**VoltaInfo Group**

**PRIMARY RESEARCH STRATEGY**

**Research Tool**

Customer Interviews

**Research Location**

Kangemi

Uthiru

Kawangware

**Target Group**

Middle class people earning 30000 monthly

**Interview Questions**

1. Introduction asking the Interviewee they names.
2. What do you use for electricity payment prepaid meters (tokens) or postpaid meters?
3. What is the advantages and disadvantages you come across when using prepaid meter (token) or postpaid meters?
4. How important is it for you to know why your bill is high or low on a scale of 1 – 4?
5. How can you describe you electricity bill pattern in the past 4 months?
6. What do you do or feel when you get a bill that doesn’t feel reasonable to you?
7. What do you do or feel when your token units exhaust in a way that doesn’t feel reasonable to you?
8. What is the highest electricity bill you have ever incurred?
9. Do you know what lead to the high electricity bill that period?
10. What appliances do you use in your house?
11. How much is your monthly income between 0 – 15000, 16000 – 20000, 21000 – 250000 and 26000 – 35000?
12. Do you mind sharing your contact for me to share with you a summary of what we have discussed today?