60 __ decibels

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

Net Promoter Score:
44
Net Promoter Score, on a -100 to 100 scale
2019 Result: -27

76%
quality of life ‘very much improved’ or ‘slightly improved’
2019 Result: 48%

61%
report experiencing ‘no’ challenges with Pura Seva
2019 Result: 72%

Profile & COVID-19 Impact

11%
live in the bottom 60th of India’s population

3%
‘much worse’ or ‘slightly worse’ financial situation since before the pandemic

62%
used at least one financial coping mechanism

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.

The top reported outcomes are:
• Time saved in registering complaints
• Ease in filing and addressing grievances
• Quick and efficient access to government services

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.

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

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.

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
(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.
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:

1. Quick **challenge resolution** (39% of Promoters / 23% of all respondents)
2. **Versatile platform** with access to multiple services (22% of Promoters / 13% of all respondents)
3. **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:

1. Better **customer service** (48% of Detractors / 8% of all respondents)
2. **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)

<table>
<thead>
<tr>
<th></th>
<th>Very much improved</th>
<th>Slightly improved</th>
<th>No change</th>
<th>Got slightly worse</th>
<th>Got much worse</th>
</tr>
</thead>
<tbody>
<tr>
<td>18%</td>
<td>58%</td>
<td>18%</td>
<td>5%</td>
<td></td>
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</tbody>
</table>

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)

- Yes: 61%
- No: 39%

**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)

- **35%** Avenue to register grievances
- **22%** Complaint resolution for the community
- **22%** Ease of paying taxes and bills online
- **19%** Recommendations*
- **4%** TV and online ads

*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)

- 81% Stayed the same
- 16% Improved slightly
- 7% Got slightly worse
- 3% Got much worse

### 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)

- 43% Used money that you had been saving
- 40% Found new/additional work
- 5% Reduced household food consumption

### Pura Seva Usage

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

- 65% Slightly more than normal
- 16% No change
- 16% Slightly less than normal
- 7% Did not use product/service before pandemic

### 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)

- 49% No specific needs
- 15% Improved physical and mental health
- 8% Improved diet
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)

<table>
<thead>
<tr>
<th>Perceived Level of Barrier</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Affordability of mobile device or data</td>
<td>99%</td>
</tr>
<tr>
<td>Finding easy to access apps and need-specific content</td>
<td>99%</td>
</tr>
<tr>
<td>Lack of trust in online platforms to make online transactions</td>
<td>99%</td>
</tr>
<tr>
<td>Lack of confidence to use the internet without worrying about your safety*</td>
<td>10%</td>
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<tr>
<td></td>
<td>85%</td>
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<td></td>
<td>5%</td>
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* 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

Challenges

11% live in the bottom 60th of India’s population

61% reported ‘no’ to experiencing challenges

Wealth Quintile

11% live in the bottom 60th of India’s population

*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 your 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.