Cambodia Newsletter
Phase III

We are pleased to announce that with the support of our partners, SAMIC and KREDIT, we have successfully completed 10 weeks of CAFE F2F training in Cambodia. CAFE F2F training is being implemented in the following target areas:

- Kandal province: 7 learner groups
- Kampong Chhnang province, Kandal province, Poipet, Battambang province: 3 learner groups supported by KREDIT
- Kampong Thom province, Kampong Speu province, Preah Vihear: 8 learner groups supported by KREDIT
- Kampong Chhnang province and Kampot province: 1 learner group supported by SAMIC
- Prey Veng province: 1 learner group supported by SAMIC
- Kandal province: 1 learner group supported by SAMIC

The CAFE Initiative supports Financial Service Providers (FSPs) and consumers working together to strengthen client protection and financial behaviours, ultimately enhancing the financial well-being of low income households.

In Kampot, a learner group supported by our microfinance partner KREDIT celebrated the final session of CAFE F2F Financial Foundations. The first 10 weeks of F2F training developed learner capacity to think about effective money management and financial disciplines, and encouraged and empowered learners to take their next step toward a financially empowered future.

In Kampot, the CAFE team has been working with partner FSPs, SAMIC and KREDIT to facilitate Consumer Journey mapping workshops with their management and operations level staff.

July

Midpoint review sessions were facilitated by trainers to reflect on the first 10 weeks of CAFE F2F Financial Foundations training. This was a great opportunity for trainers to reflect with learners and make sure they have the tools and support they need to successfully complete the CAFE journey. This was also an opportunity for learners to reflect on what they have learned, identify any questions they can best answer, and understand any questions they may have with their trainers.

The CAFE Refresher course was an opportunity for trainers to sharpen their insight amongst the groups about best practices, challenges and lessons learned in the field. Their feedback helped us understand where we can improve the implementation and delivery of the CAFE F2F training program and be better prepared for CAFE F2F Applied.

The workshops successfully engaged FSP staff in mapping and indentifying the difficult touch points in their consumer journey step by step journey through using a product or service. Groups then brainstormed ideas to address these pain points and improve their consumer experience at every stage of the journey.

August

CAFE Accelerator: Consumer Experience aims to address the touch points between the client and their FSP in order to enhance the consumer experience. The CAFE team will work with KREDIT and SAMIC to identify areas for improvement and co-design a low-cost intervention that will accelerate their capacity to consistently deliver a great consumer experience.

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Sept

CAFE Dashboard: Analytics measures learner attendance, communication, behaviour and attitudes toward money management. In summary, 'sharing with family' results were very positive (94%).

Household general feeling towards money and money management is very positive (94%).

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What’s next?

CAFE F2F Applied is for general clients who have basic financial knowledge and awareness but still lack the confidence and behaviours necessary to make informed choices and actions.