

Public Information Summary

Host Country:	Worldwide
Name of Grantee:	60 Decibels, Inc.
Project Description:	<p>The Customer Voice Technical Assistance (“TA”) facility affords DFC clients the chance to employ phone-enabled, direct-to-customer surveys to learn about the needs and experiences of their end-customers. This facility is fully funded by DFC (free to DFC clients) and is offered to DFC clients across sectors, with half of the facility dedicated to clients in the microfinance or direct-to-customer lending space. 60 Decibels, an analytics provider with extensive experience understanding and elevating the voice of end stakeholders, will be administering these surveys across countries worldwide. At its core, this TA facility helps DFC clients to: (a) understand end-customers’ experiences, (b) understand how DFC’s clients’ products/services have affected their end-customers’ lives, and (c) identify unmet customer needs and potential improvements to products/services offered.</p>
DFC Contribution:	\$1,000,000
All-Source Funding Total:	\$1,000,000