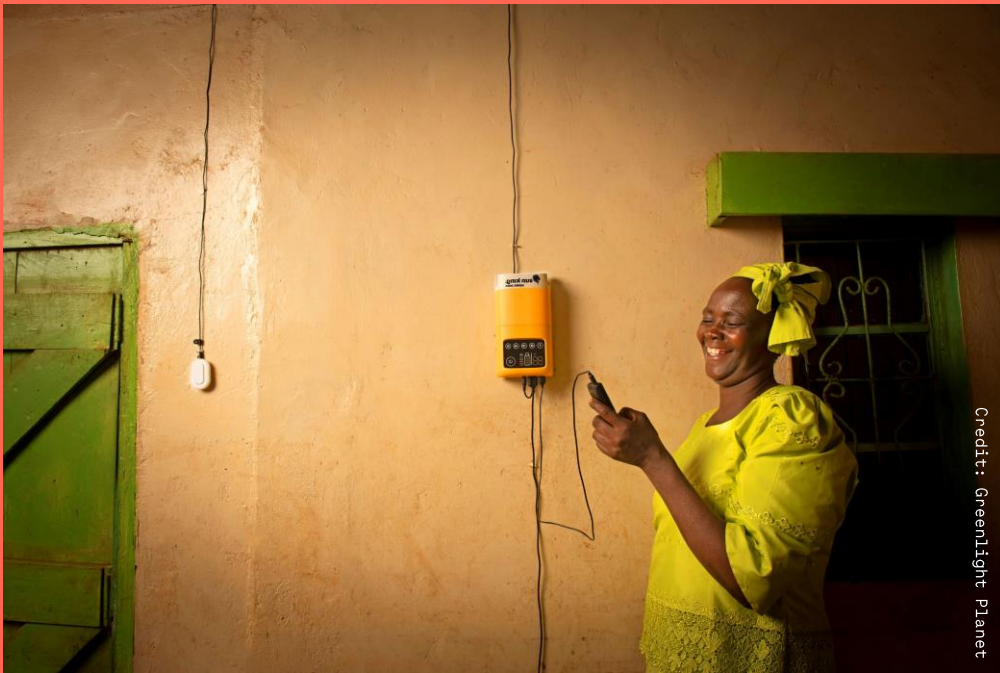


# Lean Data Consumer Protection Survey



Credit: Greenlight Planet

60\_decibels



# Introduction

- GOGLA has led the development of a Consumer Protection Code for the off-grid solar sector with the aim of safeguarding impacts and respecting the rights of consumers. It is believed that widespread industry action on consumer protection is required to mitigate sector risks and accelerate market growth.
- The GOGLA [Consumer Protection Code](#) consists of a [set of principles](#), indicators, and an assessment framework to guide off-grid solar companies on responsible standards for engaging with customers.
- 60 Decibels and GOGLA partnered to build a first-of-its-kind Consumer Protection Insights Survey Tool & Approach focusing on gathering data directly from consumers. We want to ensure that customer voice is part of the journey to understanding how the sector is faring in delivering on the Consumer Protection Principles (CPP).
- At 60 Decibels, we used our knowledge, experience, and passion for the off-grid sector to translate the CPP into survey questions that could be asked of end-users.
- With this pilot, we delivered Lean Data projects with three companies; using the survey tool to hear customers' experiences. From here, we have finalised the question set, based on pilot insights, and are making this available for the sector.
- This will be the third element of the Consumer Protection Assessment framework, which also includes a self-assessment, and third-party assessment which goes deeper and provides independent insights. This service is available to GOGLA members, and others. We'll develop a Benchmark for the sector once we conduct 10 projects.
- We're excited to be able to partner with GOGLA and members to put the consumer voice into consumer protection.

## Consumer Protection Principles



### [Transparency](#)

The company communicates clear, timely, relevant, and sufficient information on product, service, payment plan and data privacy practices in a language and manner that consumer can understand, to enable consumers to make informed decisions.



### [Responsible Sales and Pricing](#)

The company takes care to ensure consumers can afford to pay for the product/service without becoming overburdened, by taking consumer characteristics into account in price, payment structure, and fees.



### [Good Customer Service](#)

The company ensures technical and after-sales service support is available, including warranty and post-warranty service, has an accessible, effective, and timely mechanism for complaints and issue resolution. The company instructs consumers on use and care, including health and safety risks, of the product, and considers measures to enable continued operability of the product should the company fail.



### [Good Product Quality](#)

The company provides an appropriate, good quality, safe product which performs as advertised, with an appropriate interface/payment platform. The company takes measures to ensure life of product, including ease of operation, maintenance, reparability, durability.



### [Personal Data and Privacy](#)

The company complies with relevant laws and regulations around data privacy, keeps data secure and confidential, and only collects, uses, retains, and shares personal information that is necessary.

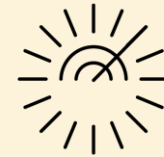


### [Fair and Respectful Treatment](#)

The company treats consumers fairly and respectfully with no discrimination, with safeguards in place against corruption and abuse. The company seeks consumers' views and feedback on the design and delivery of the product, service, and payment plan.

# Indicators for Full Service

Understanding your performance against the GOGLA Consumer Protection Code.



## > Transparency

- Awareness of :
  - Product and payment options
  - Non-payment consequences
  - Price variation conditions
  - Contract length
  - Refurbished condition
  - Data collected and stored
- Clarity of contract language
- Access to transaction data
- Payment notifications
- Balance notifications

## > Good Customer Service

- Awareness of product warranty
- Awareness of product disposal
- Challenge rate
- Customer service information shared
- Company sought feedback

## > Data Privacy

- Awareness of data collected and stored (in Transparency section above)

## > Responsible Sales & Pricing

- Support to assess payment ability
- Confirmation of ability to pay
- Consent for collateral usage
- Payment burden
- Impact on consumption

## > Good Product Quality

- Received manual
- Ease of making payments
- Support to install
- Payment challenges
- Manual language

## > Fair & Respectful Treatment

- Proper repossession procedures
- Easy resolution of non-payment issues
- Privacy of sensitive discussions
- No prohibited behaviours
- No loss due to company staff

# Included...

Adding value on customer profile and experience.



## > 60dB Core Indicators

- Gender
- Age
- Income level (using Poverty Probability Index)
- Inclusivity Ratio
- Rural/urban
- Household size
- Education level
- First access – product/service
- First access – financing
- Access to alternatives
- Net Promoter Score®
- Value for money

# Indicators for Basic Service



A simple snapshot version of the GOGLA Consumer Protection Code. Could be used for a first priority check and/or regular tracking.

## > Transparency

- Awareness of :
  - Product and payment options
  - Non-payment consequences
  - Price variation conditions
  - Contract length

## > Good Customer Service

- Awareness of product warranty
- Challenge rate
- Customer service information shared

## > Data Privacy

- Awareness of data collected and stored

## > 60dB Core Indicators

- Gender
- Age
- Income level (using Poverty Probability Index)
- Inclusivity Ratio

## > Responsible Sales & Pricing

- Confirmation of ability to pay
- Payment burden

## > Good Product Quality

- Ease of making payments

## > Fair & Respectful Treatment

- Easy resolution of non-payment issues

- First access – product/serv
- First access – financing
- Access to alternatives
- Net Promoter Score®

# Service Offering

Overview of what's included and cost.



## > Full Service

- Sample size: 275 completed customer interviews (random selection)
- Survey length: 75 questions, of which 10 qualitative (open-ended)
- Output:
  - Full narrative report with benchmarking, once available
  - Anonymised raw database
- Cost: \$20k\*
- Included:
  - Staff quiz
  - Results call

## > Basic Service

- Sample size: 100 completed customer interviews (random selection)
- Survey length: 30 questions, of which 3 qualitative (open-ended)
- Output:
  - Short summary report with benchmarking, once available
  - Anonymised raw database
- Cost: \$10k\*

## > Optional Add-Ons

- Segmented analysis
- Additional questions
- Additional analysis

Please ask for cost.

\*not inclusive of taxes

# 60 \_\_ decibels

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit [60decibels.com](https://60decibels.com).

We are proud to be a Climate Positive company.

Kat Harrison  
[kat@60decibels.com](mailto:kat@60decibels.com)

Edwin Kibanya  
[edwin@60decibels.com](mailto:edwin@60decibels.com)