



# ***MICROEMPRESA EN ACCIÓN***

*Telephone business advice for Un Sol Mon's entrepreneurs*



What were the reasons that led you to start Microempresa en Acción, a phone service which provides additional business support?

- *Detect and anticipate micro-enterprise weak points to help them along through specialised counselling*
- *Decrease portfolio risk*
- *Avoid business failure*
- *Improve business skills of entrepreneurs*
- *Follow through the business closure in order to minimise loss*
- *Reinforce customer relationship*



## Achievements:

- *Successful implementation of pilot telephone based advice for crisis prevention / intervention in micro-enterprises financed through microcredits of Un Sol MÓN*
- *Development of tools to provide the service (software), training material for entrepreneurs, database for referral*
- *Optimal partnership with organisation (Mentors) for face to face advise*
- *High customer satisfaction as shown in recent quality control*



## Challenges:

- *Expand the service to the rest of customers*
- *Improve out-bound service to transform it into a truly coaching service (trust building)*
- *Adapt the service into the new Un Sol Món Microcredit franchise model. Merge current coaching methods with telephone based coaching*
- *Reach other areas finding volunteers able to provide face to face advise*
- *Increasing know-how on business closure advise and crisis anticipation*