



QUICK OVERVIEW

Financial literacy that reaches people when it matters

Short, local-language audio guidance that helps people understand financial products, make informed decisions and use services with confidence.



Challenges

Financial products often rely on text-heavy explanations, leaving customers struggling to understand terms, costs and risks.



Approach

WOM.fm makes financial literacy accessible through short, local-language audio that complements existing services and training.



How it works

QR codes and short links connect customers to audio guidance at the point of decision. No app, login or profile required.

USE CASES

Understand Before Borrowing

Explain loan costs, repayment terms and risks in clear, accessible language.

Build Financial Confidence

Provide practical guidance on savings, budgeting, and fraud prevention.

Reinforce Financial Literacy Training

Make key lessons available beyond training sessions, whenever customers need a refresher.

Try the Swahili audio demo



wom.fm/dfl

PROGRAMME LEARNING AND IMPACT

Privacy-first analytics help organisations understand which messages are accessed and how people engage with them.

Optional feedback and partner-led evaluations can assess comprehension, knowledge retention and behavioural outcomes.

WOM.fm complements existing financial literacy programmes with accessible, on-demand audio guidance and feedback - reinforcing training rather than replacing it.

Explore use cases and pilots

www.wom.fm/call