

IFC's Women Insurance Program: Key Performance Indicators Dashboard

SCENARIO 1 (Increase spend per woman by 10% and increase sales by 20% and 10% for WMSMEs)							
	2022 Baseline	2023	2024	2025	2026	2026	Total Target
Number of Women Policyholders	20,000	24,000	28,800	34,560	41,472	49,766	+ 29,766
Number of New Policies sold to women per year	3,636	4,000	4,800	5,760	6,912	8,294	+4,658
Gross Written Premiums Earned from Women (USD)	3,000,000	3,960,000	5,227,200	6,899,904	9,107,873	12,022,022	+9,022,022
Number of New Solutions Launched	-	1	1	1			+3
Number of new women-owned SME clients	1,000	1,100	1,210	1,331	1,464	1,610	+ 610
GWP from women-owned SME clients	300,000	363,000	439,230	531,468	642,549	777,292	+477,292
Number of new women agents hired	10	15	15	20	20	25	+95
Number of events, conferences and workshops held	0	8	8	8	8	8	+40
Number of women participating in conferences, trainings, workshops	0	80	80	80	80	80	+400
Number of participants reporting satisfied or very satisfied with workshops, trainings, etc. Target 80%	0	64	64	64	64	64	320
Policies sold per Sales Individual		0.47	0.94	1.42	1.89	2.36	