



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

Ujjivan is a small finance bank targeting financially unserved and underserved segments, and is committed to building financial inclusion in India, with 575 branches across India serving over 5.2 million customers. This summary is based on a SPTF webinar presentation. View the full webinar [here](#).

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

- A COVID-19 dipstick survey was conducted in collaboration with Women's World Banking, surveying 294 women across India to understand the challenges related to COVID-19 and the lockdown.
- Then, a more extensive COVID-19 survey was carried out and included 63,481 respondents. A corresponding Probable Migrants Survey included 27,062 respondents—this is a survey for people who have been/are likely to be displaced due to COVID-related job loss.

Who collects the data and how?

- All surveys are telephonic surveys conducted by Ujjivan staff.

What analysis is done?

- Analysis for the COVID-19 and Probable Migrants surveys were conducted in order to build a future strategy based on COVID-19 impact and to understand customer views across parameters including COVID-19 awareness, impact on income during lockdown, moratorium, migration, expected change in financial behavior and expectations from Ujjivan during this time.

What are the insights and what actions have been taken?

- 75% of customers expressed that they can return to normalcy within one month of the lockdown and 20-25% of the customers would prefer digital repayment options.
- The majority of respondents stated they do not have any income presently (62%), 22% reported a more than 50% reduction in income, and 4% reported no change in income/cash flows. 7% of customers need loans immediately, and another 19% need loans within three months.
- The preferred loan processing mode is overwhelmingly through branch staff (77%), with another 21% preferring over a phone call. => **Ujjivan is currently rolling out *Loan on Phone* in 100 branches.**
- 7% of the customers are aware of the benefits given by government and 37% think these benefits are not useful. More than 50% of customers in metropolitan areas are unaware of government benefits.
- Only 12% of customers have health insurance and know how to use it but 42% of customers are expressing interest, which shows that there is good opportunity to cross-sell health insurance now
- **From these insights, Ujjivan is personally contacting more than 5 million customers to make them aware of all information on COVID-19, focusing on agriculture and service customers, rolling out contactless lending through *Loan on Phone*, strengthening their Early Warning Systems Framework, exploring cashless repayment options, and increasing digital transactions.**