

CAMEALEON

CASH • MONITORING EVALUATION ACCOUNTABILITY & LEARNING
• ORGANIZATIONAL NETWORK •

**Confidence and Usage of
ATMs
Tuesday, 13th July 2021
FSSWG meeting, Lebanon**





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European Union
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INTRODUCTION

- This research aimed to build a deeper understanding of the level of confidence of WFP MPC beneficiaries to use the ATM to withdraw their assistance, the coping strategies they use in cases of low confidence and the factors that hinder or enhance their ability to use the ATM confidently
- This study was conducted as part of CAMEALEON's mandate to conduct research and analysis in support of the WFP MPC programme.
- The research questions were:
 1. How confident do Syrian refugees feel in withdrawing MPC assistance from ATMs?
 2. What coping strategies do beneficiaries use to withdraw their assistance at the ATM and why?
 3. What factors enable or hinder households with low ATM proficiency or confidence from successfully withdrawing assistance from ATMs?
- This research was conducted by the CAMEALEON secretariat team between June-December 2020

METHODOLOGY

Mixed method approach

Limitation:

Before October 2019, WFP MPC beneficiaries were able to use ATMs of any bank in Lebanon. Confidence levels therefore could have been affected by experiences with a wider range of bank ATMs compared to those accessible in the current context.

Phone survey

- 398 WFP MPC beneficiaries
- Sample representative of the WFP MPC caseload in May 2020
- Calls last 25 minutes on average
- Enumerators spoke with the family member that went to the ATM in June 2020
- If a third party went, the person that is usually responsible for the Red Card

Key informant interviews

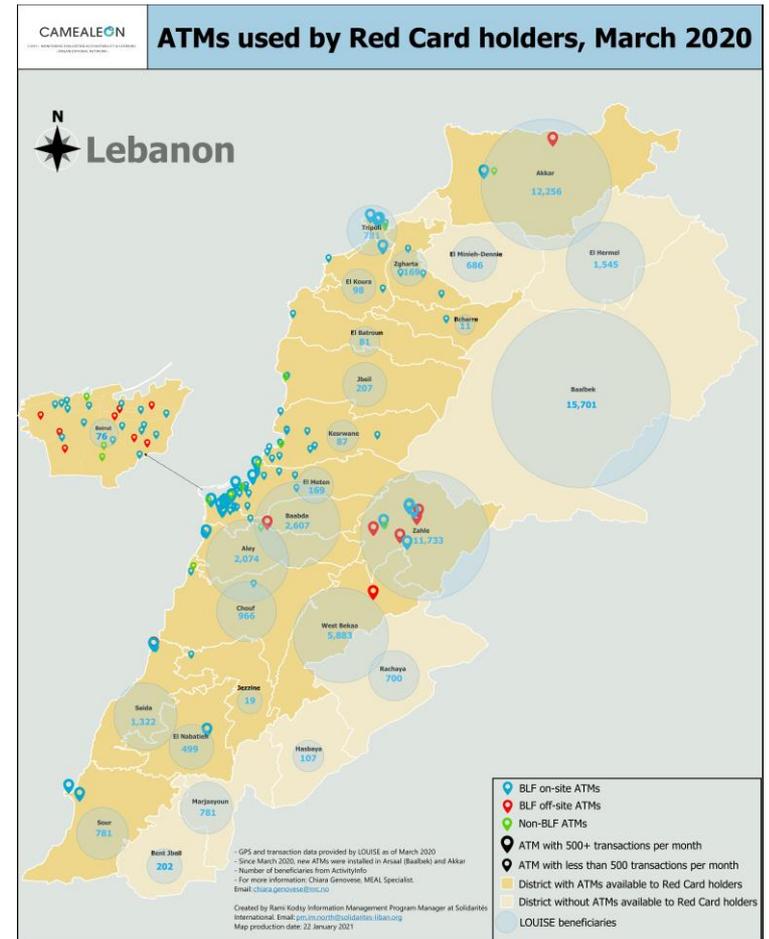
- 11 KIIs with WFP, LOUISE, BLF, Cooperating partners
- Explore the technical capabilities of BLF ATMs
- Gather contextual information on ATM monitoring activities
- Collect insights around the modalities of training offered to beneficiaries

In depth interviews

- 7 males + 7 females in Bekaa
- Explore the barriers to using the ATM with confidence
- Ask for feedback on withdraw all option
- Explore preferences on training formats

USING THE ATM

- WFP MPC beneficiaries can withdraw their monthly assistance from the ATM using the Red Card.
- In March 2020, Red Card users used 187 ATMs in Lebanon: 120 BLF onsite, 45 BLF offsite, 22 belonged to 10 other banks.
- Onsite ATMs are attached to a bank branch: if the card is withheld, bank staff can retrieve it.
- Offsite ATMs are usually placed in a shopping street or gas station: if withheld, the card is shredded.
- Red Card users can use fast cash options (list of pre-defined amounts on the ATM screen) or the manual option (to type in the preferred amount).
- Since October 2019, LOUISE agencies have conducted ATM monitoring activities.
- WFP released a report based on this analysis in March 2020 entitled “Sustaining Cash Delivery: ATM Withdrawal Report”.



**RESEARCH QUESTION 1:
HOW CONFIDENT DO SYRIAN REFUGEES FEEL IN WITHDRAWING
MPC ASSISTANCE FROM ATMS?**

STUDY FINDINGS ON PREVIOUS EXPERIENCE

- 98.0% of survey respondents had never used an ATM in Syria before displacement in Lebanon.
- 99.7% of survey respondents had never used a Point of Sale (POS) in Syria before displacement.
- In Syria, the majority of interviewed beneficiaries lived off subsistence farming or the remuneration they received for work was mainly in the form of cash-in-hand payments.
- In 2012, there were 8.22 ATMs per 100,000 inhabitants in Syria compared to 39.25 ATMs in Lebanon in 2019 (World Bank data).



Photo credit: Ziad Rizkallah/WFP

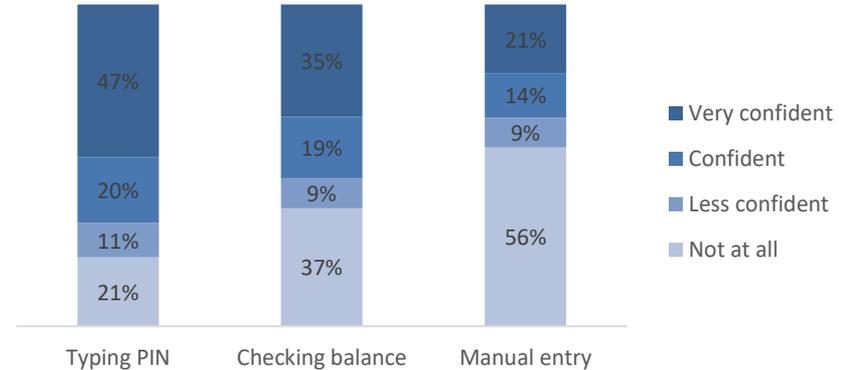
CONFIDENCE AT USING THE ATM

- Typing the PIN is the operation that MPC recipient respondents reported they found easiest.
- Using the manual entry is the operation that MPC recipient respondents said they found most difficult.
- Most respondents with low confidence levels cited the reason as being a fear of the card being withheld.
- The manual option helps withdrawing the full amount in one transaction, reducing the time spent at the ATM.
- The manual option was installed at all BLF ATMs starting in April 2020.

*‘Those who are having trouble using the ATM are illiterate [...] If you can read and write, you learn pretty fast’, **Amira case study***

*‘My brother, my nephew or my cousin does it for me [...] because I worry too much that the ATM might swallow the card once I insert it. I’m afraid that I might do something wrong’, **Mohammad case study***

Confidence levels



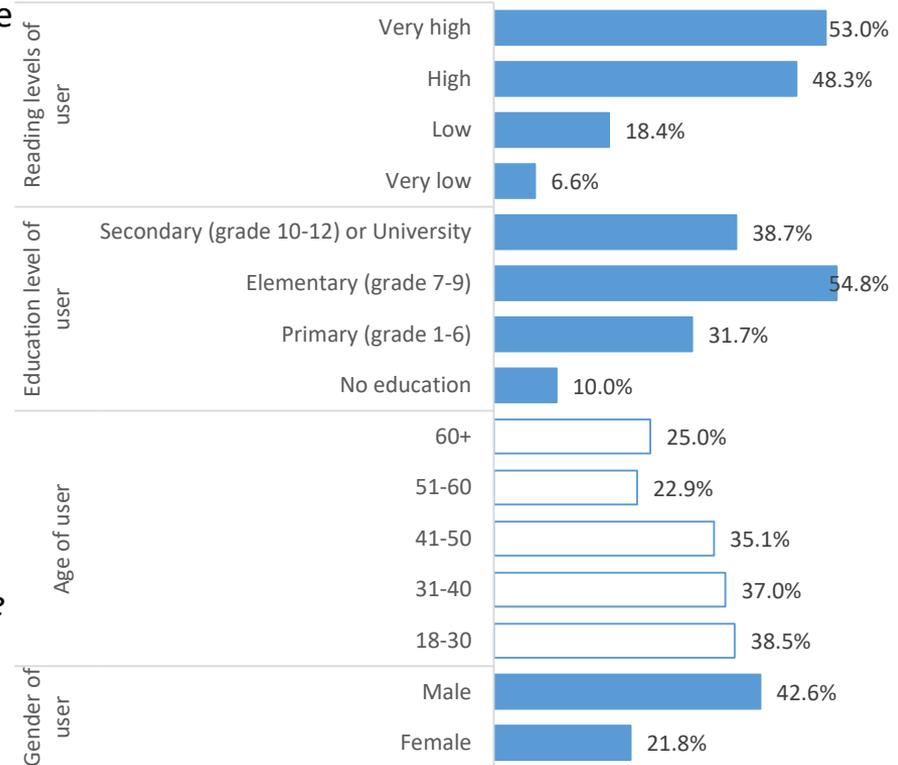
FACTORS THAT INFLUENCE CONFIDENCE WITH THE MANUAL OPTION

The following factors significantly affect the confidence with the manual option:

- ✓ Male users are more likely to be confident (42.6%) than female users (21.8%)
- ✓ The literate are more likely to be confident (53%) than the illiterate (6.6%)
- ✓ Those with higher levels of education are more likely to be confident than those with lower levels of education
- ✗ The age of the user and presence of a disabled family member do not significantly affect the confidence with the manual option.

“When people are watching me and I feel pressured, I chose the menu [fast cash] option” (female, 31)

High level of confidence with the manual option vs demographics



RESEARCH QUESTION 2

WHAT COPING STRATEGIES DO BENEFICIARIES USE TO WITHDRAW THEIR ASSISTANCE AT THE ATM AND WHY?

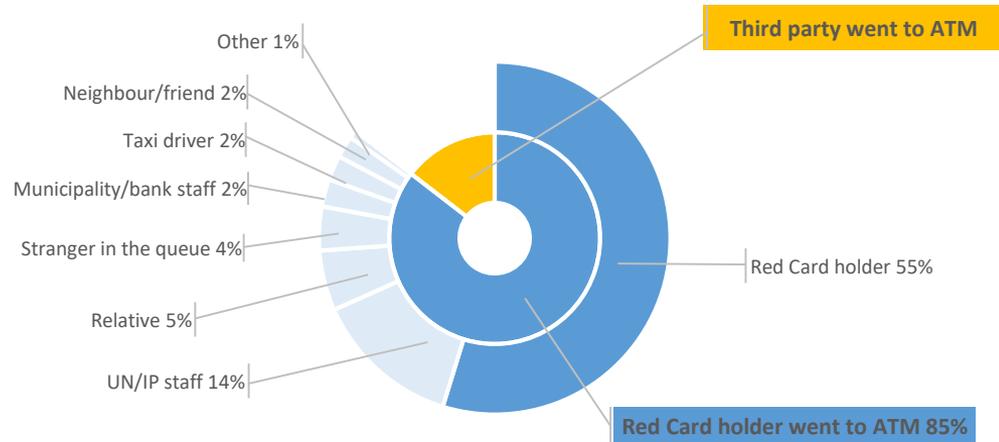
USE OF THIRD PARTIES

- 15% of survey respondents gave their cards to someone to go to the ATM (extended family members, friends, neighbours, taxi drivers).
- 85% of survey respondents went to the ATM.
 - Of these, 30% gave their cards to someone to operate the ATM (UN/CP staff members, friends, neighbours, taxi drivers);
 - 55% used the ATM themselves

Who sends a third party and why?

- Smaller families are more likely to ask a third party to go to the ATM than larger households.
- Female-headed households are more likely to ask a third party than male-headed households.
- While considerations around saving time, money and care duties play a role when deciding about going to the ATM, overall little confidence with the ATM is the most common reason for seeking a third party's help.

Who went to the ATM? Who used the ATM?



FEMALE VS MALE-HEADED HOUSEHOLDS

- Male-headed household respondents are 6.9 in size on average
- Female-headed household respondents are 5.6 in size on average
- Female-headed households (1.7) have fewer adult members than male-headed households (2.2) and prioritize caring responsibilities

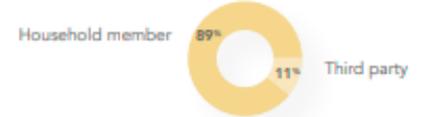
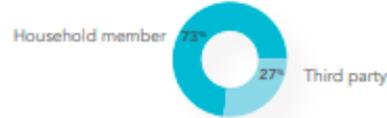
FEMALE-HEADED HOUSEHOLDS

Average household size: 5.6

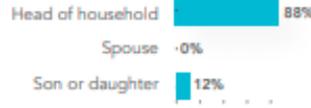
MALE-HEADED HOUSEHOLDS

Average household size: 6.9

► Does a household member or third party go to the ATM?



► (If a household member goes): Which family member?



► When the household member gets to the ATM, who takes out the cash?

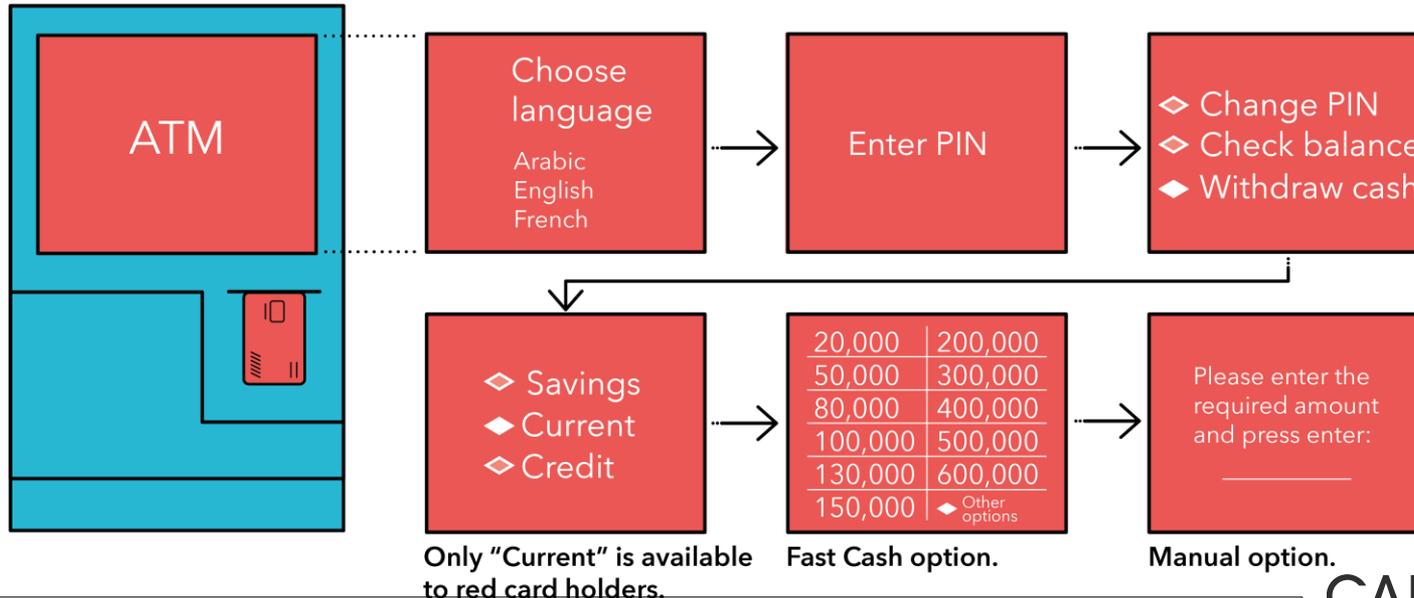


Average household makeup

(Source: VASyR 2020 data. To calculate the average household makeup, the study only used data for households headed up by one person. Households reporting no or multiple heads of household were left out of this calculation.)

MULTIPLE TRANSACTIONS

- In June 2020, the transfer values of the programme were LBP60,000 per individual and LBP320,000 per HH per month
- 88% respondents said they knew how much was deposited on their cards in June 2020
- The median reported amount was LBP 680,000, which corresponds to the MPC amount for a family of 6
- The fast-cash options only match the card balance on the beneficiary's card in a few cases. When they do not, the beneficiary can either withdraw the remaining amount using the manual option to key in a specific amount or withdraw the left-over balance on the card by making several fast-cash transactions



RESEARCH QUESTION 3

WHAT FACTORS ENABLE OR HINDER HOUSEHOLDS WITH LOW ATM PROFICIENCY OR CONFIDENCE FROM SUCCESSFULLY WITHDRAWING ASSISTANCE FROM ATMS?

TRAINING AND INFORMATION PROVISION ON ATM USAGE

- 98% survey respondents said they had received training on the use of the Red Card at card distribution or replacement
- The research highlighted that training appears to be effective at explaining the risks related to sharing the card and PIN with third parties
- However, the study suggests that literacy levels have a bearing on whether beneficiaries are able to put what they learnt at the training into practice.
- In IDIs, WFP MPC beneficiaries highlighted a training video and hands-on coaching sessions as types of additional support that would be helpful.
- In December 2020, a [new video](#) on the use of the manual option at the ATM was published on the Refugees Lebanon webpage.



'They gave us the card, and explained the withdrawal steps: how to type in the PIN code and withdraw the money... It was all clear' (male, 33 years).

'Yes [I received training], but I guess it didn't work in my case I'm illiterate, you know. So, I told myself I would seek help' (female, 32 years).

FEAR OF CARD BEING WITHHELD

BLF ATMs withhold the card when: 1. The card is reported as lost/stolen; 2. The user takes too long to perform an action on the screen

BLF staff will verify the identity of the beneficiary. The procedure can take up to two working days.

7%
respondents
said their card
was withheld
at least once in
the past

44% of them said it happened because they typed the PIN wrong three times.

BLF ATMs do not swallow the card if the PIN is typed in three times wrong

If beneficiaries call the helpline, the PIN can be re-activated on the spot if the beneficiary knows it

If the PIN is lost, beneficiaries can request a new one. The procedure can take up to 45 days.

If an onsite BLF ATM withholds the card, BLF staff can retrieve it

If an offsite BLF ATM withholds the card, it is shredded

The beneficiary can request a new card through the helpline. The procedure can take up to 45 days.

CONCLUSIONS

How confident do Syrian refugees feel in withdrawing MPC assistance from ATMs?

- The vast majority (98%) of MPC recipients had not used an ATM before moving to Lebanon
- Confidence levels with ATM usage were found to be correlated with literacy levels and gender

What coping strategies do beneficiaries use to withdraw their assistance at the ATM and why?

- 45% of survey respondents sought the help of a third party to withdraw assistance (15% to travel to the ATM on their behalf and 30% sought help at the ATM).
- WFP MPC beneficiaries aim to withdraw the balance on the cards each month.
- Those that selected the fast-cash options reported making 2.9 transactions on average. Those that used the manual option reported making 1.1 transactions on average.
- The manual option offers the quickest route to withdrawing the full balance

What factors enable or hinder households with low ATM proficiency or confidence from successfully withdrawing assistance from ATMs?

- 97% of respondents said they received training on the use of the ATM
- There was strong reported retention of information about keeping cards and PINs safe.
- The research did not highlight much evidence that training increased confidence of recipients with the ATM, particularly of those with low literacy levels.
- Onsite BLF ATMs offer some advantages over offsite ATMs which could be promoted to recipients. For example, if the card is withheld, bank staff is available to retrieve the card, a procedure that can take two days

RECOMMENDATIONS

The findings of the study are accompanied by set of recommendations structured around the following themes:

- Adaptations to training and information provision about using ATMs, with a focus on reducing fear/providing opportunities to practice
- Exploring technical adaptations to the ATM screens to support ease of use and encourage more independent usage of ATMs
- Strengthening customer support and sensitization of front line bank staff



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