COVID-19 and the PAYGO energy sector: How are consumers affected?
This is an unprecedented time, and consumers face unprecedented risks.

In order to understand the impact the coronavirus pandemic is having on customers' lives, this initiative harnesses the power of 60 Decibels’ Lean Data to hear consumer’s experiences, communicates how they are adjusting to this crisis, and shares insights stakeholders can use to protect and support customers now and in future.

Thanks to GOGLA for funding this work – with support from CDC and DOEN Foundation. Thanks to CGAP for contributing advisory support.
Countries & Companies

May 2020: 14 companies, 6 countries, 2,200+ customers interviewed.

Countries of focus

- Cote d'Ivoire
- Kenya
- Nigeria
- Rwanda
- Uganda
- Zambia

Thank you to companies participating

- Azuri
- Baobab+
- BBOXX
- d.light
- ENGIE Mobisol
- Fenix
- FINCA Plus Bright Life

- Greenlight Planet
- Lumos
- M-KOPA
- Mwezi
- Oolu Solar
- Pawame
- SUNami
Themes

What we’re asking about.

The surveys focus on:

- **Awareness and concern of COVID19**: awareness of the virus, level of concern, main concern, sources of hope.

- **Impact of COVID19**: changes in financial situation, income, expenses, food consumption, payment behaviour, confidence in future payment, level of burden, and coping mechanisms used.

- **Experience, satisfaction, impact of off-grid energy product**: usage, quality of life, Net Promoter Score®, challenge rate, issue resolution, Customer Effort Score, satisfaction with company communications, opportunities for support.

- **Customer profile**: we look at household size, gender, age, income level, location, education level.
Customer Voice

“I am financially unstable and my income has greatly reduced. Sometimes I have to skip lunch so that the little money that I get I can use to buy food for my family.”

“I used to stay in the darkness but now I have lights. I also own a TV so I am able to watch news and updates especially during this period of corona.”
## Results Snapshot

Find out more on the 60 Decibels COVID dashboard: bit.ly/60dB-Covid

<table>
<thead>
<tr>
<th>Usage</th>
<th>Impact</th>
<th>Communications</th>
<th>Net Promoter Score®</th>
<th>Challenge rate</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% using their energy product more now; 53% no change</td>
<td>62% quality of life ‘very much improved’</td>
<td>82% satisfied with company communications at this time</td>
<td>44 on a -100 to 100 scale</td>
<td>33% report challenges: 62% not resolved</td>
<td>women 48% vs men 39% financial situation got ‘much worse’</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Payments</th>
<th>Confidence</th>
<th>Financial situation</th>
<th>Coping mechanisms</th>
<th>Food consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>66% making payments as normally would</td>
<td>55% confident could make payments as normally would for the next month</td>
<td>42% ‘got much worse’; 44% ‘slightly worse’</td>
<td>78% employed some coping mechanism</td>
<td>43% reduced food consumption to cope</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food consumption comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>women 59% vs men 68% making payments as normally would</td>
</tr>
</tbody>
</table>

Find out more on the 60 Decibels COVID dashboard: bit.ly/60dB-Covid
The 60dB Vulnerability Index aims to identify how shocks affect a family’s situation. It is made up of four key themes:
- Poverty level
- Change in financial situation
- Coping mechanisms used
- Effect on food consumption

Looking at differences across countries:

- Uganda: 49%
- Kenya: 38%
- Rwanda/Zambia: 34%
- Nigeria: 26%
- Cote d'Ivoire: 6%

X% Very or Extremely vulnerable
- Coping
- Slightly vulnerable
- Vulnerable
- Very vulnerable
- Extremely vulnerable
Quite a bit of variation by country. Does this match what you’re seeing as a company?

Payment behaviours
Q: Are you making repayments for the [company] [product/service] as you normally would at this time?

- **Yes**: 66%
- **No**: 34%

By country:
- Côte d’Ivoire: 83%
- Kenya: 61%
- Nigeria: 79%
- Rwanda/Zambia: 81%
- Uganda: 66%
Current payment behaviour strongly linked to confidence in future payment.

How confident are customers of their ability to pay as normal for the next month?

**Confidence in making repayments next month**

Q: How confident would you say you are in your ability to make payments as you normally would for the next month?

<table>
<thead>
<tr>
<th>Country</th>
<th>Very confident</th>
<th>Slightly confident</th>
<th>Neither confident or unconfident</th>
<th>Slightly unconfident</th>
<th>Very unconfident</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>26%</td>
<td>29%</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Cote d’Ivoire</td>
<td>40%</td>
<td>34%</td>
<td>18%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>36%</td>
<td>37%</td>
<td>16%</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Rwanda/Zambia</td>
<td>31%</td>
<td>43%</td>
<td>17%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Kenya</td>
<td>9%</td>
<td>6%</td>
<td>29%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>Uganda</td>
<td>8%</td>
<td>10%</td>
<td>23%</td>
<td>7%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Those who borrowed money borrowed from:

- 63% family or friends
- 20% money lender
- 8% digital credit (32% in Kenya)
- 7% MFI or bank
- 3% other

Coping mechanisms used

Q: As a way to cope with the coronavirus situation, have you or anyone in the household had to do any of the following that you wouldn’t normally have to do? Have you:

- Used money that had been saving (60%)
- Borrowed money (25%)
- Reduced business or household investments (24%)
- Sold or pawned an asset (8%)
- Reduced loan payments (7%)
- Stopped loan payments (7%)

% in each country coping by selling or pawning an asset:

- Cote d’Ivoire: 0%
- Kenya: 3%
- Nigeria: 3%
- Rwanda/Zambia: 11%
- Uganda: 18%
I have reduced my expenses, now we eat once per day, because of lockdown we can't earn money and our financial means have decreased.