

Chomoka Savings Group

Member Insights

Tanzania





• Nigeria
• Ethiopia
• Kenya
• Uganda
• Tanzania
• Zimbabwe
• Zambia
• Indonesia

AGRIFIN

> We work with +14m farmers & over 130 partners across Africa

Mercy Corps' AgriFin is funded by the Mastercard Foundation and Bill and Melinda Gates Foundation to help organizations design, test and scale digitally-enabled services for Africa's smallholder farmers.

- Objective to develop services that increase farmer income, productivity and resilience, with 50% outreach to women.
- Work with private & public sector scale partners such as banks, mobile network operators, agribusinesses, technology innovators and governments.
- We help our partners develop bundles of digitally-enabled services, including smart farming, financial services, market access and logistics supporting data-driven partnerships.

AGRIFIN AND CARE-CHOMOKA

AgriFin Impact Series

In recognition of the wide reach and diverse range of products and services offered through the AgriFin ecosystem we are working with 60 Decibels to measure our impact across some of our strategic partners. Partners were selected based on their area of expertise and level of engagement. This approach considers differences across the following categories by adding the element of flexibility in the research approach; products and services offered, expected outcomes, harvest periods and data available.

AgriFin & CARE-Chomoka

CARE Tanzania developed a savings group model 25 years ago and has reached over 5 million members. With financial assistance from UNCDF and Cisco Foundation, CARE designed the Chomoka app in 2017 with the aim of digitizing Village Savings and Loans Association (VSLAs). The application enables savings groups to improve how meetings are run and provides opportunities to access formal banking services and build a platform for sustainable support. It provides accurate recordkeeping, instant access to financial services, real-time analytics and credit scoring.

AgriFin partnered with CARE-Chomoka Team to conduct market research on its adoption among VSLAs and to facilitate its go-to market strategy with the aim of reaching women smallholders in Tanzania. The project aimed to assist savings groups shift from traditional record keeping to a digital model to enable greater transparency and efficiency among members. Specifically, AFA helped in identifying an appropriate service provider to design their marketing strategy and provided technical advice in designing the market research materials. This study by 60 Decibels shows the impact of the usage of the Chomoka App among savings groups in rural Tanzania.

About This Study

About Chomoka

Chomoka Inc. aims to be the global leader in mobile technology to support and connect Africa's 15 million+ Village Savings and Loan members, majority of whom are both female and under the global poverty line. Chomoka aims to help millions of women take a step out of poverty, by connecting the informal and formal financial sectors. Chomoka does this both by being a digital ledger that helps savings groups improve the accuracy and quality of their financial records, as well as a marketplace that unlocks access to formal financial services.

Interpreting the impact results

This study interviewed 269 'Village Savings and Loan members' in Tanzania, who had been using Chomoka in their Village Savings group. The study aimed to assess two levels of impact:

1. impact of Chomoka on the savings group, and its members,
2. impact of savings group itself on the farming practices of members, that were also farmers.

To understand the latter, we asked members if they used the savings, or loans from the group for farming purposes. Those who did, were asked about changes in their farming practices, and farming outcomes, because of savings/loan they took from the group. Therefore, the reported farming impacts were self-attributed to savings group only.

Welcome To Your 60dB Results

We enjoyed hearing from 269 of your members - they had a lot to say!

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Chomoka Performance Snapshot

Chomoka savings groups are reaching low-income households with a unique service.

Inclusivity Ratio

1.03

degree of reaching low-income farmers



Impact

35%

quality of life
'very much improved'



What Impact

- 30% spoke of investing in an existing business
- 18% talk about investing in household assets
- 16% mention investing in a new business

First Access

94%

first time accessing service provided



Farmer Voice

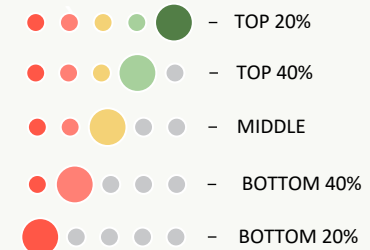
"Everything has been made easier...records are well kept, we spend less time during meetings, there is openness in the group's finances, and we get updates on every meeting via text messages."

Data Summary

Chomoka Performance: 269 members, of which 116 used Chomoka services on their farm interviewed during September and October 2020.

Quintile Assessment compares Chomoka's performance with 60dB Financial Inclusion and Farmer As Customer Benchmarks comprised of 59 companies in 21 countries and 32 companies in 15 countries respectively. Full details can be found in [Appendix](#).

Performance vs. 60dB Benchmark



Net Promoter Score®

65

on a -100 to 100 scale



Challenges

30%

report challenges



Crop Revenue

36%

'very much increased'



Crop Production

35%

'very much increased'



Top Insights (1/2)

Chomoka technology is making its savings groups more efficient and trustworthy. Its members, who are among the poorest in the country, are reporting improvements in livelihood outcomes and overall wellbeing.

Headline

Detail & Suggested Action



Chomoka is reaching marginalized populations in Tanzania with a unique service.

75% of Chomoka's savings group members live in poverty compared to 72% of the Tanzanian population. 70% of our randomly selected sample were women.

94% of the farmers had not accessed services like Chomoka's before working with the company, and almost all cannot find a good alternative even now.



The company's technology is improving trust among its member-base while saving them time.

Nine in 10 members trust their savings groups more because of Chomoka's technology. Over 60% of members spoke of increase in amount and frequency of savings, frequency of borrowing and accuracy of group records.

61% of members spent less time in saving group meetings. They use this time to engage in other group related discussions and growth focused activities, socializing and supporting other members.



Members are investing in current and new livelihoods and are able to cope with climate shocks better.

82% of savings group members reported experiencing quality of life improvements because of Chomoka. When asked to describe the improvements, members spoke about investing in existing and new businesses and household assets, and better managing household expenses like school fees and food.

70% of savings group members who were affected by a climate shock said that the company had a positive impact on their recovery.

Top Insights (2/2)

Members using Chomoka's service on their farm report improvements in the way they farm and farm outcomes. Additional training and technology improvements can help Chomoka deepen its impact.

Headline

Detail & Suggested Action



Farmers using Chomoka's services report improvements in farm outcomes.

About half of our sample used savings/loans from Chomoka for their farm. Over 90% of this group reported improvements in their way of farming including being able to afford fertilizers for the first time, increasing land under cultivation and buying improved inputs. Over 80% reported increase in farm production and revenue.

These outcomes are closely correlated. We hypothesize that Chomoka's financial support is allowing farmers to make greater investments in their farm to improve its productivity as well as increase the amount of land they plant. The result is better production allowing farmers to sell more and earn higher revenue.



Additional training and technology improvements can improve farmer satisfaction and deepen impact.

Chomoka has a Net Promoter Score of 65, which indicates high farmer satisfaction and loyalty. However, 30% of members reported challenges with the company. Top challenges and reasons for dissatisfaction: limited training with using the application, delays in receiving messages / notifications and bad treatment by agents.

Additional training can improve trust, which is directly related to farmer satisfaction. The NPS for those reporting an increase in trust in savings group was 86, compared to -50 for those who said trust had not changed. Farmers also requested adjustments in loan repayment schedules and access to additional loans.



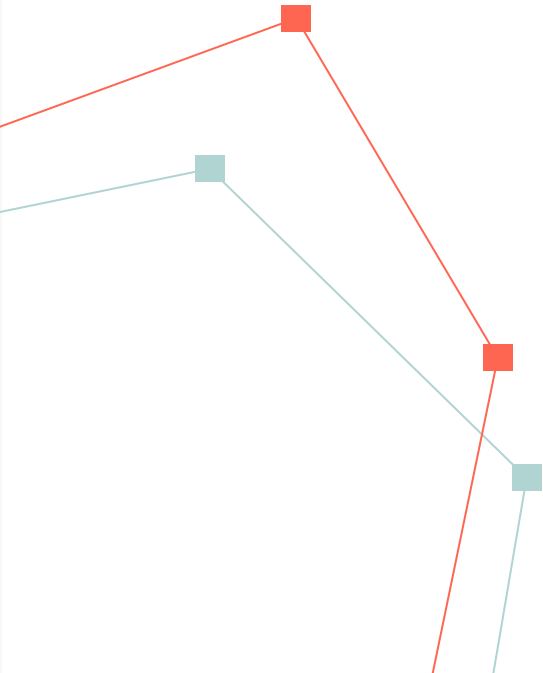
Cash, credit, inputs can help farmers cope with COVID-19.

77% of farmers are concerned about COVID-19. When asked about the one thing that could improve their life right now, respondents asked for financial aid, informational support and medical supplies. Specific to agriculture, majority of farmers asked for credit and inputs and some ask for access to market.

Member Voices

We love hearing member voices.

Here are some that stood out.



Impact Stories

81% shared how Chomoka's services had improved their quality of life

"The service has enabled me to get fertilizers for maize which has helped me increase the production."

"My life has improved, I started farming 7 acres while before joining Chomoka I used to farm only 3 acres of land."

"My farm has had a good harvest the last season because of how I improved and took care of it better."

"Chomoka has enabled me to grow my business which gave me a lot of profit that I used to pay for house rent and food."

"I took another loan which helped me add one more acres of land for farming."

"Investment in my Chomoka group has especially helped me in being able to solve sudden problems."

Opinions On Chomoka's Value Proposition

77% were Promoters and were highly likely to recommend

"I would recommend Chomoka's services because it helps to get a loan to run and expand intended business based on your shares."

"Their services are so good; I like how we get information of our group through messages even when I am at the farm."

Opportunities For Improvement

89% had a specific suggestion for improvement

"We would also ask you to provide us with capital for initiating group projects, there should be enough seminars for learning entrepreneurship."

"You should help us to get other loans, also more education should be provided to understand Chomoka."

Key Questions We Set Out To Answer

- Who is Chomoka reaching?
 - Income, farm and disability profile
 - Importance of Chomoka's offerings
 - Availability of alternatives in market
 - Exposure and resilience to climate shocks
- What impact is Chomoka having?
 - Impact on savings groups
 - Impact on quality of life and climate resilience
 - Impact on way of farming
 - Changes in crop production, productivity and revenue
- Are members satisfied with Chomoka & why / why not?
 - Net Promoter Score & drivers
 - Top challenges experienced
 - Suggestions for improvement
- Additional insights of interest to Chomoka
 - Experience with COVID-19

"Chomoka has given me motivation to look for capital and my mind works more efficiently than before and has enabled me to get a loan that has helped send my children to school."

About Savings Group Members

The average member we spoke with was female and had six household members. 44% of the members said farming is their main source of income.

We asked questions to understand the member's homes, livelihoods and engagement with Chomoka.

98% of the members reside outside of Dar Es Salaam. 73% live in a village or countryside, while 25% live in a town.

The average member in our sample had interacted with the company for 13 months.

For the 117 members who said farming is their main source of income, average land cultivated last year was 5.1 acres.

About The Members We Spoke With

Data relating to member characteristics (n = 269)

70%

Were Female

6

Average household size

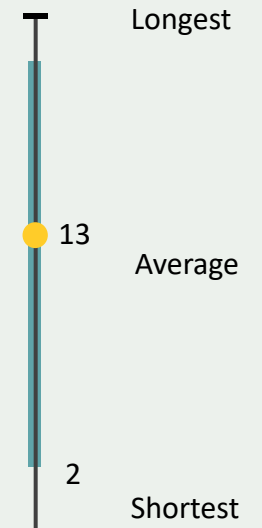
44%

Say farming is their main source of income

5.1

Acres were cultivated by the average farmer last year

Engagement Duration (months)



Poverty And Inclusivity

The poverty profile of Chomoka's member base is comparable to Tanzania's national average. The company has a high inclusivity ratio of 1.03.

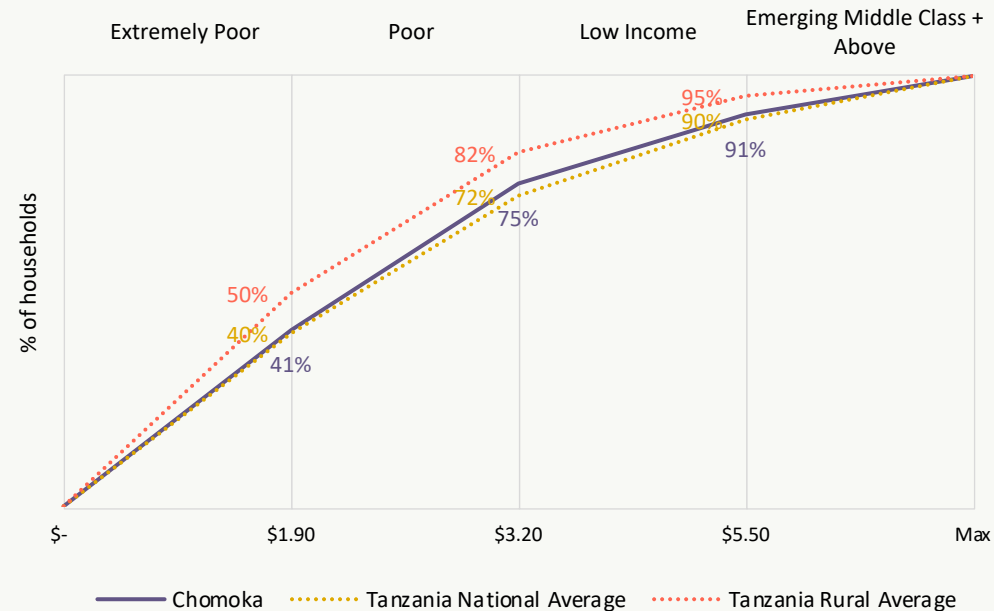
Using the Poverty Probability Index® we measured how the income profile of your members compares to Tanzania's average.

75% of Chomoka members live on less than \$3.20 per person per day compared to 82% of Tanzania's rural population. The company could deepen its reach among poorer rural households.

You can read more about inclusivity ratio on the right and [here](#).

Income Distribution of Chomoka members Relative to Tanzania's National Average

% living below \$3.20 per person per day (2011 PPP) (n = 269)



Inclusivity Ratio

Degree to which Chomoka is reaching low-income members in Tanzania

1.03

We calculate the degree to which you are serving low-income members compared to the general population. 1 = parity with national pop. ; > 1 = over-serving; < 1 = under-serving.

[See Appendix](#) for calculation.

Access and Alternatives

Over 90% of members accessed savings group services like Chomoka's for the first time and could not easily find an alternative.

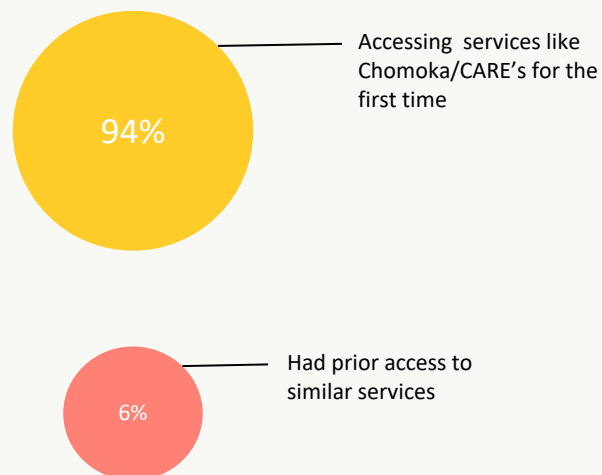
To understand Chomoka's contribution, we ask members if it is facilitating access to a new product or service and whether this offering can be easily replaced by an alternative.

Almost all members are accessing Chomoka's services for the first time and cannot find an alternative. This suggests that it is reaching an under-served population and providing a unique service in the market.

First Access

Q: Before you started interacting with Chomoka/CARE, did you have access to services like those that Chomoka/CARE provides? (n = 269)

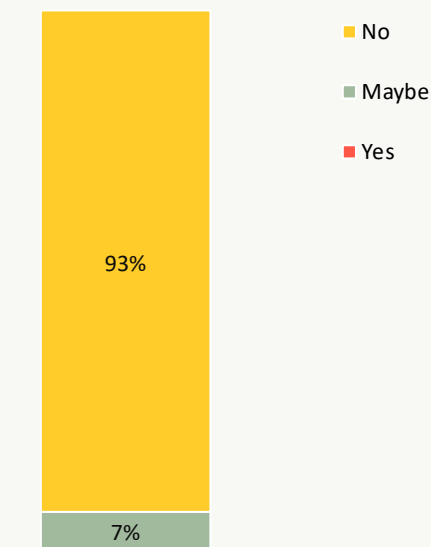
● ● ● ● ● — TOP 20%



Access to Alternatives

Q: Could you easily find a good alternative to Chomoka/CARE's services? (n = 265)

● ● ● ● ● — TOP 20%



Resilience To Shocks

47% of the members whose community experienced a climate shock in the last 2 years have been able to bounce back while 10% are yet to recover.

82%

Of all members said their community experienced at least one climate related shock in the last 24 months

Of this group of 199 members...

43%

Were not affected by the shock that hit their community

47%

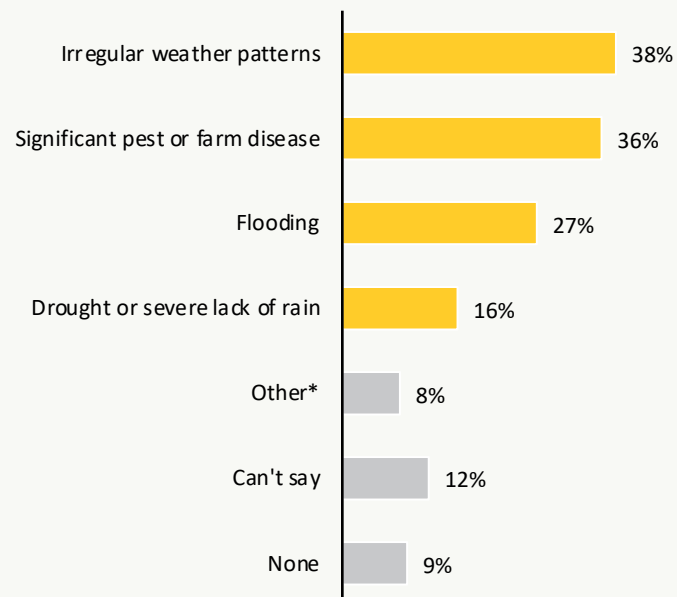
Have recovered fully

10%

Have not recovered

Shocks Experienced by Community

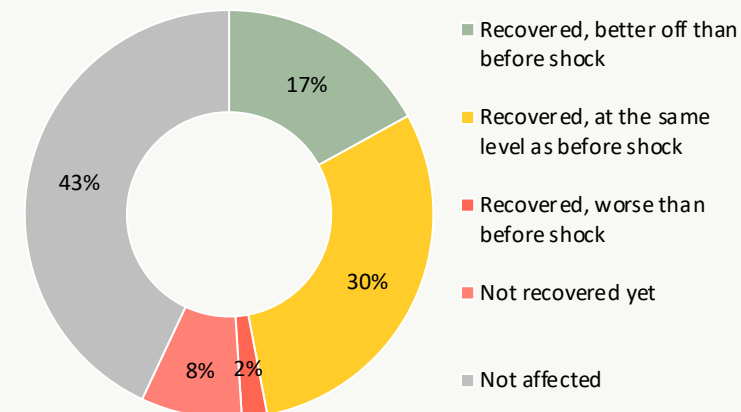
Q: In the last 24 months, which of the following shocks affected your community / village? (n = 252, multiple responses allowed except 'None')



* Responses in Other include unexpected frost, soil erosion earthquake and heavy rains

Affect and Recovery for Household

Q: To what extent was your household able to recover from this event? (n = 221)**



** Not affected is based on members reporting None to question: Which of these shocks affected your household the most?

Disability Profile

We used the [Washington Group Disability questions](#) on disability to understand the profile of households and how products, services, marketing, training, or after-sales support could be more inclusive.

Chomoka member households have a disability prevalence of 8.2%, which is higher than Tanzania’s national population disability rate of 1.5%. This can be a result of the high proportion of members over the age of 40 in the sample.

You can use this information to identify ways to better serve your members. For example, if members have challenges with eyesight, consider larger informational stickers or brochures. If they have challenges with walking or climbing steps, consider whether the group meetings are easily accessible for these members.

The disability rate among Chomoka member households is more than five times that of Tanzania’s national population.

Disability Profile of Chomoka’s Member Households

% who said a member of their household had a lot of difficulty doing any of the following or cannot do at all. (n = 269)

8%

Respondents said that one or more of their household members had at least one of six disabilities



2.3%
difficulty seeing, even if wearing glasses (if available)



1.1%
difficulty remembering or concentrating



1.1%
difficulty hearing, even if using a hearing aid (if available)



1.5%
difficulty with self-care, such as washing all over or dressing



3.0%
difficulty walking or climbing steps



0%
difficulty communicating or being understood, using their usual language

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“I used to do farming only but after entering Chomoka I got a loan, and I was able to get into the business of selling produce and yes the quality of my life have changed.”

Impact On Savings Groups

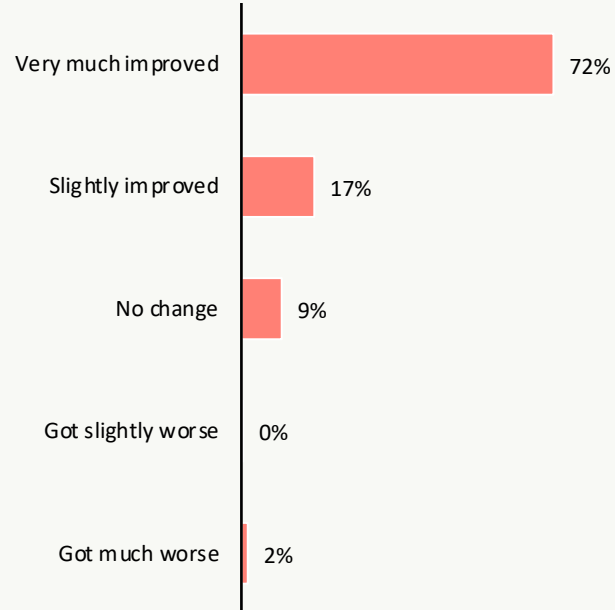
Nine in 10 members say they trust their savings groups more because of the Chomoka's technology.

We asked members if they had noticed changes in the behavior of savings group members as a result of Chomoka's technology.

Majority of members spoke of increase in amount and frequency of savings, frequency of borrowing, and accuracy of group records.

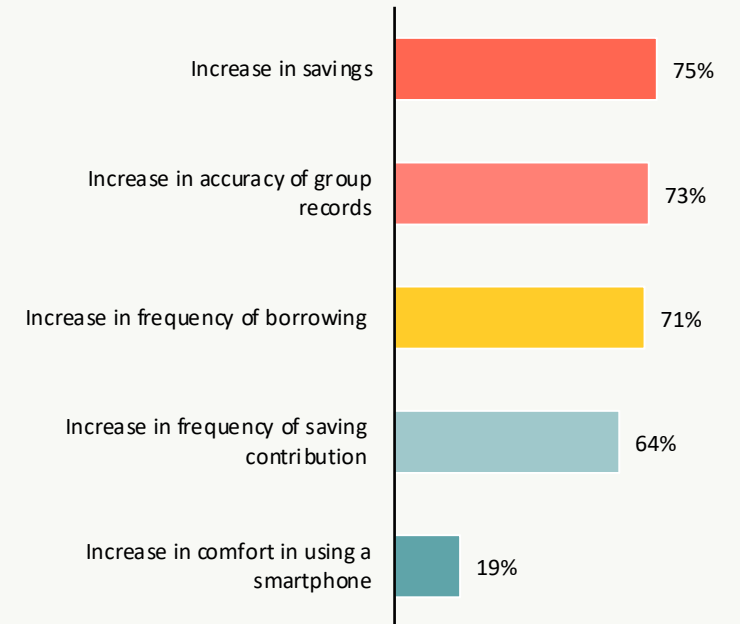
Trust in Savings Group

Q: Has the degree of trust you have in your group changed because of Chomoka/CARE's services? (n=268)



Changes in Savings Group

Q: As a result of Chomoka/CARE's services, which of the following have you seen in your savings group? ? (n=262, multiple answers allowed)*



Time Spent In Meetings

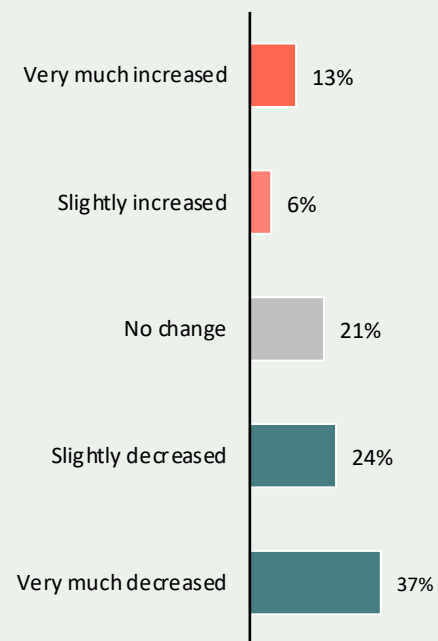
61% of members spent less time in saving group meetings due to Chomoka's technology.

We asked the 164 members who reported spending less time in meetings to describe what they did with that time.

Nine in 10 members said they used to time to discuss other issues related to the savings group, 5 spoke of being able to socialize with other members, 3 said they could support other members and 2 spoke of growing the group's business.

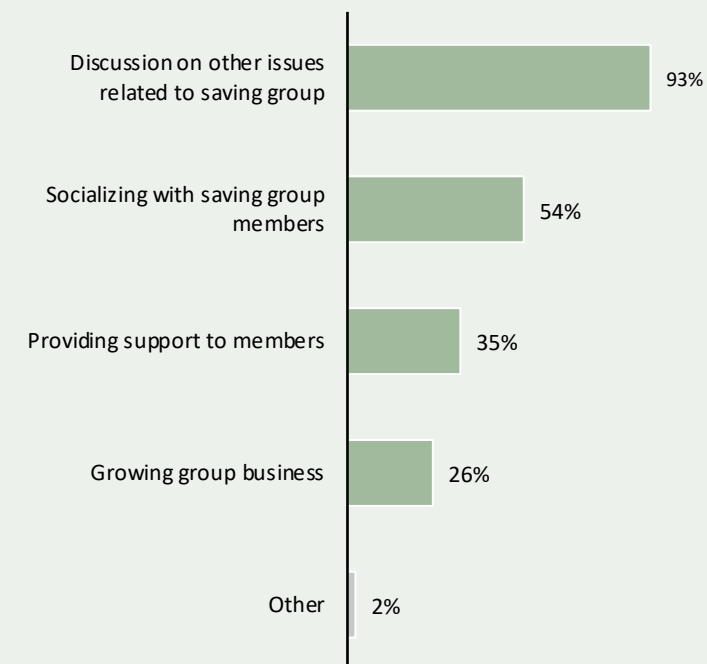
Time Savings

Q: How has the amount of time you spend in saving group meetings per week changed because of Chomoka/CARE's services? (n = 269)



Time Utilization

Q: How does your saving group utilize the extra time that has been saved? (n= 164, multiple responses allowed)

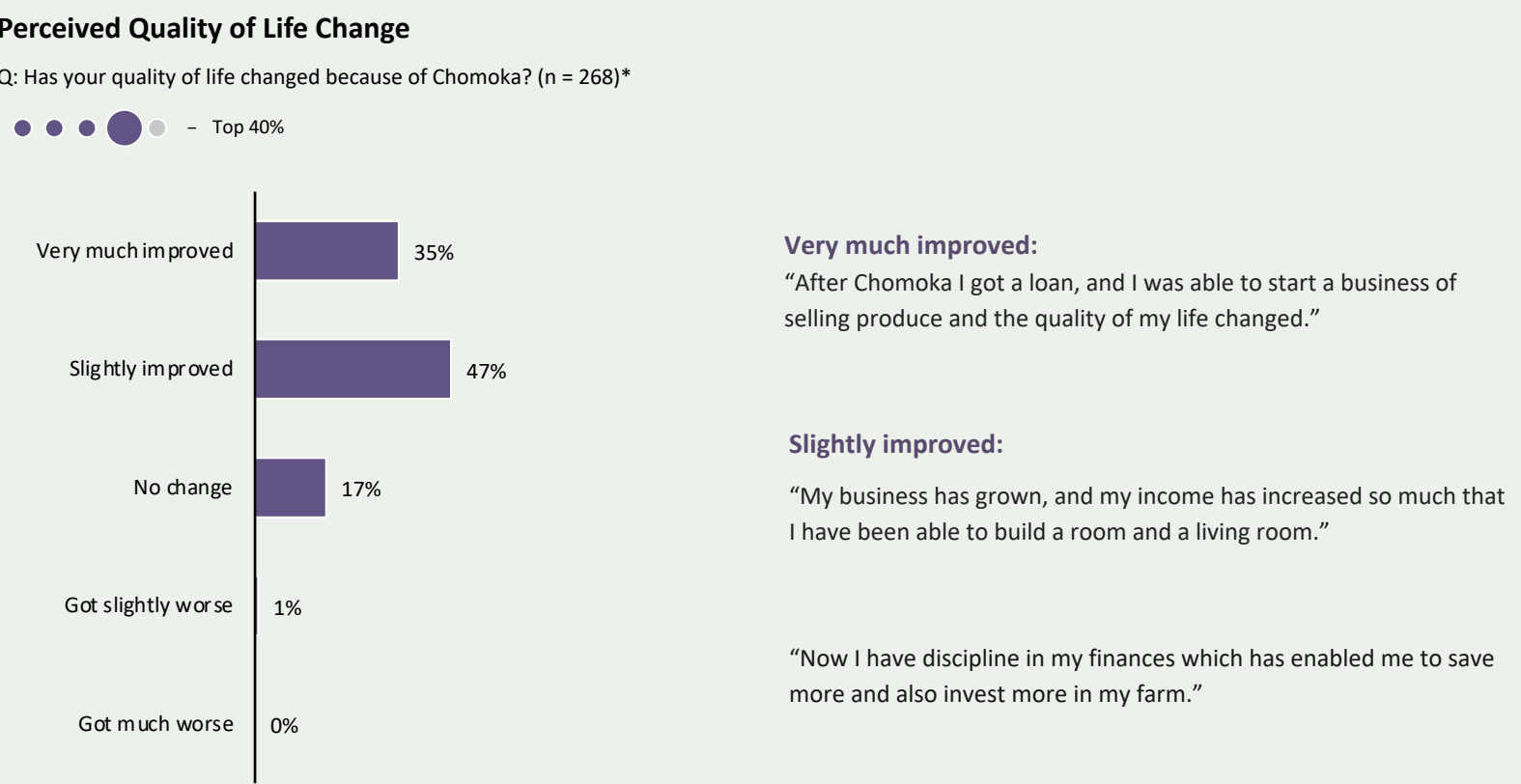


Quality Of Life

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

The company falls in the top 40 percentile of those in our Financial Inclusion Benchmark.

82% of savings group members reported experiencing quality of life improvements because of Chomoka’s services.



Quality Of Life: Top Outcomes

Members were asked to describe – in their own words – the positive changes they were experiencing because of Chomoka’s services.

The top outcomes are shown on the right.

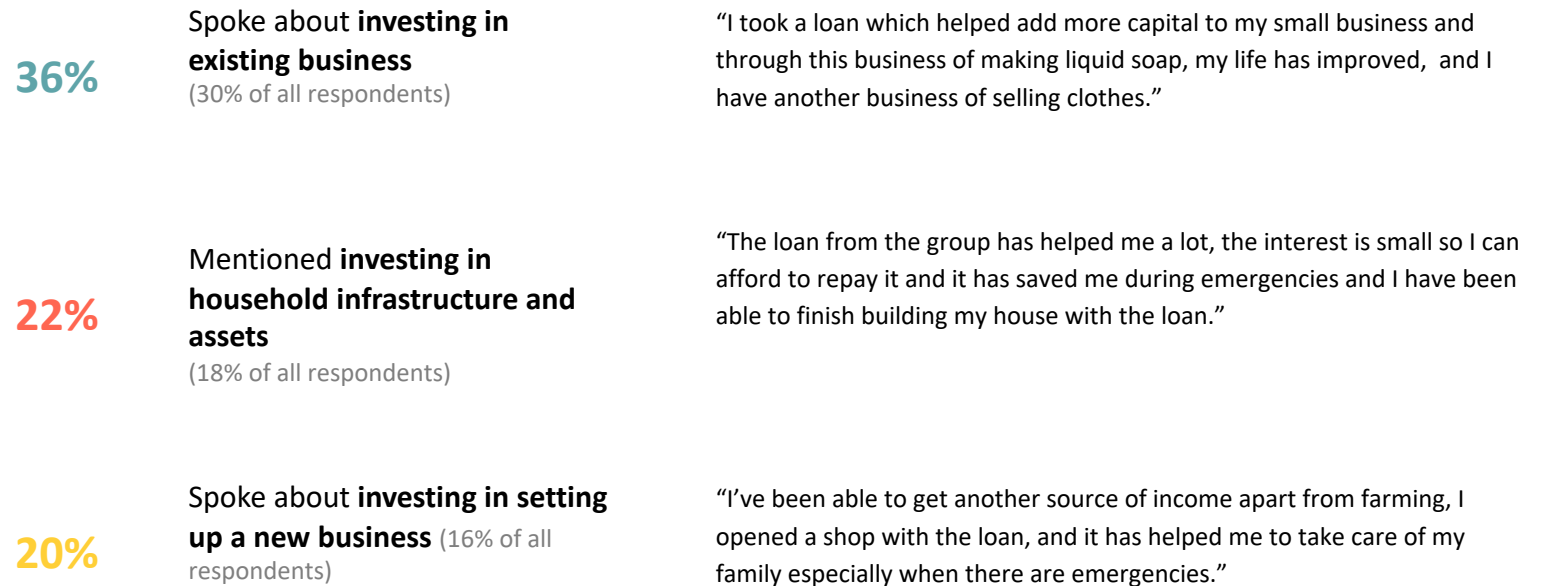
Other changes include:

- Increased ability to pay for education
- Access to food
- Increased savings
- Increases financial stability and confidence

Members talked about investing in new and existing businesses and their homes. They reported greater ease in paying for household expenses like school fees and food.

Top Three Self-Reported Outcomes for 82% of members Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 220, multiple responses allowed). Open-ended, coded by 60 Decibels)



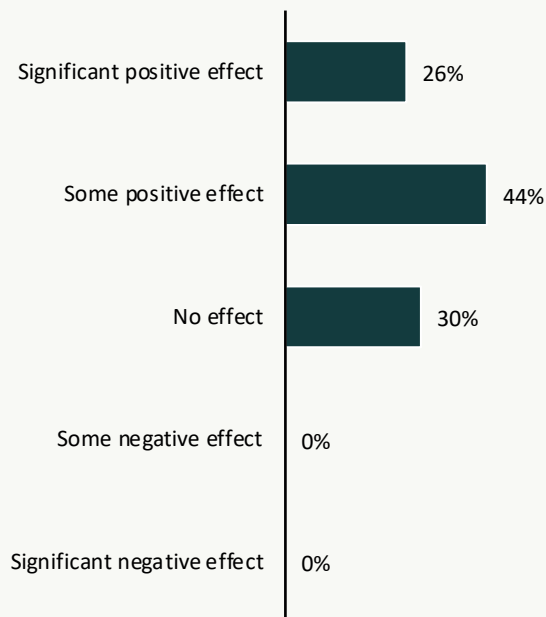
Recovery From Climate Shocks

70% of savings group members who were affected by a climate shock said that the company had a positive impact on their recovery.

We asked 125 savings group members who reported being affected by a climate shock if Chomoka had impacted their recovery.

Impact of Chomoka on Recovery

Q: Did your involvement with Chomoka have a positive, negative or no effect on your recovery? (n=125)



“Now I practice modern farming methods which do not depend on rain only, The loan I borrowed from my savings group, which works with Chomoka, allowed me to buy agricultural equipment for improving my farming system.”

“Now I can meet my farm needs of buying seeds, pesticides, and crop fertilizers. Also, now I own and manage a leafy vegetable garden and Irish potatoes garden. All of this started with the loan from my savings group that uses Chomoka”

Chomoka Loan Usage

52% of members used at least a part of the savings/loans from Chomoka for farming and livestock.

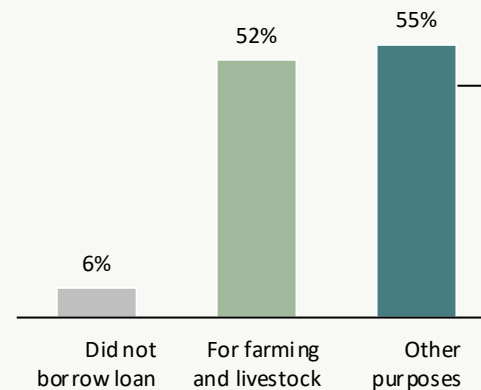
We asked members what they used the loans/ savings from the Chomoka group for.

Top non-farming uses are shown on the right. Others included:

- Buying a house/plot
- Investment in new business

Savings/Loans Usage for Farming

Q: What did you use savings / loans from your savings group for, since the time your savings group started using Chomoka/CARE's services? (n = 254, multiple answers allowed)



Usage for Non-Farming Purposes

Q: Can you please explain for what other purposes did you use the savings/loan for? (n = 161). Open-ended coded by 60 Decibels.

74% - Investing in existing businesses

(38% of all respondents)

“To revitalize my business by increasing the amount of materials such as wheat flour, cooking oil and sugar.”

14% - To pay for education

(7% of all respondents)

“For school needs like uniform for my children and household expenses.”

14% - Household bills

(7% of all respondents)

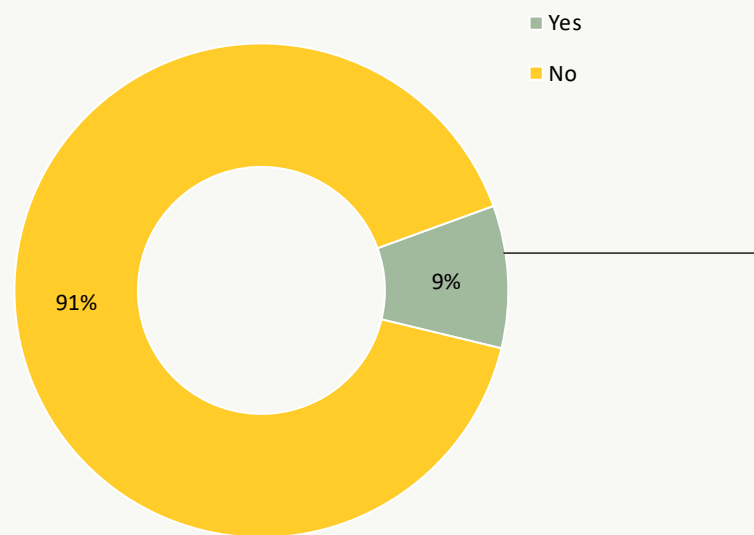
“For purchasing assets for my family, like plot of land and household utensils as well as to pay for medical expenses.”

Other Farm Loan Usage

9% of members took a farm loan from another source after Chomoka started working with their savings group. 15% of this group took this loan from a new source.

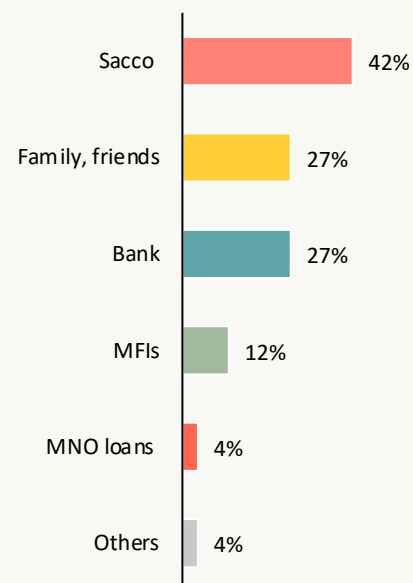
Other Farm Loans After Using Chomoka

Q: Did you borrow/take a loan(s) from any other sources, for your farm and / or livestock, since the time your savings group started using Chomoka/CARE's services? (n = 266)*



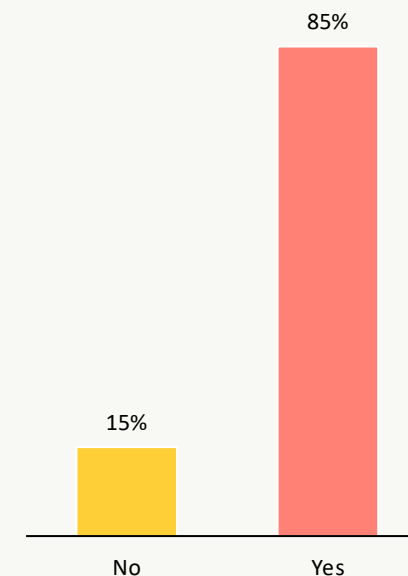
Sources Of Other Farm Loans

Q: From which of the following sources have you borrowed/taken a loan? (n= 30, multiple responses allowed)*



Ways In Which Loans Were Used

Q: Have you borrowed/taken a loan from those sources before your savings group started using Chomoka/CARE's services? (n = 26)



*Sample size is not equal to 260 as some farmers were unable to answer the question

Way of Farming

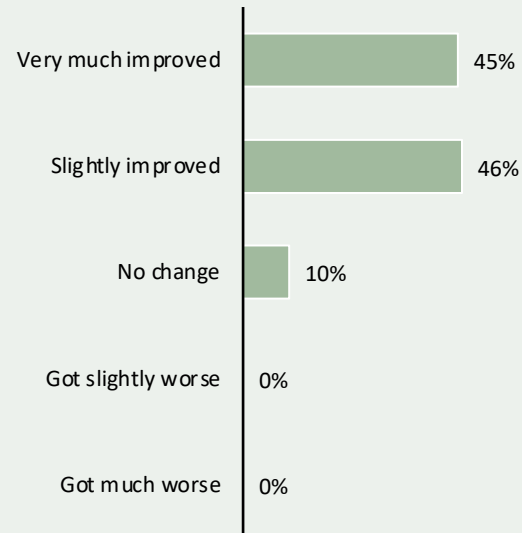
We asked members who had used Chomoka's loan/savings for their farm if this usage had changed their way of farming and how.

We will refer to this sub-group as "farmers" in the next few slides.

91% members who used Chomoka's loans/savings for their farm reported an improvement in their way of farming.

Changes In Way Of Farming

Q: Has your way of farming changed because of Chomoka's savings group?
(n = 125)



Very much improved:

"I have been able to learn better farming methods such as fertilizing to increase productivity."

Slightly improved:

"Before Chomoka, I never used to get any loan but after Chomoka came in, I started getting loans for doing farming."

"Now I am applying good methods of farming like the use of fertilizer and pesticides when needed."

Way of Farming: Top Outcomes

Farmers were asked to describe – in their own words – the changes in their way of farming. The top responses are shown on the right.

Other changes included:

- Increased knowledge in farming methods (17%)
- Increased quality of Fertilizer/Insecticide (15%)

Farmers talked about being able to afford fertilizers for the first time, increasing land under cultivation and buying better quality seeds.

Top Three Self-Reported Outcomes for 91% of Farmers Who Say Way of Farming Improved

Q: Please explain how your way of farming has improved. (n = 113, multiple responses allowed). Open-ended, coded by 60 Decibels.

26%

Spoke about **ability to afford fertilizer for the first time**

(11% of all respondents)

“At first I was not able to apply fertilizers in my farm but now I have been able to use fertilizers as well as pesticides, this has even led to increased production.”

22%

Reported an **increase in total land that is under cultivation**

(9% of all respondents)

“First, I bought additional land because I had a very small one before, I bought quality inputs like seeds, fertilizer , hired more workers and at the end of the season I got a greater harvest...”

20%

Spoke about **improved quality of agricultural inputs used** such as seedlings

(9% of all respondents)

“ I bought quality inputs for my farm like seeds, fertilizer and pesticides and took very good care of it. This caused an increase in the output and an increase in my income as well.”

Crop Production

83% of members who used Chomoka offerings for their farm reported at least some increase in crop production.

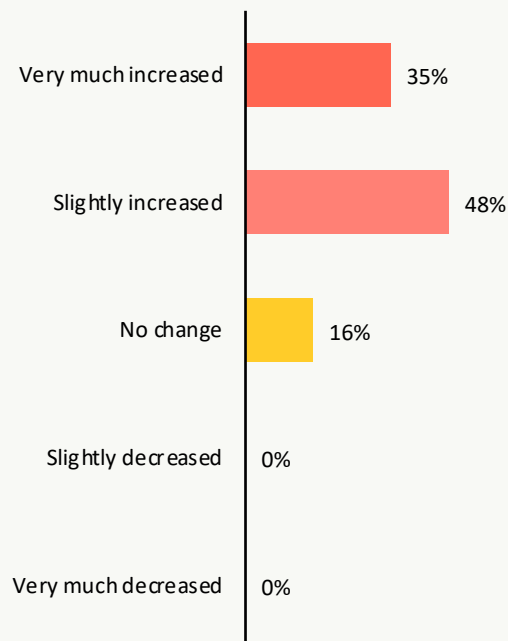
We asked farmers if they had noticed changes in their farm production due to Chomoka's services and what might have caused it.

About half of the 108 farmers who reported an increase in production said this increase came from the same land implying improvements in productivity, while the other half planted additional land.

Impact on Production

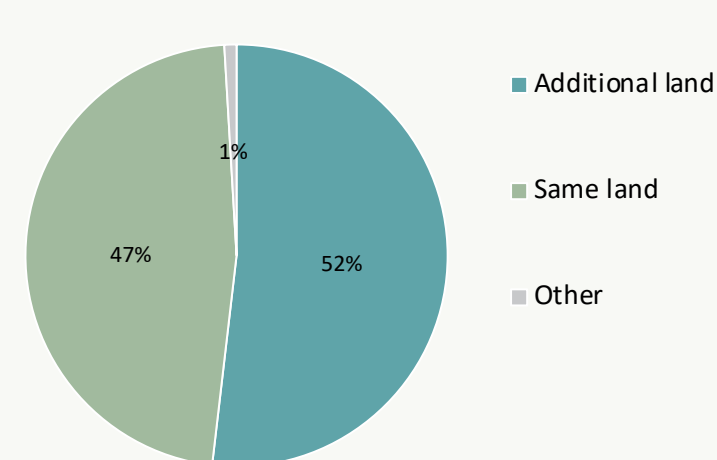
Q: Has the total production from your crop changed because of Chomoka's services? (n=129)

● ● ● — MIDDLE



Reasons for increases in production

Q: Was this increase because you planted additional land or was it from the same amount of land? (n=108)



Crop Revenue (1/2)

Over 80% of farmers reported increased farm revenue. Almost all attributed this increase to increase in volumes sold.

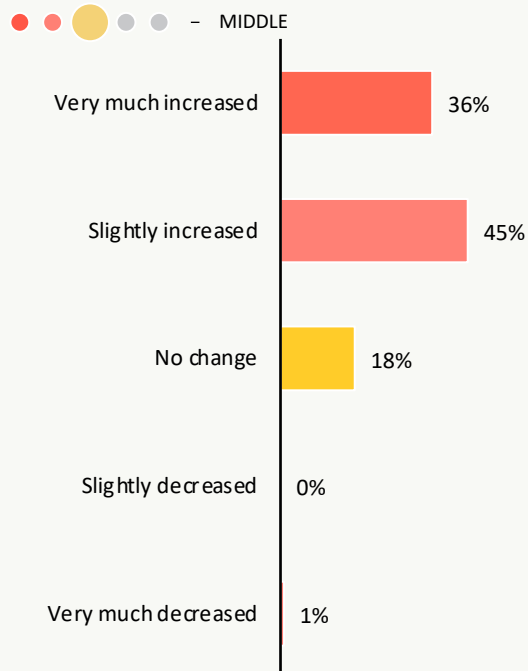
We asked farmers if they had noticed changes in their farm revenue after receiving Chomoka's services.

We found a correlation between improvements in way of farming, farm production and revenue.

While it is hard to establish causality, the link between these outcome is worth exploring a bit further. We hypothesize that Chomoka's financial support is allowing farmers to make greater investments in their farm to improve its productivity as well as increase the total land they plant. The result is better production allowing farmers to sell more and earn higher revenue from their farm.

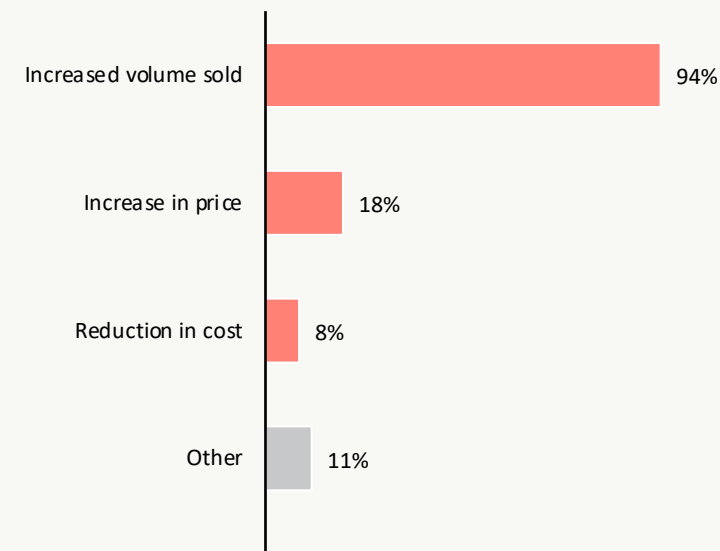
Returns from Crops

Q: Has the money you earn from [crop] changed because of Chomoka offering? (n=129)



Reasons for Increased Returns

Q: What were the main reasons for the increase in money earned? (n=126)



Crop Revenue (2/2)

Looking across members who used Chomoka services for their farm, the average farmer reported a 48% increase in revenue. This is considerable since the average farmer earned 64% of its household income from the farm last year.

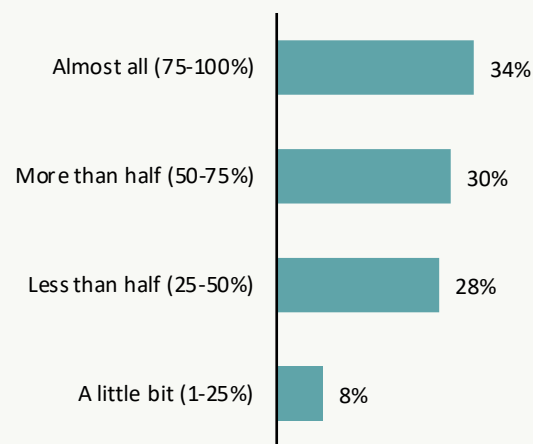
64% Of household income last year came from the farm

48% Was the average increase in revenue from crops farmer's experience after using Chomoka's Services

76% Rated this change a significance of 4 or 5 when thinking about its contribution to household income

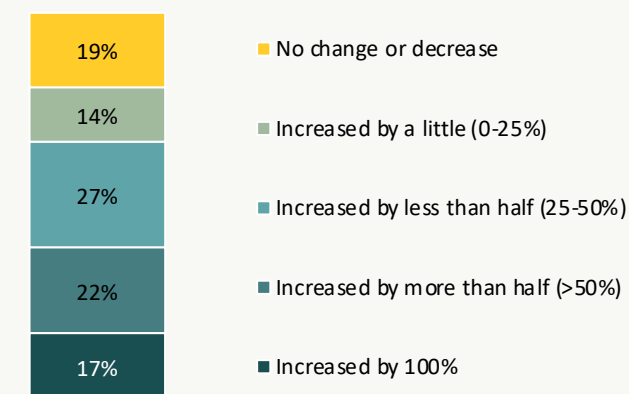
Household Income Impacted By Chomoka

Q: In the last 12 months, what proportion (%) of your household's total income, came from crops/livestock? (n=121)*



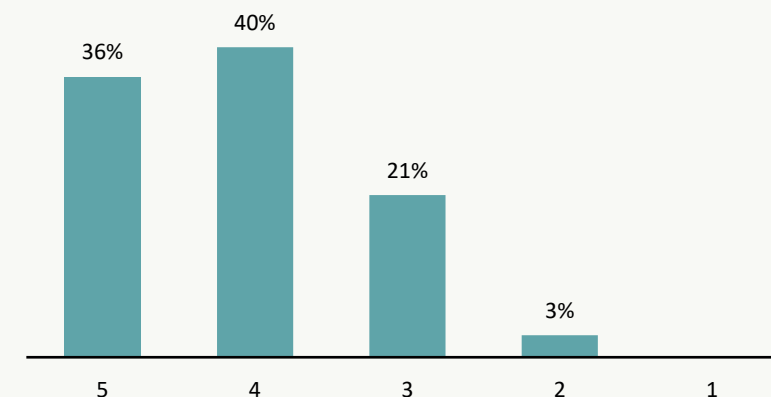
Change In Crop Returns

Q: a) Can you give a rough estimate how much your money earned from crop/livestock has increased because of Chomoka's services? (n=125)



Significance of Change in Crop Returns

Q: On a scale of 1 to 5, where 1 is not significant at all and 5 is very significant how significant is this increase to your overall household income? (n=105)



*Sample size is not equal to 269 as some farmers were unable to answer the question

Key Questions We Set Out To Answer

“First it has saved us time, we no longer sit for an hour or two during weekly meetings. Our finances have never been this accurate and records well managed and we are more confident in the safety of our savings.”

- Who is Chomoka reaching?
 - Income, farm and disability profile
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 - Impact on quality of life and climate resilience
 - Impact on way of farming
 - Changes in crop production, productivity and revenue
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- Additional insights of interest to Chomoka
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Member Satisfaction: Net Promoter Score

Chomoka has a Net Promoter Score® of 65 which is higher than the 60dB benchmark for similar business models.

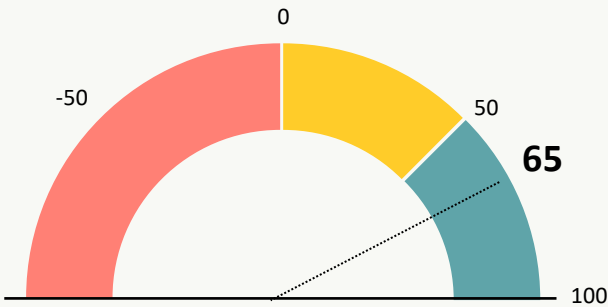
The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor.

Chomoka’s NPS score of 65 is excellent. We saw that female members had a higher NPS of 67 than male members which was 61.

Asking members to explain their rating explains what they value and what creates dissatisfaction. These details are on the next page

Net Promoter Score® (NPS)

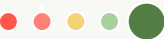
Q: On a scale of 0-10, how likely are you to recommend Chomoka to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 269)



NPS = % Promoters — % Detractors

9-10 likely to recommend 0-6 likely to recommend

NPS Benchmarks



| | |
|-----------------------------|----|
| Financial Inclusion Average | 44 |
| 59 companies | |
| Farmer as Customer Average | 32 |
| 33 companies | |
| East Africa average | 38 |
| 29 companies | |

NPS Drivers

Promoters value better record keeping, access to loans and the time savings from Chomoka. Detractors complain about lack of training and bad experiences with agents.

77% are Promoters :)

They love:

1. Improved record keeping
(30%% of Promoters / 23% of all respondents)
2. Easy access to loans
(26% of Promoters / 20% of all respondents)
3. Time savings
(23% of Promoters / 17% of all respondents)

“It is a very reliable and helpful application; it has increased openness in the group and accuracy in records keeping.”

Tip:

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

11% are Passives : \

They like:

1. Improved record keeping
(37% of Passives / 4% of all respondents)
2. Transparency in groups and more trust between members
(23% of Passives / 2% of all respondents)
3. Access to financial planning
(20% of Passives / 2% of all respondents)

“Chomoka has great importance to me because it simplifies the way of taking and repaying the loan.”

Tip:

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

12% are Detractors : (

They complain about*:

1. Lack of knowledge/training to use the app/system
(34% of Detractors / 4% of all respondents)
2. Lack of benefits
(22% of Detractors / 3% of all respondents)
3. Bad experiences with agents
(9% of Detractors / 1% of all respondents)

“We are grateful for the loans we receive but they are small so will be better if you should give us big loans so that we can expand our agricultural activities.”

Tip:

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

NPS by Degree of Trust

We wanted to understand what drove members' satisfaction with Chomoka. We found a strong correlation between NPS and members' trust in savings group.

The NPS for those reporting an increase in trust in savings group was 86, compared to -50 for those who experienced no change.

Idea

What can Chomoka do to increase the trust?

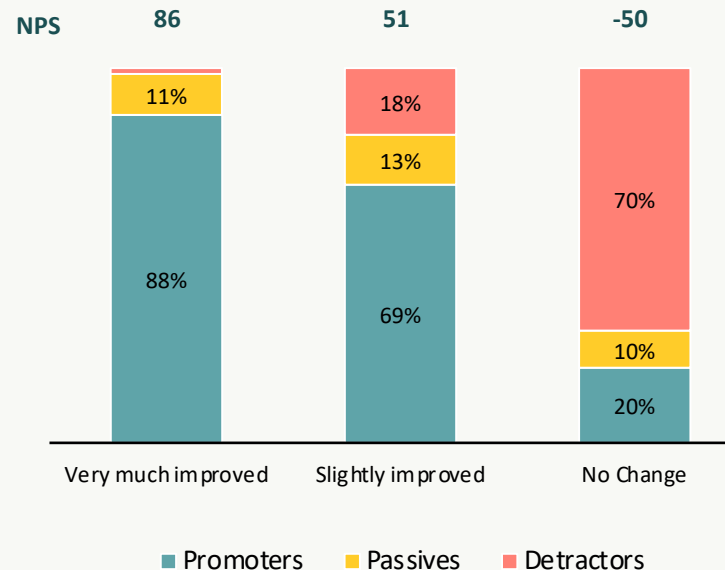
Unsurprisingly, member's satisfaction with Chomoka is tied to the increase in degree of trust in the savings group due to the Chomoka's technology.

Net Promoter Score by Degree of Trust

Q: Has the degree of trust you have in your group changed because of Chomoka/CARE's services?

Q: On a scale of 0 to 10, how likely are you to recommend to a friend or family? (y-axis)

% of respondents; n = 193, 45, 30



Member Challenges

Asking about member challenges enables Chomoka to identify problem areas and tackle them proactively.

Unresolved challenges can encourage negative word-of-mouth and detract from positive impact.

Upon further analysis, we found that the members reporting challenges:

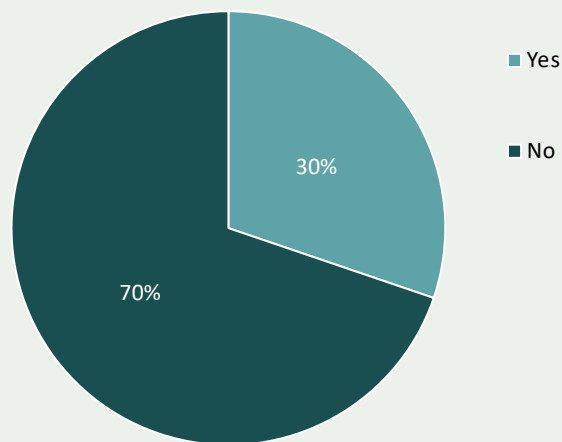
1. Had a lower Net Promoter Score® compared to those that did not face any challenges.
2. Were more likely to report 'no change' in their quality of life.

30% of the members report challenges with Chomoka. Top challenges – not knowing how to use the application, loan repayment schedule and bad experiences with agents.

Proportion of members Reporting Challenges

Q: Have you experienced any challenges with Chomoka? (n = 268)*

● — BOTTOM 40%



*Sample size is not equal to 269 as 1 members was unable to answer the question

Top Challenges Reported

Q: Please explain the challenge you have experienced. (n = 81)

1. Didn't understand or could not use the app

(41% of members w. challenges / 12% of all respondents)

"How to use their phone because we did not get any training."

2. Loan Repayment Schedule

(25% of members w. challenges / 3% of all respondents)

"The interest on the loan is high."

3. Bad Experience with Agent

(10% of members w. challenges / 3% of all respondents)

"The agents misled us into paying an entry fee which was not supposed to be paid according to Chomoka."

4. Network problems / delayed notifications

(9% of members w. challenges / 3% of all respondents)

"We don't get feedback SMS on time."

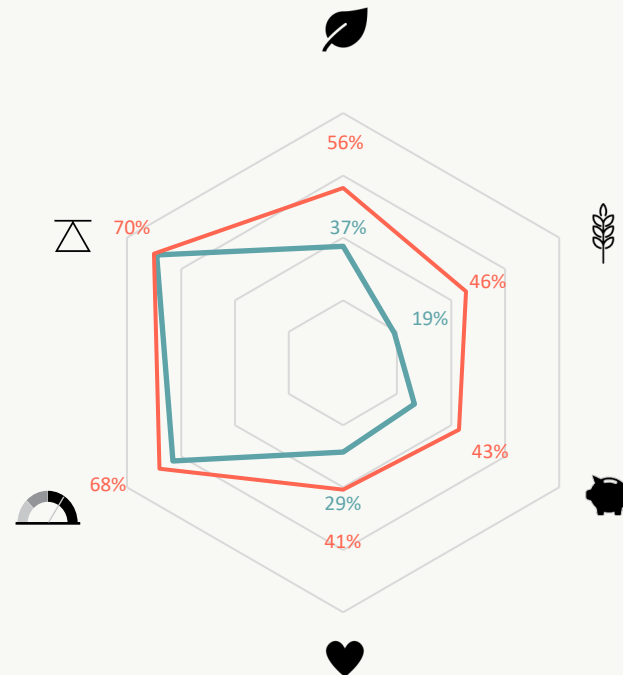
Disaggregation by Tenure

Members whose savings group have been using Chomoka for a year or more, have seen higher improvements in farm outcomes and quality of life.

We wanted to understand if there were differences in experiences and farming outcomes, since the savings group started using Chomoka.

While satisfaction amongst members – gauged through the Net Promoter Score® and challenges did not vary by tenure, there were significant differences in the impact Chomoka had on its more tenured members.

Impact on Farm Outcomes by Tenure



Key: Member Tenure

○ **Less than a year**
n = 134

○ **1 year or more**
n = 135

🌿 **Way of Farming***
% “very much improved” because of Chomoka

🌾 **Production***
% “very much improved” because of Chomoka

💰 **Money Earned***
% “very much improved” because of Chomoka

❤️ **Quality of Life Impact**
% “very much improved” because of Fadhili Africa

📊 **Net Promoter Score®**
% promoters

⚠️ **Challenges**
% “no” challenges with Fadhili Africa

*n= 50 (less than a year) and 75 (1 year or more) for way of farming, production and money earned outcomes as these questions were asked to members using their loan for farming or livestock purposes

Member Suggestions

We asked members an open-ended question about their suggestions to help Chomoka improve.

While roughly a quarter could not think of a specific suggestion, members who had specific suggestions asked for additional training for the app (26%), additional loans (20%) and higher transparency from the company (8%).

Additional training and loans were the most common suggestions for improvement.

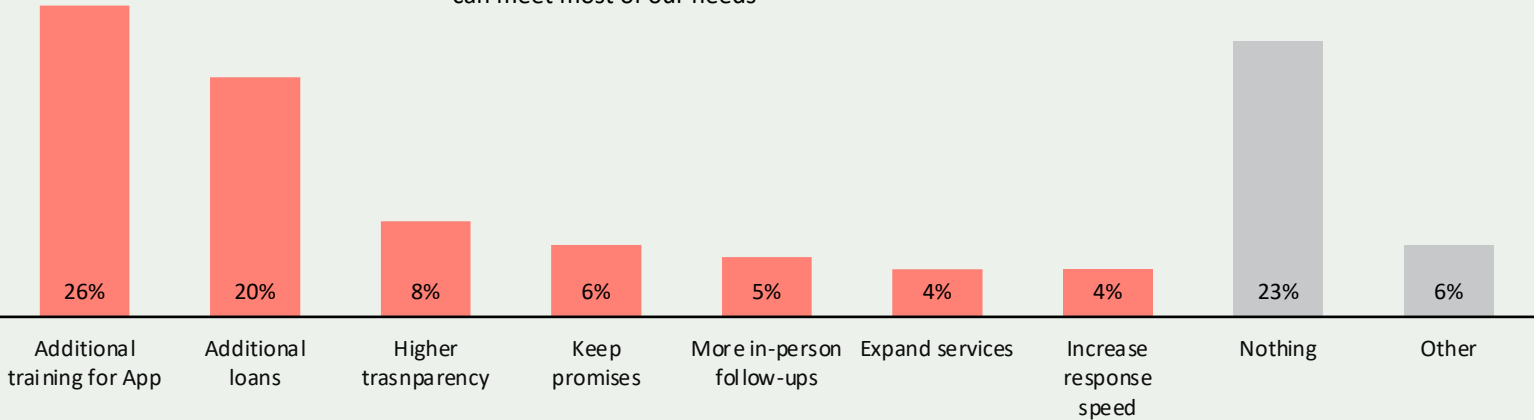
Suggested improvements

Q: What about Chomoka could be improved? (n = 269, Open ended coded by 60 Decibels, % of respondents)

“They should provide enough training to the whole group first before they start using the app.”

“They can also connect us to banks, agricultural fund, as well as agricultural input stakeholders so that we farmers can benefit”

“If possible, you should enable us to also get other loans even outside our group so that we can meet most of our needs”



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“Maybe I should just ask Chomoka to come back and proceed where they left after the pandemic clears, give us education regarding the saving group and help us with money or other ways of making money..

Concern About COVID-19

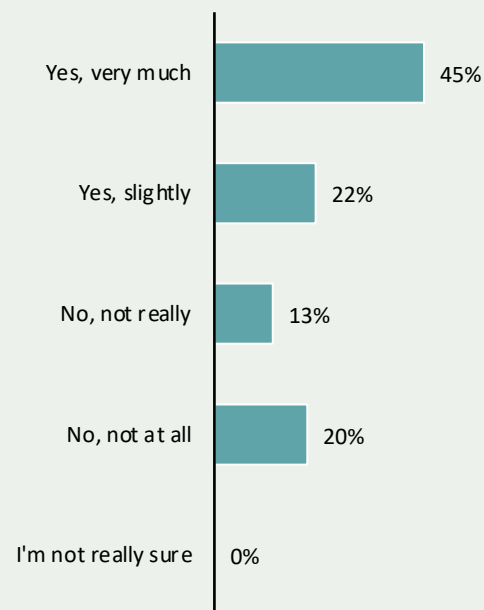
We asked members questions related to COVID-19 to assess their level of concern and identify potential support areas.

When asked about the one thing that could improve their life at this time, respondents asked for financial aid, informational support and medical supplies. 21% of the respondents were unsure of the type of support that would help.

45% of members said they are 'very much' concerned about COVID-19.

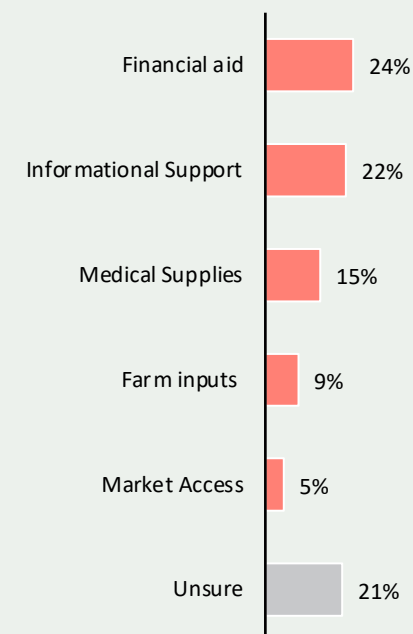
Level Of Concern About COVID-19

Q: Are you concerned about COVID-19? (n = 269)



Things That Could Improve Life

Q: Related to this pandemic, what one thing could improve your life at this time? (n = 269) Open-ended, coded by 60 Decibels



Next Month on Farm During COVID-19

We asked farmers what phase of farming they will be in next month and whether they're confident in their ability to manage as they normally would.

75% of the farmers report that they will be preparing the land for their crop in the next month. 68% said they would be planting in the next month.

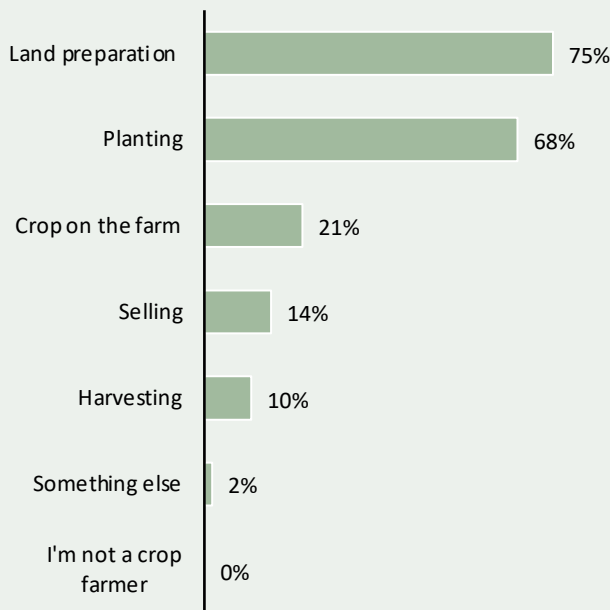
53% of farmers indicated they were 'very confident' and 35% 'slightly confident' that they will fare well in the next month.

Farmers who report land preparation in the next month were the most confident about managing the activity like they normally would.

Nine in ten farmers shared at least some confidence that they will be able to undertake next month's farm activities as they normally would.

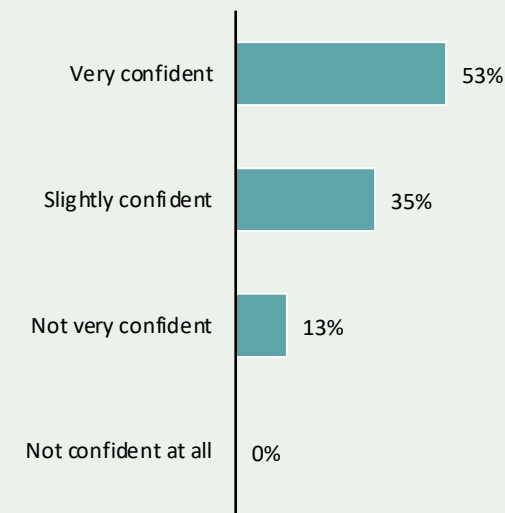
Current Agricultural Activity

Q: Which of these phases of farming will you be in for the next month? (select multiple) (n = 118)*



Confidence in Performing Activity

Q: How confident do you feel that you will be able to undertake these activities as you would have normally? (n =118)*



*Sample size is not equal to 260 as some farmers were unable to answer the question

Challenges and Requests

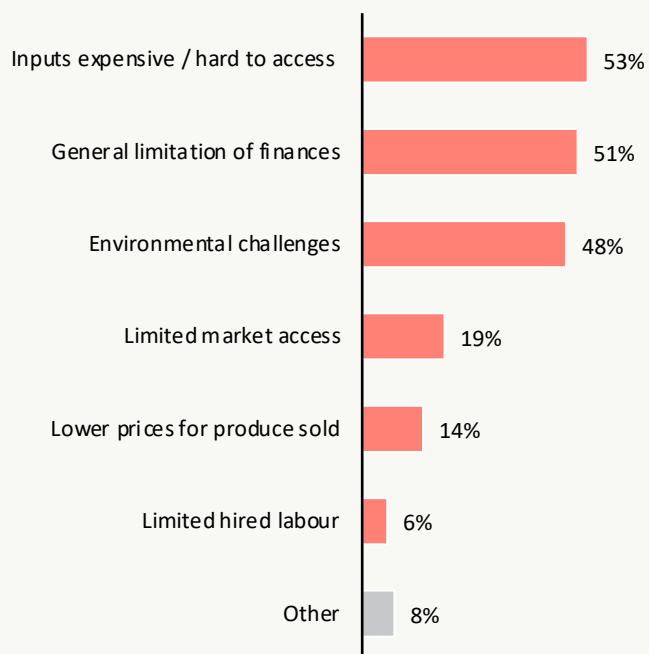
Farmers ask for inputs, credit and cash to be able to undertake farm activities as they normally would.

We asked farmers about the kind of challenges they anticipate in being able to undertake farm activities as they normally would and the type of support that could help them overcome these challenges.

Farmers mentioned expensive inputs, general limitations of finances and concerns about the weather as their top challenges.

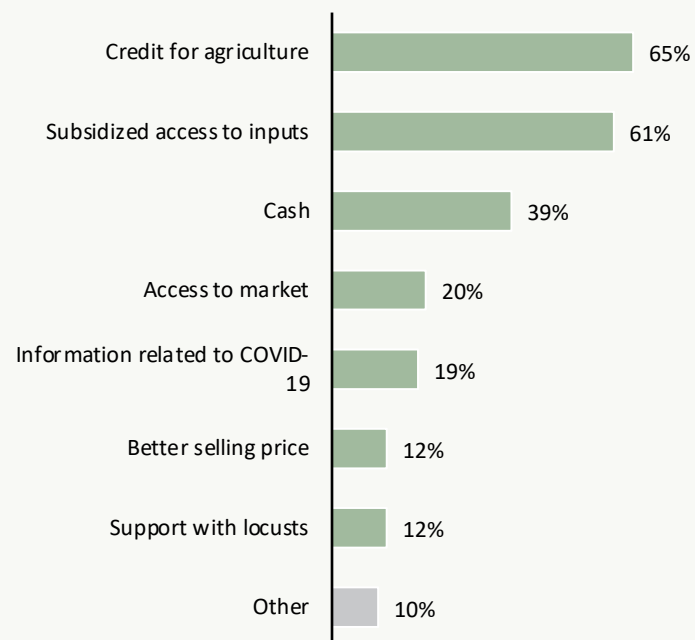
Top Challenges Related to COVID-19

Q: What do you anticipate the biggest challenges being? (n = 118)



Solutions for Top Challenges

Q: What kinds of agricultural products/ services/ information would be most useful for you to overcome these challenges? (multiple answers allowed, n = 118)



*Other solutions include labor, PPE Kits, food, better selling prices etc.

How To Make The Most Of These Insights

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

Example tweets or Facebook posts to share publicly

- 82% of our members say the quality of their lives has improved since working with us. “[member quotation]” #listenbetter with @60_decibels
- 77% of members would recommend us to a friend or family member – what are you waiting for?
- 30% of all challenges faced by our members are inputs related – what improvements would you like to see? We #listenbetter with @60_decibels

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 members – 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 members 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 members with challenges and/or complaints to find out more and show you care. |
| | <input type="checkbox"/> After reading this deck, don’t forget to let us know what you thought [feedback form] |
| Take Action! | <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 |



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:

Chomoka Data

member 269

60dB Financial Inclusion Average:

companies 59
respondents 28,345

60dB Agriculture Farmer as Customer Average

companies 32
respondents 7968

Chomoka performs particularly well on numbers for female members. Among members using the loan / savings for agriculture, impact on crop production and revenue can improve further.

Comparison of Chomoka Performance to Selected 60dB Benchmarks

| Dimension | Indicator | Chomoka | 60dB Financial Inclusion Average | 60dB Farmer As Customer Average |
|-------------------|--|---------|----------------------------------|---------------------------------|
| Who ○ | Inclusivity Ratio | 1.03 | 1.1 | 1.14 |
| | % female | 70 | 49 | 34 |
| How Much ≡ | % reporting quality of life very much improved | 35 | 34 | 47 |
| | % reporting quality of life slightly improved | 47 | 42 | 36 |
| | % reporting crop production very much improved | 35 | - | 44 |
| | % reporting crop revenue very much improved | 36 | - | 39 |
| What Impact □ | % reporting investing in existing business | 30 | - | - |
| | % reporting investing in household assets | 18 | - | - |
| | % reporting investing in new business | 16 | - | - |
| Contribution + | % first time accessing Chomoka offerings | 94 | 65 | 74 |
| | % saying no good alternatives are available | 100 | 66 | 88 |
| Risk △ | % experiencing challenges | 30 | 29 | 23 |
| Experience | Net Promoter Score | 65 | 44 | 32 |

*Specifically, Agriculture – Farmer As Customer Average

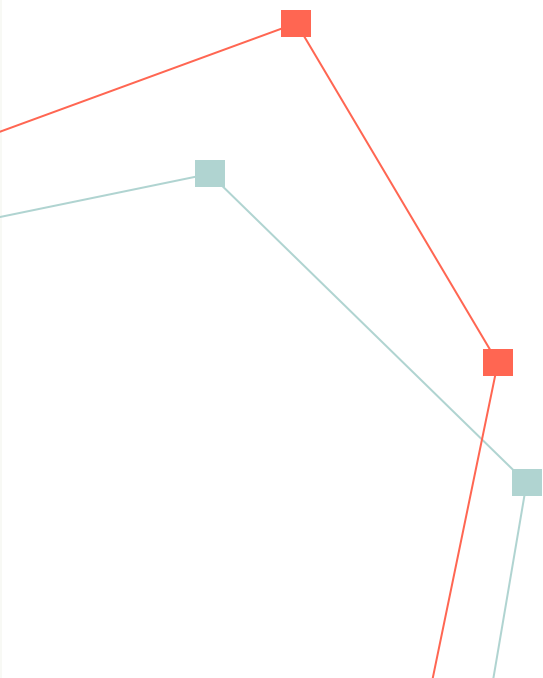


Calculations & Definitions

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 farmer loyalty. It is measured through asking farmers 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 farmers rating 9 or 10 out of 10 ('Promoters') minus the % of farmers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'. |
| Inclusivity Ratio | <div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off farmers. It is calculated by taking the average of Chomoka % / 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:</div> <div>$\sum_{x=1}^3 \frac{([Company] Poverty Line \\$x)}{(Country Poverty Line \\$x)} / 3$</div> |

Summary Of Data Collected



269 phone interviews completed in September 2020.

Methodology

| | |
|---------------|---|
| Survey mode | Phone Interviews |
| Country | Tanzania |
| Language | Swahili |
| Dates | September 2020 |
| Sampling | Selected randomly from 781 members using Chomoka in their savings group |
| Response rate | 65% |

Responses Collected

| | |
|---------|-----|
| Farmers | 269 |
|---------|-----|

Sampling

| | % sample | % population |
|--------|----------|--------------|
| Female | 70% | 75% |
| Male | 30% | 25% |

Accuracy*

| | |
|------------------|--------|
| Confidence Level | c. 90% |
| Margin of error | c. 5% |

*Our confidence level cannot account for two unknowns for this population: mobile penetration and extent of completeness of phone number list provided by Chomoka.

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 farmers, suppliers, and beneficiaries. Its proprietary approach, Lean DataSM, brings farmer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 500+ trained Lean DataSM researchers in 45+ countries who speak directly to farmers 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.

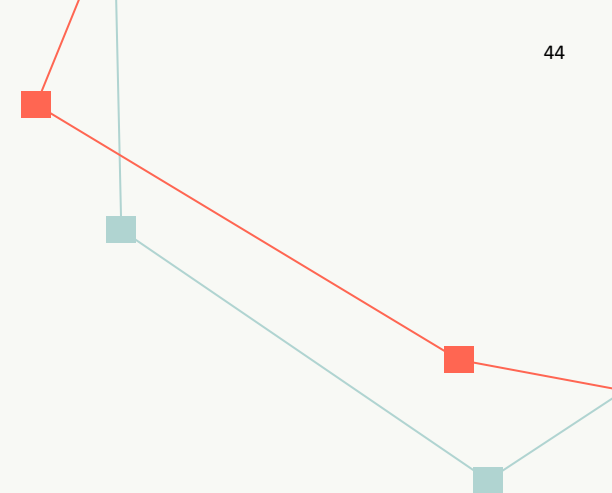
Your Feedback

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 Karen Vandergaag and Christian Pennotti from CARE, & Jack Odera and Collins Marita from Mercy Corps for their support throughout the project.

This work was generously funded by Mercy Corps AgriFin Accelerate (AFA) Programme and the Strengthening Impact Investing Markets in Agriculture (SIIMA) programme, through FCDO's Research and Evidence Division.



We keep our records electronically with trust.

I save and borrow money that helps me in my farming.

My business has extended through the loans.

My quality of life has been improved.

Now I manage my daily life of

> Food

> shelter and,

> clothes

Here I can say that I can be sure of
mitigating the effects of various
disaster that may fall on me.

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