



Using Customer Insight to Drive Covid-19 Response:  
VisionFund Ghana Example by  
Frank Komla Alornu

# Background

- VisionFund Ghana is part of a VisionFund International: A network of International Microfinance Institutions working in 28 countries across Africa, Asia, Latin America, Eastern Europe and the Middle East.
- VisionFund Ghana is a subsidiary of World Vision International in Ghana and work in partnership to unlock the economic potential for communities to flourish by providing financial empowerment to families to create jobs and income that improves the well-being of their children.
- VisionFund Ghana started operation in Ghana in 2000 as a Financial Non-Governmental Organization (FNGO) and was later reregistered in 2013 as a Company Limited by Shares.

# Target Market

- VisionFund Ghana is focused on serving clients in rural and peri-urban communities who need financial assistance to grow and expand their small businesses.
- Our clients are mostly engaged in Production, Commerce, Agricultural and the Service sectors of the Ghanaian Economy.
- The institution's target about 80% female clients.
- The Institution targets clients below National Poverty Line

# Outreach

- VisionFund Ghana has a wide rural and peri-urban coverage.
- Our services are offered to clients in all the 13 our to the 16 Regions of Ghana.
- We currently cover 127 out of 216 districts in Ghana with a network of 22 branches.
- Our services impact over 70,000 children positively on annual basis.

# Products and Services

## Products

- Micro Business Loan
- Small and Growing Business (SGB) Loan
- Agribusiness Loan
- Savings Group Linkage Loan
- Water, Sanitation and Hygiene (WASH) Loan
- Education Loan

## Services

- Market Linkage Services
- Business Skills Training
- Micro Insurance Product (a by Product)
- Financial Literacy Services
- Business Advisory Services

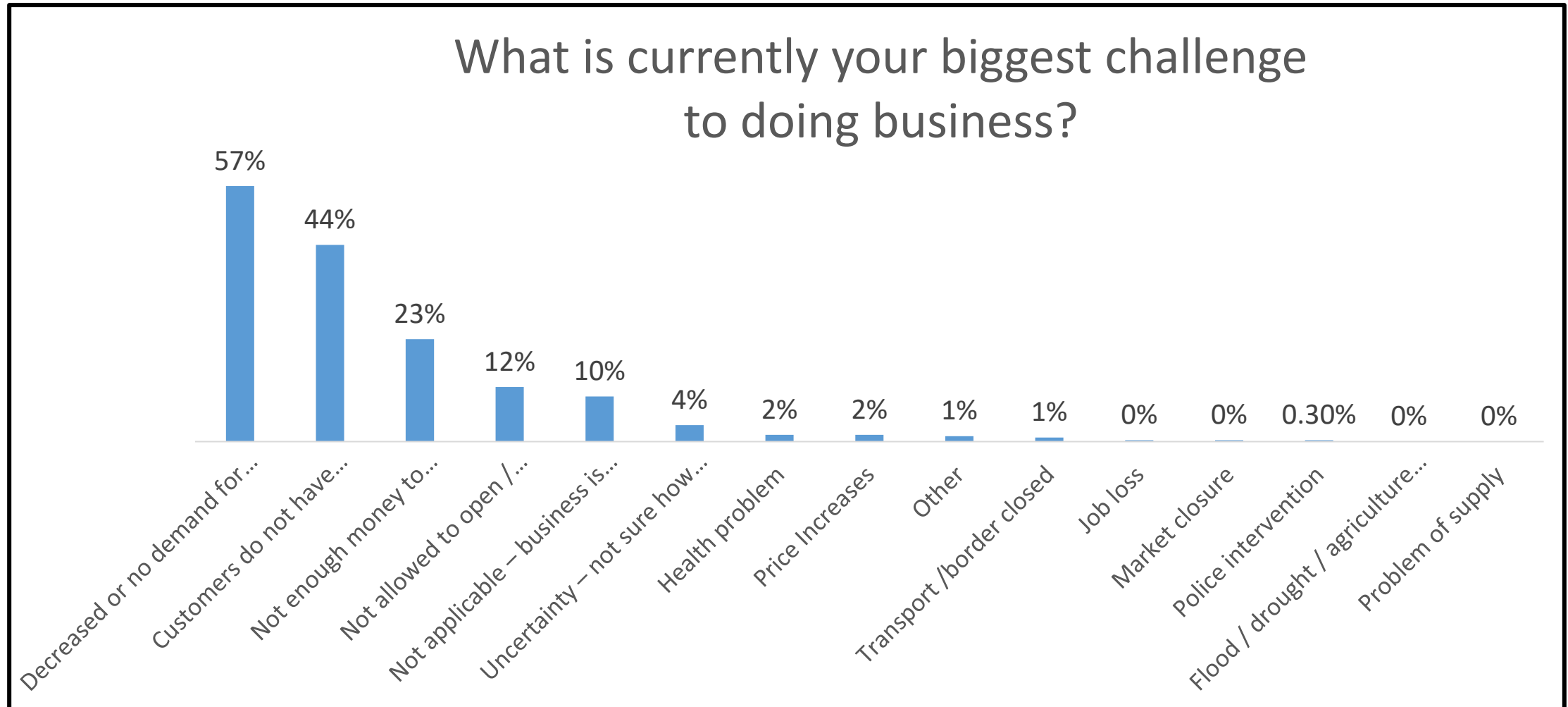
# Highlight of COVID-19 in Ghana

- First case of 2 infected persons was recorded on 12<sup>th</sup> March 2020
- Case count as at 21<sup>st</sup> July 2020 is 28,989 with 25,331 recoveries and 153 deaths
- National Response included: **Three-week lockdown of the National Capital and immediate environs and Kumasi Metropolis.**
- **Ban on social gathering across country with schools totally shut down.**
- **Ban on social gathering has been relaxed to 100 people with schools reopened for final year students.**
- **Mandatory wearing of face mask in public and provision of sanitary products at business locations**
- **Borders still remain closed**

# Measuring Impact on Clients

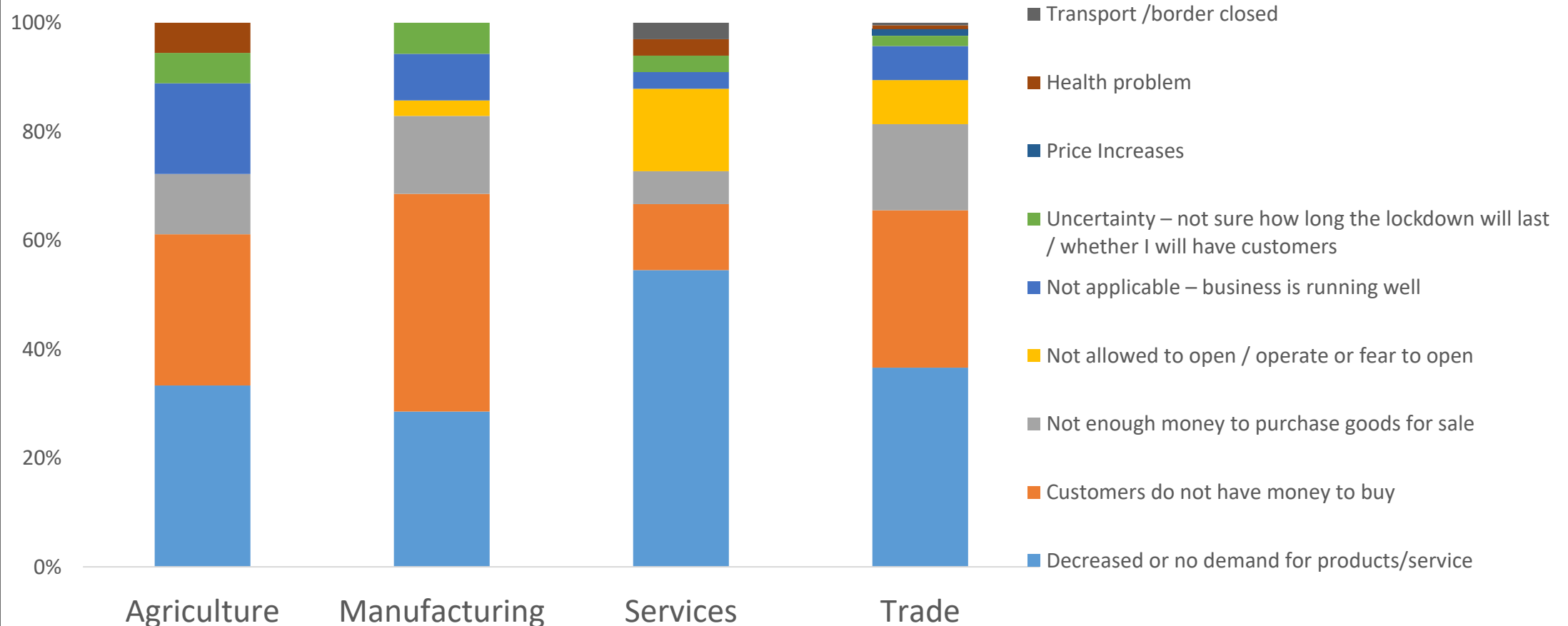
- Credit Officers conducted regular checks on their clients through phone calls and visits to determine the impact of COVID on them.
- All Branch Managers were also encouraged to constantly engage their clients and give regular feedback on impact
- 330 clients across all sectors, regions and branches were interviewed in May 2020 to determine the level of impact of Covid-19 on their businesses and households.
- Sample composition included clients making full, partial, or no payments.
- Clients in varied loan cycles were also included to ensure fair representation of both new and old clients.
- The survey was done via phone by independent staff from Call Centre and other departments apart from Credit.

# Findings

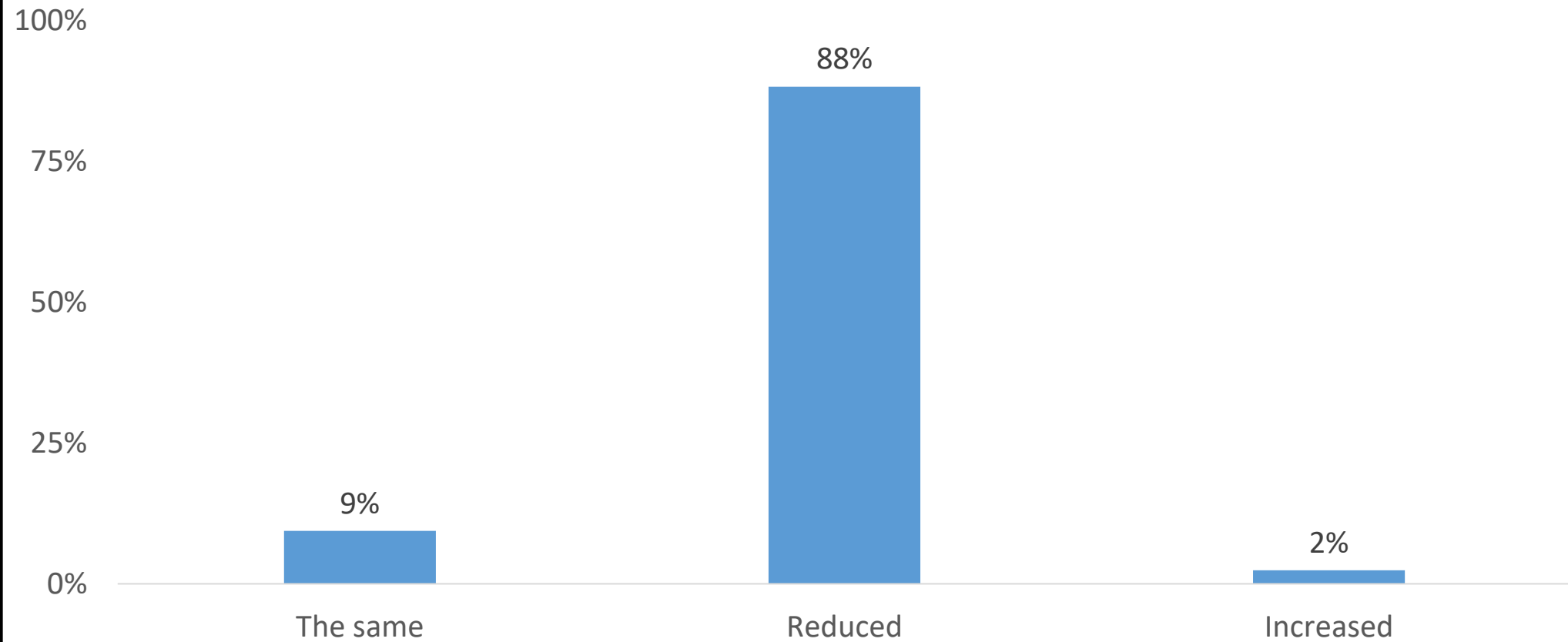




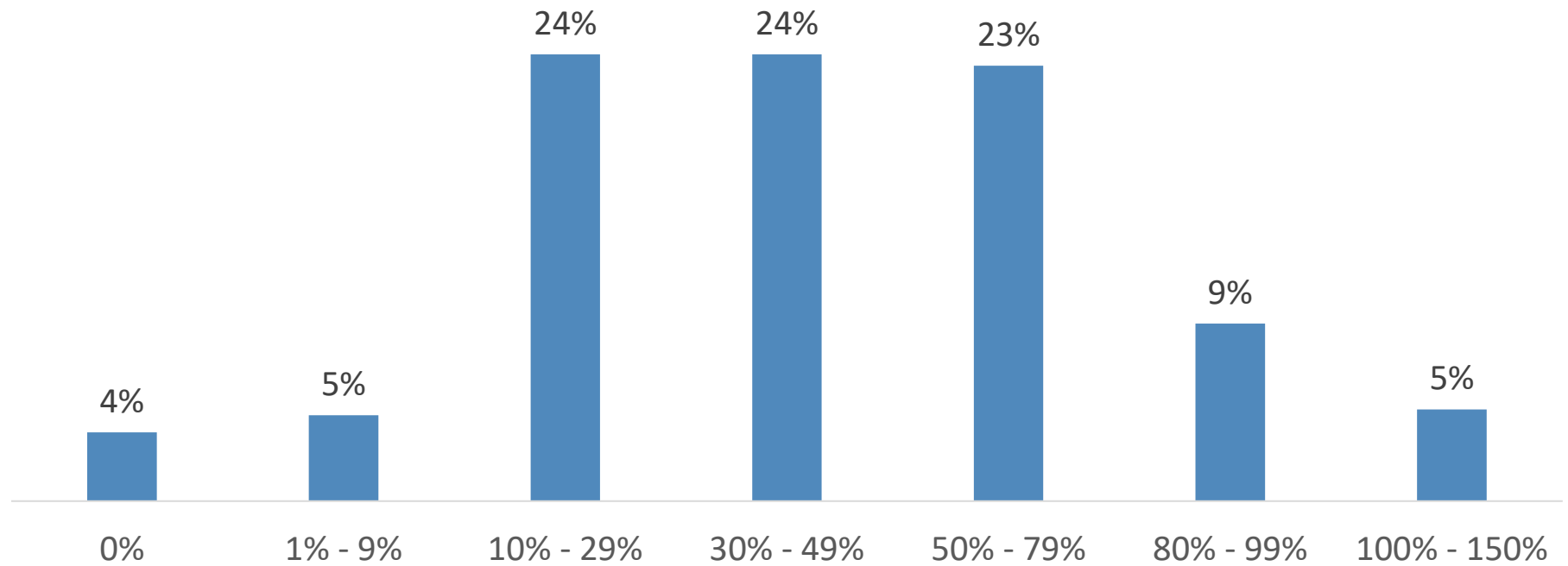
## What is currently your biggest challenge to doing business?



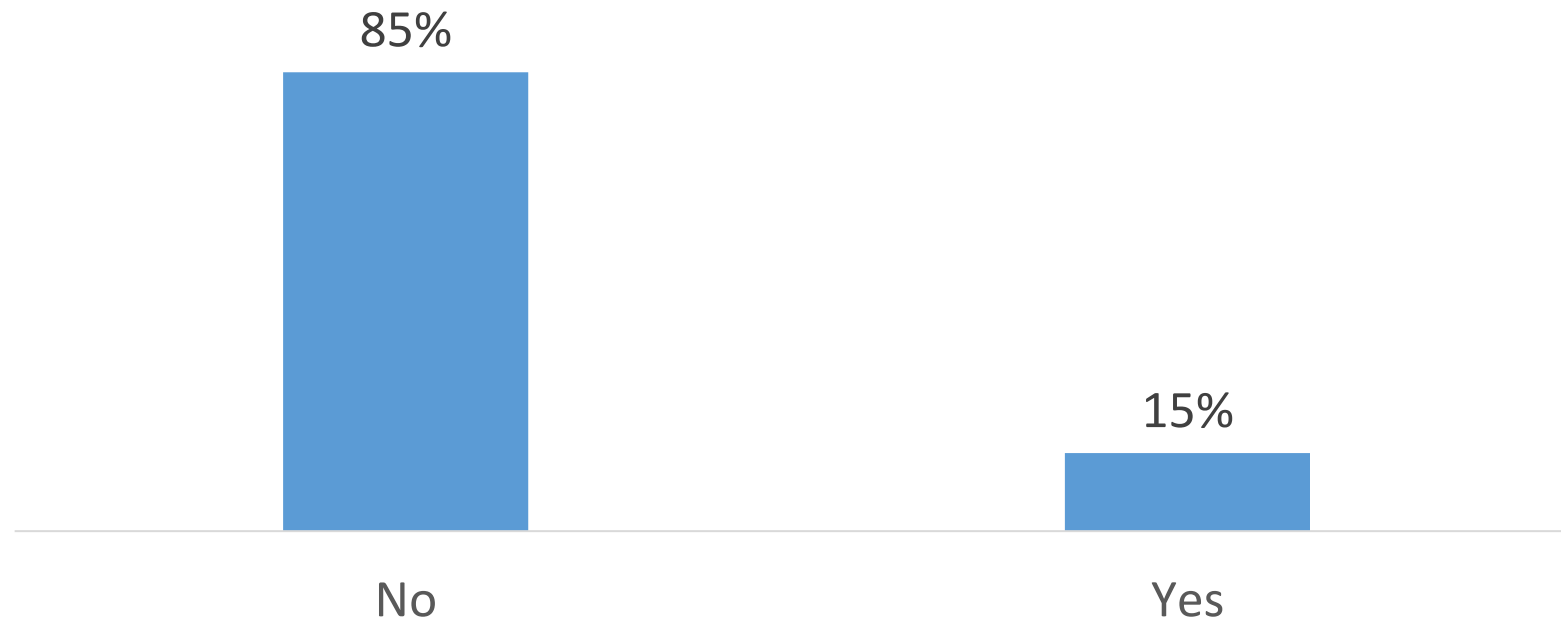
## How is your business and household income now, compared to before COVID 19?



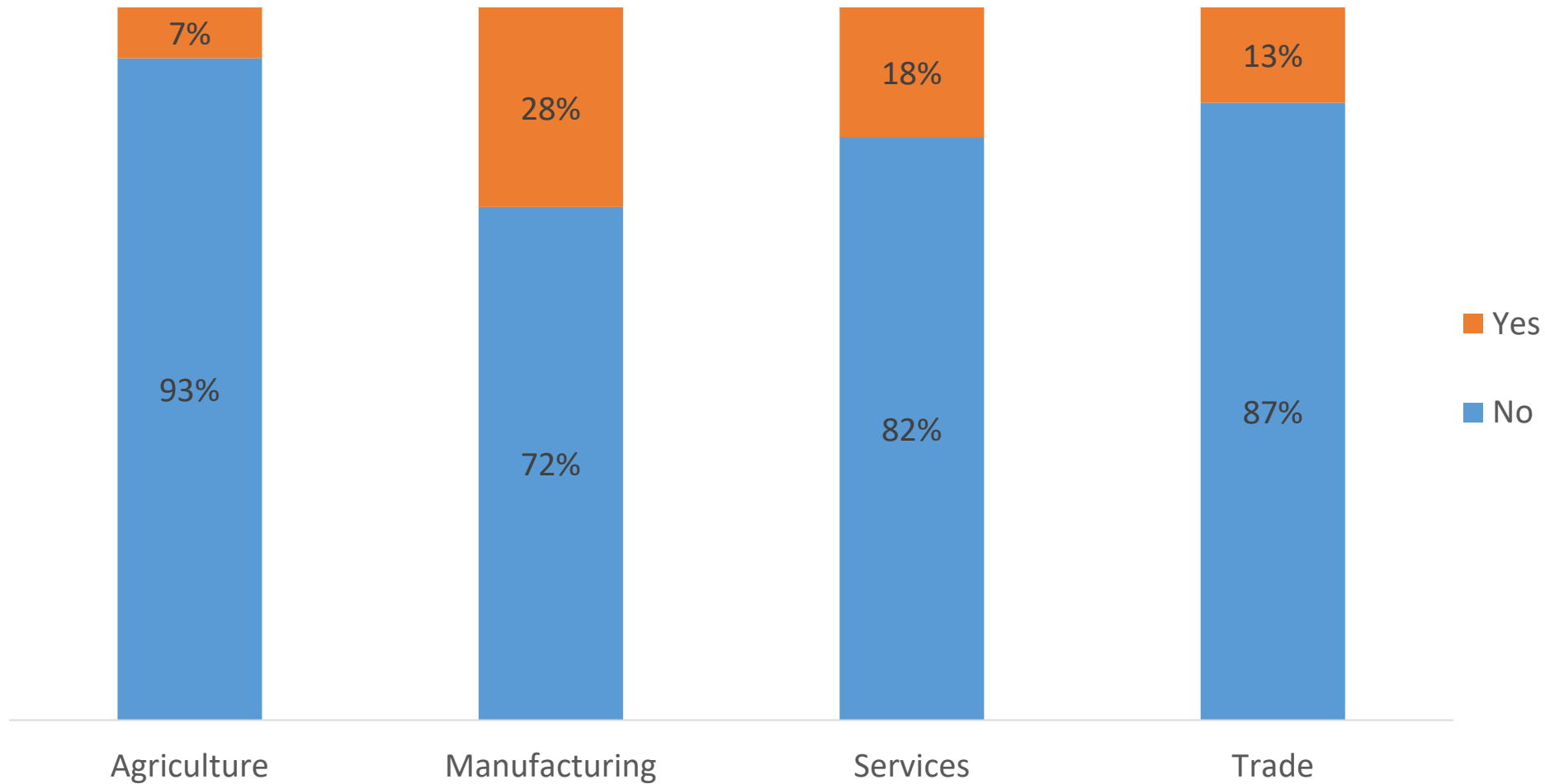
Approximately what percentage of your usual business income are you currently earning?



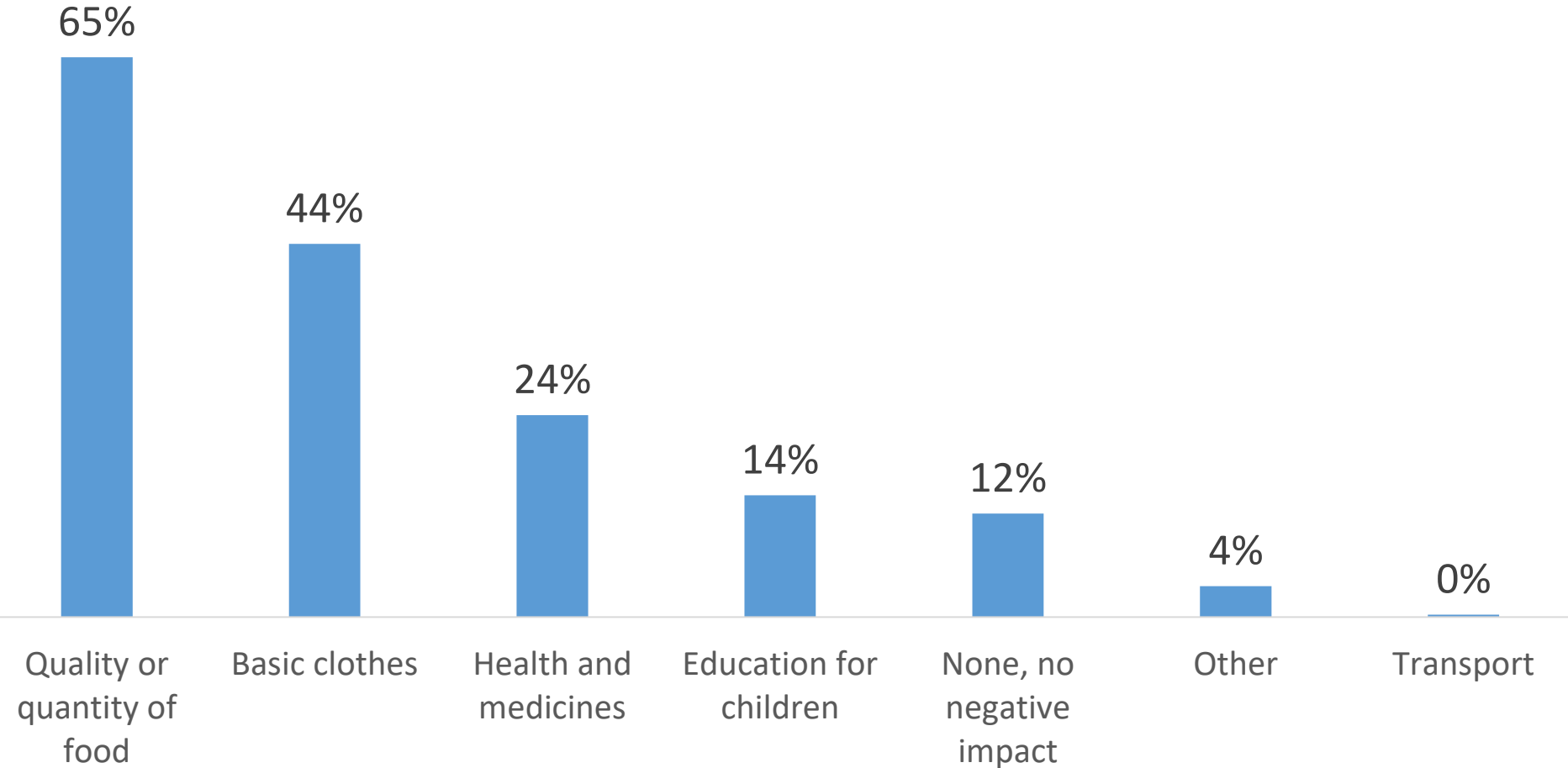
Have you had to sell any assets or livestock to meet expenses?



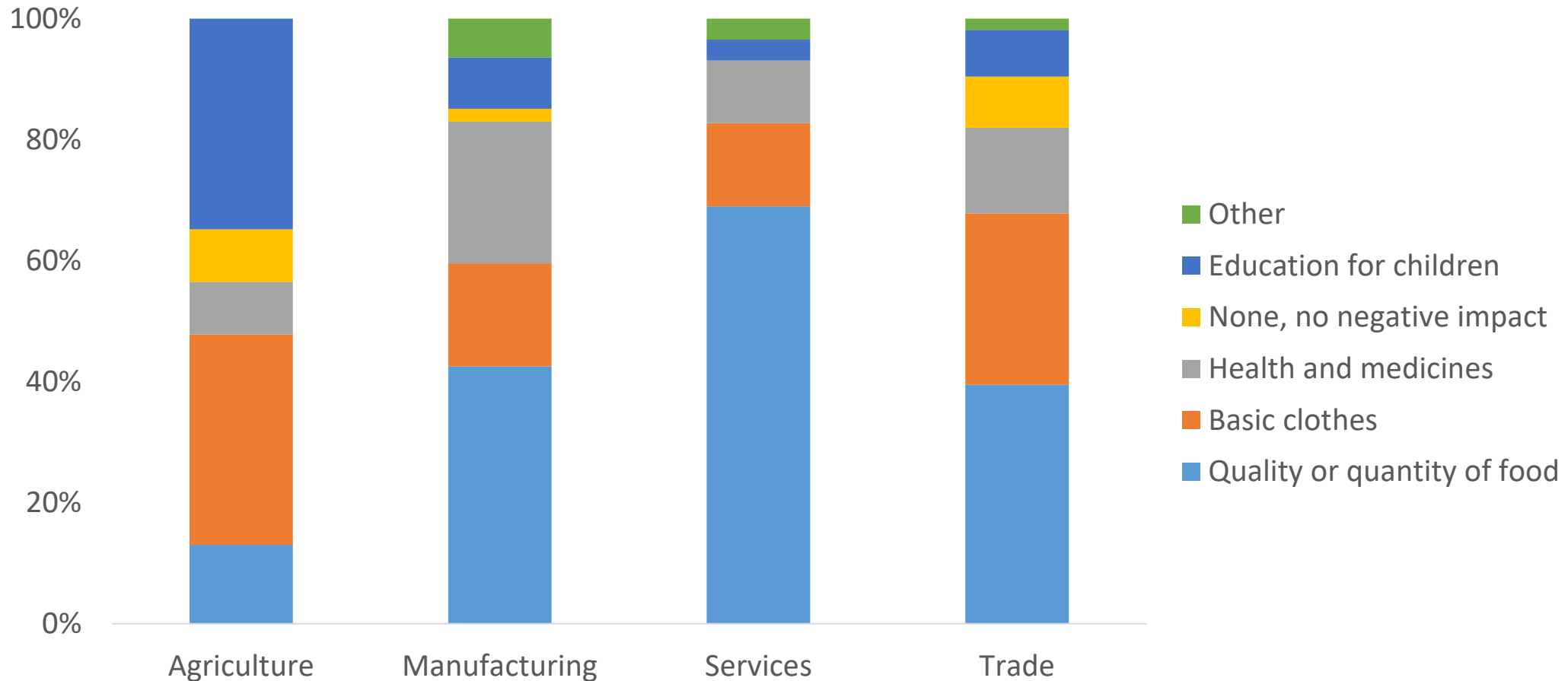
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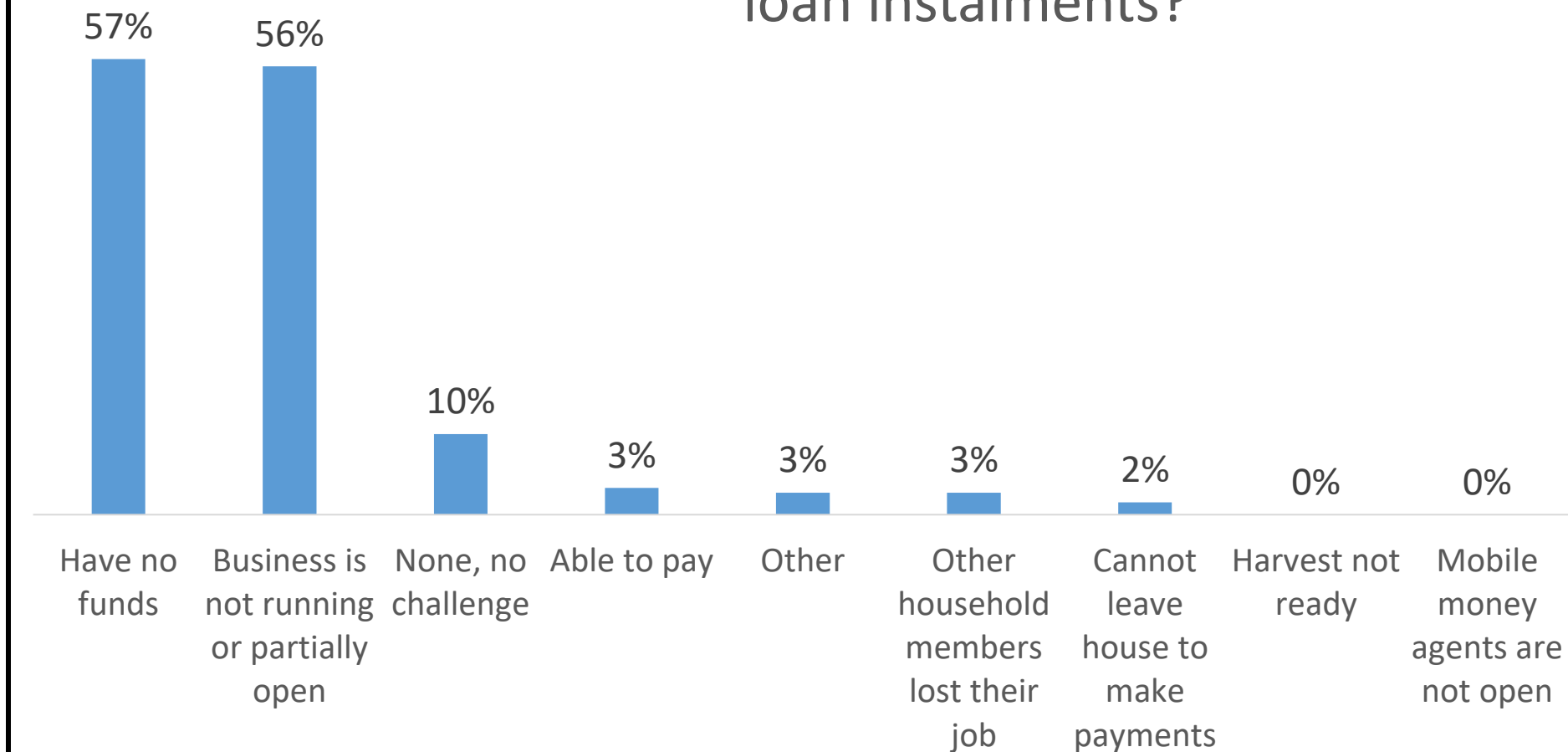
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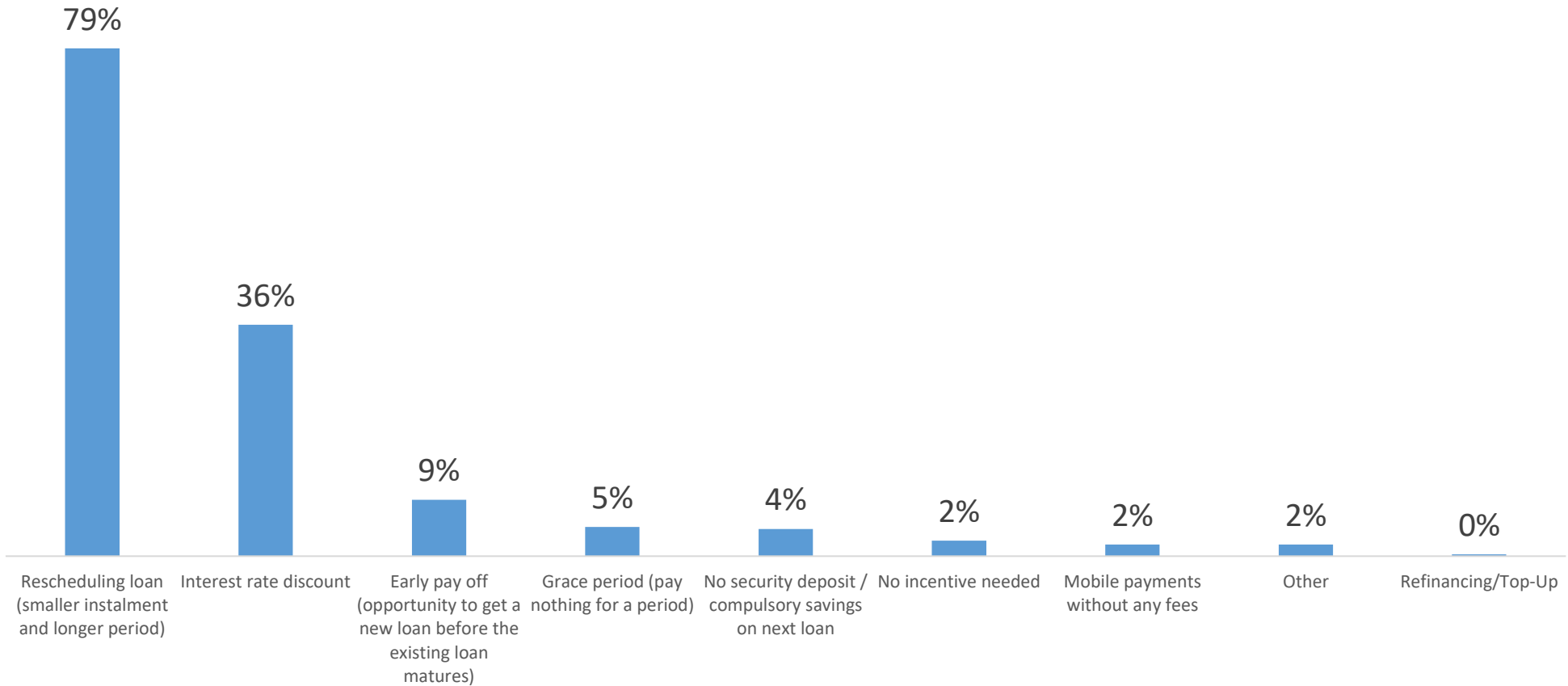


## What is your biggest challenge to meeting your loan instalments?





If we offered one of the following, would you be willing to pay your loan instalments now?



# Institutional Response

- Cancellation of Penalties
- Provision of 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
- Disbursing Loans only to Businesses that can survive COVID



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