MicroSave
Market-led solutions for financial services

Product Roll-out: A Toolkit for Expanding a Tested Product Throughout the Market

Overview

Rolling-out new products and taking them to scale after the completion of a pilot-test is a difficult and complex process. This *MicroSave* toolkit covers the steps necessary for an MFI to roll-out a new product in a controlled and user-friendly manner with tips, check-lists and ideas for optimising rollout process.

The topics covered include:
1. Preparation
2. The Hand-Over Package
3. The Moving Day – Handing Over to the Operations Department
4. Financial Matters – Projections and Costing
5. Systems including the Feedback Loop
6. Human Resources
7. Marketing
8. Assessing the Rollout

Where to Start?

The *MicroSave* Product Roll-out toolkit contains the following:

        Toolkit
        Trainer's Manual
        Slides
        Handouts
        Exercises

- If you are a financial institution trying to learn about product roll-out, start by reading through the Toolkit.
- If you want to run a product roll-out training start by reviewing the Trainer's Manual. It is divided into two documents, one for each day of the training. There is also a file giving an Overview of the training, including who should attend, what to prepare and what the follow-up application of the toolkit involves.
- If you want to understand the content of the training workshop, run through the PowerPoint Slides. The Handouts and Exercises are designed as part of the roll-out training course and are linked to the slide presentation for use in training.