

VisionFund Myanmar



Welcome To Your 60dB Results

We enjoyed hearing from 300 of your clients – they had a lot to say!

Contents

Headlines

- 03 / Performance Snapshot
- 04 / Top Actionable Insights
- 05 / Customer Voices

Detailed Results

- 07 / Deep Dive Into Key Questions

What Next

- 46 / How To Make The Most Of These Results

Appendix

- 47 / Staff Quiz Results
- 48 / Detailed Benchmarking Summary
- 51 / Methodology

Methodology Summary

In-depth phone interviews with a representative sample of 300 Vision Fund Clients.

Performance is compared with the 60dB Financial Inclusion Benchmark consisting of 52 Companies & 24k+ interviews.

VisionFund Performance Snapshot

VisionFund performs particularly well on increased investment, income, and low challenge rate. There may be room for improvement in targeting low-income customers.

Profile

17%

live in poverty



Impact

89%*

quality of life improved



What Impact

- 40% mentioned ability to invest in business
- 22% talked about improved savings
- 19% reported increased ability for home / shop renovations

Business Investment

90%

used their loan to grow their business

Customer Voice

“My business has improved so I am happier than before I started interacting with VisionFund.”

Data Summary

Company Performance:
300 client phone interviews in May - June 2020

Quintile Assessment compares Company Performance with 60dB's Financial Inclusion Benchmark comprised of 42 companies and 14,214 customers. Full details can be found in [appendix](#).

Net Promoter Score®

48

on a -100 to 100 scale



Challenges

91%

report no challenges



Income

93%

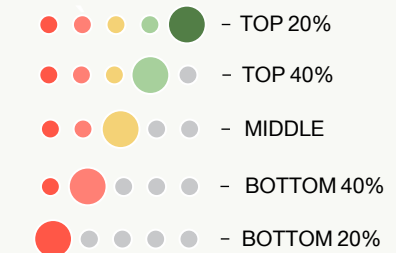
report increased income

COVID-19

66%

report improved ability to reduce COVID-19 impact due to VisionFund

Performance vs. 60dB Benchmark



*Note: overall, 89% of clients reported quality of life improvements. 77% reported a slight improvement and 12% reported significant improvements

Top Actionable Insights

VisionFund is helping clients invest in their businesses and improve income. Offering flexibility on loan terms could increase impact and help clients cope with the COVID-19 situation.

Headline

Detail & Suggested Action



Going Great:

Strong positive financial impact: clients report increased income, business investment and financial resilience.

90% of clients used their loan to grow their business, and 93% saw an increase in income, which is fantastic. Clients also reported enhanced ability to save and cope with financial shocks, including the impact of COVID-19.

An idea: Impressive results like these can be communicated to staff, clients and investors to boost morale and help market to future clients.



The Importance Of Financial Training:

Financial education training seems to contribute significantly to VisionFund's impact.

70% of clients reported receiving financial education training when they first took out their loan with VisionFund. Those who did were significantly more likely to report quality of life improvements and household impact and be promoters of the company.

A recommendation: Increasing penetration of training and addressing concerns with training usefulness could help VisionFund improve its impact.



Area For Improvement:

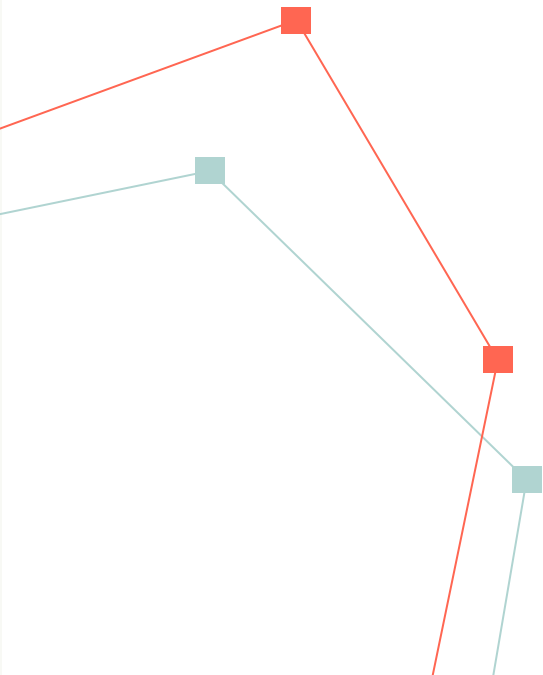
Offering flexibility with loan amounts and repayment periods could increase VisionFund's depth of impact.

Clients consistently identify longer repayment terms, reduced interest rates, and higher loan amounts as opportunities for improvement. Providing these options could help VisionFund better support clients during the COVID-19 period, enhance client experience and uniqueness relative to alternatives.

For discussion: Which of these would be feasible for VisionFund to explore?

Customer Voices

We love hearing customer voices.
Here are some that stood out.



Impact Stories

89% shared how VisionFund had improved their quality of life

“I bought land. I can do farming on this land and I can support my children’s education.”

“My business has improved so I am happier than before I started interacting with VisionFund. Before VisionFund, I had to work outside of home but now I can do my work at home, so I am more comfortable.”

“I can buy more material for making clothes on a wholesale price so I can now earn more profit than before VisionFund. I am very happy with this.”

“I can store the clothes for sewing later and I bought some jewelry for my daughter. I can eat some good food too.”

“Before COVID, I had saved some money and renovated my house a little.”

“I bought kitchenware (rice cooker and electric pans) and I bought 3 pigs for saving also.”

Opinions On VisionFund’s Value Proposition

56% were Promoters and were highly likely to recommend VisionFund

“The loan allows us to make investments with a low interest rate. Monthly loan collection system is also good.”

“I can spend loan money for my children. I can send my children to a good school and if I hadn’t gotten the loan from VisionFund, I would have had to take a loan from a money lender with a high interest rate (20% interest rate).”

Opportunities For Improvement

54% had a specific suggestion for improvement

“In this COVID-19 time, I want to repay only 50% of the monthly repayment and, after this period ends, I will repay all of my loan amount.”

“To extend the loan duration from 6 months to 8 or 10 months. Provide 100,000 Myanmar Kyats (MMK) as the loan amount and affordable interest rate per month.”

Key Questions We Set Out To Answer

- Who is VisionFund Reaching?
 - > Demographics & income profile
 - > Availability of alternatives in market
- What Impact is VisionFund Having?
- What is VisionFund's Impact During COVID-19?
- Are Clients Satisfied with VisionFund & Why / Why Not?
- Does Impact and Satisfaction Vary by Gender?

“I can get the loan with a low interest rate. Since VisionFund came to our township, I have taken loans from them. We have a good relationship.”

Client Profile: Demographics

VisionFund is serving a predominantly female client base.

Clients were distributed widely across 11 geographical regions of Myanmar and 58 different branches.

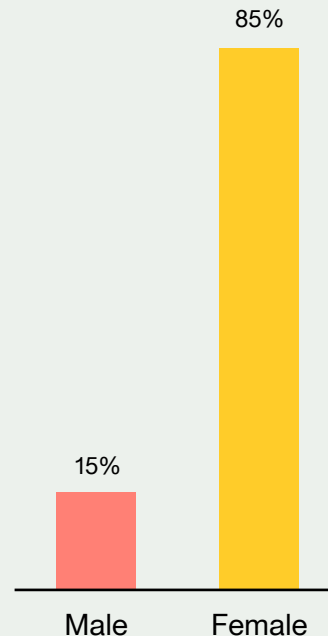
13% report having access to a mobile money account. See slide [38](#) for further details on clients' usage and preference for mobile money accounts.

85% of clients are female; clients are widely distributed across 11 geographical regions.

About the VisionFund Clients We Spoke With

Data relating to client characteristics (n = 300)

Gender



Household Composition

34% of households have at least 1 child aged 0-4

Access to Mobile Money Account

13% of clients have a mobile money account

Region

- > Shan-Kayah-MDY (15%)
- > South-MDY (13%)
- > North-Delta (11%)
- > Mon-Tanintharyi (10%)
- > Yangon (10%)
- > South-Delta (10%)
- > Sagaing-MGY (9%)
- > Kachin-Shan (6%)
- > Mon-Karen (6%)
- > Rakhine (5%)
- > North-MDY (5%)

Client Profile: Inclusivity

Compared to the national average, VisionFund is doing a good job at serving relatively less well off clients.

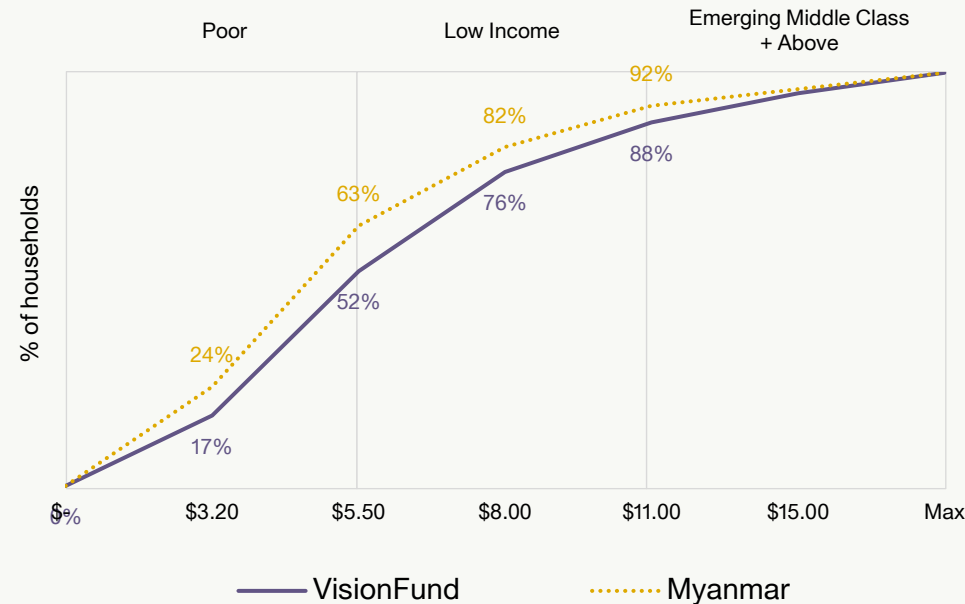
Using the Poverty Probability Index® we measured how the income profile of your clients compares to the Myanmar average.

VisionFund is serving slightly wealthier clients* than the Myanmar national average, resulting in an inclusivity ratio of 0.84.

*Participants in this study were third-cycle clients of VisionFund's so they may have seen income levels increase since their first loan with the organisation.

Income Distribution of VisionFund Relative to Myanmar Average

% living below \$xx per person / per day (2011 PPP) (n = 300)



Inclusivity Ratio

Degree that VisionFund is reaching low-income clients in Myanmar

0.84

We calculate the degree to which you are serving low-income clients compared to the general population. 1 = parity with nat. pop. ; > 1 = over-serving; < 1 = under-serving. See [Appendix](#) for calculation.

Client Profile: Availability of Alternatives

Availability of alternatives provides insight into the competitive landscape and the degree to which VisionFund is providing a scarce service.

The fact that 77% said they could easily find a good alternative suggests that clients do not view VisionFund's proposition as particularly unique. This is unsurprising given the competitive MFI landscape in Myanmar.

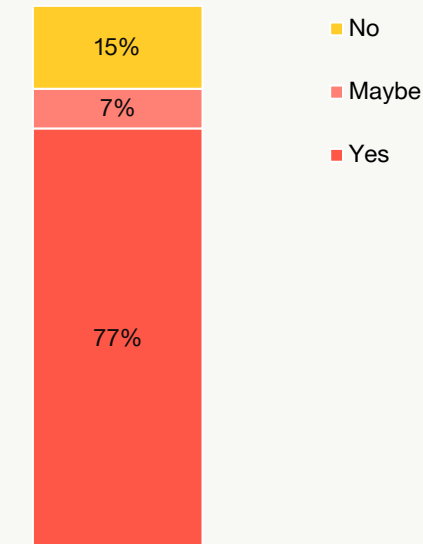
There was no significant difference in perceived access to alternatives by gender.

77% of clients said they could easily find a good alternative to VisionFund, reflecting the relatively high degree of competition in the local market.

Access to Alternatives

Q: Could you easily find a good alternative to VisionFund? (n = 300)

● ● ● ● ● - BOTTOM 20%



Comparison with 60dB Benchmarks

No access to alternatives

VisionFund Myanmar **15%**
300 responses

60 Decibels Global average **73%**
35k responses, 280+ companies

Financial Inclusion average **69%**
13k responses, 52 companies

Key Questions We Set Out To Answer

- Who is VisionFund Reaching?
- What Impact is VisionFund Having?
 - > Loan usage
 - > Impact on quality of life
 - > Financial, household and gender impact
- What is VisionFund's Impact During COVID-19?
- Are Clients Satisfied with VisionFund & Why / Why Not?
- Does Impact and Satisfaction Vary by Gender?

“Earlier, I always used to worry about the future and borrow money from others for food. Now I can manage my business peacefully.”

Impact Performance: Business Loan Usage

Clients are involved in a range of business types, most commonly the following:

- > Independent salesperson, e.g. food, materials, plants (27%)
- > Farming businesses such as selling vegetables or livestock (25%)
- > Selling clothes or tailoring (19%)
- > Shop owner (15%)

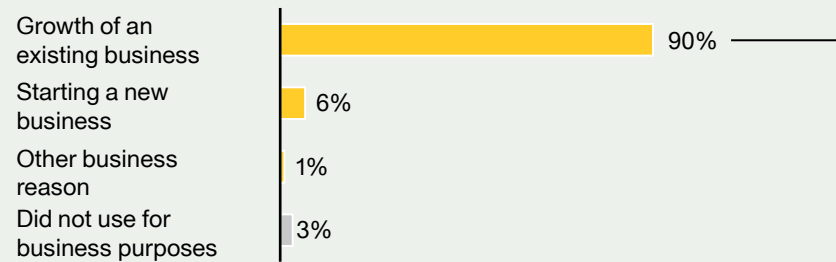
90% of clients used their loan to grow their businesses, while 6% started new businesses. These proportions are similar for both female and male clients.

Clients who grew their business mostly used the loan to invest in supplies for selling or farming.

90% of clients used their VisionFund loan to grow their businesses. The top use case is buying inventory. 9% reported an increase in employees.

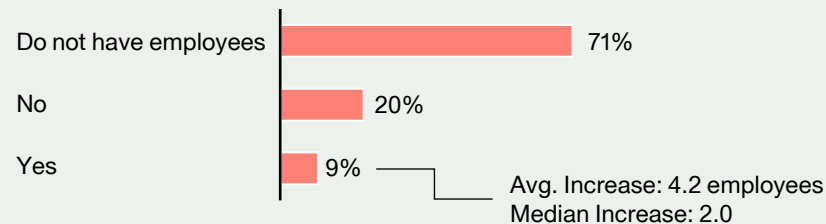
Business Loan Usage

Q: Have you used this loan to contribute to any of the following? (n = 300)



Change in Number of Employees

Q: Has the number of employees working for your business changed since you got this loan? (n = 272)



Business Growth

Q: How have you used the loan to grow this business? Respondents who selected 'growth of an existing business' or 'other business reason' were asked this question (n = 273)

1. Invest in supplies & inventory, e.g. groceries, cosmetics (33%)

“I invested the loan money to buy products for my grocery shop.”

2. Bought more clothes or related materials and machinery (20%)

“I bought more clothes for using by using the VisionFund loan.”

3. Bought more livestock e.g., pig, fish, and food for livestock (14%)

“I invested in more chicken and eggs using the loan.”

Impact Performance: Personal Loan Usage

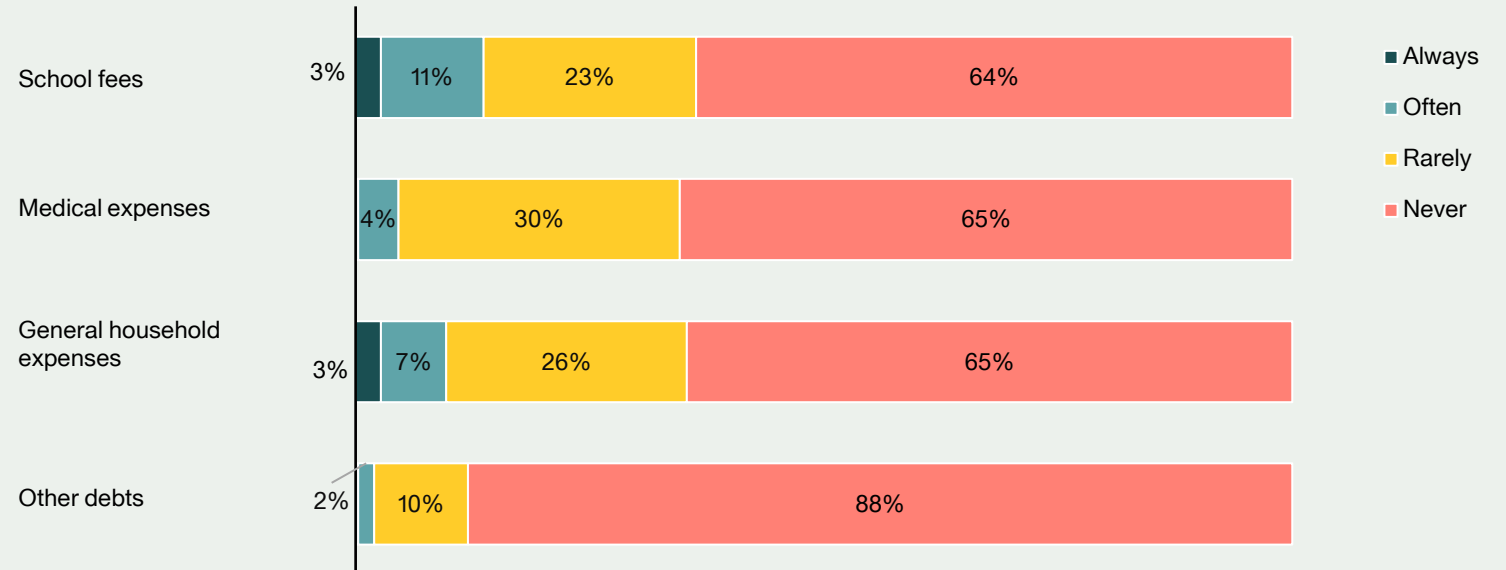
A large proportion of VisionFund clients reported rarely or never using their loans for personal expenses. On average, 68% of clients said they never used their loan for any of these personal expenses.

Only 14% of clients said they often or always use their loan to cover school fees; 10% for general household expenses; 4% for medical expenses; and 2% for other debts.

Clients rarely use their VisionFund loan to cover personal expenses, suggesting loans are consistently used for business purposes.

Personal Loan Usage

Q: Thinking about your loan(s), how often have you used some of it to pay for the following? (n = 300)



Impact Performance: Quality of Life

To gauge depth of impact, clients were asked to reflect on whether their quality of life has changed because of VisionFund.

In total, 89% of clients said their quality of life had improved, with 12% reporting it had 'very much improved' and 77% reporting it had 'slightly improved.' Although the 'very much improved' rate is lower than the 60dB benchmark of 45%, the combined 'very much' and 'slightly' improved rate is significantly higher.

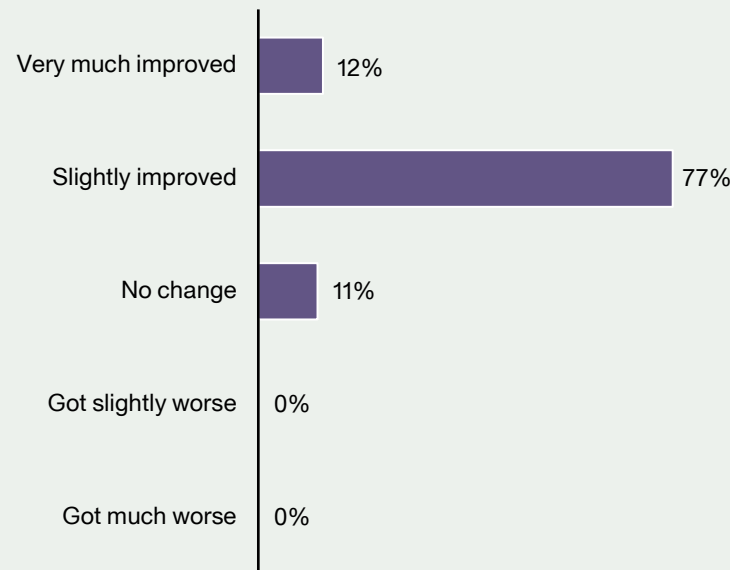
Clients who report 'very much improved' quality of life are also more likely to report: Improved household impact (slide 19); Having received financial education training (slide 36); and Improved ability to reduce impact of COVID-19 because of VisionFund (slide 28)

89% of total respondents reported improvement in their quality of life.

Perceived Quality of Life Change

Q: Has your quality of life changed because of VisionFund? (n = 300)

● ● ● ● ● - TOP 40%*



Very much improved:

“I can support my children’s education better. One child graduated and one child finished vocational skill training and they also got a job.”

Slightly improved:

“I can buy the materials for my business growth and can save some gold.”

No change:

“This is the first time I have taken the loan and the loan amount is not enough to improve my quality of life. And also because of Covid-19 situation.”

*Note: This benchmark compares to the 60dB benchmark of 'very much improved' and 'slightly improved' Quality of Life combined.

Quality of Life: Top Outcomes

Clients were asked to describe – in their own words – the positive changes they were experiencing because of VisionFund.

The top outcomes are shown on the right.

Others included:

- > Increased income (13%)
- > Improved ability to pay children's school fees (12%)

The top outcomes clients experienced were higher ability to grow business, improved savings, and increased ability to make home and/or shop improvements.

Top Three Self-Reported Outcomes for 89% of Clients Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 267). Open-ended, coded by 60 Decibels.

40%

mentioned **higher ability to invest and grow business**

(36% of all respondents)

“My business is going well. I can give more time to religion. I feel much better. I have confidence to invest in business and improve the other people's trust in my business.”

22%

talked about **improved savings**

(20% of all respondents)

“My house has improved. I can save money and make donations. My motivation has also improved, and I have an objective for my son's future education.”

19%

reported **increased ability for home / shop renovations**

(17% of all respondents)

“I get sufficient light in the house and it has also reduced my expenditure since I'm charging my phone at home.”

Financial Impact: Overview

VisionFund is having a significant positive financial impact on clients, with an overwhelming majority reporting an increase in income and better ability to plan finances.

10% report having to regularly reduce household consumption to meet repayments (mainly of food quantity and quality).

Income change appears to be a significant predictor of whether households need to reduce consumption to meet repayments.

More details are provided in the following slides.

Insight

Digging deeper into why some clients do not experience income change could also help VisionFund reduce rates of overindebtedness.

More than 80% report higher income and improved financial planning. Clients are more likely to rely on savings for emergencies since working with VisionFund.

Income change

93%

reported an increase in income

Financial planning

83%

reported better ability to plan finances

Repayment burden

10%

reported regularly reducing consumption to meet repayments

Sources of emergency funding

Pre-VisionFund:

> Money lender (38%)

> Friend/family (32%)

> Informal savings (19%)

Post-VisionFund:

> Informal savings (38%)

> Friend/family (26%)

> Money lender (14%)

Financial Impact: Change in Income and Financial Planning

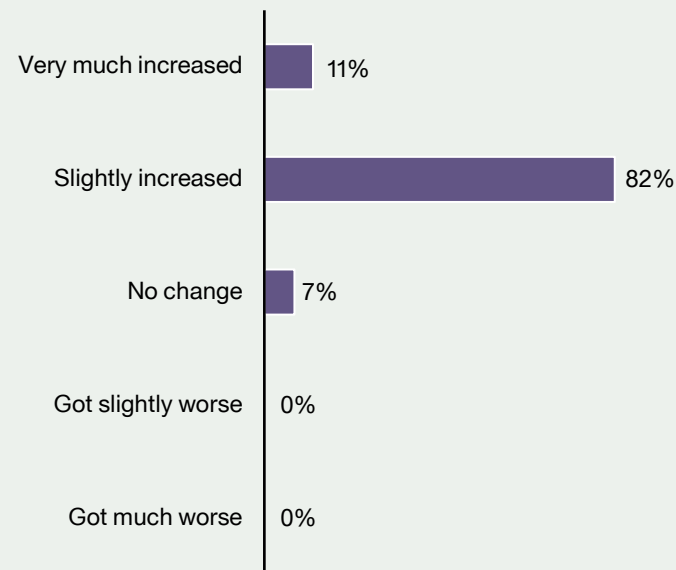
We found a strong correlation between the two metrics. 53% of those who said their income 'very much increased' also said their ability to plan finances very much increased.

There are no significant differences by gender, region or business type.

93% of clients increased their income because of VisionFund, and 83% reported improved ability to plan their finances.

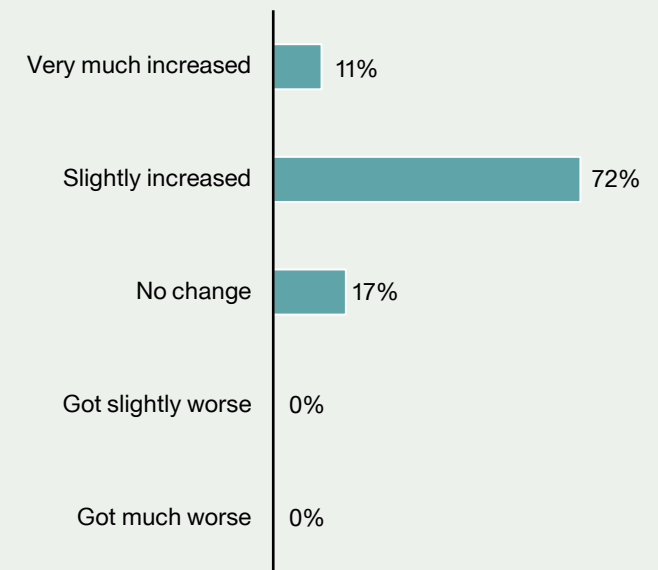
Change in Income

Q: Has the money you earn (income) changed because of VisionFund? (n = 300)



Ability to Plan Finances

Q: Because of VisionFund, how has your ability to plan your finances changed? (n = 300)



Financial Impact: Financial Resilience

Before their VisionFund loan, clients were most likely to borrow money from money lender to cover an emergency expense. After VisionFund, the proportion of clients relying on a money lender decreased significantly by 24%, while the proportion of those who would rely on savings increased by 28%.

For comparison, only 4% of respondents in Myanmar are able to rely on savings according to the World Bank benchmark.

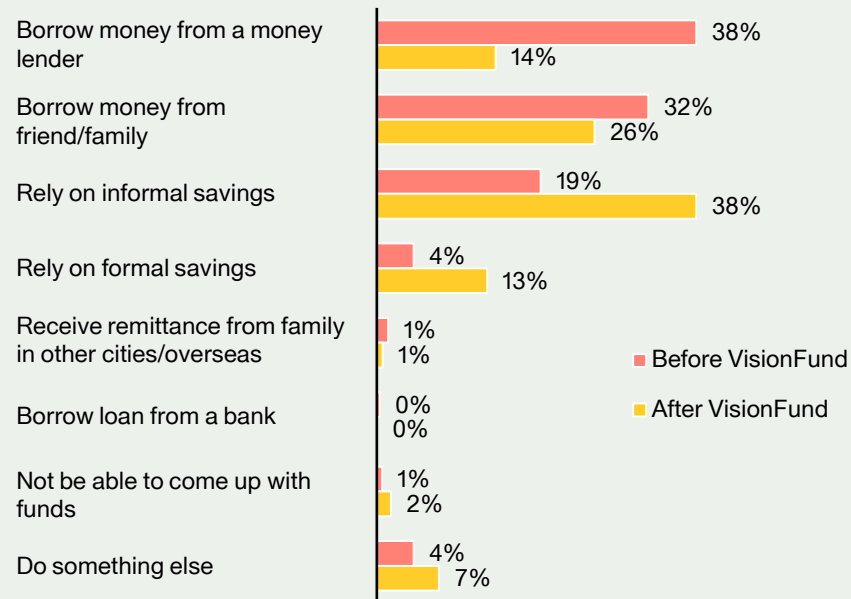
The most common sources of informal savings were cash saved at home (70%), pawn gold / jewellery (26%) or pawn other assets (6%).

18% of clients reported that they would definitely need to reduce their household's food consumption to meet the emergency expense.

VisionFund has helped clients move away from money lenders and rely more on savings for emergency expenses.

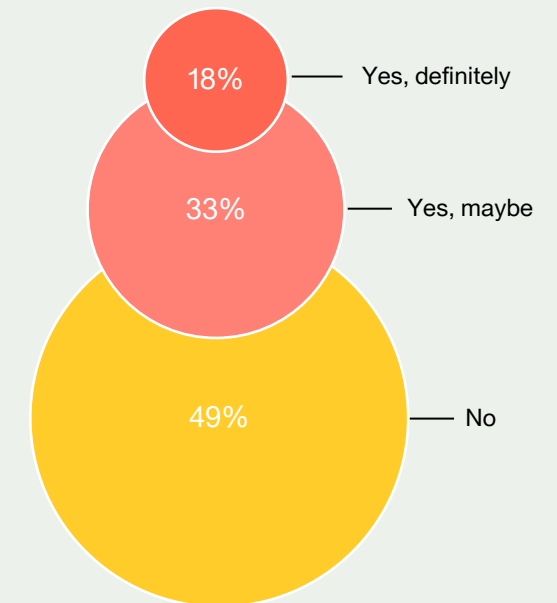
Financial Resilience: Sources of Emergency Funding

Q: Imagine that tomorrow you suddenly (unexpectedly) have to cover an emergency 94,000 MMK expense (c.67 USD). What would be your primary option to obtain this money?*(n = 300)



Emergency Changes to Food Consumption

Q: Would you have to reduce your household's food consumption to be able to pay for this emergency expense? (n = 300)



Note: Question is benchmarkable against the [World Bank's Global Findex Database](#)

Financial Impact: Change in Consumption

We asked clients if they have to reduce household consumption of something to make repayments where they didn't have to before. 10% of clients said they have to regularly reduce household consumption.

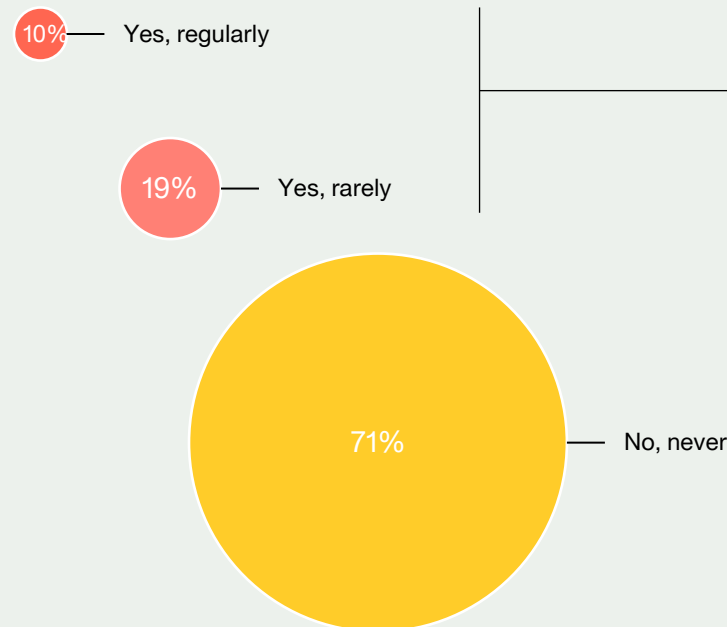
Reduction in household consumption is correlated to change in income as a result of the loan. 14% of those who said reported 'no change' in income reported regularly reducing consumption, vs. only 3% of those whose income had 'very much increased.'

Of the clients who reduce household consumption, most report reducing general consumption of food (17%) or of meats in particular (6%). Others report reducing quality of meals (3%) or consumption of clothes (3%).

VisionFund's repayments are a significant burden for a small proportion of clients.

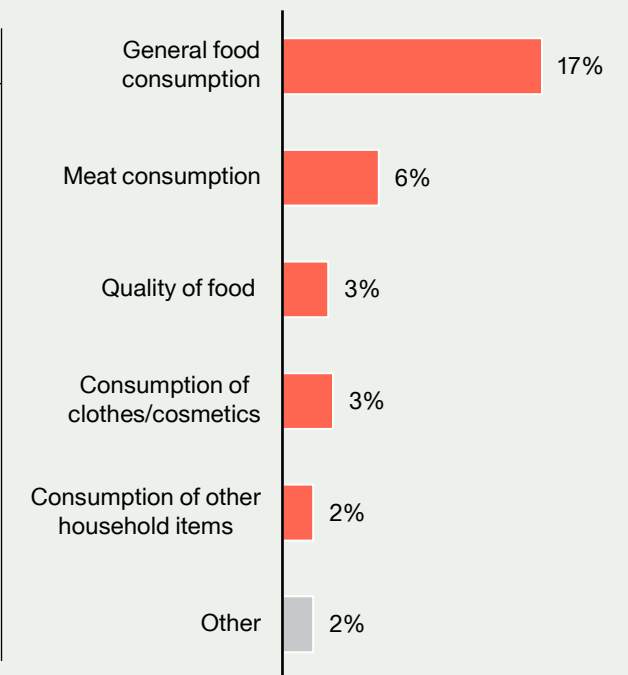
Reduction of Consumption to Meet Repayments

Q: Do you have to reduce your households' consumption of something to make repayments where you didn't have to before? (n = 300)



Reduction of Consumption by Type

Q: What do you reduce consumption of? Respondents who selected 'Yes, regularly' or 'Yes, rarely' were asked this question. (n = 87)



Impact Performance: Household Impact

All clients reported either positive or neutral impact on household.

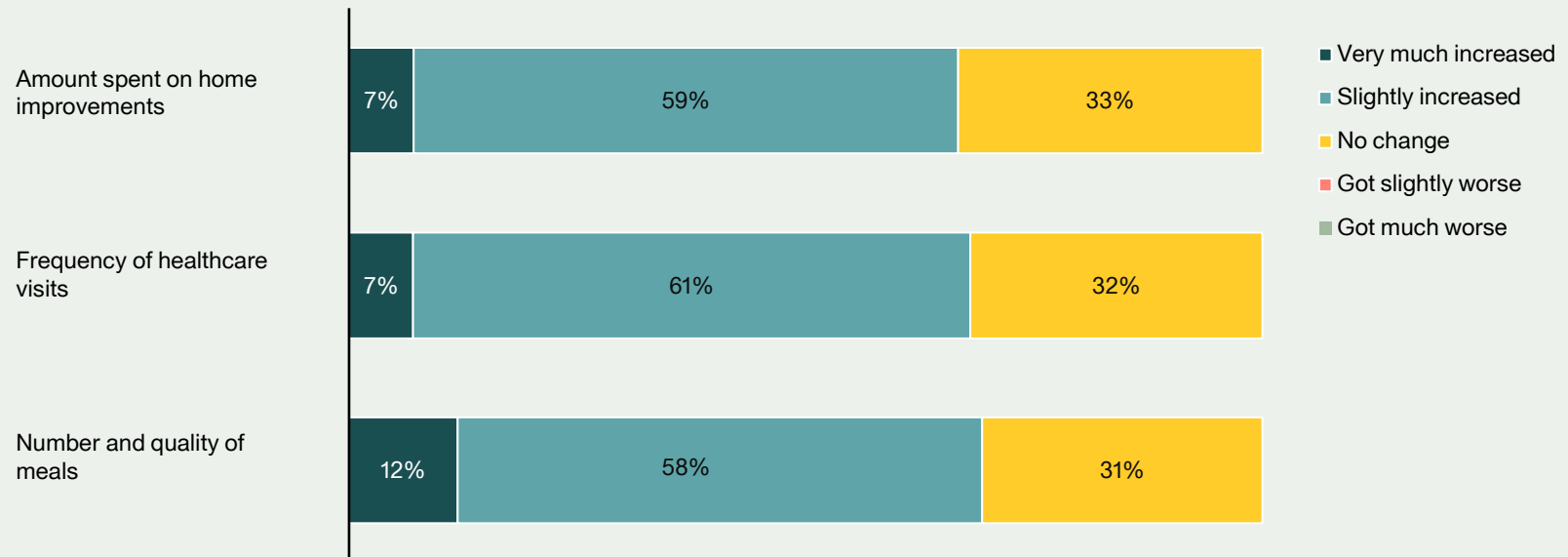
69% said they now spend more on home improvements, 68% said they visited their healthcare provider more often, and 67% said they had improved their family's nutrition.

There is a strong correlation between household impact and overall quality of life improvement. Clients reporting 'very much improved' quality of life were significantly more likely to also report improvements across all these three dimensions.

VisionFund appears to be having positive impact on the household, including healthcare, home improvements, and nutrition.

Household Impact

Q: Because of VisionFund, how has the following changed? (n = 300)



Impact Performance: Gender Impact

VisionFund is having a positive impact on clients' contribution in family decisions and self-confidence.

Close to 70% of both female and male clients said their active contribution in important family decisions had increased, more than 75% said their confidence had increased.

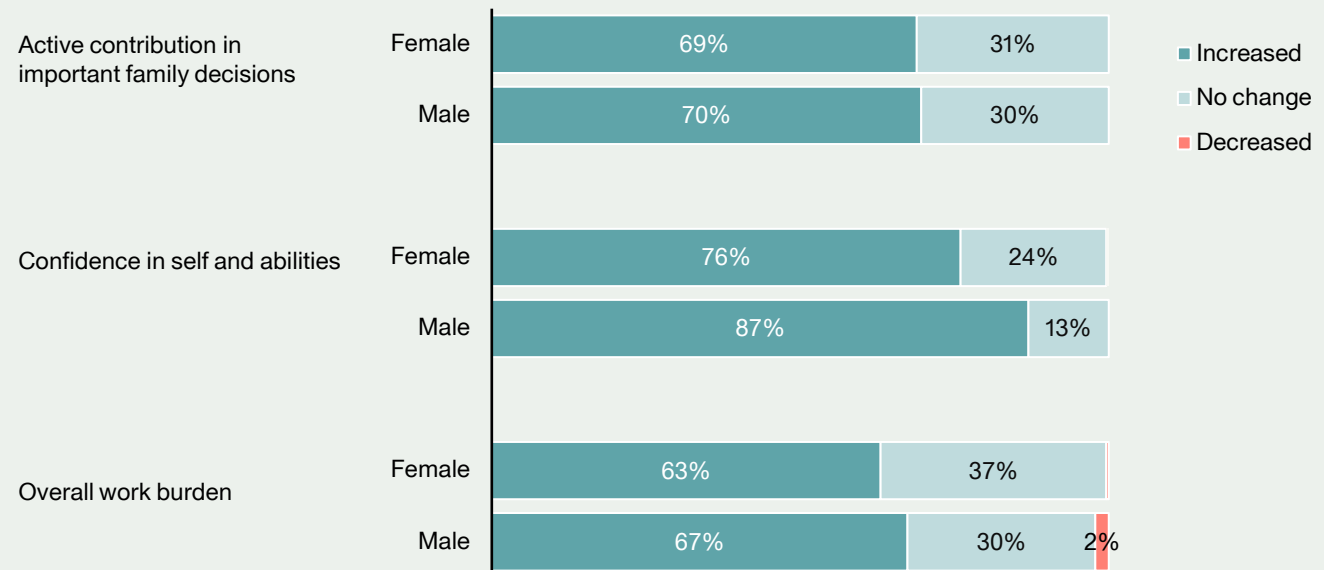
The increase in reported work burden may reflect the effort it takes to start / grow their business.

While it appears that men were more likely than women to report improved self-confidence, this difference is not statistically significant.

Over two thirds of both women and men reported increased confidence and contribution to family decisions. However, overall work burden also increased.

Gender Impact

Q: Because of VisionFund, how has the following changed? (n = 300, 254 Females, 46 Males)



Key Questions We Set Out To Answer

- Who is VisionFund Reaching?
- What Impact is VisionFund Having?
- What is VisionFund's Impact During COVID-19?
 - > Impact of COVID-19 on client wellbeing
 - > Business impacts
 - > Implications for VisionFund loans
- Are Clients Satisfied with VisionFund & Why / Why Not?
- Does Impact and Satisfaction Vary by Gender?

“In this COVID-19 time, I want to repay only the 50% of monthly repayment, and after this period ends, I will repay all of my loan amount.”

Concern Over COVID-19

17% of VisionFund clients reported being very much concerned about COVID-19, with a further 72% slightly concerned.

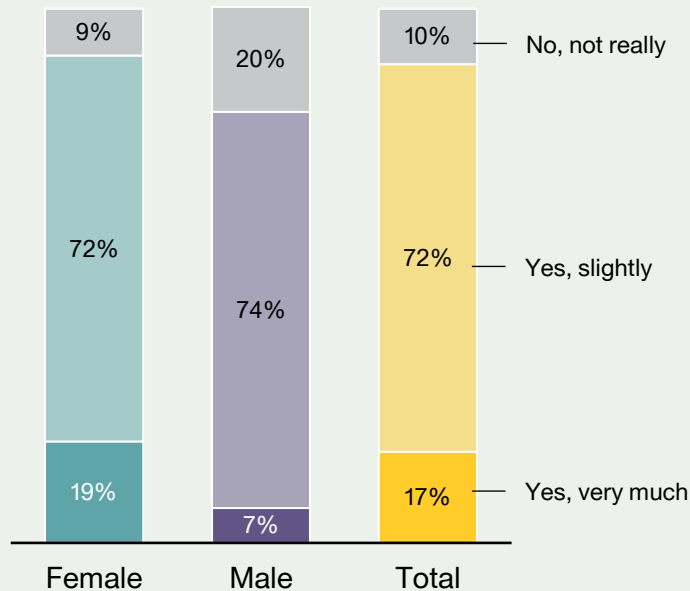
There was a significant difference in responses by gender: 19% of women reported being 'very much' concerned, vs. only 7% of men. Similarly, 9% of women were 'not really' concerned, vs. 20% of men. This gender difference is consistent with findings from other 60dB projects worldwide.

60dB's global benchmark includes a variety of respondents from different backgrounds. VisionFund's clients are likely more concerned about COVID as they are small business owners / microentrepreneurs, who are amongst the hardest hit by local lockdowns.

90% of VisionFund clients are concerned about COVID-19. Females appear more concerned than men. Concern appears less acute in Myanmar than other countries.

Level of Concern Over COVID-19:

Q: Are you concerned about COVID-19 right now? (n = 300)



Comparison with 60 dB Benchmarks

Total concern

89%

VisionFund
(n = 300)

87%

Global
benchmark
(n = 3,988)

% 'very much' concerned

17%

VisionFund
(n = 300)

66%

Global
benchmark
(n = 3,988)

Types of Concerns

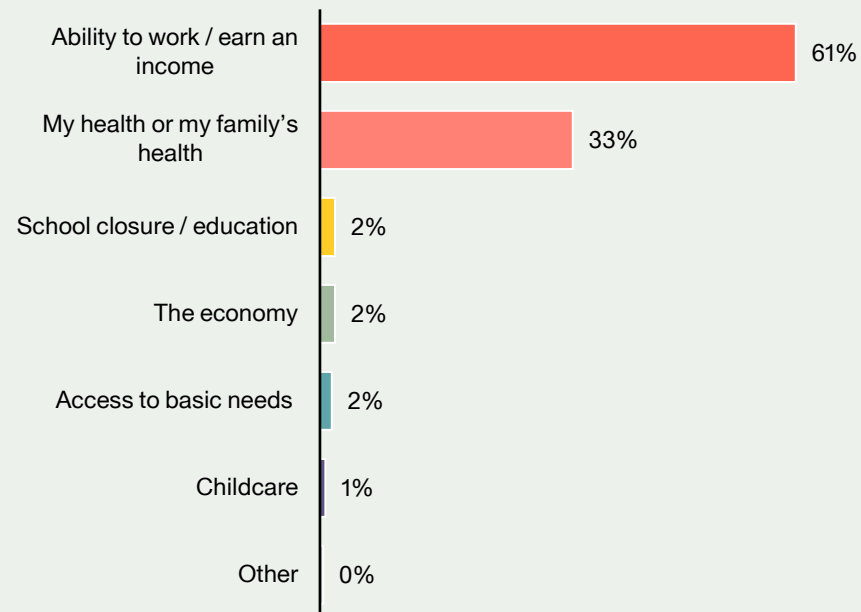
61% of VisionFund clients are concerned about their ability to work/earn an income. This is significantly higher than 60dB's global benchmark of 30%, suggesting that VisionFund is serving clients in particularly precarious employment situations.

However, concern over access to basic needs is very low, indicating that clients generally believe they are financially resilient enough to cover household needs even if income is reduced.

61% clients report their primary concern related to COVID-19 as their ability to work/earn an income, followed by 33% being concerned about their or their family's health.

Types of Concerns

Q: What is the primary concern you have related to COVID-19 right now? (n = 300)



Note: Benchmark figures are based on the data from the [60dB COVID-19 Dashboard](#). Last updated on June 23, 2020. Countries included: Cote d'Ivoire, India, Kenya, Myanmar, Nigeria, Paraguay, Philippines, Rwanda, Sierra Leone, Tanzania, Uganda and Zambia

Effect of COVID-19 on Wellbeing

53% of clients thought their wellbeing would get slightly worse, and a further 10% thought it would get much worse.

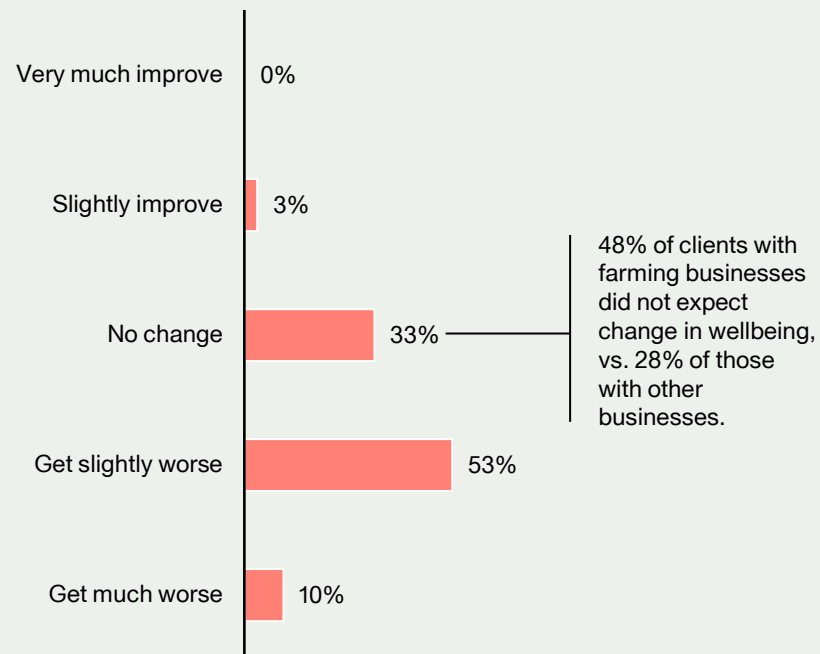
Note, this is a different metric to Quality of Life improvement (slide [13](#)), which assesses past improvement in wellbeing as a result of VisionFund, rather than expected change in wellbeing as a result of COVID-19. Interestingly, clients who reported 'very much improved' quality of life were slightly more likely to say they thought their wellbeing would 'get much worse' as a result of COVID-19. This suggests that the quality of life results are not driven by general client optimism, nor by negative perceptions about COVID-19.

Farmers appeared more positive about the effect of COVID-19 compared to other those with other businesses.

63% of clients expect their wellbeing to decline because of COVID-19.

Perceived Effect of COVID-19 on Wellbeing

Q: Do you expect your household's overall well-being will change because of Coronavirus? (n = 300)



Reasons for Expected Change in Wellbeing

Q: Please explain your answer (n = 300). Open ended - coded by 60 Decibels.

1. Decreased income due to reduced business / lost jobs

(50% of respondents)

“My business is getting worse and my family concerns for that.”

2. No change: business involves dealing in essential goods and/or enjoying family time

(35% of respondents)

“No change for me. I got support from my daughter who works in Thailand.”

3. Required to spend savings and/or sell assets

(18% of respondents)

“I sold some of my gold and use my saving money.”

Effect of COVID-19 on Employment

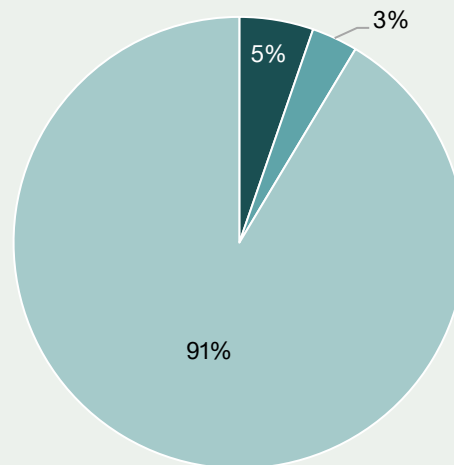
Of the clients who are employed alongside running their business, 5% work full-time with a further 3% working part-time.

Of these, 46%* have experienced no change in their working conditions. 31% are now working reduced hours, 12% have been laid off, and 12% are casual laborers who cannot find another job.

8% of clients are employed besides running their business. Of these, close to half report no change in their employment situation during this period.

Employment Status

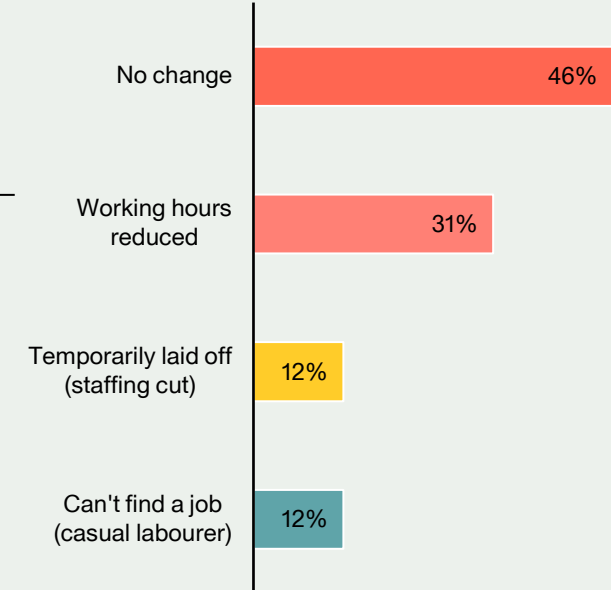
Q: [Alongside running your business], are you usually employed by another company? (n = 300)



- Yes, full time
- Yes, part-time
- No

Effect of COVID-19 on Employment

Q. What is your employment situation during this period? (n = 26)*



*Small sample size

Business Impacts of COVID-19

40% of clients reported 'very much decreased' business activity as a result of COVID-19, while a further 47% reported a slight decrease.

Some business types are more affected than others: 49% of clients working in clothes retail / tailoring said their business had 'very much decreased', compared to 32% of those working in farming and 30% of shop owners.

The most commonly reported concerns about maintaining businesses in this period are continued decline in demand (63%), disruption of supply chains (44%), and repayment of loans (33%).

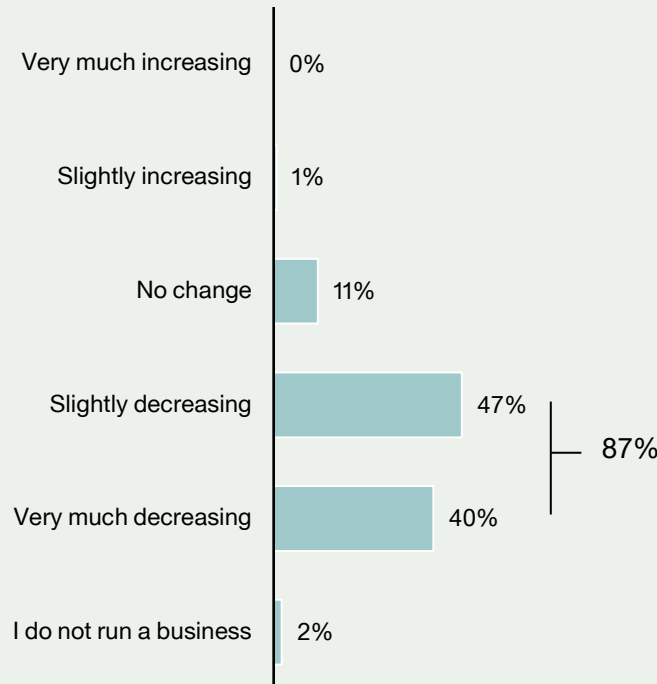
Insight

A third of clients are worried about repaying their business loans.

COVID-19 is having a significant effect on business: 87% of clients said their business activity had decreased. The top concern is that demand continues to decline.

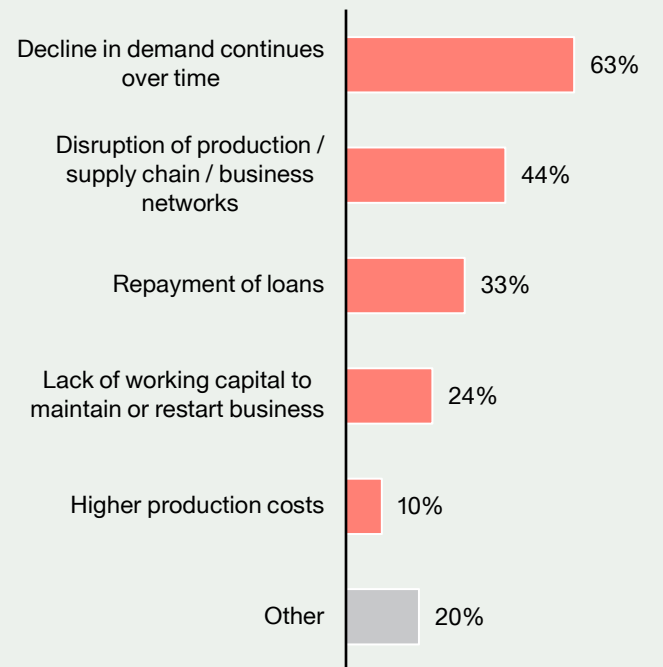
Business Impacts of COVID-19

Q: Is the Coronavirus situation impacting your business activity? (n = 300)



Business Concerns

Q: What are your main concerns or foreseen challenges to maintaining or restarting your business if the situation is prolonged in the next 2 months? (Respondents could select up to three) (n = 294)



Coping Mechanisms: Overview

57% of clients report using their savings as the top coping mechanism to deal with COVID-19. 17% borrowed money from a friend or family, while 11% have borrowed from a money lender.

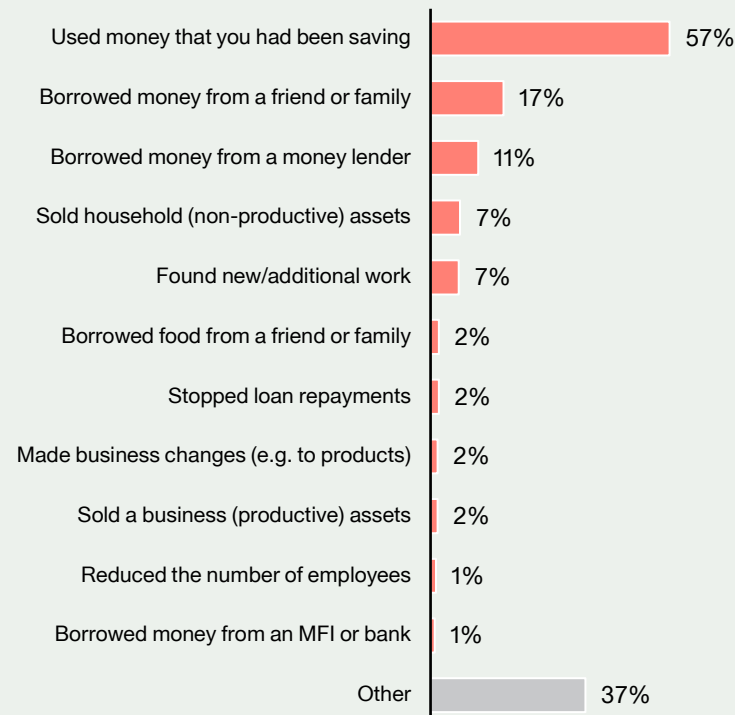
Overall, a low proportion of clients have needed to sell productive assets (2%) or stop loan repayments (2%). For comparison, 8% of 60dB respondents worldwide have had to stop loan repayments (n = 3328).

Clients who reported being 'very much concerned' about COVID-19 also tended to use more drastic coping mechanisms, such as borrowing from a money lender or selling household assets.

To cope with COVID-19, 57% of clients have used savings, while 28% have borrowed money from a friend, family or money lender.

Coping Mechanisms To Deal With COVID-19

Q: As a way to cope with the Coronavirus situation, have you had to do any of the following'? (n = 300)



Correlation With COVID-19 Concern

% of clients who reported borrowing money from a money lender or selling household assets, based on their response to the Concern over COVID-19 question (n = 300)

		% used money lender	% sold household assets
Coping Mechanism:	-	11%	7%
Full Sample			
Coping Mechanism by Concern Level	Very much concerned (n=51)	24%	26%
	Slightly concerned (n=216)	10%	3%

Note: Benchmark figures are based on the data from the [60dB COVID-19 Dashboard](#). Last updated on June 23, 2020.

Coping Mechanisms: VisionFund Loan

6% of clients said their VisionFund loan had 'very much improved' their ability to reduce the impact of COVID-19, while a further 60% said it had 'slightly improved.;

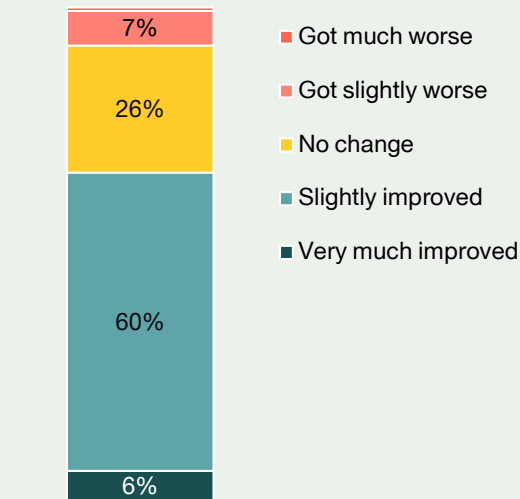
There is a significant correlation between this variable and i) quality of life impact and ii) income change:

- 26% of clients reporting 'very much improved' quality of life said their loan had 'very much improved' their ability to reduce the impact of COVID-19, vs. 3% of clients who saw no change in quality of life;
- 21% of clients reporting 'very much increased' income said that their loan had 'very much' improved their ability to reduce the impact of COVID-19, vs. 5% of clients who saw no change in income.

66% of clients reported at least some improvements in their ability to reduce the impact of COVID-19 because of VisionFund.

Role of VisionFund Loan in Reducing Impact of COVID-19

Q: Has your VisionFund loan affected your family and/or business' ability to reduce the impact of COVID-19? (n = 300)



“VisionFund is a really understanding company. During COVID-19, they postponed the monthly loan repayment for us.”

“Vision Fund treats us fairly and we can negotiate openly. The other microfinance companies have forced customers to pay back the loan but Vision Fund postponed loan collection in this COVID-19 situation.”

Coping Mechanisms: Repayment Terms

40% of clients said they are likely to seek a change in the repayment terms of their loan with VisionFund (e.g. longer duration) as a result of the COVID-19 situation.

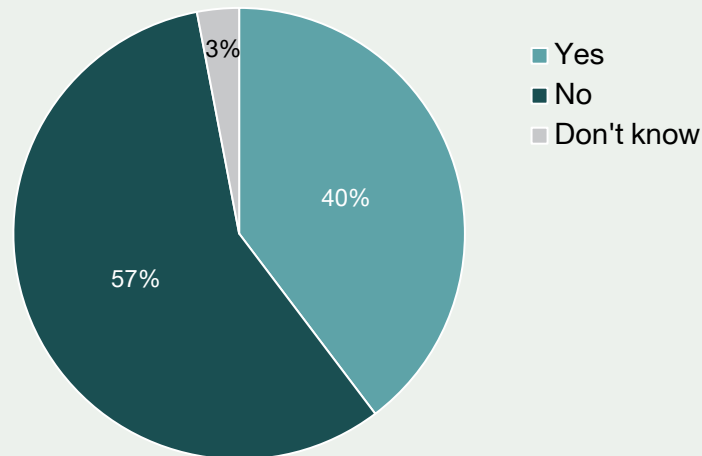
These tended to be the same clients who showed the least financial resilience in other survey responses:

- 56% of those who would definitely reduce household consumption to meet an emergency expense are also likely to seek a change in repayment terms, vs. 24% of those who wouldn't reduce household consumption.
- 52% of those who regularly reduce household consumption to meet repayments are likely to seek a change in repayment terms, vs. 31% of those who don't.

40% of clients said they will be seeking a change in the repayment terms of their VisionFund loan.

Proportion of Clients Seeking Change in Repayment Terms

Q: Will you be seeking a change in the repayment terms of your loan with VisionFund (longer duration, etc.)? (n = 300)



Correlation with Financial Resilience

% of clients who said they would be seeking change in repayment terms, based on their response to the reduction in household consumption questions (n = 300)

Overall	-	40%
Would you have to reduce household consumption to meet emergency expense?	Yes, definitely (n=54)	56%
	Yes, maybe (n=98)	55%
	No (n=35)	24%
Do you have to reduce household's consumption to make repayments where you didn't have to before?	Yes, regularly (n=29)	52%
	Yes, rarely (n=58)	67%
	No, never (n=213)	31%

Coping Mechanisms: Broader Support From VisionFund

We asked clients in what ways VisionFund could support them to cope with the COVID-19 situation.

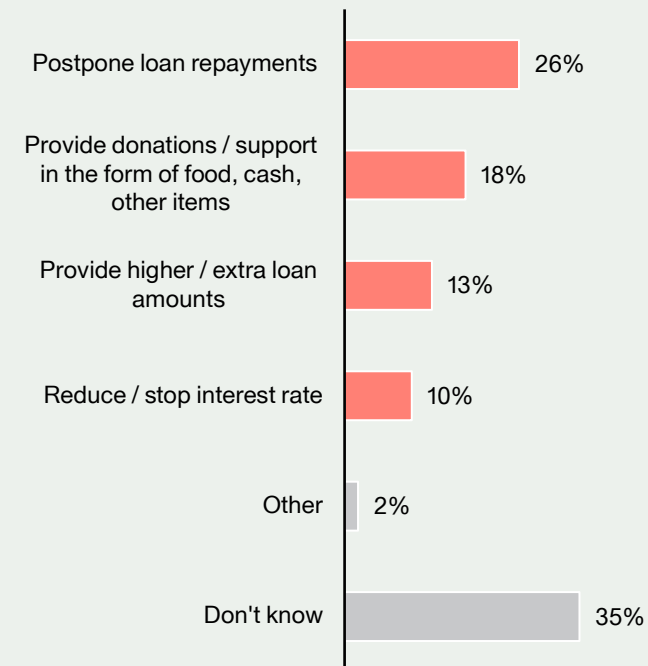
26% said postponing loan repayments, 18% asked for donations / support in the form of food, cash, sanitizers, financial support for children's education, and 13% said receiving higher and/or extra loan amounts from VisionFund would be most helpful for them during this time.

Some of these suggestions VFM have been enacting. The organization followed government advice in April 2020 to waive interest payments for that month. Following this, VFM has also agreed to defer interest payments for 3 months over summer 2020 (for clients who meet criteria).

VisionFund can best support clients by postponing loan repayments, providing cash / food support, and extending loan amounts.

Ways In Which VisionFund Can Support Clients

Q:What could VisionFund do at this time that would be particularly helpful to you? (n = 300). Open-ended, coded by 60 Decibels.



“I want some support money and in this time of COVID, the loan duration should also be long.”

“Provide staple food and hand sanitizer, medicine. Some organizations donated this to us.”

“It will be better to give more loan and collect only interest amount.”

Key Questions We Set Out To Answer

- Who is VisionFund Reaching?
- What Impact is VisionFund Having?
- What is VisionFund's Impact During COVID-19?
- Are Clients Satisfied with VisionFund & Why / Why Not?
 - > Net Promoter Score & drivers
 - > Satisfaction with Financial Education training
 - > Challenges & suggestions for improvement
- Does Impact and Satisfaction Vary by Gender?

“VisionFund staff treats us as family members. Vision Fund is reliable. It is a pleasure working with VisionFund. We should work with Vision Fund for a long term.”

Client Satisfaction: Net Promoter Score

VisionFund has a Net Promoter Score® of 48 which is very good, and higher than the global, region and sector averages.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor. VisionFund’s score of 48 is good.

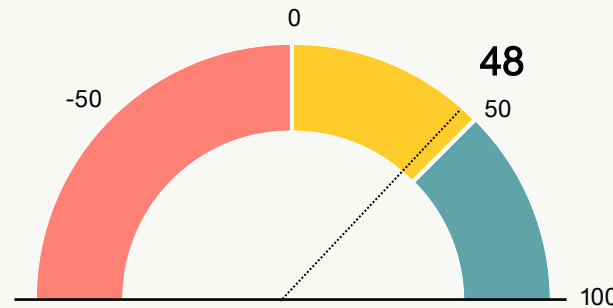
VisionFund has a relatively low proportion of detractors (7%), but the NPS score is being brought down by a high proportion of passives (36%). Paying attention to this group’s needs and shifting them from passives to promoters will lead to improvements in VisionFund’s NPS. Details of what creates value and satisfaction for this group are on the next page.

Insight

You’re in the median quintile for our global benchmark for this indicator. Increase this score by 2 percentage points to move into the top 40%.

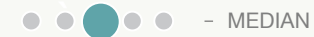
Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend the VisionFund [product/service] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 294)



NPS = % Promoters — % Detractors
9-10 likely to recommend 0-6 likely to recommend

NPS Benchmarks



60 Decibels Global average **41**
150+ companies

Financial Inclusion average **42**
42 companies

South-East Asia average **36**
8 companies

NPS Drivers

Promoters value low interest rates and the monthly repayment system. Detractors ask for provision of longer repayment time periods and higher loan amounts.

56% are Promoters :)

They love:

1. Low interest rate*
(59% of Promoters / 33% of all respondents)
2. Monthly and/or flexible repayment system
(33% of Promoters / 18% of all respondents)
3. Good / friendly staff behaviour
(15% of Promoters / 8% of all respondents)

“VisionFund has a fair interest rate and a good system for repaying the loan.”

Tip:

Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors — can you reward them?

36% are Passives : \

They like:

1. Monthly and/or flexible repayment system
(28% of Passives / 10% of all respondents)
2. Low interest rate*
(24% of Passives / 9% of all respondents)

But complain about:

1. Alternatives offering an even lower interest rate
(4% of Passives/ 1% of all respondents)

“I like the monthly repayment system, but the government bank interest rate is lower than VisionFund’s.”

Tip:

Passives won't actively refer you in the same way that Promoters will.
What would it take to convert them?

8% are Detractors : (

They want to see:

1. Provision of longer repayment time periods
(36% of Detractors / 3% of all respondents)
2. Reduced or no interest rate during COVID-19
(18% of Detractors / 1% of all respondents)
3. Higher loan amount
(18% of Detractors / 1% of all respondents)

“We have to pay back regularly, so for those who start new businesses it is a burden, because the investment cannot not make enough profit, especially for livestock raising.

Tip:

Negative word of mouth is costly.
What's fixable here?

NPS by Segment

There was a clear trend in the NPS by clients' responses to Quality of Life and Income change questions.

Clients reporting 'slightly improved' quality of life had a NPS of 56 and those reporting 'slightly improved' income had the highest NPS of 62. In contrast, those who experienced 'no change' in either of the variables were much more likely to be either Detractors or Passives.

We found a similar correlation between clients' ability to reduce impact of COVID-19 and NPS.

NPS did not vary significantly by gender, region or branch.

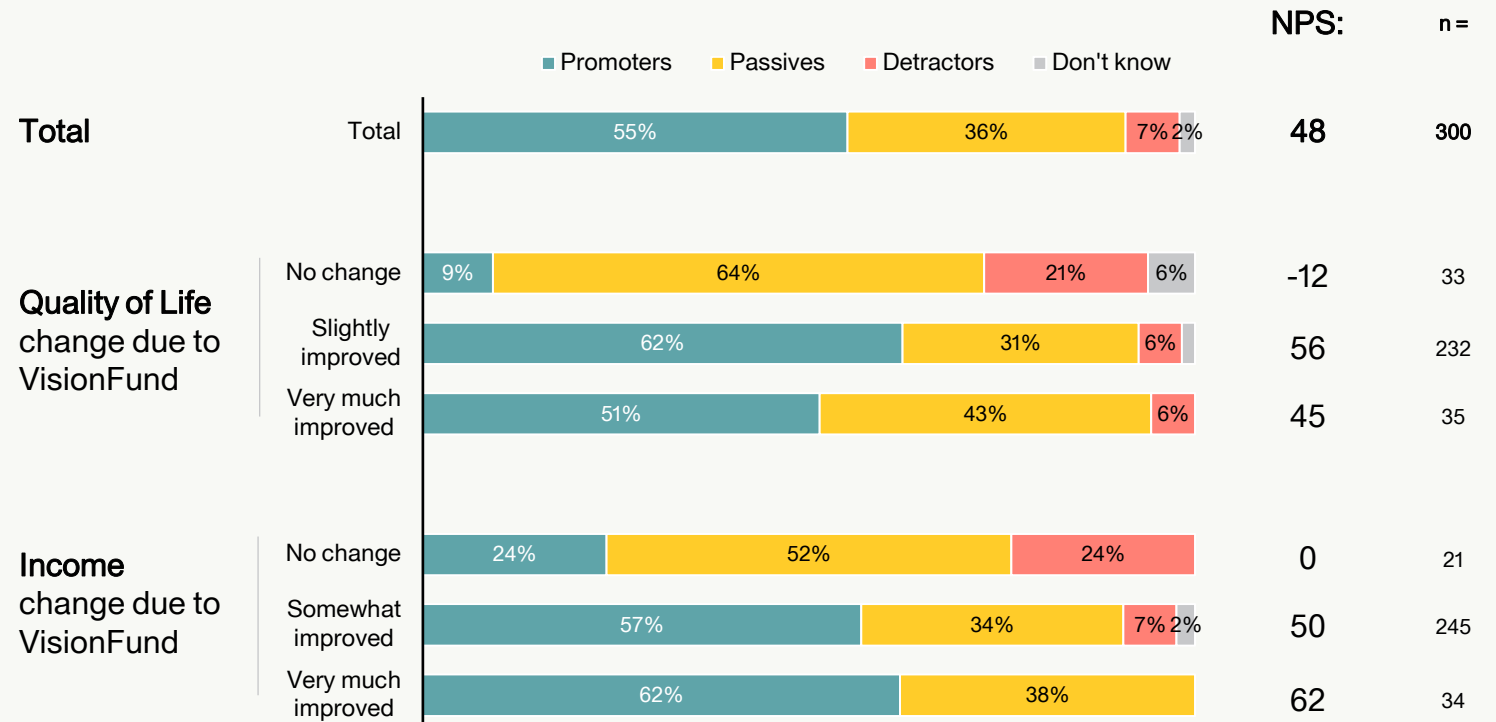
Insight

VisionFund's client satisfaction and loyalty is highly correlated to the depth of impact it is having on clients' lives.

Clients reporting improvements in quality of life and income due to VisionFund were significantly more likely to be Promoters.

Net Promoter Score by Segment

(n = 300)



Client Satisfaction with Training

74% of clients received financial education training, with an average usefulness of 8.2 / 10 and exceptionally high satisfaction with agents.

The perceived usefulness of training is very high; information on investing and saving particularly useful.

52% of clients had suggestions for additional topics that they would be interested in learning, such as business and financial management.

93% clients strongly agreed that their VisionFund agents are fair and respectful, and a further 6% somewhat agreed with the statement.

Those who reported quality of life improvements and are Promoters also gave higher scores for the usefulness of the training.

*Note – all VFM clients go through financial education training when first receiving their loan. Therefore, this figure suggests that some clients do not remember receiving the training.

Training rate

74%*

received financial education training

Topics covered

- > Investment i.e. how to use the loan in business (20%)
- > Saving money (17%)
- > Rules and regulations (13%)

Usefulness

8.2

average score out of 10 (0 is not at all useful and 10 is extremely useful)

“I can manage my income systematically, and I’ve learned to use my budget well.”

Most useful aspects

- > Information on how to invest the loan in business (27%)
- > Guidance on how to save (13%)
- > Rules and regulations (5%)

Treatment by agents

99%

agreed or strongly agreed with the statement ‘The VisionFund agents treat me fairly and respectfully’

Interest in additional topics

- > Business and financial management (7%)
- > Information about manual labor / vocational skills (3%)
- > Training for children e.g. computer, mechanics (3%)

“VisionFund could provide vocational skill training for youth.”

Training Rate by Segment

Training rate varied significantly by segment:

- > Promoters were 23% more likely than Detractors to have undergone training
- > Clients who reported 'very much improved' quality of life were 31% more likely than those who reported 'no change' to have undergone training
- > Clients who reported increased household impact on all three dimensions were also much more likely to have undergone training

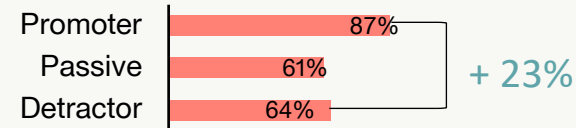
Interestingly, training had no impact on income change. The benefit of training therefore seems to be directly impacting the household and wellbeing of VisionFund clients rather than financially.

The rates of training are notably higher for clients who have a high NPS and report positive improvements to quality of life and other impact metrics. This suggests that training may play a key role in deepening impact and satisfaction.

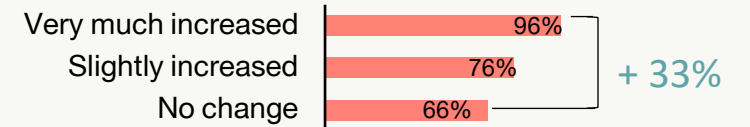
Training Rate by Segment

% of clients who said they had received financial education training, based on their responses to other survey questions (n = 300)

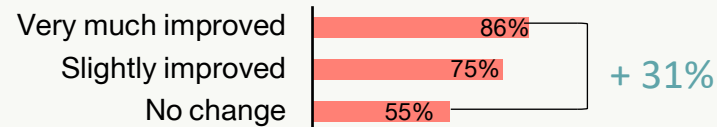
NPS



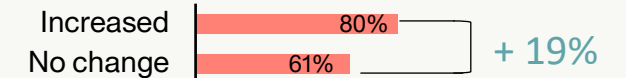
Number and Quality of Meals



Quality of Life



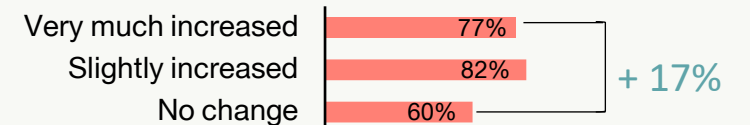
Contribution to Decisions



Income



Home Improvements Spending



Client Challenges

Of the 9% clients who experienced challenges, 81% said that their challenge had not yet been resolved (7% of total clients). Unresolved challenges can encourage negative word-of-mouth and detract from positive impact.

The top three reported challenges are highlighted on the right.

We found a strong correlation between challenges experienced and income change as a result of the loan. 19% of those who experienced challenges reported no change in income, compared to only 6% of those who did not experience challenges.

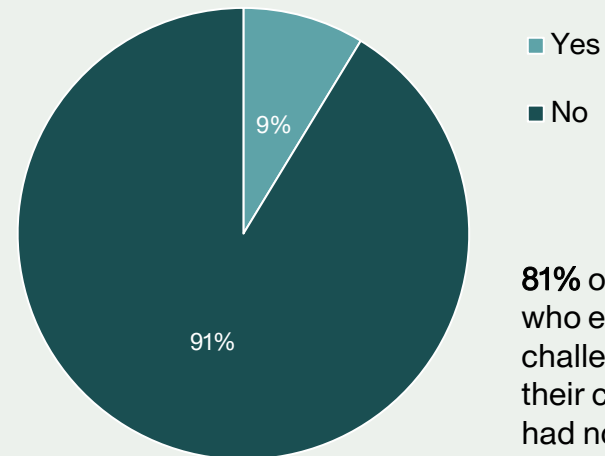
*Note – interest rate is not controlled by VFM and is set by local authorities. This suggests VFM could improve communication to clients around what they can and cannot control in their service offering.

Only 9% of clients report challenges with VisionFund. The most common ones are insufficient flexibility in loan repayment terms and high interest rate.

Proportion of clients Reporting Challenges

Q: Have you experienced any challenges with VisionFund? (n = 300)

● ● ● ● ● - TOP 20%



■ Yes
■ No

81% of clients who experienced challenges said their challenge had not yet been resolved.

Top Challenges Reported

Q: Please explain the challenge you have experienced (n = 26)

1. Insufficient flexibility in loan repayment

(42% of clients w. challenges / 4% of all respondents)

“I’m finding it very difficult to repay the loan and have to borrow from family and other lenders.”

2. High interest rate / unable to pay interest*

(27% of clients w. challenges / 2% of all respondents)

“They didn't collect the loan repayment for one month, but they took the interest amount for that month. That should not be.”

3. Too many questions asked by the staff

(19% of clients w. challenges / 2% of all respondents)

“When I was taking the loan, the VisionFund staff members asked too many questions. I don't like that.”

Interest in Mobile Repayment Options

64% of clients have expressed interest in getting mobile repayment options for their VisionFund loan.

13% of clients have a mobile money account, of which 62% (8% of total clients) have used it in the last 12 months.

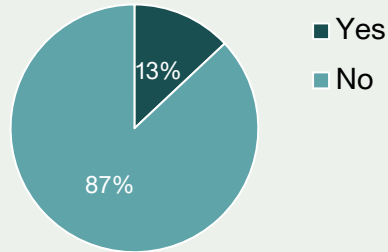
Despite the low penetration of money mobile accounts, interest in mobile repayment options was high: 64% of clients said they would prefer this if it was offered.

VFM started rolling out a mobile payment system in June 2020 – therefore, moving forward, clients can apply for a loan through their mobile. These interviews were conducted in May 2020 so will not reflect this.

Possession of Mobile Money Account

Q: Do you have a mobile money account? (n = 300)

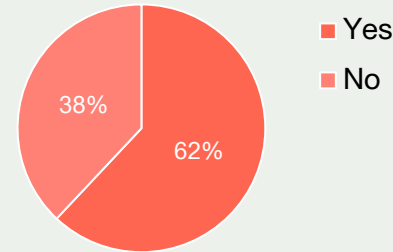
13%



Active Use of Mobile Money Account

Q: Have you used your mobile money account to make a payment in the last 12 months? (n = 39)

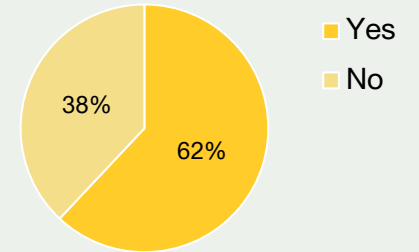
62%



Interest in Mobile Repayment Options

Q: If VisionFund offered mobile options for repayment, would you prefer that? (n = 299)

68%



Client Suggestions

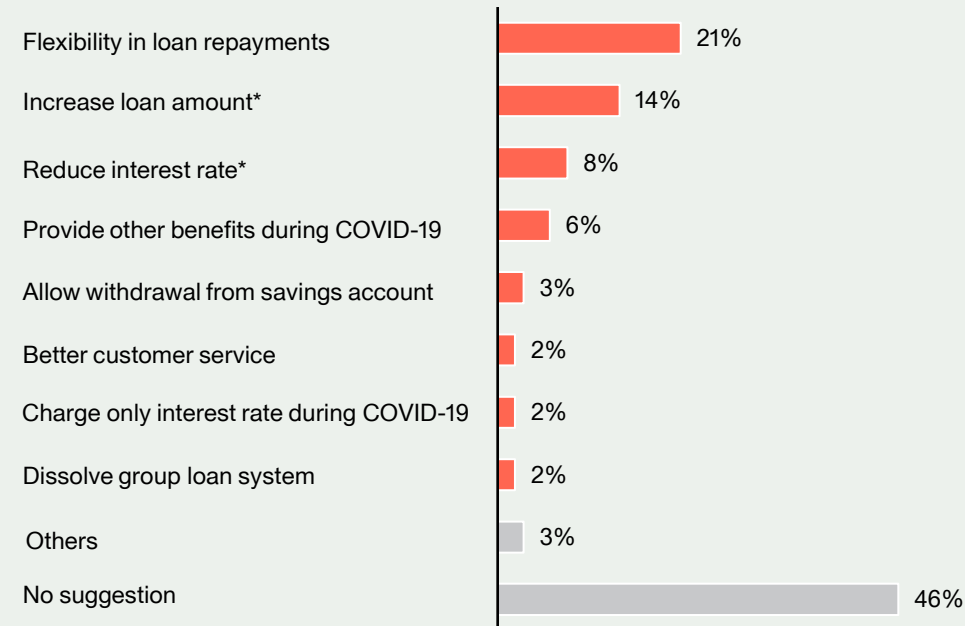
More flexibility in loan repayments and increased loan amounts were the most common suggested improvements. These are also the top things that detractors have asked for.

While roughly half of the clients we spoke with could not think of a specific improvement, 21% asked for more flexibility in repaying loans while 14% said increasing the loan amount offered would enhance VisionFund’s service.

*Note – interest rate and loan amount are not controlled by VFM and is set by local authorities. This suggests VFM could improve communication to clients around what they can and cannot control in their service offering.

Suggested Improvements

Q: Thinking about VisionFund’s overall service, would could VisionFund do to serve you better? (n = 300)



“VisionFund postponed loan repayment by 1 month but for interest rate increased the interest rate in the next month. I don't like that. I would like to suggest to stop interest amount for this month.”

“I want more loan amount and want to take an individual loan, not as a group.”

Key Questions We Set Out To Answer

- Who is VisionFund Reaching?
- What Impact is VisionFund Having?
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- Are Clients Satisfied with VisionFund & Why / Why Not?
 - > Net Promoter Score & drivers
 - > Satisfaction with Financial Education training
 - > Challenges & suggestions for improvement
- Does Profile, Impact and Satisfaction Vary by Gender?

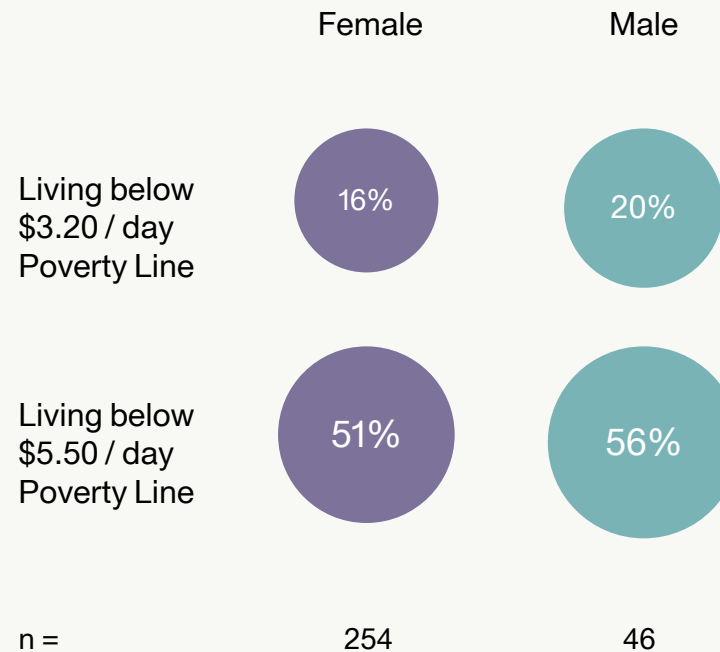
“VisionFund staff treats us as family members. Vision Fund is reliable. It is a pleasure working with VisionFund. We should work with Vision Fund for a long term.”

Gender Deep-Dive: Poverty Profile

There were very minor differences in the poverty profile of men and women, but the sample size of men is too small to draw firm conclusions.

There was a very slight variation among female and male clients living below the \$3.20/day and \$5.50/day poverty lines.

Poverty Profile of VisionFund's Clients Who We Spoke With



Gender Deep-Dive: Quality of Life Impact

Overall, 90% women reported at least some quality of life improvements, vs. 85% men. Fewer women (10%) reported no change, vs. that reported by men (15%).

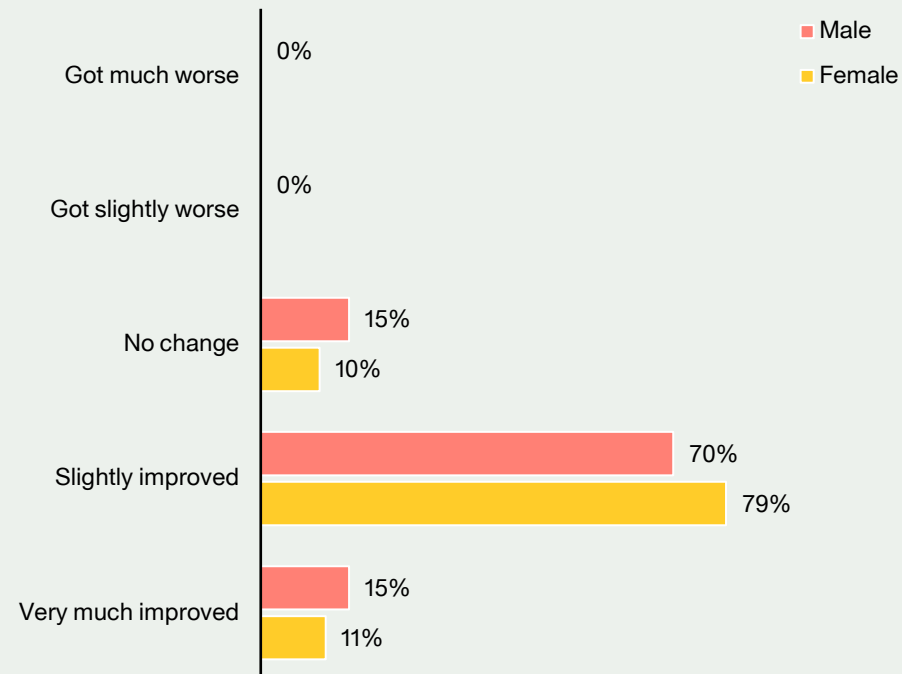
However, there was no statistically significant difference in the quality of life improvements reported by women and men.

Other impact metrics, including change in income, ability to plan finances and household impact, showed no significant difference between male and female respondents.

Both female and male clients seem to have experienced similar quality of life impact because of VisionFund.

Perceived Quality of Life Change

Q: Has your quality of life changed because of VisionFund? (n = 300)



Gender Deep-Dive: Impact of COVID-19

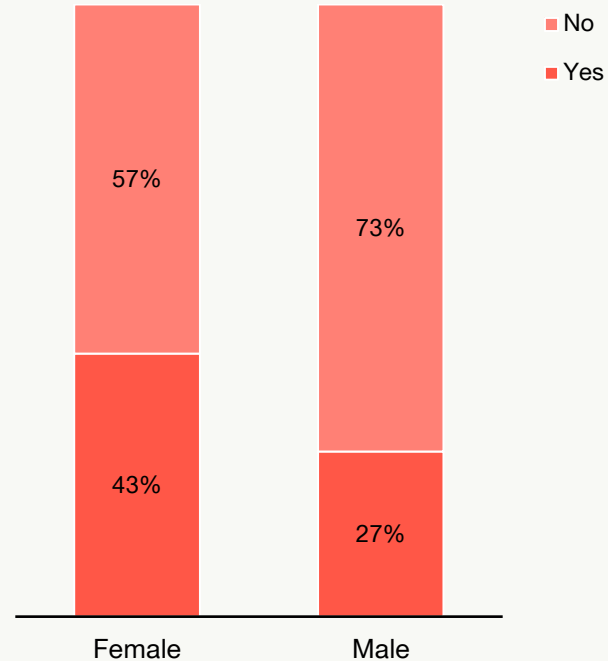
Women appear more likely to seek a change in the repayment terms of their loan with VisionFund due to COVID-19.

We found a subtle but statistically significant difference between the proportion of female and male clients seeking a change in their loan repayments terms.

43% women said 'yes' to seeking a change in their loan repayment terms as compared to 27% of men. This is also consistent with the findings around the level of concern regarding COVID-19 (on slide [22](#)) where women were more likely to report 'very much concerned' than men.

Proportion of Clients Seeking Change in Repayment Terms

Q: Will you be seeking a change in the repayment terms of your loan with VisionFund (longer duration, etc.)? (n = 300; 247 Female, 44 Male)



Gender Deep-Dive: Net Promoter Score

While women appeared to have a slightly higher NPS on average than men, there was no statistically significant difference.

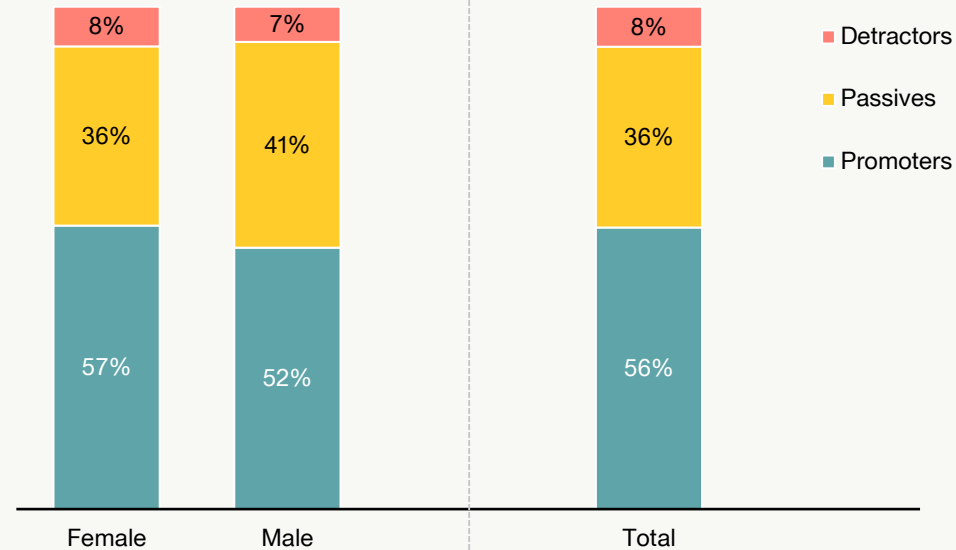
Recommendation

NPS is a helpful metric to track over time to detect subtle changes in customer satisfaction and loyalty. Companies looking to improve their NPS set a target of increasing NPS by 7 points over 12 months, on average.

Female clients have a Net Promoter Score of 49, and male clients have a slightly lower NPS of 45.

Net Promoter Score by Gender

Q. On a scale of 0 to 10, how likely are you to recommend the VisionFund [product/service] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 300)



NPS:	49	45	48
n =	250	44	294

What Next?

...& Appendix

How To Make The Most Of These Insights

Example tweets or Facebook posts to share publicly

- 93% of our clients said their income has increased since working with us. “I have more income now and I’m happy because I can save money.” #listenbetter with @60_decibels
- 55% of VisionFund clients would recommend us to a friend or family member – what are you waiting for?
- 99% clients agree that VisionFund agents treat them fairly and respectfully – let’s keep up the good work! We #listenbetter with @60_decibels

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

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/> Share staff quiz – it’s a fun way to fuel engagement & discussion
	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/> Set up team meeting & discuss what’s most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you’re invested in your clients – we’ve added some example posts on the left
Close The Loop	<input type="checkbox"/> Let us know if you’d like us to send an SMS to interviewed clients with a short message letting them know feedback is valued and as a result, you’ll be working on XYZ
	<input type="checkbox"/> If you can, call back the clients with challenges and/or complaints to find out more and show you care.
Take Action!	<input type="checkbox"/> After reading this deck, don’t forget to let us know what you thought [feedback form]
	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/> Keep us updated, we’d love to know what changes you make based on these insights

Staff Quiz Results

How well does VisionFund know its clients?

Questions the Team Got RIGHT (on average)

:) woohoo!

% of Promoters

Guess: 40-60%

Actual: 56%

% reporting they could easily find a
good alternative

Guess: 60-80%

Actual: 77%

Questions the Team Got WRONG (on average)

:/ better luck next time...!

% reporting having a mobile money
account

Guess: 20-40%

Actual: 13%

% reporting 'very much improved'
Quality of Life

Guess: 60-80%

Actual: 12%

% reporting 'very much increased'
income

Guess: 40-60%

Actual: 11%

Congratulations to

> Rachel
> KyawZayYa

who answered the most
questions correctly!

Detailed Benchmarking Comparison

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data

customers 300

60dB Global Average:

companies 286

customers 117,833

60dB Financial Inclusion Average

companies 52

customers 24,217

60dB South East-Asia Average

companies 8

customers 2341

VisionFund performs particularly well on slight quality of life improvements, challenge rate and Net Promoter Score®. Depth of quality of life impact can be improved.

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	VisionFund	60dB Global Average	60dB Financial Inclusion Average	60dB South-East Asia Average
Who ○	% live in poverty (below \$3.20 line)	17	41	35	13
	Inclusivity Ratio	0.8	-	-	-
	% female	85	38	45	53
How Much ≡	% reporting quality of life very much improved	12	45	36	35
	% reporting quality of life slightly improved	77	37	39	21
What Impact □	% reporting higher ability to grow business	40	-	-	-
	% reporting improved savings	22	-	-	-
	% reporting increased ability for home / shop improvements	19	-	-	-
Contribution +	% saying no good alternatives are available	15	73	69	89
Risk △	% experiencing no challenges	91	69	70	70
Experience	Net Promoter Score	48	41	42	36

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

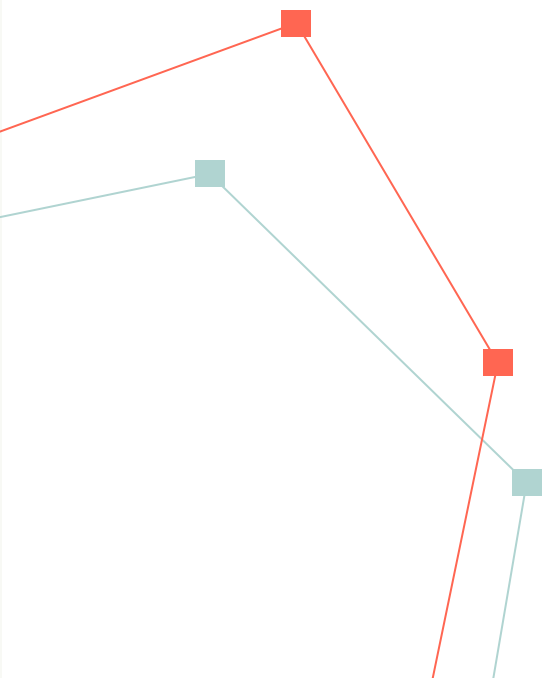
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

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

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend 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'.
Inclusivity Ratio	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Summary Of Data Collected



300 phone interviews completed in May - June 2020

Methodology

Survey mode	Phone
Country	Myanmar
Language	Burmese
Dates	May – June 2020
Sampling	Stratified, random sample from list of 1,521 VisionFund clients
Response rate	42%

Responses Collected

Clients	300
Staff Quiz	31

Sampling

	% sample	% population
% female	85	83
% Shan-Kayah-MDY	13	13
% South-MDY	11	12
% Yangon	9	11
Other regions	67	64

Accuracy

Confidence Level	c. 90%
Margin of error	c. 6%

Thank You For Working With Us!

Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their clients, suppliers, and beneficiaries. Its proprietary approach, Lean DataSM, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 280+ trained Lean DataSM researchers in 35+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

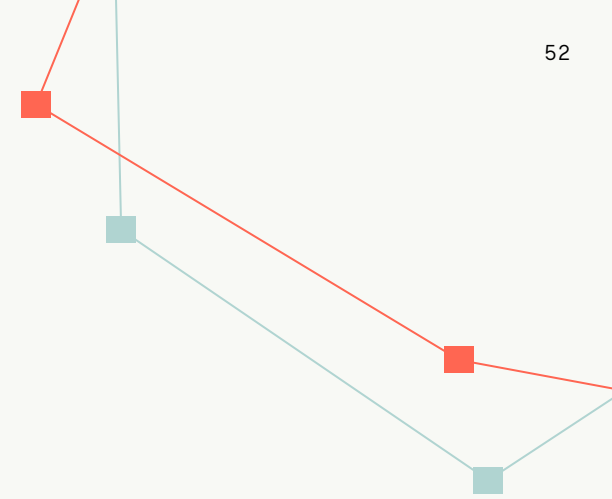
Your Feedback

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

Acknowledgements

Thank you to Darrel Flores for their support throughout the project.

This work was generously sponsored by Sasakawa Peace Foundation and BlueOrchard.



I can invest the loan in business.

The profit from this business helps support children's education.

I also renovated my home.

I can save money for my

> health treatment

> children's school fees

> house renovation

now.

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