Consumer Insights during COVID-19 (3)
Consumer Insights During COVID-19 – Webinar 2

1. Opening Remarks – Sarah Bieber
2. 60 Decibels: Results & Insights
3. Panel Discussion with BrightLife and Oolu
4. Audience Q&A with 60 Decibels, BrightLife and Oolu

*The webinar is being recorded, and will be available online shortly afterwards
COVID-19 and the PAYGO energy sector: How are consumers affected?
Overview

60 Decibels COVID-19 insights dashboard: bit.ly/60dB-Covid

Customer insights for PAYGO solar

5,350+
customer interviews in
May, June, July

15
companies participating

6
countries
Customer Satisfaction

The Net Promoter Score®

Q: On a scale of 0 to 10, how likely are you to recommend the [Company] [product/service] to a friend or family member, where 0 is least likely and 10 is most likely?

0-6 – Detractors :(  
7-8 – Passives :/  
9-10 – Promoters :-)

NPS = % Promoters − % Detractors

Solar home system NPS has been declining over time...

- Pre-COVID 60dB Energy Benchmark: 47
- May: 44
- June: 42
- July: 38

“I am proud of the lights because they are so bright and so clean, unlike paraffin lamps that had really caused me a lot of eye problems.”
Challenges & Issue Resolution

Challenges & Issue Resolution

Challenge rates are consistent...

but issue resolution is declining...

impacting repayment rates

"My biggest challenge is that when I do not pay for the TV even the lights go off."

29% with resolved challenges are not making repayments as normal

VS

38% with unresolved challenges are not making repayments as normal

NPS insights

no challenges 56
resolved challenges 42
unresolved challenges 0

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Financial Health & Vulnerability

Vulnerability appears to be reducing over time...

but overall financial situation isn’t getting better for most...

and household incomes are still reducing for more than half

“I do not have an income to take care of the bills.”
Coping Mechanisms

Families are still using coping mechanisms...

- May: 81%
- June: 71%
- July: 65%

although fewer report using savings...

- May: 62%
- June: 41%
- July: 39%

and the majority who did not use savings had none, with the vulnerable most affected

- Coping: 32%
- Slightly vulnerable: 73%
- Vulnerable: 86%
- Very vulnerable: 87%
- Extremely vulnerable: 98%

“I don’t have good savings anymore. And I can’t replace or fill that hole. I’m worried about my situation.”
Repayment Rates

Repayment rates have remained consistent over time...

and are considerably lower for the most vulnerable...

<table>
<thead>
<tr>
<th>Category</th>
<th>Making repayments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coping</td>
<td>81%</td>
</tr>
<tr>
<td>Slightly vulnerable</td>
<td>68%</td>
</tr>
<tr>
<td>Vulnerable</td>
<td>64%</td>
</tr>
<tr>
<td>Very vulnerable</td>
<td>56%</td>
</tr>
<tr>
<td>Extremely vulnerable</td>
<td>51%</td>
</tr>
</tbody>
</table>

satisfaction is lower for most vulnerable not repaying

NPS insights

making repayments 49
not making repayments 29

"I stopped paying for the solar since we don’t get value for our money and our issues have not been resolved.”

54 NPS of ‘extremely vulnerable’ making repayments

vs

30 NPS of ‘extremely vulnerable’ not making repayments
More than half find repayments a burden....

with half confident in making repayments for the month ahead...

this is shaped by vulnerability too

NPS insights

not a burden  54
slight burden 47
heavy burden 37

very confident  58
very unconfident 16

“We spend much money by paying the solar home system that’s why we have decreased other household expenses.”
Payment Relief

Few customers say companies have offered payment support or relief...

<table>
<thead>
<tr>
<th>Companies</th>
<th>% customers per company offered support</th>
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</thead>
<tbody>
<tr>
<td>52%</td>
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<td>25%</td>
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<td>13%</td>
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<td>10%</td>
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<td>7%</td>
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<td>6%</td>
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<td>3%</td>
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</tbody>
</table>

the most vulnerable reported being offered payment support more...

- Coping: 6%
- Slightly vulnerable: 6%
- Vulnerable: 8%
- Very vulnerable: 12%
- Extremely vulnerable: 17%

and also lower repayment rates

- May: 83%
- June: 82%
- July: 77%

NPS insights

- Offered support: 44
- Not offered support: 38
- Used support: 46
- Did not use support: 31

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“The company should not charge me the remaining money because it is a little. I will pay later.”
External Support for Payments

Few customers are receiving external support to make their energy payments...

- 95% Yes
- 5% No

Most with support already had it before pandemic...

- 80% Yes
- 20% No

Female-headed households were more likely to be receiving support from outside the home

- Female-headed household: 12%
- Male-headed household: 5%

NPS insights

- No external support: 40
- External support: 15

“Extend the payment period; it can help us to prepare ourselves.”
Satisfaction by Company

NPS varies significantly across companies

Splitting into three groups, we saw trends

Top-performing

Middle-performing

Bottom-performing

“I find the solar lights to be very reliable and affordable. I’m happy that my children can depend on the lights to do their schoolwork.”
Company Differences

Bottom performing companies see customers with higher challenges rates...

- 31% Top-performing
- 34% Middle-performing
- 40% Bottom-performing

Higher burden of repayments...

- 16% Top-performing
- 29% Middle-performing
- 37% Bottom-performing

Lower repayment rates...

- 70% Top-performing
- 68% Middle-performing
- 40% Bottom-performing

And less confidence in making repayments...

- 31% Top-performing
- 27% Middle-performing
- 16% Bottom-performing

“I’m just thankful because I now have access to electricity, and I can charge my phone. Everybody needs to have this product at home.”
Effects of External Factors

Stringency of COVID measures is higher in East Africa...

The region has more ‘extremely vulnerable’ customers...

Lower repayment rates as well as...

Higher perceived burden of repayments

<table>
<thead>
<tr>
<th>Region</th>
<th>Stringency Level</th>
<th>Extremely Vulnerable</th>
<th>Repayment Rates</th>
<th>Heavy Burden</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Africa</td>
<td>80</td>
<td>15%</td>
<td>51%</td>
<td>33%</td>
</tr>
<tr>
<td>West Africa</td>
<td>69</td>
<td>6%</td>
<td>84%</td>
<td>16%</td>
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</table>
Looking Forward

Customers are seeing the impact of having energy more than ever...

“I love the TV so much because it has helped my children improve their storytelling skills. I also loved how the company agents made it easy for me to acquire the products and how they explained all the instructions to me. They were so friendly and professional.”
“The quality of the light is very good. I love it because it is reliable.”

60 Decibels – GOGLA solar PAYG online report

60 Decibels COVID19 insights dashboard

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COVID-19 Energy Access Relief Response
https://www.energyaccessrelief.org/

1. Technical Assistance
2. Sector-wide Policy Response
3. Consumer Protection & Relief
4. Financial Assistance
Our 150+ members

Off-grid solar manufacturers and distributors make up three quarters of our membership base. Others include investors, trade bodies, think tanks, funders and universities.

Thank you.

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