



Gender-Intelligent Consumer Protection: Identifying and Monitoring Risks

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Findex shows the need to strengthen customer trust in financial services for the unbanked and banked population

23%

Unbanked adults do not trust the financial system

36%

Unbanked adults indicated high costs as a reason for not having an account

9%

Adults in developing economies have an account but don't use it

48%

of adults with an inactive account in LMICs do not use it because they do not trust the financial system

54%

Unbanked adults are women

10pp

In developing economies, unbanked women are more likely than men to need help using financial services

50%

Women in developing economies find it difficult to come up with emergency funds

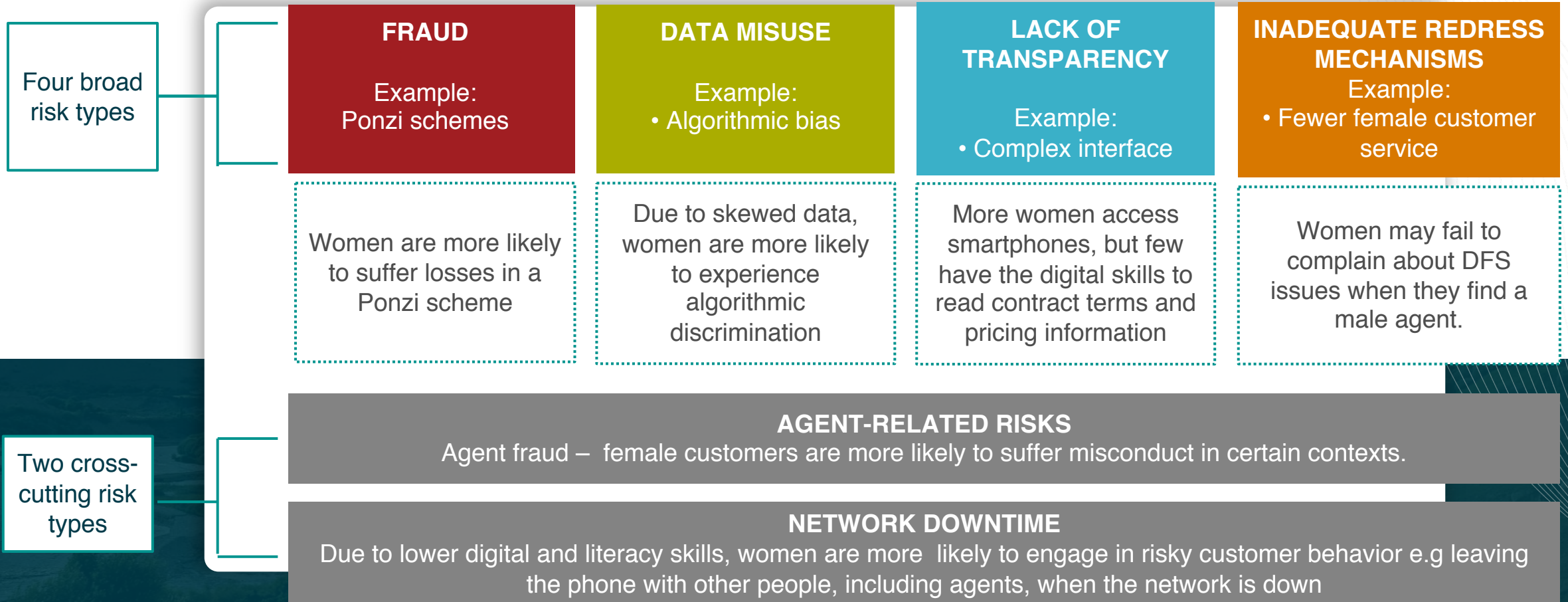
44%

Women are very worried about not having money for routine monthly expenses or bills

About 24% adults are still unbanked

Source: Global Findex 2021

Low-income women are more vulnerable to DFS consumer risks



The two cross-cutting risks share some elements with all four broad risk types.

Further info is available in *The Evolution of the Nature and Scale of DFS Consumer Risks, CGAP 2022*

Why is market monitoring important to address consumer risks?

- **Holisticness:** Takes a broader look at a sector, as opposed to a narrow focus on individual providers
- **Customer centricity:** Helps better understand consumer risks, behaviors, experiences
- **Capability:** Helps proactively identify and act on issues that deserve attention, as well as prioritizing resources
- **Forward-looking:** Identifies innovative products, services and providers, and emerging risks
- **Moral suasion:** Lets institutions know they are seen
- **Collaboration:** Enables evidence-based dialogues

Different tools can help identify risks that disparately affect women

| Supervisory objective | Analysis of regulatory reports | Analysis of complaints data | Social media monitoring | Analysis of consumer contracts | Mystery shopping | Industry engagement | Thematic reviews | Phone surveys |
|--|--------------------------------|-----------------------------|-------------------------|--------------------------------|------------------|---------------------|------------------|---------------|
| Monitor indicators of consumer risk | ✓ | ✓ | ✓ | | | | | ✓ |
| Monitor over-indebtedness | ✓ | ✓ | ✓ | | | ✓ | ✓ | ✓ |
| Monitor sales and marketing practices | | ✓ | | ✓ | ✓ | ✓ | ✓ | |
| Monitor products in the market | | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Monitor consumer complaints | ✓ | ✓ | ✓ | ✓ | | | ✓ | ✓ |
| Monitor gender-based risks | ✓ | ✓ | | ✓ | ✓ | | ✓ | ✓ |
| Monitor consumer sentiment toward FSPs | | | ✓ | | | | | ✓ |
| Monitor emerging consumer issues | | | ✓ | ✓ | | ✓ | ✓ | |

Market Monitoring Toolkit – Tools & Cases

| | | | |
|--------------------------------|-----------------------------|---------------------|-------------------------|
| Analysis of regulatory reports | Analysis of complaints data | Phone surveys | Social media monitoring |
| Analysis of consumer contracts | Mystery shopping | Industry engagement | Thematic reviews |
| | Mexico | Tanzania | Kenya |
| | Ireland | Portugal | Russian Federation |

 Tools and cases that refer the use of Suptech

- Introduction
- Market Monitoring Tools
- Country Cases
- Taking Action
 - Supervisors
 - Other stakeholders
- Further Resources
 - Market monitoring FAQ
 - Suptech FAQ
 - What standard setters say
 - Other resources

Phone survey of DFS consumer risks in Cote d'Ivoire

44%

Mobile money users were women



Women are more likely to:

- Face difficulties **navigating** a DFS menu (25% v 17%)
- Have issues **understanding** a DFS offer (22% v 18%)
- **Lose money** following a scam (16% v 12%)
- **Not contact** the provider when there is a problem (73% v 63%)
- **Not know** how to contact the provider (16% v 11%)
- Have an **agent not act** on a complaint (20% v 11%)

95%

Respondents faced at least one challenge with DFS

40%

Respondents experienced financial losses

CGAP Members



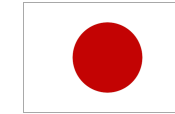
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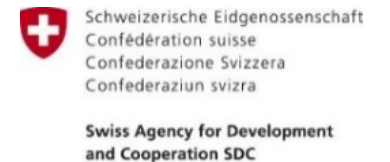
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