

# LEAN DATA

## SOLAR WATER PUMP CUSTOMER RESEARCH EAST AFRICA

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



Photo credit: Simusolar

# INTRO TO LEAN DATA

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

## Here's how...



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



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



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



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

# KEY TAKEAWAYS: SOLAR WATER PUMP CUSTOMER RESEARCH



**25%**

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



**89%**

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



**47%**

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



**73%**

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



**61%**

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



**70%**

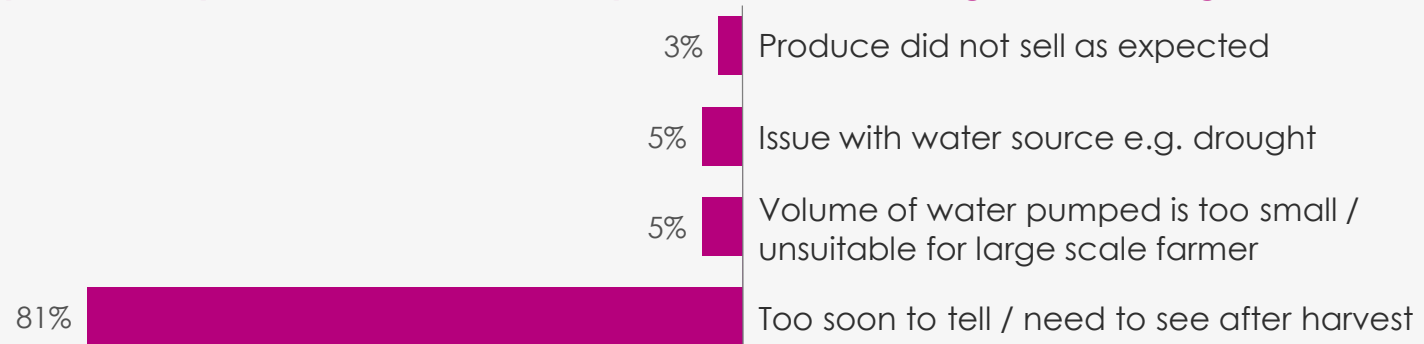
of customers **got a loan** to purchase their solar water pump.

# CUSTOMER PRODUCTIVITY

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

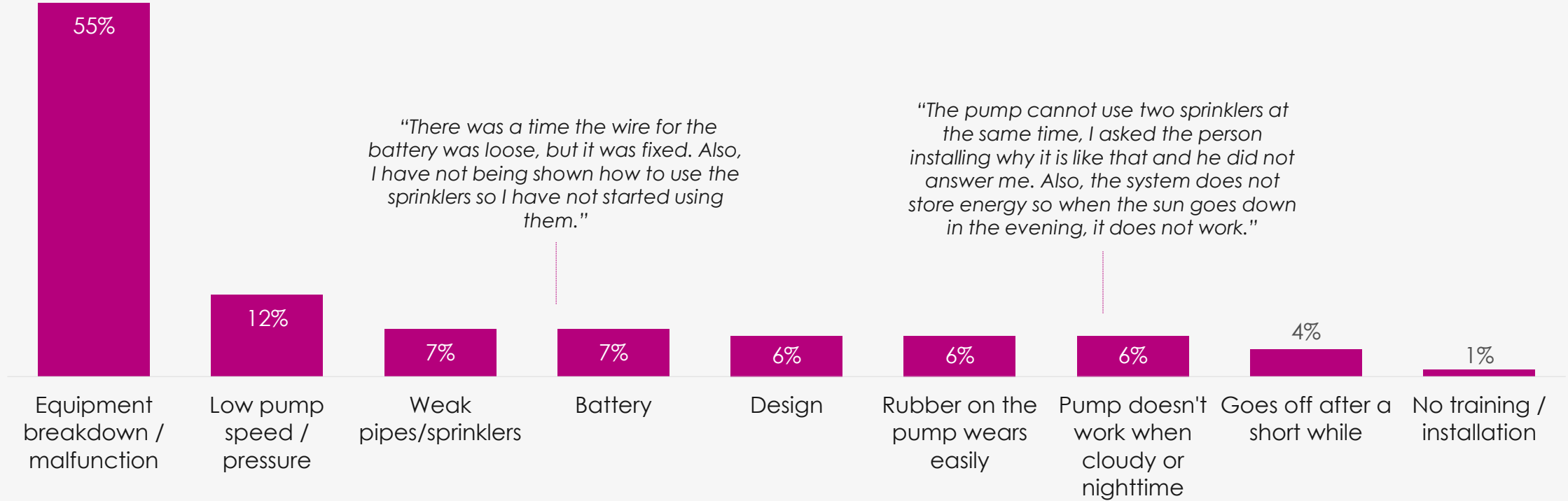


**25% of customers said that their productivity had decreased or experienced no change since using their solar water pump.**



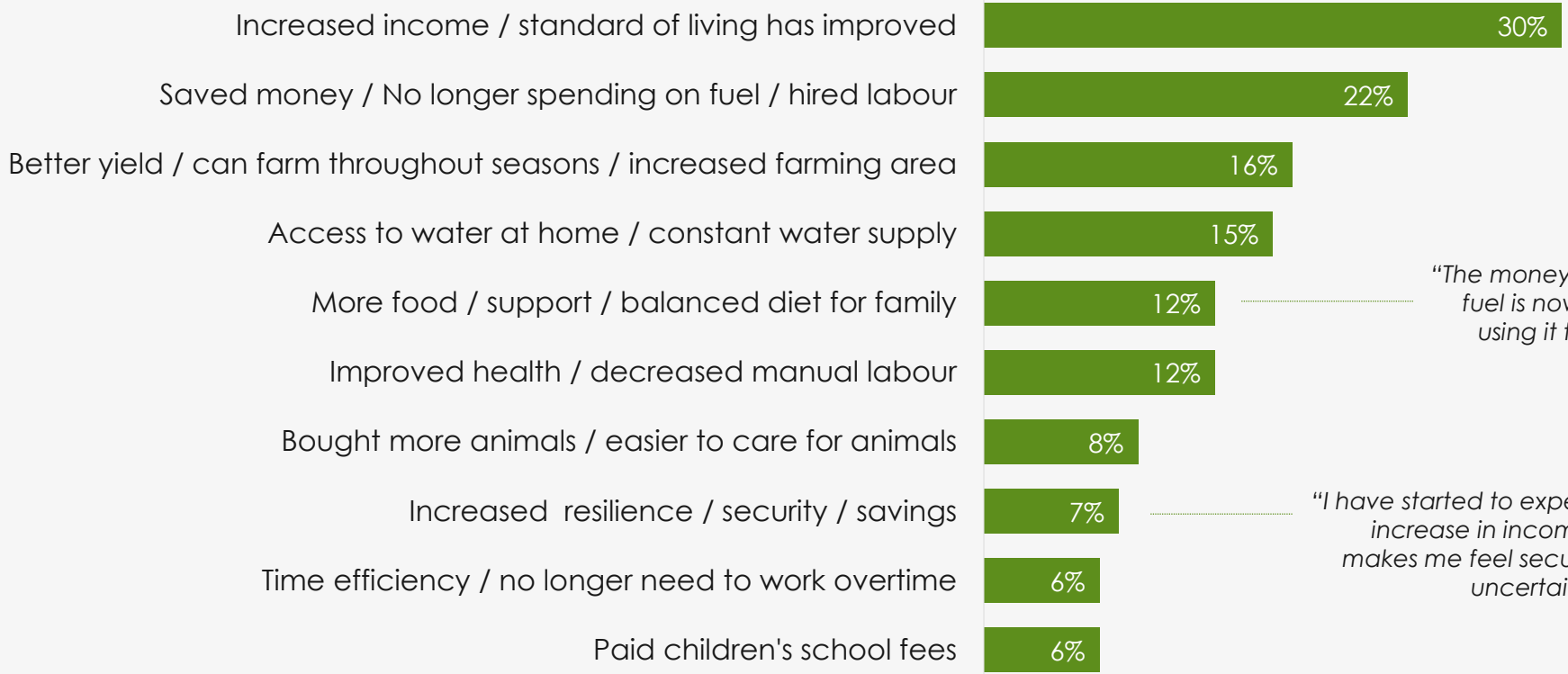
# CUSTOMER CHALLENGES

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



# QUALITY OF LIFE

81% of customer reported positive quality of life impact.



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

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

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

# QUESTIONS?

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