

APPROACH & OUTCOMES

1. BACKGROUND

- + d.light designs, manufactures and sells affordable, high-quality solar products to off-grid households through over 10,000 distributors
- + Having expanded to Haiti, d.light wanted to find out what was driving any differences in uptake & impact compared to East Africa.

2. LEAN DATA SURVEYS

- + **Lean Data Energy Essentials** provided insight into social performance in both Kenya and Haiti.
- + **A bespoke Non-Customer Survey** in Kenya and Haiti explored factors influencing non-adoption.

3. OUTCOMES

- + Call centre team **adjusted their first call to customers** defaulting on payments to be more compassionate and lenient to build longer-term relationships.
- + **Marketing was adjusted** to emphasize benefits customers talked about most
- + **Sales hit record highs**

4. ENTREPRENEUR'S VIEW

"After implementing several changes based on the learnings from the Lean Data report, **we were able to reach a record number of units installed in Kenya in one day last week and our sales continue to grow!**"

Karl Skare, d.light Director of Special Projects and Strategic Initiatives



DATA & ANALYSIS

- 49% of d.light's SHS customers in Kenya live below the \$2.50 per person per day poverty line, 31% in Haiti
- 97% of customers feel their quality of life has "improved very much" in Kenya, compared to 39% in Haiti
- 61% of families are feeling safer in Kenya, 74% in Haiti
- 780 kilograms of CO₂e is being averted annually per household in Kenya, with just 140 kilograms in Haiti as kerosene is not so widely used for lighting

KEY LESSONS

Context affects realised impact. In Haiti, customers with higher income levels (compared to national rates), lower use of kerosene and greater grid connection, and wider choice (in terms of alternatives to SHS), generally report lower impact.

Drivers of sales can differ across geographies. In Kenya quality was the most important factor in Kenya when making a purchase; in Haiti it was brand trust.

Mobile money not yet universally accepted. There was some confusion, mistrust, and dissatisfaction in Haiti of using mobile money (MonCash); whereas in Kenya mobile money (MPESA) is widely used and accepted.