**d.light launches customer loyalty program for off-grid solar customers in Kenya**

*d.light is the first off-grid solar provider to introduce a customer loyalty program, rewarding loyal customers with benefits including free energy and discounts on future purchases*

**SAN FRANCISCO, CA., AND NAIROBI, KENYA - TUESDAY 20 AUGUST 2024 -** [d.light](https://www.dlight.com/), the global provider of transformational household products and affordable finance for low-income households, has launched its new customer loyalty program - the first of its kind in the off-grid solar space.

d.light officially launched the loyalty scheme, called “d.light Points Program”, in Kenya on 7 August, with plans to extend it to customers in Uganda, Tanzania and Nigeria later this year. d.light’s aim is that more than 500,000 customers will benefit from the program before the end of 2024.

The d.light Points Program rewards customers who make regular and frequent payments towards their PayGo products with points that can be redeemed for discounts on future purchases and other rewards such as tokens for free days of power. d.light will add more rewards as it rolls out the program to its other markets in Africa.

d.light launched the program following 12 months of in-depth customer research involving focus groups, surveys, and one-to-one interviews. Information on points and rewards are available to customers at all times via SMS or USSD messaging or on the d.light mobile app. Customers can redeem the points they earn over the phone or using the app.

Commenting on the launch of the program, Donal Connolly, Director of Credit at d.light, said, “Our customers have had a tough time lately. Months of high inflation in many of the countries we operate in, along with job and income uncertainty in climate-impacted rural areas, have put pressure on households and communities. This includes being able to access and pay for their energy at home.”

Connolly continued, “Our customers come first here at d.light, and we want to help them deal with these pressures and acknowledge their loyalty and support as well. We’ve devised the d.light Points Program for our customers to easily earn points and then redeem them for tailor-made rewards that add value and save them money. For example, customers who make payments across a number of consecutive days earn points which they can redeem for credit towards future purchases or free days of power.

“With this new loyalty program, we are providing d.light customers with the tangible, practical benefits that they themselves have asked for and which help them to more easily access reliable solar energy that improves their day-to-day lives.”

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**About d.light**

Founded in 2007 at Stanford in California, d.light is a global leader in making transformative products available and affordable to low-income families. d.light has sold nearly 35 million products, including solar lanterns, solar home systems, TVs, radios, and smartphones, impacting the lives of over 170 million people. Our vision is to transform the lives of one billion people with sustainable products by 2030. For further information, visit: [https://www.dlight.com](https://74n5c4m7.r.eu-west-1.awstrack.me/L0/https:%2F%2Fwww.dlight.com%2F/2/01020190fe55df4e-5a1faebd-78fb-49c4-946e-2330c993fabc-000000/yg039999NJKGBuBg6jOwspbcems=384)

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