

60__decibels



Paymenow

Impact Performance Report

October 2022

Welcome to your Impact Results



About this 60 Decibels Report

This report is designed to provide you with an in-depth understanding about your customers, their profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 400 customers. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your customers – they had a lot to say! We employed a random sampling method to select respondents. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other Financial Inclusion companies in the Performance Snapshot (page 3) and [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

**400 customers interviewed,
46% were female.**

Contents

The indicators and insights presented in this report cover the following topics:

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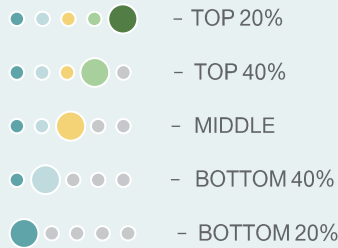
Performance Snapshot

The performance column shows how you compare to 60 Decibels Benchmarks in the Financial Inclusion sector in Africa. You can find additional insights on your results, in the context of the 60 Decibels Benchmarks, in the Appendix.

Benchmark Overview

Africa geographical focus	Financial Inclusion sector focus	36 companies included	26,092 voices listened to
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Performance vs 60dB Benchmarks



Who are you reaching?		Benchmark Performance
% female	46	
Inclusivity Ratio	0.49	
% accessing product/service for first time	97	
% could not easily find a good alternative	99	

What impact are you having?		Benchmark Performance
% seeing 'very much improved' quality of life	63	
% seeing 'very much improved' stress levels	64	

How satisfied are your customers?		Benchmark Performance
Net Promoter Score	74	
% experiencing challenges	8	
% with unresolved issues	52	
Customer Effort Score	3.5	

Top Insights



1

Market Contribution: Paymenow is providing a unique service to an underserved market. 97% of customers report that they did not have prior access to a service like this and 99% say they cannot find a good alternative to Paymenow.

Customers are primarily aged between 20-44 and live in urban and peri-urban localities. 27% of all customers live under \$5.50 per day resulting in an inclusivity ratio of 0.49. This means that Paymenow is serving a customer base that is slightly wealthier than the South Africa average.

For discussion: Are there ways in which Paymenow can diversify its customer base by partnering with companies that operate in rural areas and employ lower-income individuals?

See slides:
[6-7](#)

2

Impact on Life and Finances: Paymenow is having a large positive impact on the lives of its customers. Almost all customers report an improvement in their overall quality of life because of Paymenow and nearly two-thirds report significant improvements.

As a result of Paymenow, customers now feel more in control and less stressed about their finances. 4 in 5 customers say their ability to save has improved. Customers are also able to reduce borrowing from informal sources like money lenders and have more cash in hand for emergencies.

Paymenow's impact performance has improved over time. Customers we spoke with this year report a higher positive impact on their quality of life, stress levels, financial control, and ability to save, as compared to results from 2021.

An idea: Use these positive insights in your marketing material as proof of your impact.

See slides:
[9-12](#)

3

Customer Experience: Paymenow has a Net Promoter Score® of 74, which is excellent and indicates that customers are largely satisfied with the service received. Top drivers of satisfaction are low fees, easy access to money, and quick payouts. Paymenow's low challenge rate (8%) may also contribute to the high customer satisfaction.

While the majority of customers do not have specific suggestions for improvement, 16% would like to see an increase in the withdrawal amount.

A recommendation: Out of the few customers that experience a challenge with the app, over half say that their issue has not yet been resolved. Addressing customer challenges quickly could further increase NPS.

See slides:
[14-16](#)

Profile

“

If you do not have money and have an emergency, Paymenow funds are helpful and easily accessible. It also helps me avoid loan sharks as they charge ridiculous amounts of interest and with Paymenow their interests are affordable, and you can access the money each month. – Female, 28

Demographics

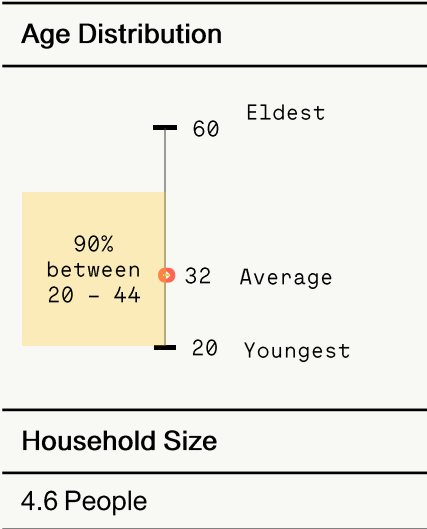


A typical Paymenow customer is a 32-year-old, living in an urban household with 5 members.

Demographics

Gender Breakdown	
Male	54%
Female	46%

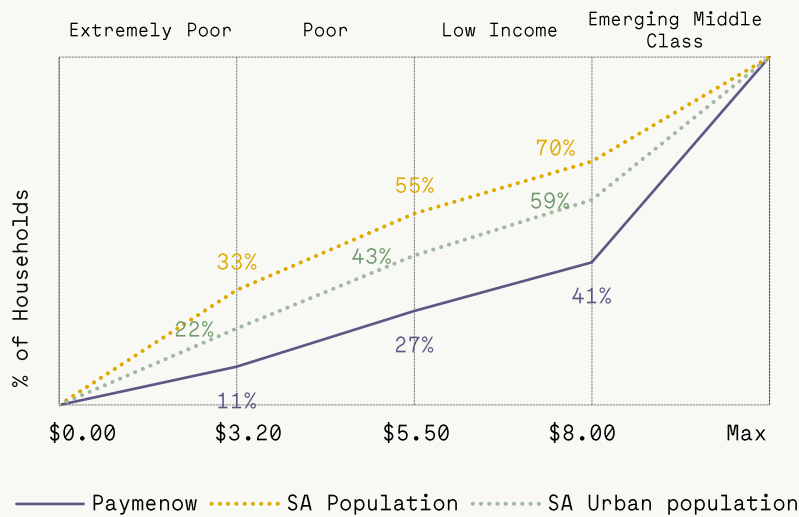
Location	
Urban	41%
Peri-Urban	38%
Rural	21%



27% of Paymenow customers live in poverty (under \$5.50 a day). This is lower than the national average of 55% indicating that Paymenow is serving a slightly wealthier customer base.

Customers’ Income Distribution Relative to South Africa Average

% living below \$x.xx per person per day (2011 PPP) (n = 387)



Inclusivity Ratio

Degree to which Paymenow is reaching low-income customers in South Africa (n = 387)

0.49

1 = parity with population;
> 1 = over-serving;
< 1 = under-serving.
See Appendix for calculation.

● — BOTTOM 40%

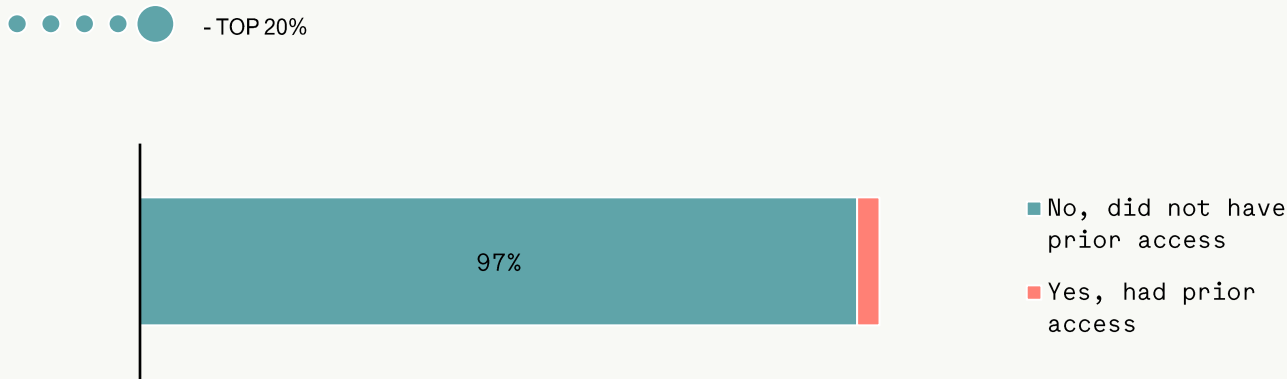
Access & Alternatives



Almost all customers have no prior access to the services that Paymenow provides. This suggests that Paymenow is reaching an underserved recipient base.

First Access

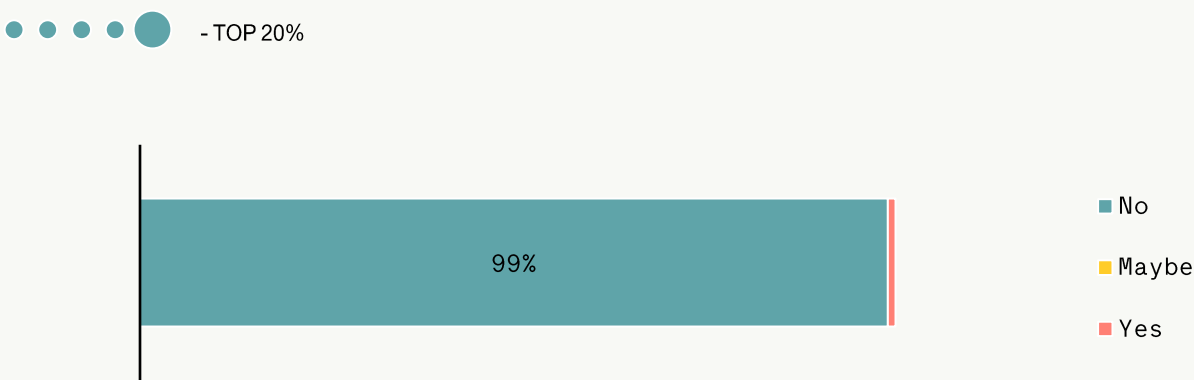
Q: Before you started interacting with Paymenow, did you have access to services like Paymenow provides? (n = 397)



99% of customers are unable to find good alternatives to Paymenow indicating that the service being provided is unique. Paymenow has maintained its competitive position in the market since last year’s survey when 97% of customers reported a lack of alternatives.

Access to Alternatives

Q: Could you easily find a good alternative to Paymenow’s App? (n = 390)



Paymenow is offering a scarce service in an underserved market and has further bolstered its market position over the years. This puts you in the top 20% of our benchmarks! Share these findings with investors as proof of your market contribution.

Impact

“

As for me, my journey with Paymenow has been good. When it comes to finances, I know that struggles for necessities such as groceries and electricity are easily accessible for me on the app. I look forward to continuing my journey with the app. - Male, 25

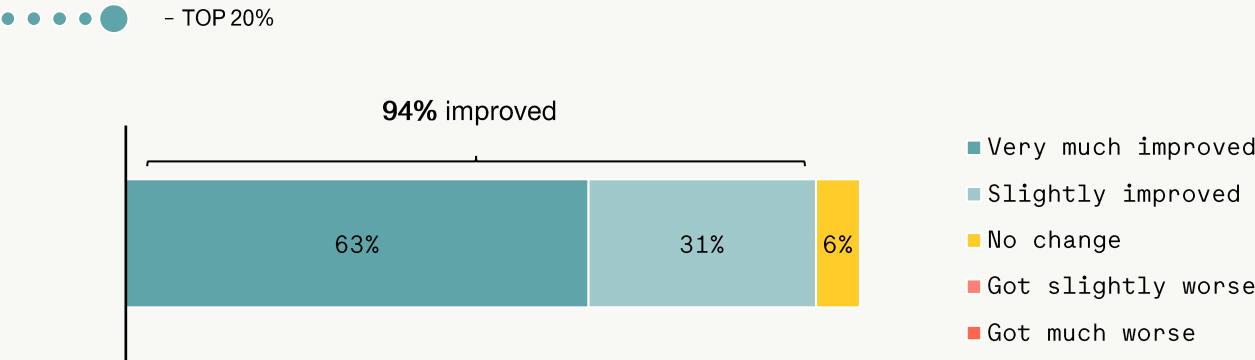
Quality of Life



To gauge depth of impact, customers were asked to reflect on whether their quality of life has changed because of Paymenow. Almost all customers report improvements with two-thirds reporting significant improvements. This is much higher than last year where 81% of customers reported improvements and 35% reporting their quality of life ‘very much improved’. Those residing in villages are more likely to report ‘very much improved’ quality of life (71%) compared to those in towns (56%) and cities (65%).

Change in Quality of Life

Q: Has your quality of life changed because of Paymenow? (n = 400)



Top Outcomes

Q: How has it improved? (n = 375). Open-ended, coded by 60 Decibels.

45%	talked about easy access to money (42% of all respondents)	“When I don't have funds and I am in need of money in the middle of the month, it helps with the shortfall.” - Male, 25
45%	reported decreased reliance on debt (42% of all respondents)	“I do not have to loan money from people or loan sharks anymore when I have the need for it. I am now more financially stable.” - Male, 27
26%	mentioned being able to afford household bills (24% of all respondents)	“I never run out of transport money and don't go to people to borrow money. I have grocery and airtime money whenever I need them.” - Female, 33

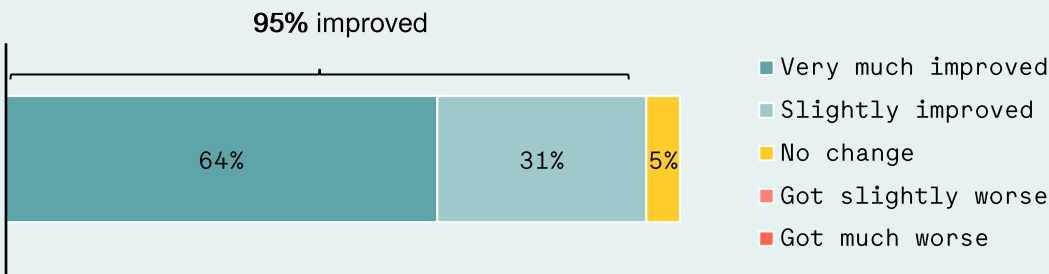
Impact on Finances (1/2)



Almost all customers experience an improvement in their stress levels and feel more in control of their finances. 4 in 5 report an improved ability to save. Customers residing in towns are less likely to report they are ‘much more in control’ of their finances and have a ‘very much improved’ ability to save compared to others.

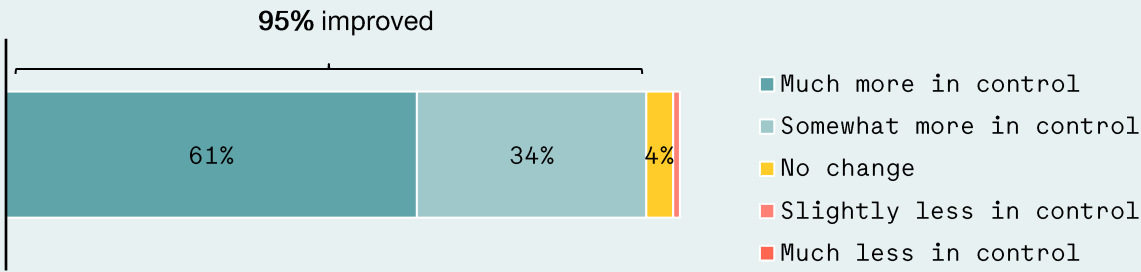
Change in Stress Levels

Q: Has your stress level relating to your finances changed because of Paymenow? (n = 400)



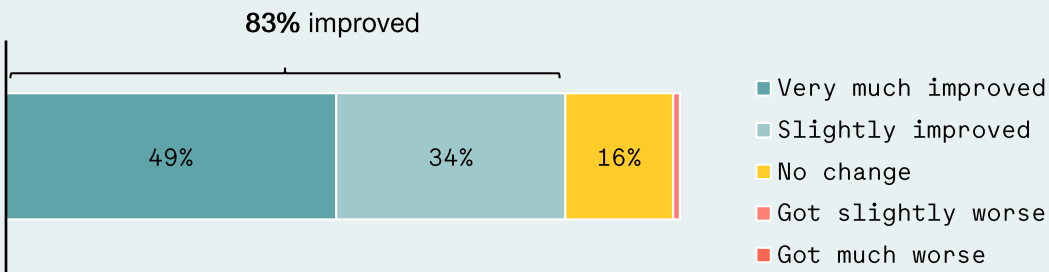
Change in Control Over Finances

Q: Overall, do you feel more or less in control of your finances because of Paymenow? (n = 400)



Change in Ability to Save

Q: Has your ability to save changed because of Paymenow? (n = 400)



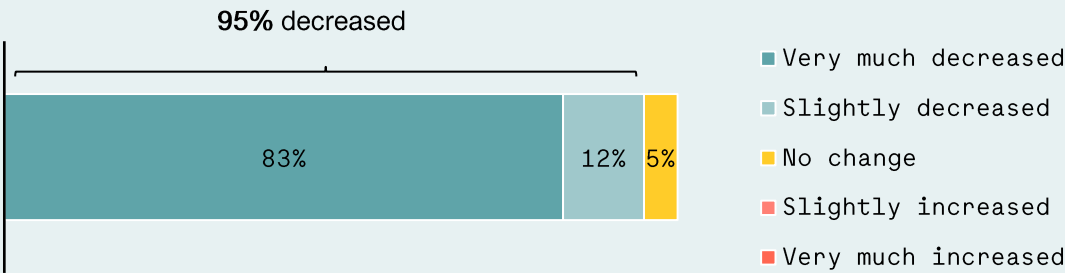
Impact on Finances (2/2)



In line with our open-ended responses for quality of life, almost all customers report decreased frequency of borrowing and increased cash in hand for emergencies. Women are significantly more likely to report a decrease in borrowing from informal sources than men (98% vs. 94%). Customers residing in cities and towns are more likely to have increased cash in hand compared to those in villages (87% vs. 71%).

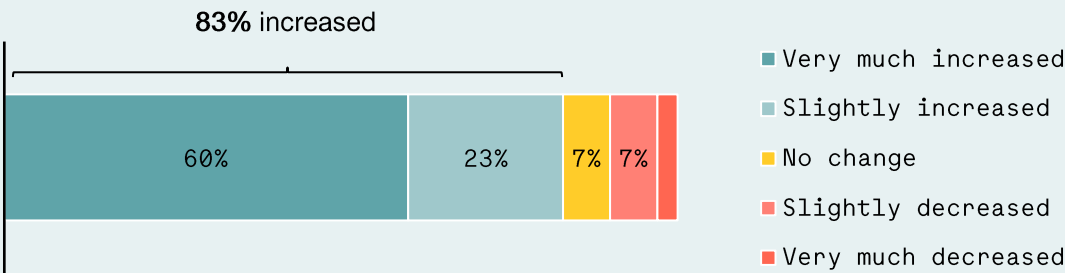
Change in Frequency of Borrowing

Q: Has your frequency of borrowing from informal sources like money lenders, friend/ family, etc. changed since you started using Paymenow? (n = 400)



Change in Cash in Hand for Emergencies

Q: Has the amount of cash you have on hand for emergencies changed because of Paymenow? (n = 399)

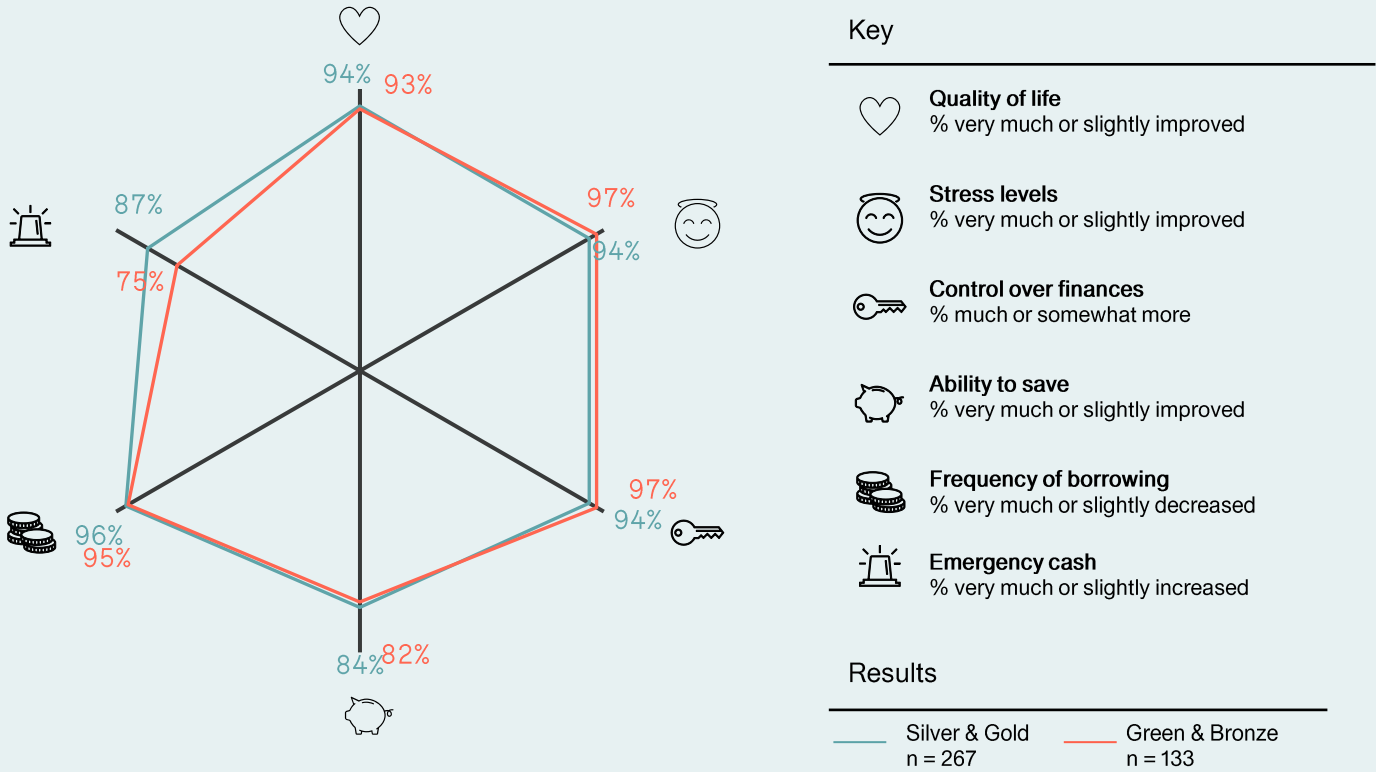


Paymenow performs better on all impact metrics in 2022 compared to 2021. This includes quality of life, stress levels, financial control, and ability to save. See [Appendix](#) for details.

Training Tier Focus



Paymenow customers experience similar impact across most metrics despite their training completion level. Those who have achieved gold or silver training tier are more likely to report having an increased amount of cash in hand for emergencies compared to others.



“I was able to do the things I could not do. For example, I am renovating, so I can take money from Paymenow account to cover expenses until I get paid.”
- Female, 41 years, Gold

“I am able to access funds in a short space of time than having to borrow from banks that have a lengthy application process. Paymenow is very convenient especially when you have an urgent need for the funds.” - Male, 28 years, Bronze

Satisfaction

“

It is quick to access the funds, it is cheap in that their interest rates are very low, and it is convenient as the funds are made available on the card. I am satisfied with their service. - Female, 41

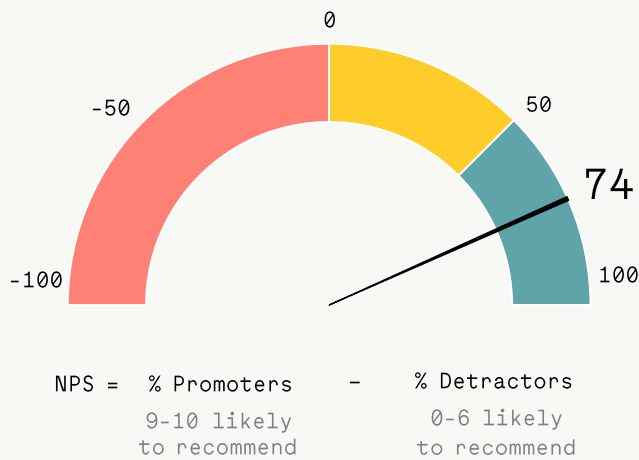
Net Promoter Score®



Paymenow has an NPS of 74, which is excellent and much higher than the 60dB Benchmark of 38.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the Paymenow App to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 400)



The Net Promoter Score® (NPS) is a gauge of customer satisfaction and loyalty. The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

● ● ● ● ● - TOP 20%

Segments	NPS
Female	80
Male	69
2022	74
2021	61

Promoters value improved financial access and low interest rates provided by Paymenow.

78% are Promoters :)

They love:

1. Low fees ("interest rates") (32% Promoters / 25% of respondents)
2. Easy access to money (26% Promoters / 21% of respondents)
3. Quick payout/approvals (20% Promoters / 16% of respondents)

18% are Passives : \

They like:

1. Easy access to money (29% Passives / 5% of respondents)
2. Good UX (user-experience) (21% Passives / 4% of respondents)
3. Afford household and bills (15% Passives / 3% of respondents)

4% are Detractors : (

They want to see:

1. An increase in withdrawal amount (8 respondents)
2. Reduced interest rates (3 respondents)



Although mostly in a positive light, app users continue to refer to fees as 'interest rates'. What changes can Paymenow bring to its User Interface to clarify the fee structure for its customers and improve awareness?

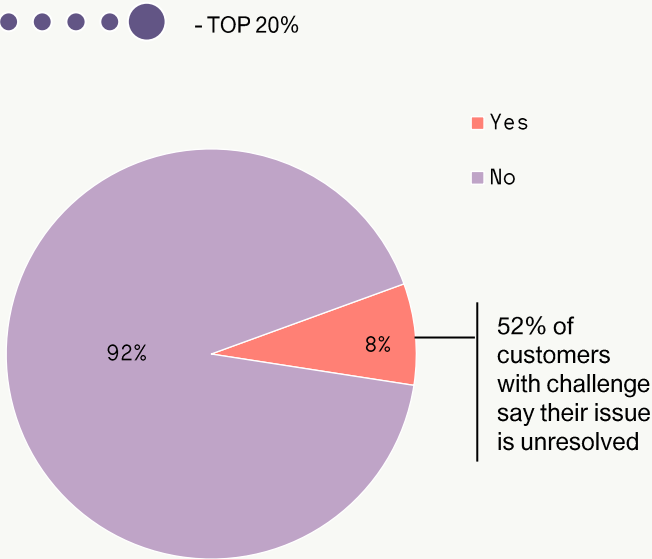
Challenges & Resolution



Only 8% of customers report facing a challenge with Paymenow. 52% of these customers' challenges remain unresolved. Paymenow has a Customer Effort Score of 3.6 which is good but leaves room for improvement.

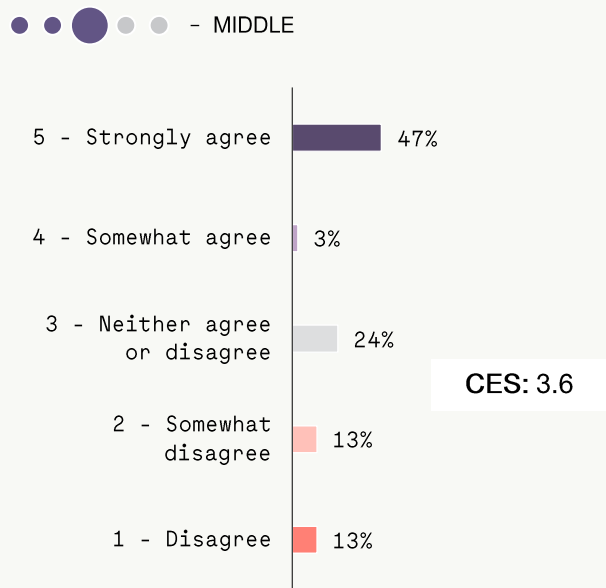
Customers Reporting Challenges

Q: Have you experienced any challenges with using Paymenow's app? (n = 397)



Customer Effort Score (CES)

Q: To what extent do you agree or disagree with this statement? Overall, Paymenow made it easy for me to handle my issue. Do you: (n = 30)



Most Common Challenges

Q: Please explain these challenges. (n = 32). Open-ended, coded by 60 Decibels.

- 63% talked about **poor UI/ UX** (20 respondents)
- 34% reported **slow approvals** (11 of all respondents)
- 3% mentioned **low withdrawal amount** (1 respondent)

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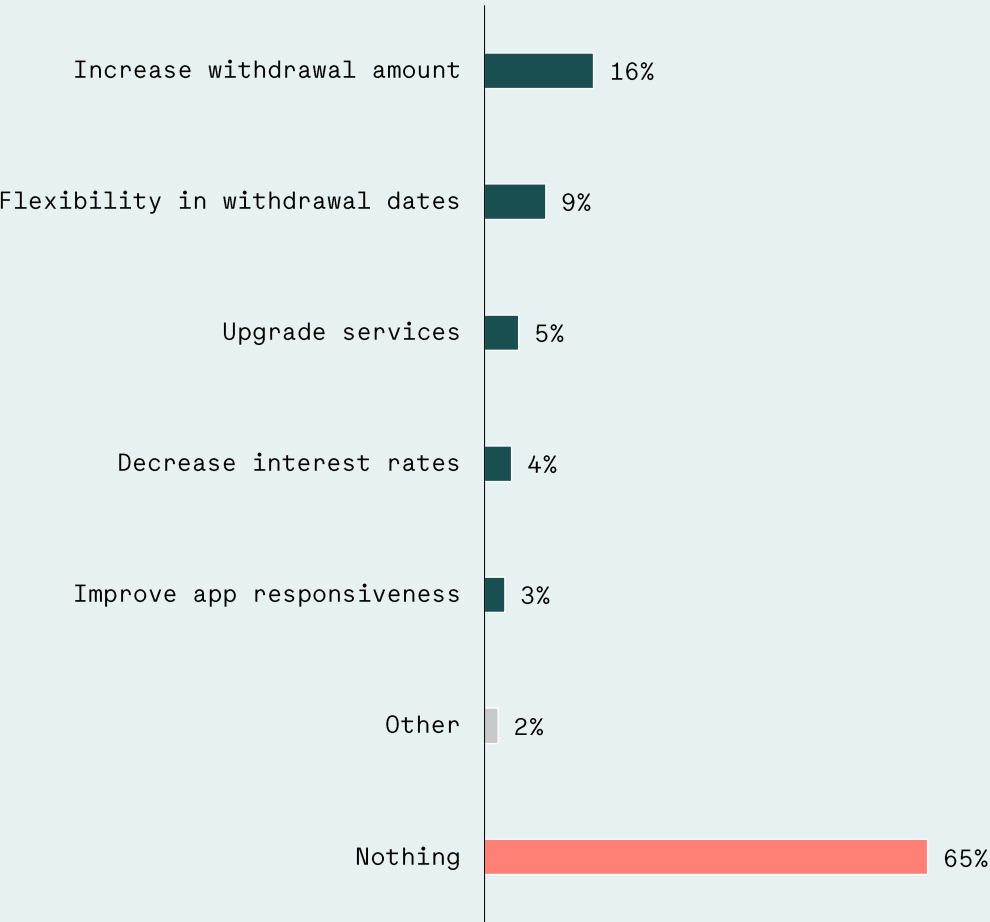
I had a R100 available on the app which I could not withdraw therefore I opted for a grocery voucher. I was not clear how the process works for the voucher, and I was eventually helped by a fellow Paymenow app member in terms of redeeming the voucher.
- Female

Suggestions



The majority of customers do not have any suggestions for improvement. Among those who do, the top suggestion is increasing the withdrawal amount.

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 400).
Open-ended, coded by 60 Decibels.



“

I wish its closing date would be more flexible as it closes on the 16th and I get paid on the 25th so it would be better if it closed on the 20th where I need money the most - Female, 33

Appendix

What Next?



Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- ☐ Review your results and qualitative customer responses. There's a lot of interesting feedback in there!

Engage Your Team

- ☐ Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- ☐ Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your customers.

Close The Loop

- ☐ Let us know if you'd like us to send an SMS to interviewed customers with a short message letting them know feedback is valued and as a result, you'll be working on XYZ.
- ☐ If you can, call back the customers with challenges and/or complaints to find out more and show you care.
- ☐ After reading this report, don't forget to let us know what you thought: [Click Here!](#)

Take Action!

- ☐ Collate ideas from team into an action plan including responsibilities.
- ☐ Keep us updated, we'd love to know what changes you make based on these insights.
- ☐ Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

Trends Over Time & Benchmarks



Detailed Comparison

Dimension	Indicator	Paymenow 2022	Paymenow 2021	60dB Global Benchmark	60dB FI Africa Benchmark
Profile	% female customers	46	30	43	56
	Inclusivity Ratio	0.49	0.35	0.82	0.67
Impact	% reporting improved quality of life	94	81	80	84
	% reporting improved stress	95	67	-	58
	% reporting increased financial control	95	82	-	-
	% reporting increased ability to save	83	63	-	-
	% reporting decreased informal borrowing	95	-	-	-
	% reporting increased emergency cash	83	-	-	-
Satisfaction	Net Promoter Score®	74	61	43	38
	% experiencing challenges	8	-	27	24
Contribution	% accessing first time	97	-	66	59
	% no access to good alternatives	99	97	69	71

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. Benchmark figures are based on the data from the studies conducted last year. Information on the benchmarks is found below:

Paymenow 2022

customers 400

Paymenow 2021

customers 200

60dB Global Benchmark

companies 603

respondents ~250,000

60dB Financial Inclusion Africa Benchmark

companies 68

respondents ~26,000

Methodology



About the 60dB Methodology

In August 2022, 60 Decibels' trained researchers conducted 400 phone interviews with Paymenow service customers. The customers were randomly selected from a random sample of Paymenow's customer database. Here is the breakdown of how we collected this data:

Country	South Africa
Customer Population	2,086
Interviews Completed	400
Response Rate	63%
Languages	English, Zulu, Sesotho
Average Survey Length	10 mins
Confidence Level	95%
Margin of Error	4%

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off customers. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$
Net Promoter Score®	<p>The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking customers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.</p>

About 60 Decibels

We're a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our customers to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our customers include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here](#)!

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

Thank you to Deon Nobrega for his support throughout the project.