Impact Measurement in Digital Financial Services Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Digital Financial Services (DFS) are transforming financial inclusion by expanding access to underserved populations through mobile money, agent networks, digital credit, and fintech innovations. As DFS ecosystems grow, measuring their impact becomes essential to understanding how these services contribute to improved financial health, economic empowerment, and inclusive growth. Effective impact measurement allows institutions to assess outcomes, identify gaps, enhance product design, and strengthen accountability to regulators, donors, and consumers.

Impact Measurement in Digital Financial Services Training Course equips participants with the frameworks, tools, and methodologies needed to measure the social, economic, and operational impact of DFS initiatives. Through case studies, applied exercises, and global best practices, participants will gain practical skills in defining impact indicators, collecting and analyzing data, integrating digital tools for monitoring, and using insights to guide strategic decision-making for sustainable and client-centric digital finance programs.

Programme Curriculum

Impact Measurement in Digital Financial Services Training Course

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Course Objectives

- Understand the principles of impact measurement in DFS.
- Identify key social, economic, and financial impact indicators.
- Design impact measurement frameworks tailored to DFS programs.
- Apply quantitative and qualitative data collection techniques.
- Analyze and interpret data for impact reporting.
- Use digital tools for real-time impact tracking.
- Integrate customer-centric perspectives in impact measurement.
- Conduct outcome and impact assessments for DFS products.
- Strengthen institutional reporting and accountability.
- Align impact measurement with global financial inclusion frameworks.
- Improve product design using impact insights.
- Learn global best practices in DFS impact measurement.
- Develop institutional impact measurement action plans.

Organizational Benefits

- Evidence-based decision-making for DFS operations.
- Improved reporting to donors, regulators, and stakeholders.
- Enhanced understanding of client outcomes and financial health.
- Stronger accountability and transparency.
- Optimized product development based on impact insights.
- Better identification of gaps and underserved population needs.
- Streamlined monitoring using digital tools.
- Strengthened institutional learning culture.
- Increased consumer trust and satisfaction.
- Sustainable scaling of DFS initiatives.

Target Audiences

- Digital finance service providers
- Microfinance and fintech staff
- Monitoring and evaluation officers
- Program managers and project coordinators
- Data analysts and researchers
- Government and regulatory authorities
- Donor agencies and development partners
- Financial inclusion specialists

Course Duration: 5 days

Course Modules

Module 1: Introduction to Impact Measurement in DFS

- Principles and purpose of impact measurement
- Importance of impact evaluation for financial inclusion
- DFS impact pathways and theories of change
- Key stakeholders in impact assessment
- Challenges in DFS impact measurement
- Case Study: Impact measurement in East African mobile money ecosystems

Module 2: Designing Impact Measurement Frameworks

- Core components of impact frameworks
- Results chains and logic models
- Developing impact hypotheses
- Selecting appropriate impact methodologies
- Integrating consumer-centric design
- Case Study: Designing an impact framework for digital credit programs

Module 3: Impact Indicators for Digital Finance

- Social and economic outcome indicators
- Access, usage, quality, and welfare indicators
- Gender and inclusion-sensitive indicators

- Digital literacy and consumer protection indicators
- Alignment with global frameworks (AFI, Findex, UNCDF)
- Case Study: Indicator development for digital savings and payments

Module 4: Data Collection Tools and Approaches

- Quantitative survey techniques
- Qualitative approaches (FGDs, interviews)
- Digital data collection platforms
- Sampling and data validation
- Measuring behavioral and financial health outcomes
- Case Study: Mobile-based data collection in DFS impact studies

Module 5: Data Analysis and Interpretation

- Quantitative analysis methods
- Approaches for qualitative data interpretation
- Data visualization techniques
- Communicating results to stakeholders
- Linking impact findings to strategic decisions
- Case Study: Data interpretation for agent network expansion decisions

Module 6: Evaluation Approaches for DFS

- Baseline, midline, and endline studies
- Impact evaluations (experimental and quasi-experimental)
- Cost-effectiveness and outcome analysis
- Measuring long-term consumer financial health
- Reporting and dissemination of findings
- Case Study: Impact evaluation of digital loan products

Module 7: Technology and Digital Tools for Impact Measurement

- Real-time impact dashboards
- Mobile and cloud-based M&E platforms
- Automated data pipelines
- Ensuring data privacy and security

- Integration with institutional MIS systems
- Case Study: Technology-enabled impact measurement in agent networks

Module 8: Building Sustainable Impact Measurement Systems

- Institutionalizing impact measurement processes
- Capacity building for staff
- Developing standard operating procedures
- Continuous learning and improvement loops
- Expanding impact measurement across programs
- Case Study: Sustainable impact measurement models in leading DFS providers

Training Methodology

- Interactive presentations and guided discussions
- Practical exercises and hands-on data analysis
- Case study reviews and group problem-solving
- Scenario-based learning and simulations
- Peer exchange and collaborative learning
- Development of an institutional impact measurement action plan

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com