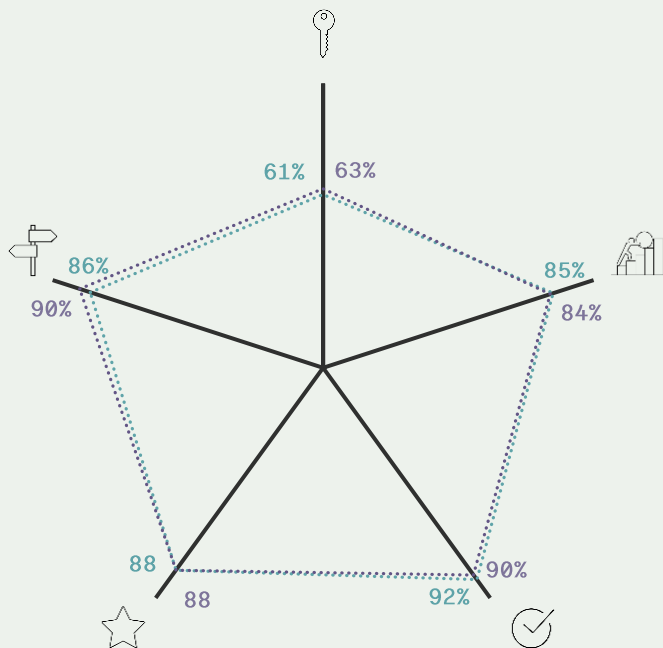
## Actions

- 1 Most business use borrowers say they could not easily find a good alternative to Tala and will recommend, **can Tala identify additional needs of Mexico's small entrepreneurs and provide other financial services to deepen impact within this borrowing community.**
- 2 Personal use borrowers are more likely to say repayments are a burden, **looking at the risk profile of personal use borrowers can help Tala ensure they are not at risk for over indebtedness.**



## Tala is providing similar experiences for monthly and occasional borrowers.

Relationship segmentation analysis



### Key

	First access
	No Repayment burden
	No challenges experienced
	Net Promoter Score (NPS)
	No Access to Alternatives

### Results

	Average one loan every month n = 155
	Average one loan every 2 - 6 months n = 88

## Insights

- Frequency of interaction does not impact satisfaction**, with those taking loans monthly and those taking them less frequently reporting the same NPS of 88. This suggests that Tala is successful in delighting clients at all interactions.
- Borrowers who take loans monthly are less likely to find an alternative as compared to their peers who take loans once in 2-6 months. **This suggests that borrowers who take loans monthly consider Tala is offering unique products.**



### Spotlight



**Higher NPS among High Tenure borrowers:** borrowers who have been with Tala for more than 3 years (n=44) report an NPS of 93 compared to newer borrowers who report an NPS of 86 (n=214)



**Better Quality of life improvement for Short Tenure borrowers:** 70% of borrowers using Tala for less than 3 years report an increase in their life because of Tala (vs 57% of high tenure borrowers)

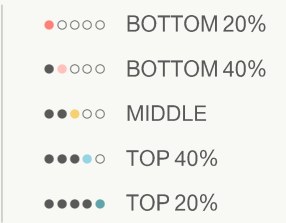


# Appendix

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# Detailed Tala Impact Performance

Performance Relative to Benchmark indicates where Tala falls in the ranking relative to other companies in the Financial Inclusion sector in Latin America and Caribbean, as per 60 dB benchmarks:



Indicator	Description	Tala Mexico	60dB Financial Inclusion Benchmark	60dB Top 20%	Performance Relative to Benchmark
Profile & Access					
First Access	% accessing digital loan for the first time	62%	50%	59%	●●●●●
Alternatives	% without access to good alternative	87%	52%	77%	●●●●●
Female Reach	% female borrowers	44%	56%	86%	●●○○○
Equitable Access	Inclusivity Ratio (normalized)	0.66	1.11	1.35	●●●○○
Impact					
Quality of Life	% whose lives 'very much improved'	24%	33%	48%	●●○○○
Repayment Burden	% reporting repayment is 'not a burden'	83%	63%	75%	●●●●●
Savings	% seeing 'very much increase' in savings balance	9%	12%	16%	●●○○○
Financial Stress	% experiencing 'very much decreased' stress	15%	19%	29%	●●●○○
Financial Management	% 'very much increase' ability to manage finance	25%	26%	35%	●●●○○
Loan Understanding	% 'strongly agree' to understanding terms	73%	64%	79%	●●●●○
Education	% 'very much increased' household spending on education	8%	10%	16%	●●●○○
Quality Meals	% 'very much increased' number of quality meals	12%	15%	21%	●●●○○
Resilience	% 'very much improved' resilience thanks to company	47%	16%	22%	●●●●●
Satisfaction					
Net Promoter Score	NPS Score, -100 to 100	87	53	71	●●●●●
Challenges	% experiencing challenges	10%	17%	9%	●●●●○

## Methodology

### About the 60dB Methodology

In October 2022, 60 Decibels' trained researchers conducted 258 phone interviews with Tala's digital loan borrowers in Mexico. The borrowers were randomly selected from a random sample of Tala's borrower database. Here is the breakdown of how we collected this data:

Country	<b>Mexico</b>
Borrower Population	<b>2,000</b>
Interviews Completed	<b>258</b>
Response Rate	<b>22%</b>
Languages	<b>Spanish</b>
Average Survey Length	<b>26 mins</b>
Confidence Level	<b>85%</b>
Margin of Error	<b>5%</b>

### 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 Company % / 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:

$$\sum_{x=1}^3 \frac{(\text{Tala Poverty Line } \$x)}{(\text{Mexico Poverty Line } \$x)} / 3$$

#### Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking borrowers 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!

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### 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.

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### Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your customers.

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### 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.
- ☐ After reading this report, don't forget to let us know what you thought: [Click Here!](#)

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### 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.



“

I feel calm knowing that whenever I need a loan I can turn to Tala. I trust them and feel confident because they [Tala] are reliable.

– Female, 52

# 60\_\_decibels

## About 60 Decibels

We're a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

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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 [here!](#)

### Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

## Acknowledgments

Thank you to Tala's team for their support throughout the project.