



Using Customer Insights to Drive Your Crisis Response: A Conversation with Fundación ESPOIR

Fundación ESPOIR is a non-profit organization in Ecuador that offers a variety of services including microfinance to both individuals and groups as well as financial education. ESPOIR serves nearly 50,000 clients and 15 offices around Ecuador. This summary is based on a SPTF webinar presentation. View the full webinar [here](#).

Fundación ESPOIR is collecting client data during the COVID crisis. What data is collected and from whom?

- Fundación ESPOIR created a Google survey that was conducted during the period of May 25th – June 9th.
- 2,500 clients were interviewed (81% female and 19% male). 18% are between the age of 19 and 25 and 72% are between the age of 26 and 50.

Who collects the data and how?

- The survey was conducted over the phone with 14 questions asked and 2,500 responded to the survey.

What analysis is done?

- Analysis focuses on the profile of the clients being interviewed, their main source of income, and the impact of COVID-19 on the clients and their families.

What are the insights and what actions have been taken?

- 16% of respondents reported a person sick with COVID-19 and 6% responded a death in their household.
- 13% of the respondents (418 families) are in a serious situation and have reduced the amount of food eaten in a day and are experiencing hunger.
- 87% of respondents estimate that it will take up to 6 months to revive the economy.
- 6 out of 7 children do not have access to internet.
- 95% had lower incomes in relation to the month before the start of the pandemic. → **ESPOIR is granting new credit to groups based on the original credit maturity date and availability of funds. The goal of this loan is to provide working capital, and if necessary, provide coverage to cover outstanding debts and serve as cash for the following month's expenses.**
- 70% suspended business activities; only 9% of clients kept their businesses active. → **Fundación ESPOIR is adapting their product offerings to allow a grace period of 6 months with only interest being paid and not the principal. ESPOIR also extended the maximum loan term to 36 months. ESPOIR is not extending credit to new customers during the months of June, July or August, rather focusing on working with their existing clients and outstanding loan portfolio.**

- With the new credit product, clients continue to pay through available collection channels (around 800). Clients send a photo of the payment made to the agent and the group methodology team records payments and updates the group's financial statements.
- ESPOIR continues to find ways to provide timely information and resume monitoring and follow-up activities in the field.
- ESPOIR continues to offer insurance and medical assistance and provide education opportunities on topics around health and financial education.