

LEAN DATA

SOLAR WATER PUMP CUSTOMER RESEARCH EAST AFRICA

FEBRUARY 2019

*Preliminary results – report to be
published in March/April 2019*



Photo credit: Simusolar

INTRO TO LEAN DATA

Lean DataSM helps not-for-profits and social enterprises more effectively listen to their customers so that they can build impact measurement and customer-centricity into business as usual.

Here's how...



Mixing **business and social performance** insights to provide greater value.



We use **mobile/technology-based** survey execution to keep costs low.



Standardized surveys provide robust data that can be used for benchmarking.



Swift results: project length typically as little as 6-8 weeks.

KEY TAKEAWAYS: SOLAR WATER PUMP CUSTOMER RESEARCH



25%

of Kenyan solar water pump customers live below the **\$3.10 per day poverty line**, relative to **53% nationally**.



89%

of pumps used for **irrigation**. 40% used for **domestic water** and 15% used for **animals**.



47%

of customers used to use **buckets and watering cans** as their former irrigation method.



73%

educated to an **upper secondary school level or higher**.



61%

of customers used **boreholes** as their former water source. **Rivers and canals** were another common source (22%)



70%

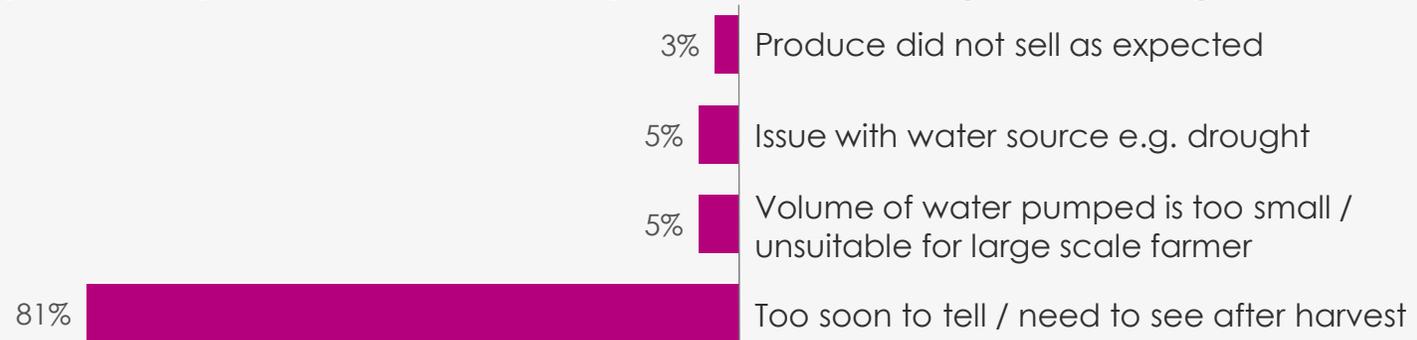
of customers **got a loan** to purchase their solar water pump.

CUSTOMER PRODUCTIVITY

75% of customers said that their productivity had increased since using their solar water pump.

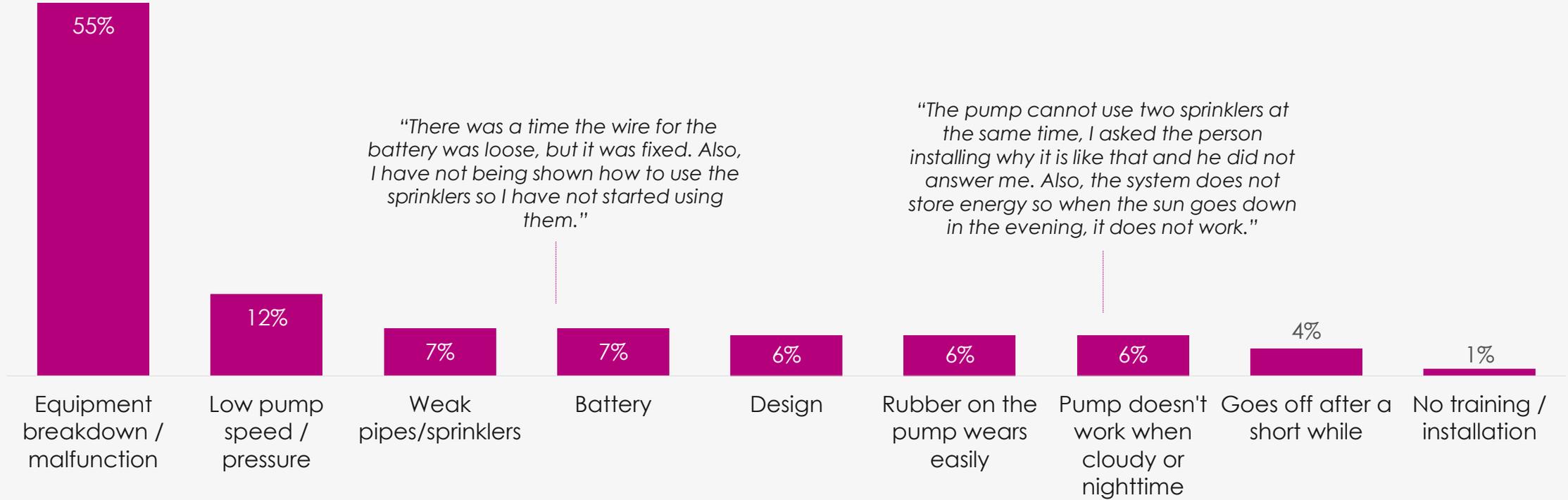


25% of customers said that their productivity had decreased or experienced no change since using their solar water pump.



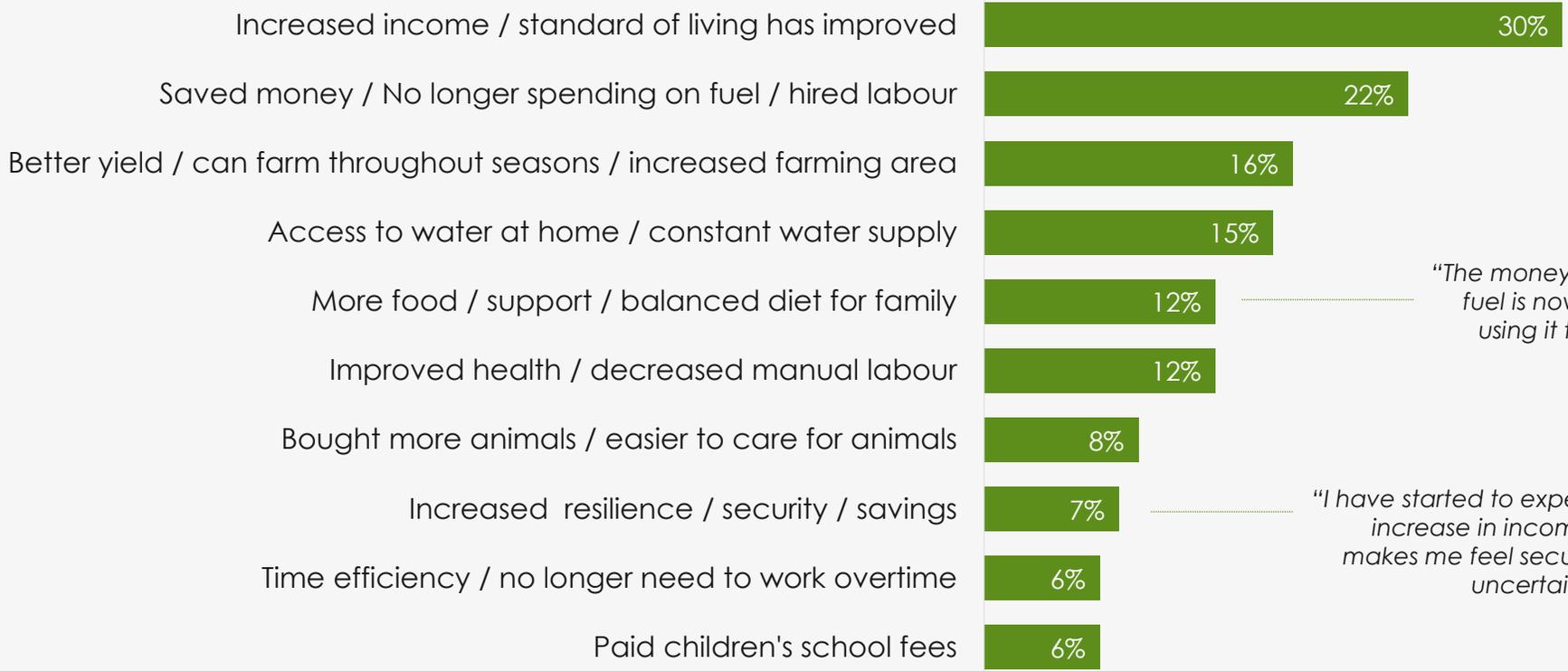
CUSTOMER CHALLENGES

"It can hardly take one week before it breaks, I have complained and they normally come and fix it."



QUALITY OF LIFE

81% of customer reported positive quality of life impact.



"I managed to grow a bigger garden last year. This has increased my income which I have used for paying school fees, adding more cattle and paying for all basic needs for my family. Also, I have bought a new farm."

"The money that I used to spend on fuel is now being saved and I am using it to boost my family's diet and health status."

"I have started to experience an increase in income and this makes me feel secure against uncertain events."

QUESTIONS?

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