

ANDE Metrics Conference: Data Collection in Times of Crisis

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Helping MSMEs across Africa and Latin America



Entrepreneurship	Financial Benefits	Beneficiaries	Women	Finance Mobilized
Total	\$86,242,226	82,816	51%	\$2,943,475
Micro/Small/Growing Businesses	\$65,463,302	37,741	51%	\$2,388,260
Micro-Retail	\$1,745,297	7,344	92%	\$348,078
Food Processing	\$12,938,260	33,166	41%	\$207,137
Other Enterprise Development	\$6,095,367	4,565	66%	\$0



WHERE WE WORK

CEED's activities began in the Balkan region in 2006, and since CEED has grown to operate in fourteen countries and counting.



- ❖ 10 locations globally
- ❖ 500+ growth-stage member companies
- ❖ "All In" approach combines:
 - Individual services (coaching and mentoring)
 - Training
 - Peer learning groups
 - Networking

-  Active Locations
-  Legacy Locations
-  Planned Locations
-  CEED Chapters

Poll: What is your biggest challenge in collecting data from entrepreneurs?

- Low response rates
- Beneficiaries' inability to track business performance data
- Fears around sharing specific data points (like revenues, number of employees)
- Validating data/Ensuring data quality
- Technical constraints (inability to administer online, cost of tools, etc.)
- The capacity of staff to collect/analyze data
- Other (please write in chat)



TechnoServe Challenges for Data Collection during COVID-19

- **Technological challenges:** For both participants and programs
- **High non-response rate:** Some participants are unreachable through phone during the survey period, which affects the survey response rate
- **Survey fatigue:** In some cases, participants are reluctant to respond since they feel they were being asked the same questions every month
- **Trust issues:** Harder to develop rapport or trust with the participants without face-to-face interaction
- **Inadequate quality control:** Working remotely, data collectors can't verify participants' responses with visual checks

CEED's Data Collection Challenges

- **Technological challenges/expenses:** For both participants and programs
- **High non-response rate:** Some participants are unreachable through phone during the survey period, which affects the survey response rate
- **Survey length:** Annual Survey's were time consuming to complete
- **Trust issues:** Harder to develop rapport or trust with the participants without face-to-face interaction
- **Inadequate quality control:** Difficult to validate performance data, especially when remote

Breakout Group (10 minutes): What is your biggest challenge in collecting data from entrepreneurs?

- **Quick round of introductions (30 seconds)**
- **Pick a reporter/notetaker to share the breakout discussion with the larger group**
- **If time allows, start discussing solutions**



TechnoServe's Solutions in Challenging Circumstances

- **Allocating participants to dedicated interviewers:** Helps in development of a rapport between the interviewer and the participant
- **Timing of the survey:-** The surveys are conducted at time of day and week when participants are less busy and available for the interview
- **Enumerator Training** - We conduct enumerator training to develop enumerators' capacity to motivate respondents to give complete and accurate answers as well as maintaining a high response rate
- **Lean data collection approaches-** Focus on collecting a few key data points less frequently.
- **Bundling data collection:** Combine with other offerings such as networking opportunities through WhatsApp, linking to supplier with discounts and other opportunities in the ecosystem.
- **Non financial incentives:** E.g. mentoring and linkages

How TechnoServe is Using the Data

- Redesign program approaches
- Strengthen connection with beneficiaries
- Reallocate program finances
- Engage the donors and other stakeholders
- Develop new programs



CEED's Solutions in Challenging Circumstances

- **Incentives for Entrepreneurs:** Began generating entrepreneur reports, experimented with financial incentives
- **Length of the survey:** Reduce survey length by looking at how data was used previously
- **Staff Training & Incentives:** Trained staff on how to boost response rates, incentives for staff with high response rates.
- **Lean data collection approaches:** Focus on collecting a few key data points less frequently. Reduce survey length by looking at how data was used previously
- **Bundling data collection:** Considering other sources of data! Attendance data, event feedback, engagement with communications
- **Trust building:** Use data collection as an opportunity to support entrepreneur, reiterate confidentiality
- **Developing the business case for data collection:** Use data collection to support business development

How CEED is Using the Data



COVID-19 Needs Assessment



Government Advocacy



Crowdsourcing Solutions / Q & A

- **Does anyone have a specific challenge they would like this group to brainstorm a solution to?**



Thank you and next steps

- Thanks for joining!
- We will summarize the discussion of today's conversation in a learning brief
- Additional info on how lead discussants use data:
 - [CEED 2019 Impact Report](#)
 - [TechnoServe 2019 Impact Report](#)