COVID-19 and the PAYGO energy sector: How are consumers affected?

Introduction & Sign-up Guide for PAYGO Energy Companies

Introduction

This is an unprecedented time, and consumers face unprecedented risks.

In order to understand the impact that the coronavirus pandemic is having on customers' lives, this project harnesses the power of 60 Decibels' Lean Data to hear consumer's experiences, communicates how they are adjusting to this crisis, and provides companies with actionable data that they can use to protect and support customers.

Our goal is to gather information that helps everyone to navigate this crisis, while also supporting GOGLA's consumer protection work, with support from our friends at CGAP.

60__decibels   GOGLA   CGAP
Global Off-Grid Lighting Association

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About Lean Data

A low-cost, high speed, end-to-end, customer insights and impact data collection service helping investors deploy their capital more effectively and companies to grow their impact and bottom line.

Work to date:
- 470 projects
- 290 companies
- 125,000 interviews

We help investors, funders, and social enterprises grow business and improve impact performance.

● **Quick turnaround time, to fit around decision making**
<12 weeks average engagement duration.

● **We work in local language**
280+ trained Lean Data researchers in 35+ countries.

● **Benchmark your impact performance**
Compare performance across a portfolio, or against peers using our proprietary database.

● **Benefit from our expert analysis**
Complex customer data distilled into concise actionable insights.

● **Communicate impact**
Independent verification of impact and beautiful data reports to share!

Our Experience in Off-Grid Energy

Energy is our flagship sector. We have conducted 165+ projects with energy end-users across 17 countries.

We've worked with:

All types of energy products and services…

Lanterns, solar home systems, off-grid refrigeration, solar water pumps, solar TVs, improved cookstoves, LPG distribution, and more.

In the following countries…

Cote d'Ivoire, Ethiopia, Ghana, Haiti, India, Kenya, Madagascar, Malawi, Nepal, Nigeria, Pakistan, Rwanda, Senegal, Sierra Leone, Tanzania, Uganda, & Zambia.

See Appendix for companies we've worked with in energy and a link to our latest report.

How Will This Project Work?

Monthly data collection; available on an anonymized online dashboard and through raw data shared regularly with your team.

This project aims to capture insights on the effect coronavirus is having on PAYGO energy customers and their families.

We will do this in 6 selected countries on a monthly basis, initially for a 3 months, in critical markets and in collaboration with PAYGO providers.

This work will provide critical insights into customers' experiences, the effects this may have on usage and repayments, identify opportunities to protect and support customers, and offer an evidence-based reporting structure (a real-time dashboard) that can be used by energy sector stakeholders: funders, investors, and social enterprises alike, to inform capital deployment, business model adjustments, financing mechanism offers, and more.

A real-time understanding of customer experience can be used to inform strategy, review business models, develop more realistic forecasts, and make better decisions.

Core components of this project

Who	PAYGO customers, with at least 6 months left on their contracts
Where	Cote d'Ivoire, Kenya, Uganda, Nigeria, Rwanda, Zambia
Sample	250 interviews per country every month (Company-specific sample size dependent on number of companies participating)
Method	Phone, in local language
Questions	Mix of open-ended & multiple choice on household profile, energy access, and COVID-19 impact
Duration	3 months (with likely extension to 5 months, and possibly beyond), starting in May 2020
Deliverables	1. Raw data, allowing for extra analysis & review 2. Sector-wide data dashboard (see page 8)

For more information on our project processes, you can read the 60dB FAQs here.

Survey Indicators

Here's an overview of the indicators we'll use.

- We have created a core set of COVID-19 questions/indicators which are relevant to people across the globe.

- We will then create an off-grid energy specific set of questions.

- We will offer 2 company-specific questions to each participating company.

- We will also have 2 flexible questions each month so we can ask additional questions as new topics arise.

To ensure that we are being customer-centric, we will keep the interviews to under 15 minutes, ensuring questions are clear and easy to answer, and demonstrating respect for respondents and their time.

COVID-19 indicators

- % aware of COVID-19

- Level of concern related to COVID-19

- Top concerns related to COVID-19 (e.g. access to food / medicine; ability to work; childcare; health concerns; Other; etc.)

- Level of change in stability of income due to COVID-19

- Suggestions for action / support from [company]

Household indicators

- Customer profile (gender, household size, age, rural/urban)

- Poverty level (PPI®, income source)

Off-grid energy indicators

- Use and impact of energy products and services

- Demand for new products/services

- Challenge rates and access to customer care

- Awareness and impact on service-related charges

- Financial stress indicators

- Brand perception (NPS)

The Dashboard

We're creating a dashboard to provide almost real-time insights on the impact of COVID-19 on low-income customers and will be holding a series of webinars with GOGLA to share key findings.

We will aggregate all data and are developing an online dashboard to visualise the data and results which can be accessed by anyone. It is likely that this will be a dashboard that has data outside of this project which will provide even broader insight into the effect COVID-19 is having on low-income families across the developing world. We will ensure that users can filter by off-grid energy to see just those results if desired.

We believe that the more we all know about customers' experience and challenges, the better equipped we are to engage, support, and improve our response.

Making the aggregate results and learning publicly available will enable others in the sector to learn and use. As well as other sectors too.

> The 60 Decibels team will aggregate all data from the work and develop a simple and accessible dashboard to share results to get insights out in almost real time and be more responsive to changing environments.

> The dashboard will show results each month by country (if a minimum of 3 companies participate or if companies give permission to be identifiable).

> We will:

  o set up a **dashboard** to share the analysis and results accessibly – this will be updated every 2 weeks and will showcase the evolving themes as results change over time

  o send a **full raw database** to each company every 2 weeks (with customer identification information anonymised and only sharing data from your customers)

  o a **webinar each month** for discussion and direction – to be hosted by GOGLA. We will hold a monthly webinar to share the results and findings, emerging or evolving trends, and create a space for discussion to ensure these insights are actionable and support companies and funders feel more equipped to make decisions

Is This Project Really Free?

Yes, this work is fully funded by the GOGLA consumer protection program in partnership with the DOEN Foundation, CDC and FMO. CGAP are kindly contributing their time and expertise too. There are options to add on additional services (see below).

This work is covered under a budget provided by GOGLA with no cost-share expectations for companies. Thank you, GOGLA.

For companies who do have funds and interest, we can offer a higher tier service;

- a personalised dashboard or report which you may use with your management team, Board, and/or funders, and/or,

- the opportunity to top-up data collection to have more of your customers interviewed.

You can register your interest in these additional services in the onboarding form (see page 13 for next steps).

What Do I Have To Do?

We aim to make this as burden-free as possible for your team

60 Decibels team

- Survey design & translation
- Researcher recruitment, training, & management
- Data collection: by phone
- Quality assurance
- Coding & analysis of data: qualitative and quantitative
- Summarising insights into a web-based dashboard
- Sending you a simple Excel database with just your data in, every 2 weeks

Your team

- Complete onboarding form, which will include a short agreement on confidentiality
- Provide contact details for customers once at the beginning of the project (the more contacts, the better)
- Review survey so you're familiar with what we will ask your customers

Who Will Have Access To The Data?

For clarity, here is an outline of who will access what data.

Who Will Access Customer Contact Data?

- Only the 60 Decibels team will access each company's customer contact data. All partners are asked to sign our Terms of Service which sets out how we access, store, use, and share data.

Who Will Access Data Collected in Interviews?

- Companies will access the data collected by 60 Decibels on their customers – anonymised. Customers will not be individually identifiable due to sensitivity around these questions; we want to capture the most open, honest, and accurate data and anonymity helps with this.

- CGAP and GOGLA will access data collected by 60 Decibels. This data will be aggregated and anonymised at both the customer and company level, unless permission is given by you for CGAP and/or GOGLA to see the company name alongside your data.

- The results of the data – the dashboard – will be made publicly available through an online platform. This will not make identifiable any company individually – only their participation in the work.

Timeline

We'll be starting data collection on 7th May. **Please complete onboarding by 6th May if you can.** It should take 20 minutes.

We want to move fast to get these important insights as soon as possible. You can still join at a later date but may miss the first month of data collection.

Company Outreach (late April 2020)

• 60dB and GOGLA reaching out to off-grid companies through their newsletter

Company Onboarding (late April – early May 2020)

• Companies to register interest through project sign-up form by 29th April (Commitment: 2 minutes)
• Companies complete 60 Decibels onboarding form by 6th May (Commitment: 15 minutes)
• Companies share customer contact data with 60 Decibels
• 60 Decibels to share question set with onboarded companies

Data Collection (6th May – late July 2020, possibility of extension)

• 60 Decibels to conduct monthly data collection with off-grid customers (250 customers per month, per country)

Dashboard and Data Sharing (early May – late July 2020, possibility of extension)

• 60 Decibels to share raw data back with companies every 2 weeks
• 60 Decibels to update COVID-19 Dashboard every 2 weeks
• 60 Decibels and GOGLA to conduct monthly webinars on trends found or insights learned over the past month

Next Steps

If you have any questions, please don't hesitate to reach out to Kat Harrison (kat@60decibels.com) or Shahnaz Khan (shahnaz@60decibels.com)
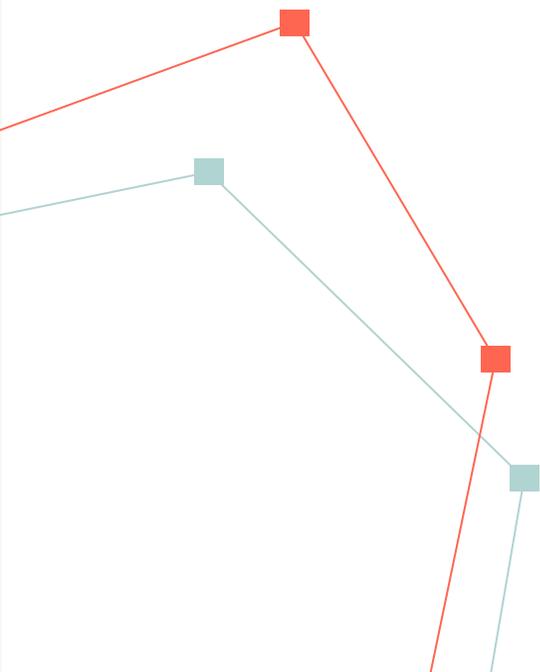
Two steps before you are all signed up!

1. To register your interest in being part of this learning, please fill out the following sign-up form. This will take 2 minutes.

2. Once you're ready, please complete the 60 Decibels onboarding form. This should take 15 minutes. As part of this form you'll be asked to:

   • Sign our Terms of Service ← take a read here

   • Share details on your company e.g. region of operation, sector of work, year you started operations, how many customers you have

   • Share the languages your customers speak, if you know

   • Upload or email us your customer contact details – please only include PAYGO customers who have at least 6 months left on their contract with you. Here's the template we'd like you to use to upload your data, it outlines exactly what we'll need. Please download, fill it in, and send back to us either through the onboarding form or via email (shahnaz@60decibels.com)

   • After you complete the onboarding form, we'll be in touch with the question set and any final details – then we can get started!

They   say   it can spread fast like bushfire.

It   is   a deadly virus.

How   do   we stop this?

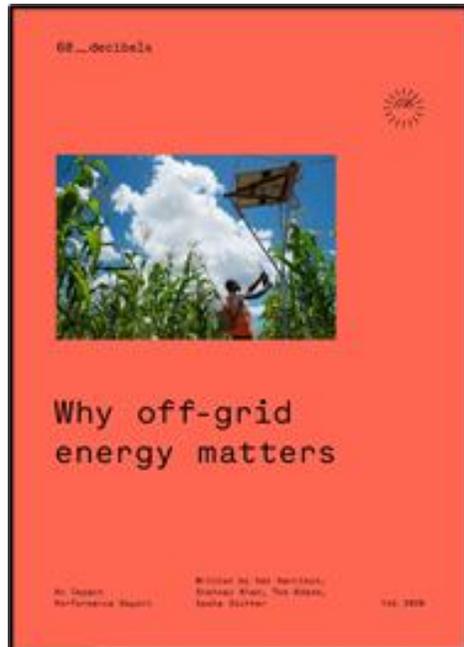   After what we
                                    experienced with the
                                    Ebola,

                                    > we

                                    > are

                                    > indeed

                                    > scared.

        Kat Harrison   Kat Harrison

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        Shahnaz Khan   Shahnaz Khan

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Why Off-Grid Energy Matters

A 60 Decibels Impact Performance Report: sharing data from more than 35,000 interviews, served by 49 off-grid energy companies. Published February 2020.

Click on the cover to read the report

This is an impact report rooted in the voice of the customer, where you'll find data and insights on:

The top 10 things you should know about the impact of off-grid energy

Just how impactful off-grid energy companies are

What matters most to customers

An impact index, benchmarking the impact performance of all companies and sub-sectors

A deep dive into the performance of sub-sectors

The highest performing companies - our superheroes!

Companies in the 60dB Energy Benchmark

Through developing our standardised energy question sets and indicators, we have been able to collect comparable, valuable data on the impact of energy investments and product/services and create the first social impact benchmark.

Our Energy Lean Data benchmark is made up of the average performance of the energy company projects conducted since 2016.

Here are the companies we've worked with to date – talking to your customers. Thanks for being a part of this!

Companies we've worked with :-)

- ARED
- Arnergy
- Azuri
- Baobab+
- BBOXX
- BioLite
- Bonergie
- BURN
- d.light
- Devergy
- Easy Solar
- Ecozen
- Emel Solar
- Fenix
- Frontier Markets
- Futurepump
- Green Energy Biofuels
- Greenlight Planet

- Greenway Grameen
- Greenserve
- HelloSolar
- Husk Power Systems
- Ignite Power
- Kalangala Infrastructure Services (KIS)
- KopaGas
- Lendable
- Lumos
- M-KOPA
- Mobisol
- Nizam Bijili
- OffGridBox
- Ongeza
- Oolu Solar
- Orb Energy
- Pawame

- PEG
- Pollinate Group
- PowerGen
- Promethean
- REDAVIA
- RUH
- RVE.SOL
- SELCO
- Simusolar
- SolarNow
- Solar Panda
- SparkMeter
- Standard Microgrid
- SunCulture
- SunnyMoney
- Ultratec
- Winock Solar
- Winsol