

60 _ decibels



Credit: eGov Foundation

eGovernments Foundation Pura Seva Impact Performance Report

February 2022

Welcome to your Impact Performance Report



Introduction

This report is generously sponsored by Omidyar Network India (ON India), who partnered with [60 Decibels](#), a tech-enabled impact measurement company, to listen to the customers, beneficiaries, and partners of their grantee organizations and investee companies. 60 Decibels conducted interviews with stakeholders of 24 ON India portfolio organizations to understand their experience, impact and profile. This report summarizes the insights from interviews with citizen users that eGovernments (eGov) Foundation serves through the Pura Seva App.

About the 60dB Methodology

Between Dec. 2021 and Feb. 2022, 60 Decibels' trained research assistants conducted 205 phone interviews with eGov's Pura Seva's citizen users. Here is the breakdown of how we collected this data:

Sampling	Sampled randomly from a database of 995 citizen user contacts
Response rate	93%
State	Andhra Pradesh
Language	Telugu
Accuracy	Confidence Level: ~90%; Margin of error: ~6%

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At a glance



Experience and Impact

44

Net Promoter Score, on a
-100 to 100 scale
2019 Result: -27

The Net Promoter Score® — a common gauge of satisfaction and loyalty — of 44 is very good. Promoters love Pura Seva's speed of challenge resolution and versatility of services. Detractors complain about poor customer service and technical issues with the app.

76%

quality of life 'very much
improved' or 'slightly
improved'
2019 Result: 48%

The top reported outcomes are:

- Time saved in registering complaints
- Ease in filing and addressing grievances
- Quick and efficient access to government services

61%

report experiencing 'no'
challenges with Pura
Seva
2019 Result: 72%

Of the 39% of citizen users who experience challenges, 85% report technical issues with the app and challenges with customer service due to unresolved grievances.

Profile & COVID-19 Impact

11%

live in the bottom 60th of
India's population

Pura Seva is serving a lower proportion of low-income citizen users compared to the India national average.

3%

'much worse' or 'slightly
worse' financial situation
since before the
pandemic

3% of Pura Seva's users experienced negative financial consequences of the COVID-19 pandemic. It's very encouraging that 97% did not experience this negative impact.

62%

used at least one
financial coping
mechanism

The use of financial coping mechanisms is indicative of customers' vulnerability to financial shocks. Using their savings and seeking additional or new work were the top two mechanisms that respondents report using.

Citizen User Profile

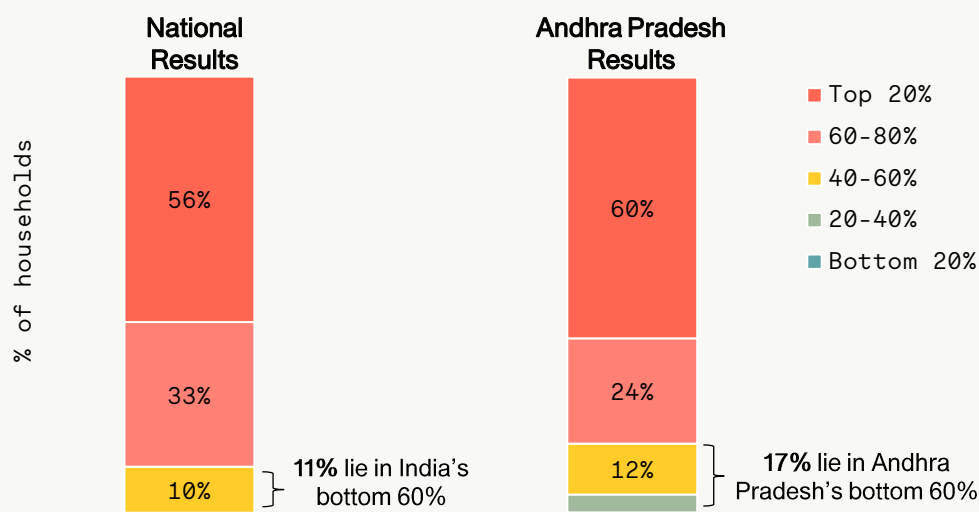


Using the Wealth Index developed by Innovations for Poverty Action, we measured how the wealth profile of your citizen users' households compares to Andhra Pradesh and national quintiles. Pura Seva is underpenetrating the low-income segment (bottom 60th) at the state-level in Andhra Pradesh by 43% and at the national-level and by 49%.

Wealth Distribution of Pura Seva's Citizen Users vs. National and Andhra Pradesh Average

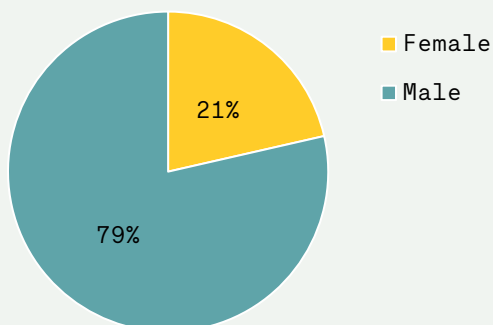
Average

(n = 197)

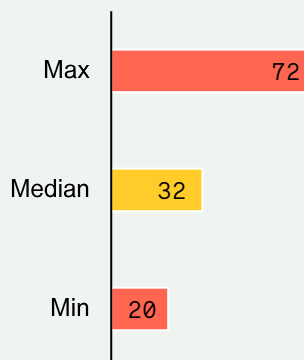


Pura Seva appears to be serving a relatively homogenous user base. There was a narrow degree of variability in gender. However, a certain degree of heterogeneity was found in age. The average age for respondents we spoke to was 32.

Gender



Age

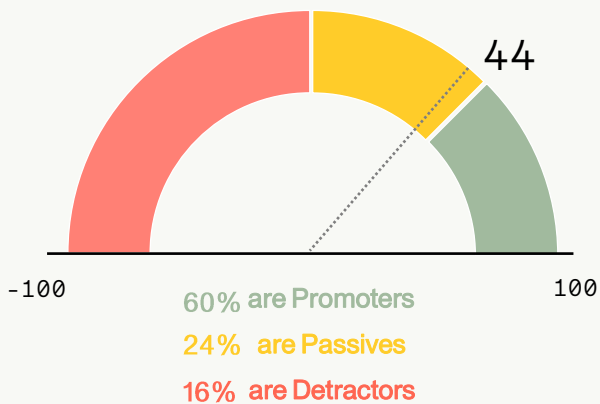


Citizen User Satisfaction



Net Promoter Score®

Q: On a scale of 0-10, how likely are you to recommend Pura Seva to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 205)



Pura Seva has a Net Promoter Score (NPS) of 44 which is very good. It's really impressive to see the 71 point increase in NPS from -27 in 2019.

The NPS is used world over to gauge customer loyalty. It is calculated as the percent of respondents rating 9 or 10 ('Promoters') minus the percent of respondents rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

What's driving citizen user satisfaction?

What citizen users like

Promoters love:

- Quick challenge resolution**
(39% of Promoters / 23% of all respondents)
- Versatile platform with access to multiple services**
(22% of Promoters / 13% of all respondents)
- Ease of use**
(20% of Promoters / 12% of all respondents)

"Pura Seva is a one stop solution for the public. Through the app, the grievances of the public are resolved within 24-72 hours."

What citizen users want more of

Detractors want to see:

- Better customer service**
(48% of Detractors / 8% of all respondents)
- Smoother experience with logins and app usage**
(42% of Detractors / 7% of all respondents)

"I had used this app for a while and later faced issues with it. I have raised complaints 3 to 4 times, none of them got resolved."

Quality of Life Impact

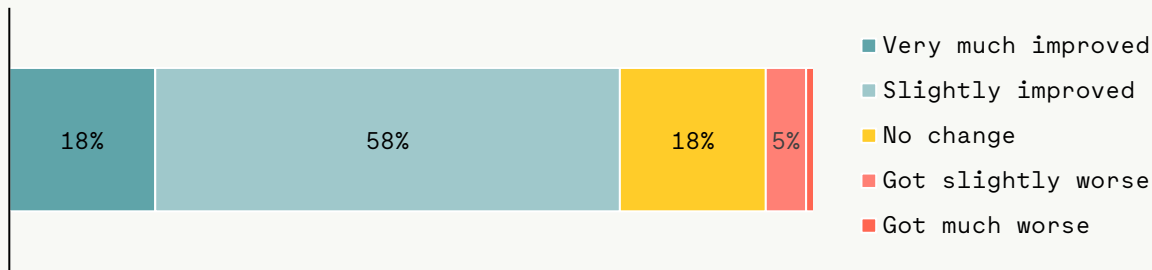


76% of citizen users report improvements in their quality of life because of Pura Seva.

To gauge depth of impact, citizen users were asked to reflect on whether their quality of life has changed because of Pura Seva. In total, 76% said their life had improved, with 18% of all citizen users reporting it had ‘very much improved’.

Perceived Change in Quality of Life

Q: Has your quality of life changed because of Pura Seva? Has it (n= 181)



Top Outcomes Reported*

41% are **relieved** because of the **ease in filing and addressing** (27% of all respondents)

37% mention **time savings** through virtual government interactions (25% of all respondents)

32% mention **the quick and efficient access** to government services through the app (21% of all respondents)

Voices that Stood Out

Very much improved:

“I don’t approach an officer anymore. I upload my grievances on the app whenever I see improper roads. It gets resolved in under 48 hours.”

Slightly improved:

“I can perform multiple things on Pura Seva. I can pay my tax bill and also raise a complaint about my streetlights.”

No change:

“My complaint wasn't resolved. Our roads were not taken care of. Many people still fall down from their vehicles.”

* % in large text is of those who mention quality of life has 'very much improved' or 'slightly improved'

Challenges and Motivation Drivers

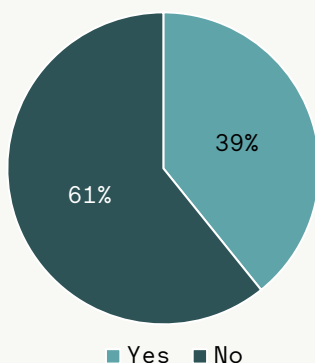


39% of citizen users report experiencing challenges with Pura Seva.

To better understand citizen users' experience, we asked them about the challenges they faced. Of the 39% who did report challenges, top challenges reported are around technical issues with the app and poor customer service.

Challenges

Q: Have you experienced any challenges with Pura Seva? (n = 205)



Top Challenges Reported

Q: Please explain the challenge(s) you have experienced.* (n = 80)

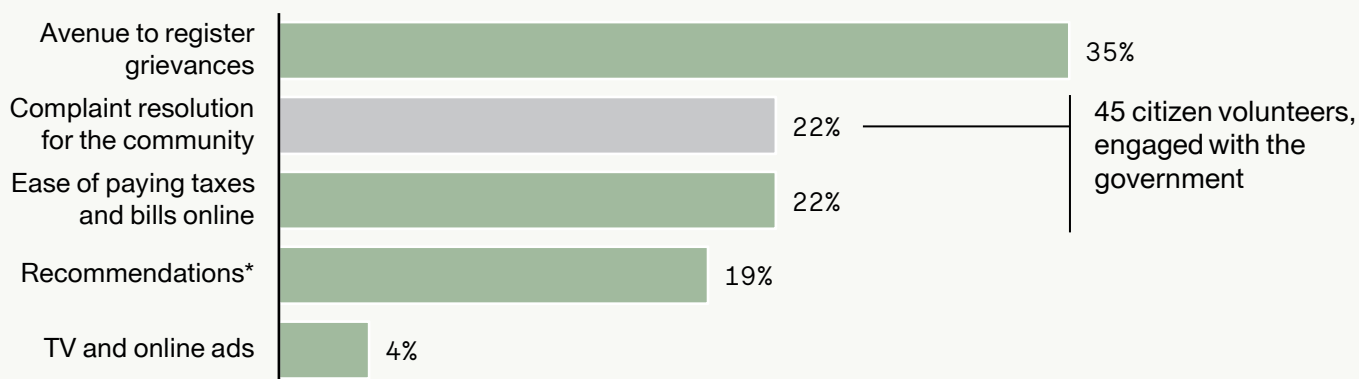
- 64%** **Technical issues** experienced when logging into Pura Seva, with error notifications displayed
- 21%** **Poor customer service**, with queries being unresolved or complaints getting closed without a resolution
- 11%** **Incorrect user information** recorded on such as name, address and location where complaints were filed

*Percentages of those experiencing challenges

Having an avenue to register complaints and quick resolution of challenges are the top drivers of motivation for citizen users to engage with Pura Seva

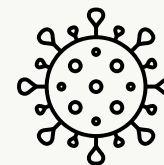
Top Reported Motivation Drivers

Q: What motivated you to use Pura Seva's app? (n=205)



* Recommendations by friends, family members or government sources

COVID-19 Impact

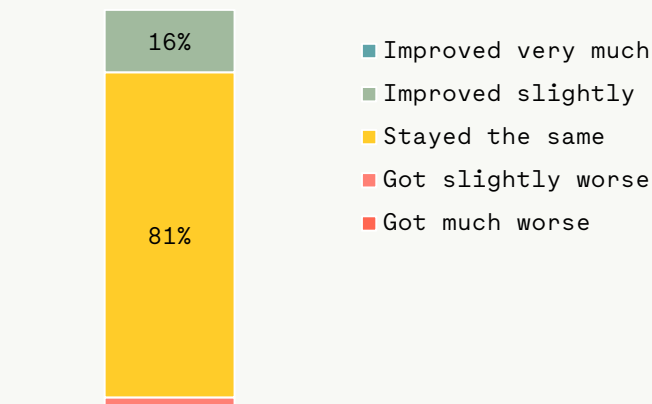


81% of your citizen users report their financial condition to have stayed the same, despite the COVID-19 pandemic. 62% of all citizen users used at least one coping mechanism.

To gauge impact of COVID-19 on your citizen users, we asked them to reflect on whether their overall financial situation had changed in comparison to the time before the pandemic. It is encouraging to note that just 3% of citizen users mention a worsened financial situation as compared to before the pandemic.

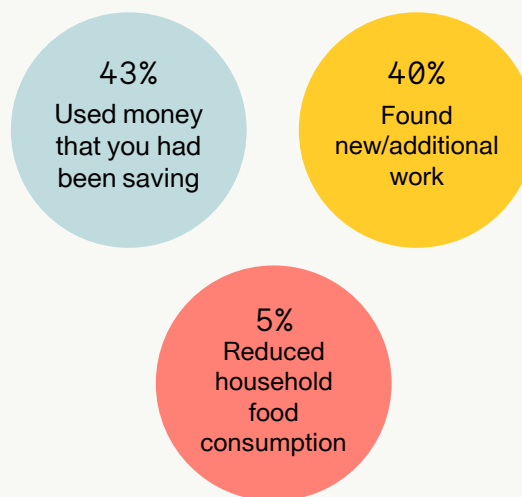
Changes in Financial Situation

Q: Overall, today, is the financial situation of your family better, worse, or the same compared to before the COVID-19 pandemic? Is it: (n = 205)



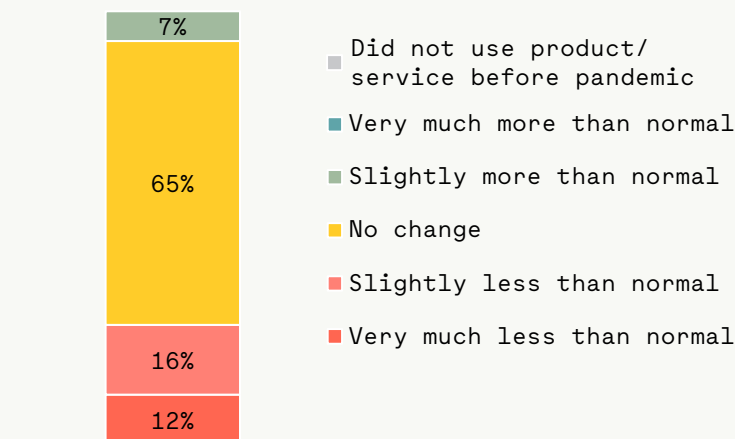
Top Coping Mechanisms

Q: As a way to cope with the COVID-19 situation, have you or anyone in your household had to do any of the following that you wouldn't normally have to do? Have you: (n = 205)



Pura Seva Usage

Q: Are you using Pura Seva as you normally did before the COVID-19 pandemic? Are you using it: (n = 205)



COVID-19: Top Needs

Q: Related to the pandemic, what is the one thing that could improve your life at this time? Something that you currently do not have / do not have enough of. Please explain. (n = 205)



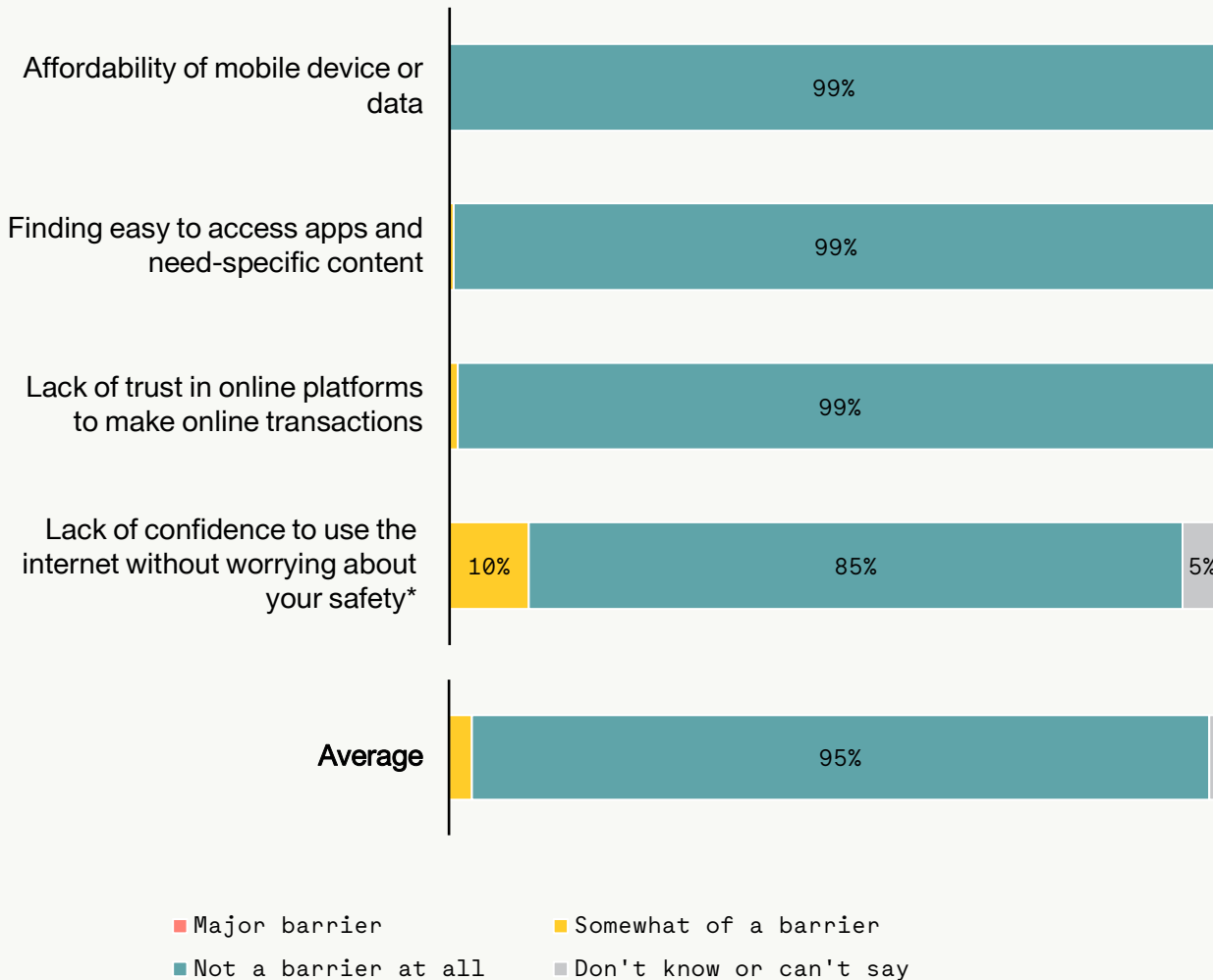
Digital Access & Safety



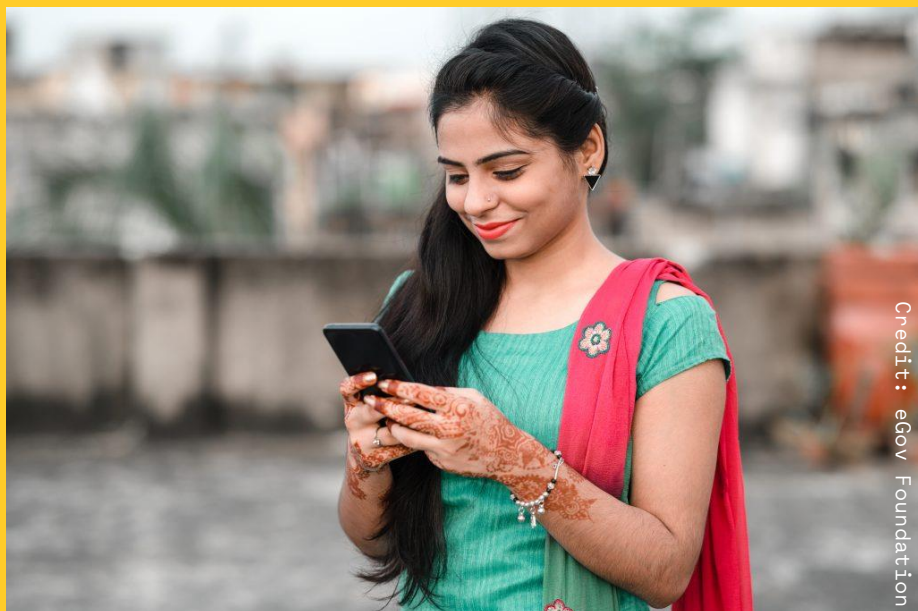
We asked four questions to understand the extent to which respondents are experiencing barriers to accessing the internet. Affordability, nature of content, trust in transactions and safety were the key areas we focused on. **3% of your citizen users report experiencing barriers to accessing the internet.** Among female respondents, 10% report lack of confidence about their safety online as somewhat of a barrier to accessing the internet.

Perceived Level of Barrier

Q: Are the following challenges a barrier for you? Do they stop you from accessing the internet or using apps more frequently. Please answer with 'Major barrier', 'Somewhat of a barrier' or 'Not a barrier at all'. (n = 203)



* This question was asked only to female respondents (n = 39)



“The Pura Seva app saved my time and increased trust towards the government. All my grievances were addressed and solved. I'm happy for it.”

Comparison to 60dB Benchmarks



About the 60dB Benchmarks

We have been collecting impact data since 2015 and have heard from 180,000+ beneficiaries across 60+ countries. By asking the same questions in the same way across multiple projects, we're able to develop benchmarks to help put your data into context.

Impact Performance Benchmarks are the next leap forward for impact measurement. They provide an objective standard for comparable impact outcomes to understand and fuel performance.

Benchmarking is not just about hitting the average - the goal is to become a top performer. To make 'impact performance' as tangible as possible, we include the quintiles in which Pura Seva is ranked in the performance benchmark for each metric. As we collect more data, we will be able to provide more nuanced benchmarks to ensure we are comparing your performance to relevant peers.

Depth of Impact

76%

quality of life improved



Net Promoter Score®

44

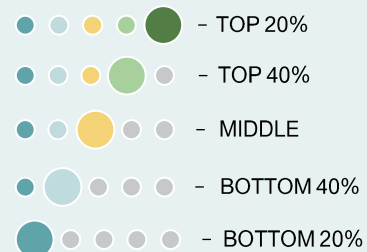
Net Promoter Score, on a -100 to 100 scale



60dB India Benchmark

The quintile assessment compares Pura Seva's performance with the 60dB India Benchmark comprised of 110+ companies, across multiple sectors including energy, agriculture, financial inclusion, education, technology and governance.

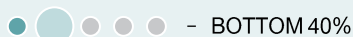
Performance vs. Benchmark



Wealth Quintile

11%

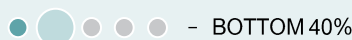
live in the bottom 60th of India's population



Challenges

61%

reported 'no' to experiencing challenges



*The Wealth Quintiles are our latest, most up to date approach to estimating citizen users' wealth profile. As a result, this benchmark is comprised of 31 companies.

Appendix

Indicator Glossary



Explaining the link between 60dB indicators and social impact.

Quality of Life

How transformative or meaningful is Pura Seva to the general well-being of your citizen users? This indicator looks at depth of impact and is measured by the % of citizen users saying their quality of life has 'very much improved' or 'slightly improved' because of access to your website or application (other options: 'no change', 'got slightly worse', 'got much worse').

Net Promoter Score®

How satisfied are your citizen users with you and Pura Seva, and how loyal are they to you? The Net Promoter Score is used world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured through asking customers to rate their likelihood to recommend your app or website to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('promoters') minus the % of users rating 0 to 6 out of 10 ('detractors').

Challenges

What proportion of your citizen users experience challenges with Pura Seva? This is a critical experience metric that helps you understand the extent to which Pura Seva is being delivered as expected and the extent to which your intended impact is being achieved. We also ask about the nature of challenges citizen users experience. This is very valuable information to help you understand where you can focus your citizen user experience efforts.

COVID-19 Impact

How has the COVID-19 pandemic impacted those you serve? By asking about the change in citizen users' financial situation, the coping mechanisms they've used and what would make their life better at this time, we aim to understand the financial and non-financial impact of the pandemic on their lives. This information can help you better understand the changing profile of your citizen users since the start of the pandemic.

Wealth Index

What proportion of citizen users lie in the bottom three wealth quintiles of India's population? This indicator uses the Wealth Quintiles developed by Innovations for Poverty Action to identify the likelihood of your citizen users living in a certain wealth quintile compared to the country's population. We use the index to determine the proportion of users that lie in the Bottom 20th, Bottom 40th, Bottom 60th, and Bottom 80th wealth quintiles in India. This gives you insight into the inclusivity of your work.