

Access to Energy: Partner satisfaction surveys



A comparison!

Three Satisfaction Surveys....



112



13



2015- June
2016



72



0



Oct 2015-
Nov 2016



127



10



2014 - 2015

Study areas

WHO ARE OUR CUSTOMERS?

POVERTY ASSESSMENT

HOUSEHOLD CHARACTERISTICS

USE OF ENERGY

LEVELS OF SATISFACTION

KEY FEATURES

SERVICES

PRICE

OUTCOMES

USE OF THE LAMP

CHANGES TO PEOPLE'S LIVES

USE OF ENERGY AND SAVINGS

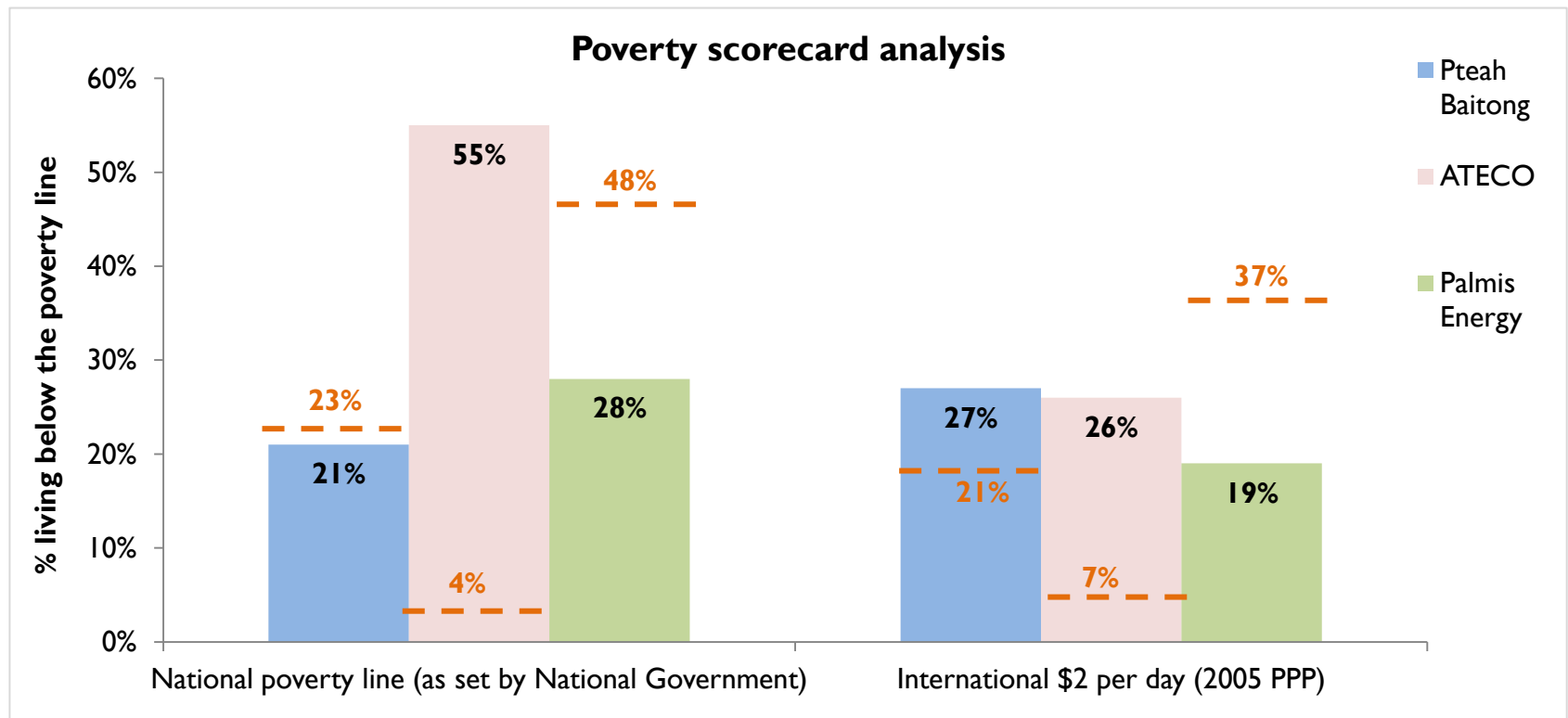
WHO ARE OUR CUSTOMERS?



- The Progress out of Poverty Index is a poverty scorecard which allows users to evaluate the likelihood of given population living below certain poverty lines.
- It allows organisations to rate the poverty rate among their clients and track the rate of change over time
- 10 questions are formulated from data from national household surveys:
 - Cambodia: 2011 Socio-Economic Survey
 - Phillipines: 2009 Family Income and Expenditure Survey/Labor Force
 - Haiti: 2012 Post-Earthquake Living Standards Survey
- Questions are chosen based on the indicators correlation with poverty in the country
- Answers to each question are given a score which is used to determine the likelihood of households being above or below certain poverty lines.
- Caveats!! (data and corresponding likelihoods based on old surveys), updated benchmarks, access to the clients face to face.

<http://www.progressoutofpoverty.org>

The following chart shows the percentage of partners **below** the national and international poverty lines as compared to available benchmarks.



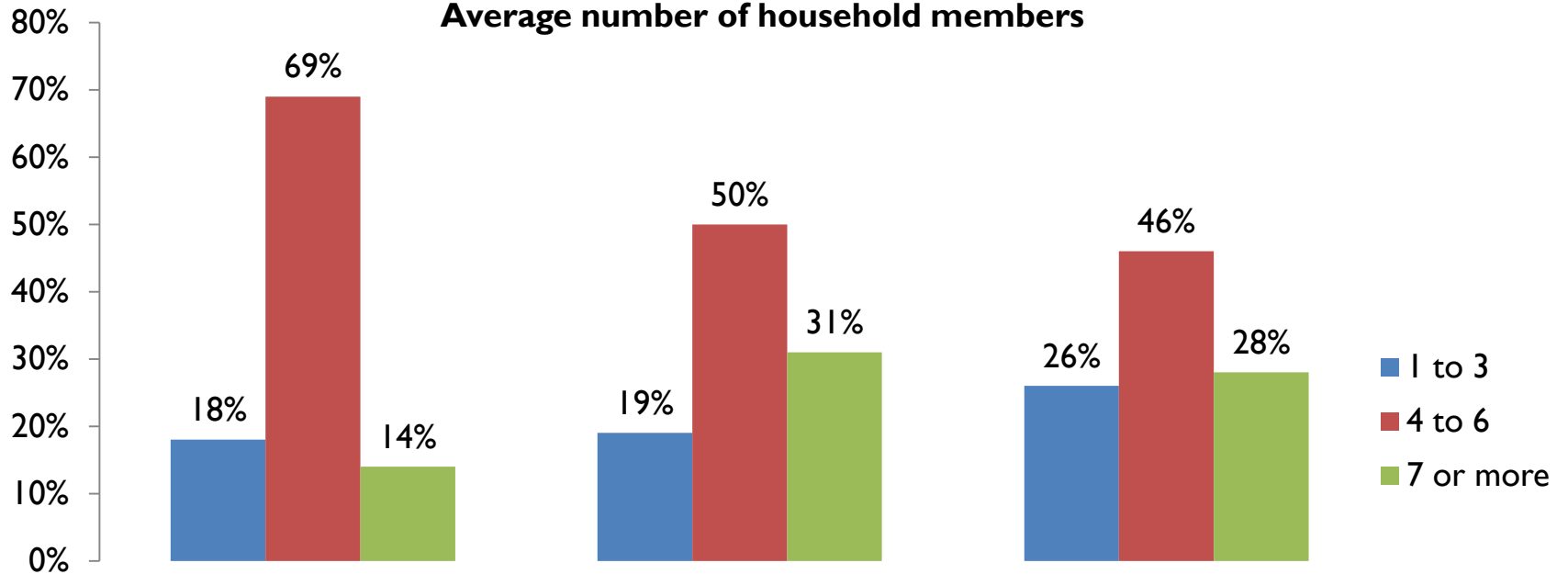
Kampong Thom (2012)

Manila (1st district 2009)

Haiti (Ouest) 2012



Average number of household members



4.8



5.4



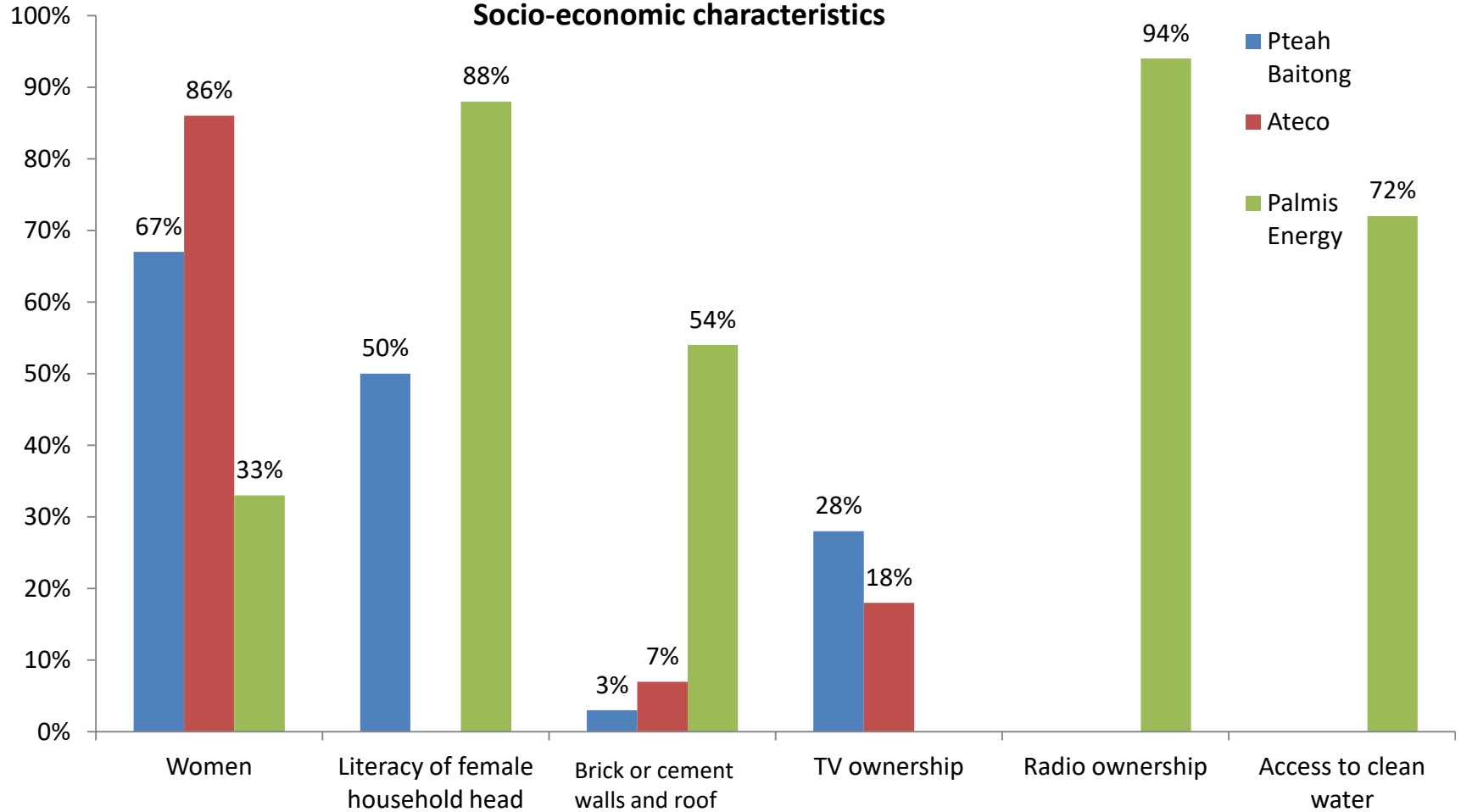
4.8

WHO ARE OUR CUSTOMERS?

HOUSEHOLD CHARACTERISTICS

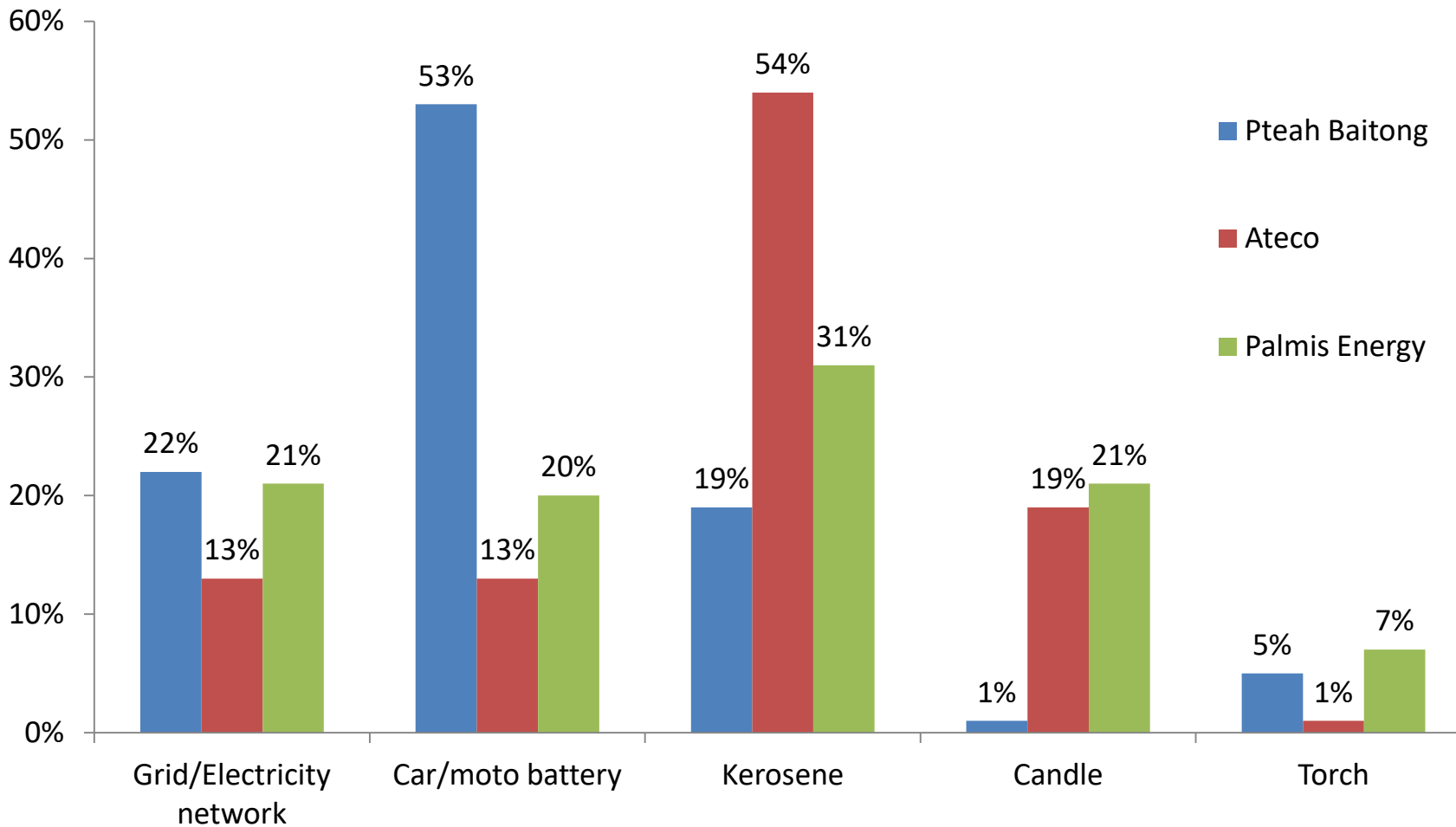


Socio-economic characteristics





Primary source of energy for lighting before purchasing solar lamp



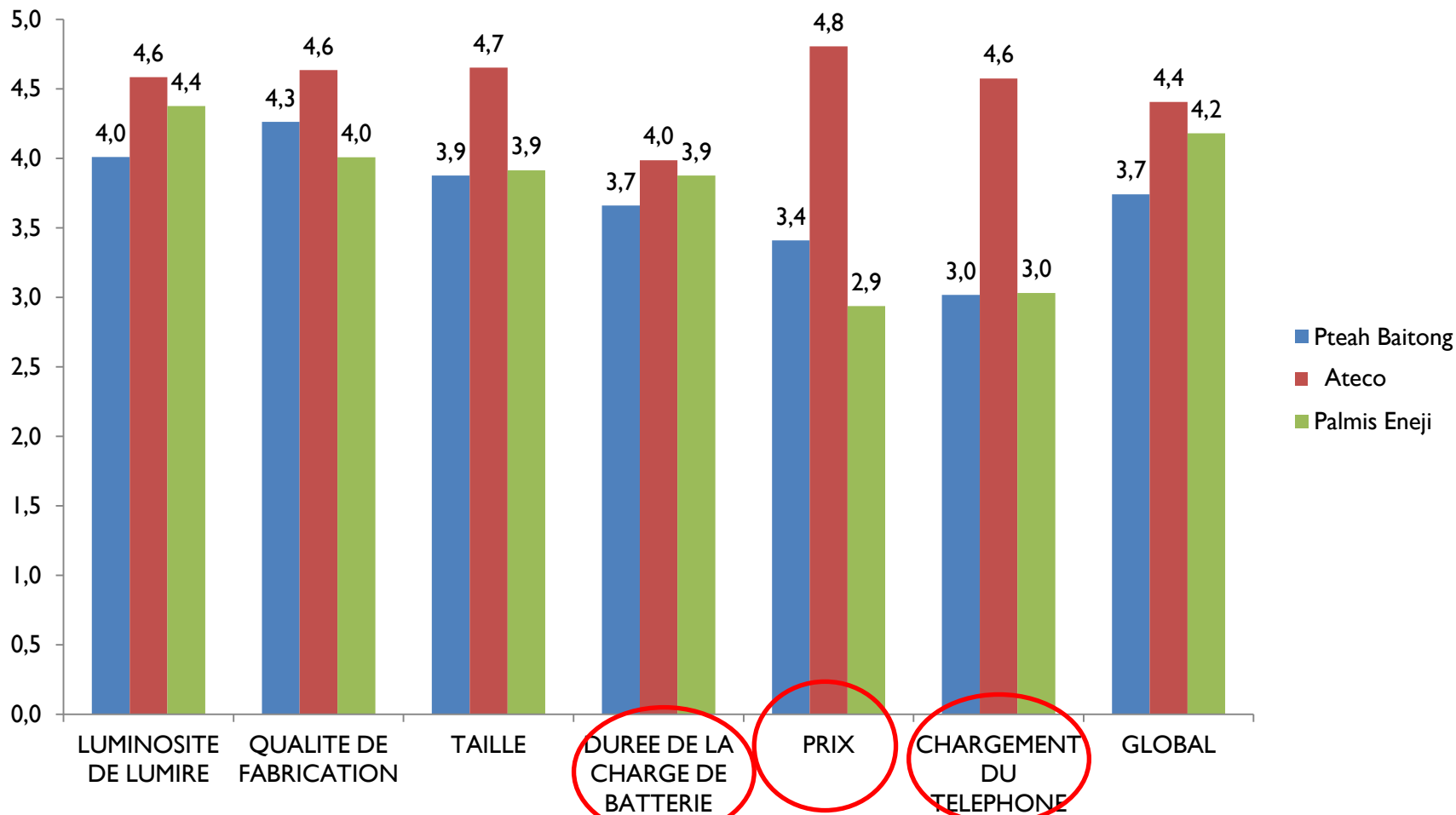
LEVELS OF SATISFACTION



LEVELS OF SATISFACTION

KEY FEATURES

Satisfaction scores out of 5



LEVELS OF SATISFACTION

KEY FEATURES



- Quality of lighting
- Three light settings
- Portability
- Ease of use
- Guarantee
- Stand for the lamp



- Phone charger
- Quality of cables (old SKP)
- Battery level misunderstood (Cambodia)
- Light area can be too small/number of lights (Haiti)
- charge time can degrade over time
- Price



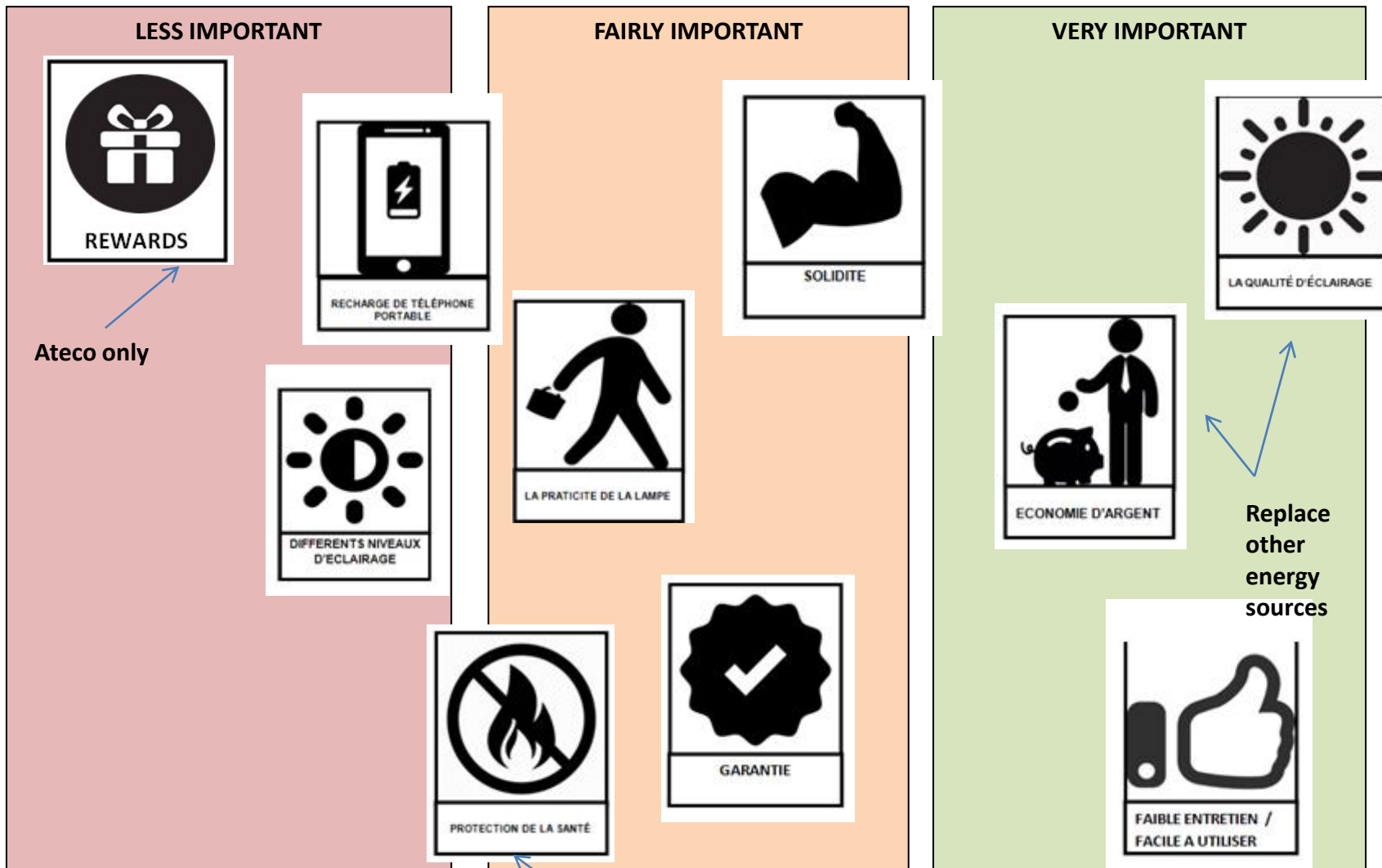
- Good size and solid
- Quality of lighting
- Phone charger
- Can charge laptops
- Price



- Battery and charging problems
- Different brightness settings can work poorly
- Not enough lights for homes needs

LEVELS OF SATISFACTION

REASONS FOR PURCHASE



Ateco only

Replace other energy sources

Important for Ateco customers (kerosene users)



Palmis Energy, Ateco and Pteah Baitong offer **training** and Palmis Energy and Pteah Baitong offer **after sale services** and a **2 year guarantee** on the lamp.



- Usage of the after sale service **is very limited** in Pteah Baitong and Palmis Energy:
 - 70% of Palmis Energy customers said they had « some problems » with the product
 - 17% of these used the after sale service
 - Most of these (84%) used the guarantee to replace the product
 - 62% knew the length is 2 years , 25% did not know length and 13% did not know about the guarantee,
- Only one person surveyed mentioned that they had successfully used the guarantee in Cambodia
- After services were mainly provided when the sales agents voluntarily returned to partners
- People lost the number to phone, forgot the guarantee existed, thought the guarantee was complicated,



TRAINING

- Well reviewed by partners across all programmes, were able to demonstrate how to use the lamp
- Testing in the field suggests the guarantee and terms of the aftersale service are misunderstood
- Training on the battery level indicator was often not understood

LEVELS OF SATISFACTION

PRICE

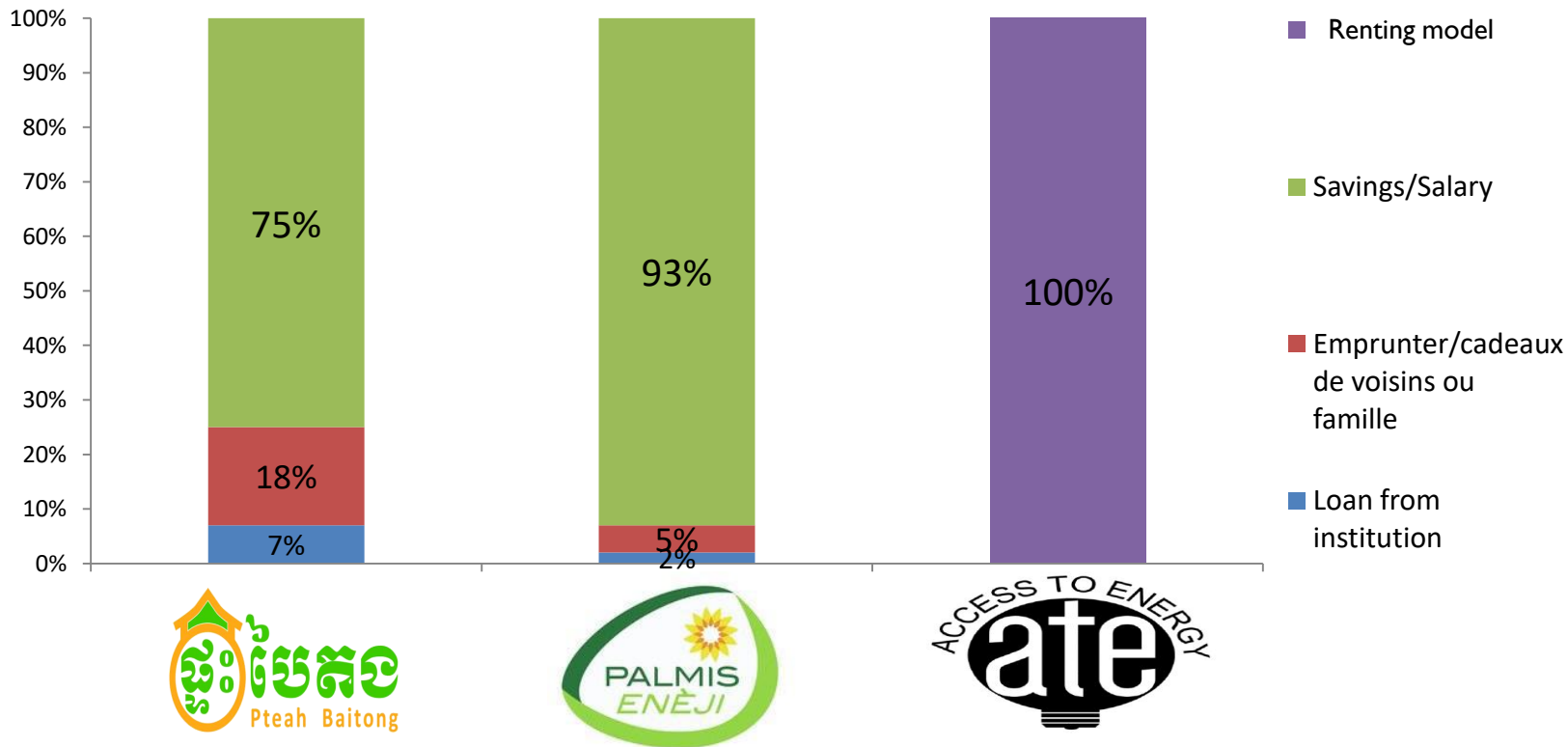
Score /5
for the
price

3.4

2.9

4.8

Method of payment



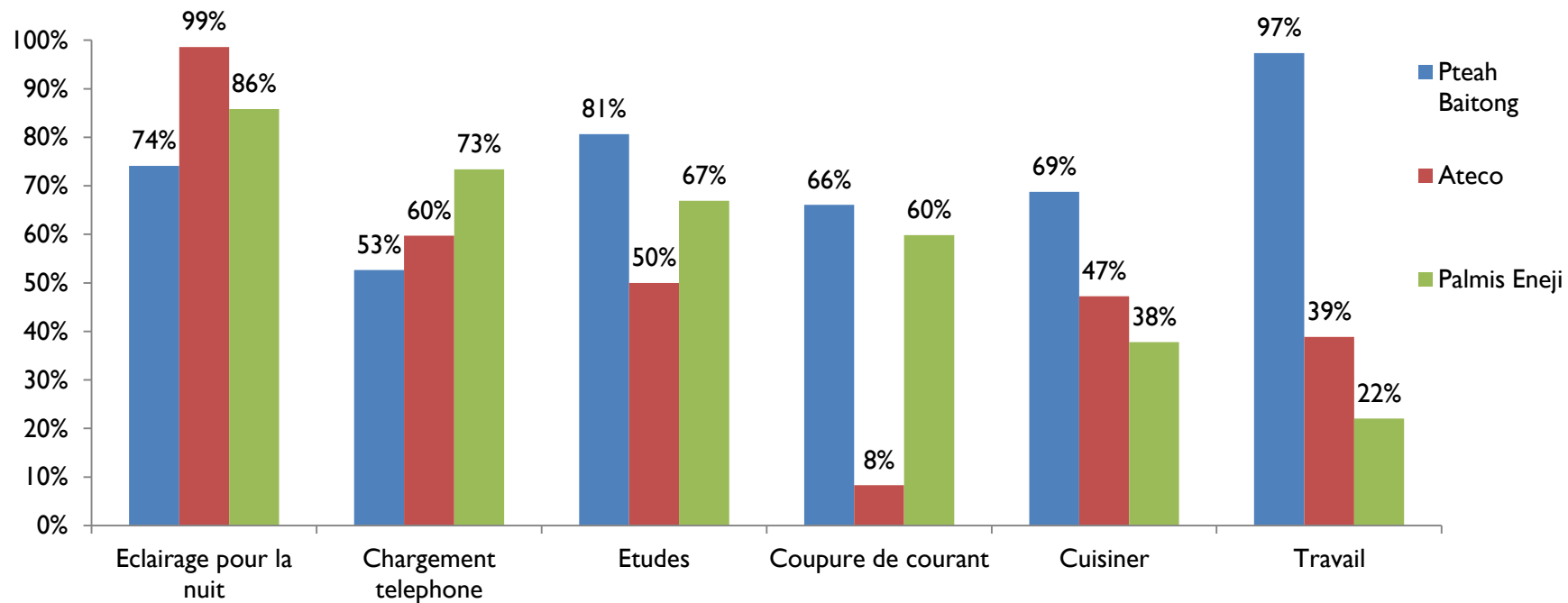
OUTCOMES



OUTCOMES

USE OF LAMP

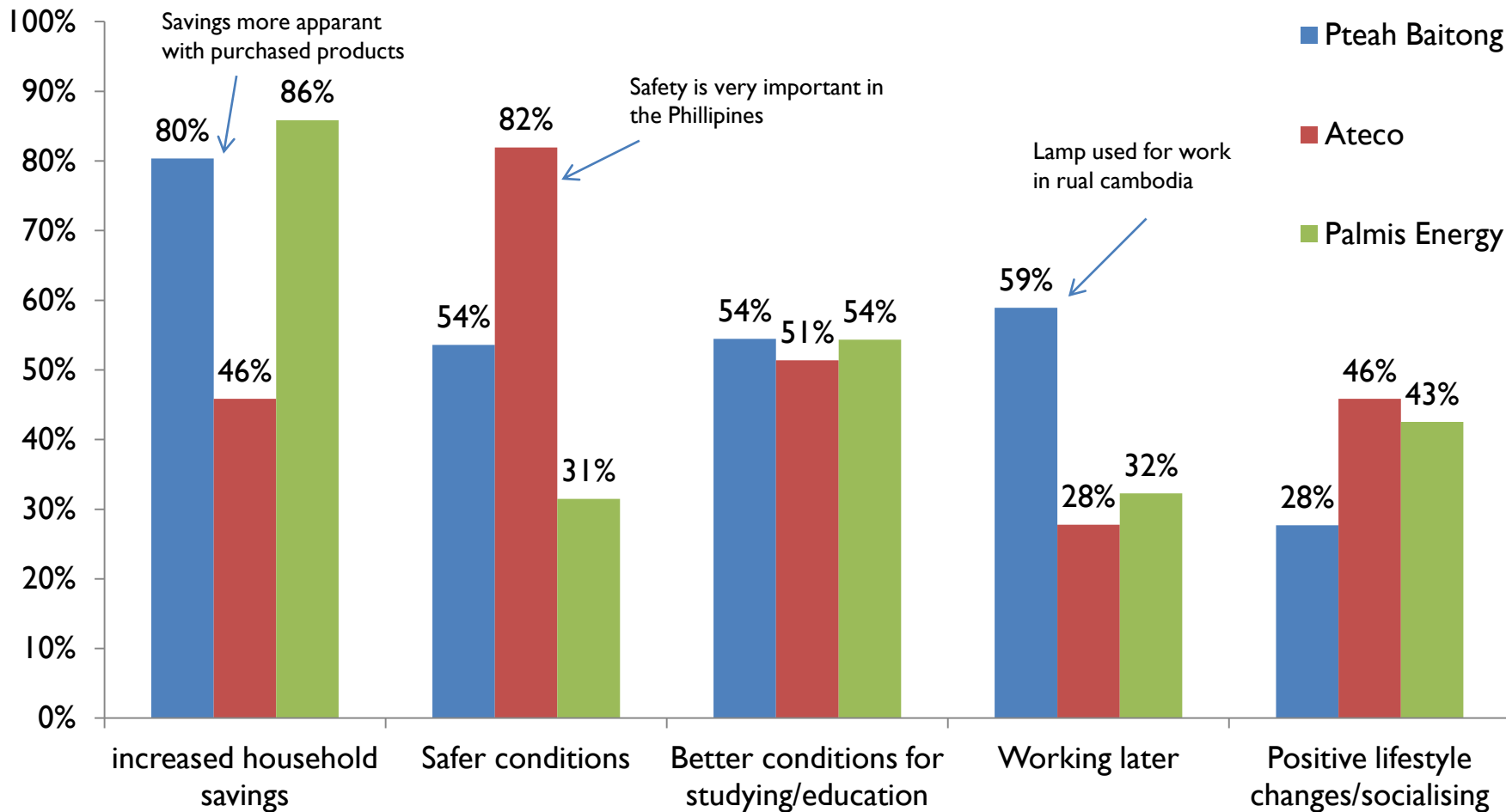
Main uses of the solar lamp



- 86% used the lamp everyday (Haiti and Cambodia), Ateco customers even more frequently
- 60% use NIWA batteries to charge their laptops
- 33-44% used the phone charger every day, most less regularly.

OUTCOMES

CHANGES TO PEOPLES LIVES



OUTCOMES

CHANGES TO ENERGY USE AND SAVINGS



14%

no longer use other energy sources for lighting



49%

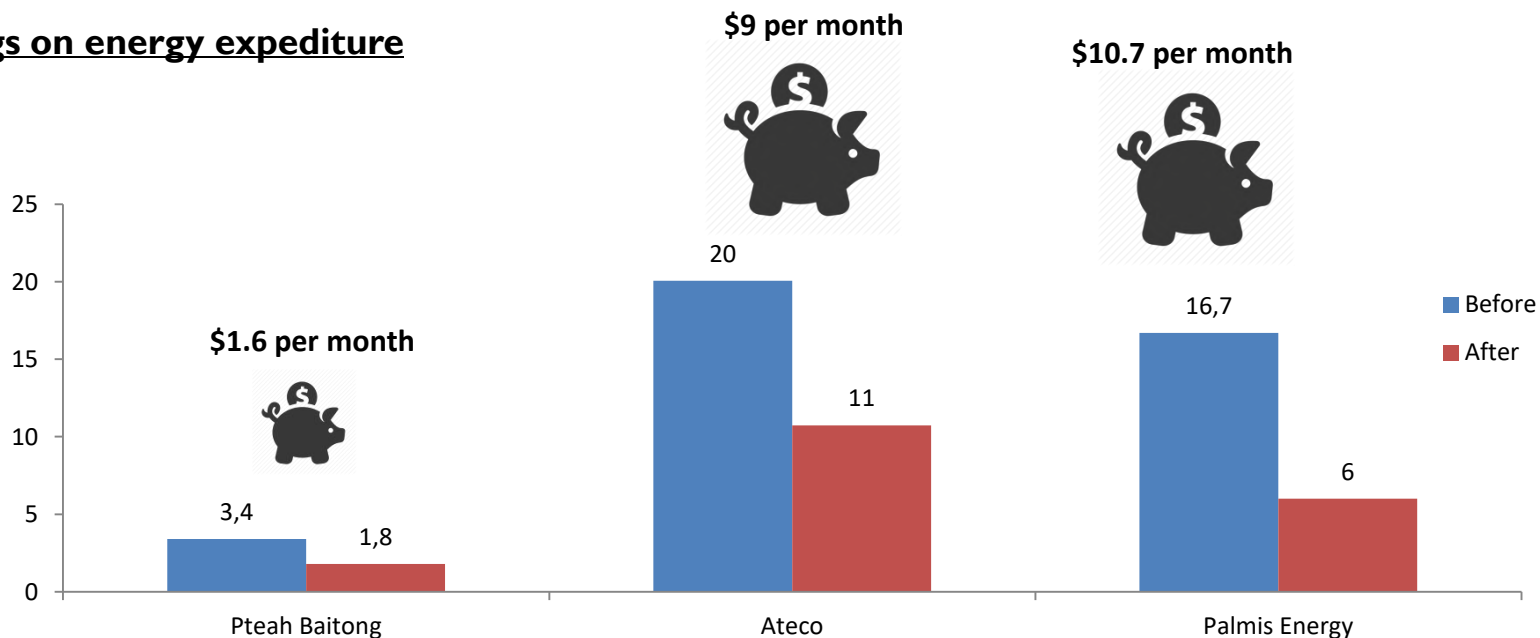
no longer use other energy sources for lighting



88%

no longer use other energy sources for lighting

Savings on energy expenditure



APPENDIX

- Benchmarks for the countries are taken from the following studies:

Cambodia: Cambodia Socio-Economic Survey 2014

Phillipines: National Demographic and Health Survey 2013

Haiti: ECVMAS HAITI Baselines 2014

- Progress Out of Poverty

Cambodia: <http://www.progressoutofpoverty.org/country/cambodia>

Phillipines: <http://www.progressoutofpoverty.org/country/philippines>

Haiti: <http://www.progressoutofpoverty.org/country/haiti>

Three satisfaction Surveys

Pteah Baitong(Completed)

Ateco (Completed)

Palmis Energy (In progress, results to be circulated in May)