



CASE STUDY IPA

www.poverty-action.org



Innovations for Poverty Action (IPA) is a global research and policy non-profit that discovers and promotes effective solutions to global poverty problems.

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BACKGROUND

Innovations for Poverty Action (IPA) is a global research and policy non-profit organisation that discovers and promotes effective solutions for global poverty problems. Sustainable growth requires the management of scarce natural resources, such as water. In countries such as Zambia, which has an arid climate, water management is an extreme problem. One of the hurdles that need to be overcome is lack of education among affected people on how best to manage the scarce water supply.

HOW IT WORKS



Advertise a phone number and get people to opt-in



People opt in for free via missed call or SMS



Send them automated phone calls with surveys and educational content



Conduct regular automated quizzes and questionnaires



Use incentives, such as airtime top-ups, to increase engagement

STRONG CREDIBILITY

"We went to people's homes and knocked on doors and didn't have too many ways of boosting our credibility. The automated messages of the engageSPARK platform added a lot of credibility to what we were doing, and that was key for us."

FLAVIO MALAGUTT
Staff Researcher at IPA



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INTERACT with Anyone via Any Phone – At Scale

RESULTS

IPA researchers used engageSPARK to conduct a survey in Zambia to assess whether improved information and incentives can help households better manage their water usage. Research participants were contacted via automated SMS text messages and automated phone calls.

The researchers used engageSPARK to create and launch the campaigns that supported a program to improve water management by households. They sent SMS text messages and automated phone calls to survey participants. Over the course of 10 months, researchers used the engageSPARK platform to engage 13,383 recipients with more than 13,000 SMS and Automated phone call interactions



MOTIVATING HOUSEHOLDS TO CONSERVE WATER

CONCLUSION

By leveraging the tools of the engageSPARK platform, the researchers were able to show that targeted education can indeed help households manage their water usage. The automated messaging and calls were an ideal complement to the rest of the tools the researchers used to inspire participants to engage actively with the survey. This helped the researchers to truly understand what incentives would be most effective in bringing about change and motivating households to conserve water.