



Using Customer Insights to Drive Your Crisis Response: A Conversation with ADRA Perú

ADRA Perú is a Microfinance Organization founded in 1995 offering a variety of services including microfinance to more than 19,000 clients. ADRA has 11 offices in 9 departments in Perú. This summary is based on a SPTF webinar presentation. View the full webinar [here](#).

ADRA Perú is collecting client data during the COVID crisis. What data is collected and from whom?

- The [COVID-19 Client Interview Tool](#) collects general impact data around how clients are being affected by COVID-19. The tool measures the impact on client income, family, and wellbeing.
- ADRA modified the questionnaire and added specific questions for their clients including questions around what type of work are you doing and in what sector? What is the current condition of your business: Closed, working from home, etc? How are you coping with the crisis: Using money already saved, borrowed money from a friend...etc?
- Out of 17,914 clients, 10,511 were interviewed with 35 questions. 98% of the respondents were women.

Who collects the data and how?

- A total of 49 staff conducted the interviews over a period of one month.
- 18 full time staff, 14 part time staff, and 17 staff working on Sundays.
- Lesson learned: It is important to have interviewers who know the target population and who are empathetic when asking financial and social questions in order to collect information on sensitive topics.

What analysis is done?

- Analysis focuses on identifying the needs of clients in order to tailor the services being offered to better address the impacts of COVID-19.
- Clients' needs for emotional and spiritual support during the crisis.
- Updating the socioeconomic information of the client profile in the context of COVID-19.

What are the insights and what actions have been taken?

- 78% of respondents work in the commercial industry; 58% of respondents have not worked in their business since the start of quarantine and 23% work from home and continue to sell.
- 81% of respondents are using money that they have already saved to supplement loss of income during the crisis.
- 54% of respondents are worried about their health and the health of their families and 36% of respondents are worried about their ability to work and earn an income.
- For Internet access, 67% of respondents use their smart phone and only 11% of respondents use a laptop. 69% of respondents do not have access to internet in their homes.
- **Based on the results from the survey, ADRA is going to update the socio-economic information of their clients, prepare an implementation plan to support clients to reactivate their businesses through the use of technology and social networks, launch tutorials and online digital education, and strengthen the emotional support programs for clients and their families.**