



Using Customer Insights to Drive Your Crisis Response: A Conversation with VisionFund Ghana

VisionFund Ghana is part of VisionFund International, a network of international microfinance institutions working in 28 countries throughout Africa, Asia, Latin America, Eastern Europe, and the Middle East. VisionFund Ghana focuses on providing economic products and services such as loans, skills trainings, and micro-insurance to rural and peri-urban communities and targets about 80% female clients. VisionFund Ghana covers 127 of 216 districts in Ghana with a network of 22 branches. This summary is based on a SPTF webinar presentation. View the full webinar [here](#).

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

- VisionFund interviewed 330 clients across all sectors, regions, and branches in May 2020 to determine the level of impact of COVID-19 on their businesses and households.
- The sample composition included clients making full, partial, or no payments and included clients in varied loan cycles to ensure fair representation of both new and old clients.

Who collects the data and how?

- The survey was done via phone by independent staff from Call Centre and other departments separate from Credit.

What analysis is done?

- Analysis for COVID-19 was conducted in order to understand the impact the COVID-19 pandemic is having on clients' businesses and households, as well as the major challenges to doing business, meeting loan instalments, and other economic services.

What are the insights and what actions have been taken?

- The biggest challenge to doing business is decreased or no demands for products/services (57%), followed by customers lack of money to purchase goods (44%). The services sector was hit the hardest regarding decreased or no demand for products/services, though the agriculture, manufacturing, and trade sectors also saw a decrease as well. The manufacturing sector's biggest challenge is that customers do not have money to buy products.
- Business and household income has been reduced by 88% compared to before COVID-19 and only about 5% of clients are earning 100%-150% of usual business income, while 24% of clients are making 10-29% and 24% of clients are making 30-49% of their usual business income.
- 15% of clients replied "yes" to having to sell assets or livestock to meet expenses. Within sectors, the manufacturing sector reported needing to sell assets the most (28%), followed by the services sector (18%).
- Clients reported the biggest reduction in spending was from quality or quantity of food (65%), followed by basic clothes (44%), health and medicines (24%), and education for children (14%). The sectors that reported the largest reduction in quality or quantity of food were the services and manufacturing sectors.
- The biggest challenge to meeting loan instalments for clients was having no funds (57%), followed by business is not running or partially open (56%).
- VisionFund asked clients what service would be the most useful to assisting clients with enabling them to pay their loan instalments now, **where 79% of clients said rescheduling the loan (smaller installment**

and longer period) and 36% of clients said an interest rate discount. Following this, VisionFund has put in place a number of institutional responses including cancellation of penalties for all clients who were unable to pay or partially paid, opportunities for moratoriums and loan rescheduling, assisting clients to identify new business opportunities, creating new market linkages under COVID, distribution of PPEs to clients, education on protection against COVID, more rigorous Loan Appraisal to assist in preventing delinquency, and disbursing loans only to businesses that can survive COVID.