

Agsol

Kenya

60 _ decibels

December 2021



Welcome To Your 60dB Results

We enjoyed hearing from 82 of your customers and end-consumers in Kenya – they had a lot to share!

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Context Setting

AgSol designs and manufactures agro-processing machines for off-grid applications. 60dB collected feedback on the MicroMill with two respondent groups – customers and end-consumers. Customers purchased MicroMills from Agsol, and end-consumers use the mill for milling services from the customers’ businesses.

You can find the main differences between the two respondent groups on the right. Please note the small sample size for customers.

We have also explored the [performance](#) of the end-consumer group against the 60dB Benchmark.


Customers had a higher Net Promoter Score® and end-consumers were more likely to be experiencing challenges.

	Customers	End-Consumers
		
Sample Size	n = 7 (N = 9)	n = 75 (N = 134)
Poverty Reach	-	33% (47% national rate)
Challenge Rate	0%	9% (100% unresolved)
Customer Effort Score	-	4.1
Net Promoter Score	100	58
Quality of Life ‘very much improved’	86%	80%
First Access	100%	96%
‘Very good’ or ‘good’ value for money	71%	97%

Top Actionable Insights

Agsol’s MicroMills are important to end-users and customers and have resulted in significant improvements in the quality of their lives. There is room to reach a higher proportion of low-income users and focus on resolving issues.


Headline

 Respondents are very satisfied with their experience and are willing to recommend the Agsol MicroMill and milling services.

Detail & Suggested Action


The Net Promoter Score was 100 for customers and 58 for end-consumers. This is excellent. Customers value the efficiency of the MicroMill and end-consumers value the good quality of milled products, in general. Additionally, virtually all respondents say their quality of life has improved.

An idea: Share these results with your team and partners! Use end-consumer quotations for marketing; using real end-user voices of what they value most.

 Agsol MicroMills are helping customers establish businesses and grow their income.

Nearly a third of customers started new businesses because of purchasing the Agsol MicroMill. All customers are offering milling services for the first time with the MicroMill and reported that the business is their main source of income. 86% reported an increase in their income because of the MicroMill. The additional income is used to grow their current business and increase personal savings.

For discussion: How can Agsol continue to support the growth of customers’ businesses?

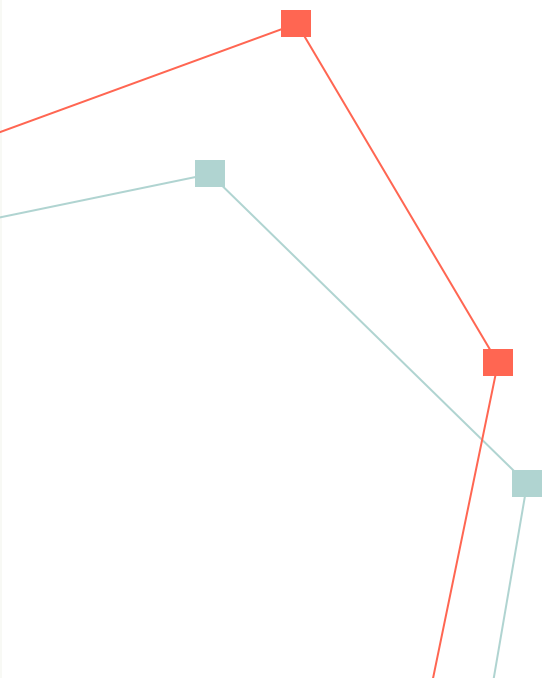
 End-consumers say they could not easily find a good alternative, and the majority are accessing milling services for the first time.

Customers are serving a high proportion of first-time end-consumers: 96% say it is their first time accessing similar milling services. Nearly all respondents say they cannot not easily find a good alternative, indicating that Agsol is reaching an unserved market.

A recommendation: How can Agsol continue to reach underserved groups, particularly low – income earners?

Customer Voices

We love hearing stakeholder voices.
Here are some that stood out.



Impact Stories

86% of customers and 96% of end-consumers shared how their quality of life had improved

“It has given me the potential and hope of a new business venture. I intend to keep working hard to earn a lot more money.” – Customer, Male, 50

“I have been able to start a new business. Initially I was not doing anything, so having the mill has significantly increased my income.” – Customers, Female, 39

“I rear pigs and cows due to milling service. Their food is always sufficient and because the animals are healthy, the sale of each has been very profitable.” – End-consumer, Male, 35

“Before, I used to mill where they used diesel to power the machine. There used to be some smell in the flour, but since I started using the new mill, there is no smell in my food.” – End-consumer, Male, 34

“[My quality of life] has improved because my children are always full. Before they where always hungry, and the flour is also healthy. I spend less on milling services.” – End-consumer, Female, 30

“I am currently saving a lot of money that I previously spent on buying maize flour. The mill product lasts longer so I only go once a week which is convenient.” – End-consumer, Female, 44

Opinions On Agsol Value Proposition

61% of end-consumers were Promoters and were highly likely to recommend

“It is very convenient. I just place an order and the delivery van will pick my maize and bring back the milled product back to my premises.” – End-consumer, Female, 40

“You get a lot of flour at a much cheaper price, yet the quality is good.” – End-consumer, Male, 56

Opportunities For Improvement

71% of customers had a specific suggestion for improvement

“[Agsol] should consider making a machine that grinds faster. They should also replace the glass parts and make them metal. They should make a bigger sieve as well, so that it can accommodate more product.” - Customer, Male, 43

“They should improve their battery capacity, so that the solar [panels] can charge [the MicroMill] and stay for a very long time before going off.” – Customer, Female, 39



●	Who Are Your Customers?	<ul style="list-style-type: none">• Customer snapshot• Customer impact and experience
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●	Appendix	

Customer Performance Snapshot

Agsol is positively impacting customers’ businesses and growth.

<div>Contribution</div> <div>100%</div> <div>first time owning a product similar to the MicroMill</div>	<div>Alternatives</div> <div>100%</div> <div>could not easily find a good alternative</div>	<div>Impact</div> <div>86%</div> <div>say their quality of life has ‘very much improved’</div>	<div>What Impact</div> <div><ul style="list-style-type: none">Increased incomeAbility to start a new businessExpanding current businesses</div>	<div>Improvements</div> <div>71%</div> <div>had a specific suggestion for improvement</div>
<div>Value For Money</div> <div>71%</div> <div>rated the MicroMill as ‘good’ or ‘very good’</div>	<div>Challenges</div> <div>0%</div> <div>experienced challenges working with Agsol</div>	<div>Net Promoter Score®</div> <div>100</div> <div>on a -100 to 100 scale</div>	<div>NPS Drivers</div> <div>Promoters love:<ul style="list-style-type: none">Efficiency of the MicroMillGood quality of milled products</div>	<div>Customer Voice</div> <div><p>“The economy is frustrating, so I needed to provide low-cost maize flour. The mill enabled me to provide that since it is cheap to operate.” – Male, 38</p><p>“The [MicroMill] is very easy to operate, and it produces fine flour.” – Male, 47</p></div> <div>Data Summary</div> <div>7 customer phone interviews completed in December 2021, in Kenya.</div>

Customer Profile: Demographics

There was a small group of customers to interview but there are quite different profiles among them.

The majority of customers live in rural areas (village or countryside - 86%), with 14% living in peri-urban areas (town), and 0% in urban areas (city).

The average Agsol customer is a 46-year-old male living in a rural area with 4 others. The ability to provide milling services in their community was the top reported driver for purchasing the MicroMill.

About the Customers We Spoke With

Data relating to customer characteristics (n = 7)

14% of customers are women

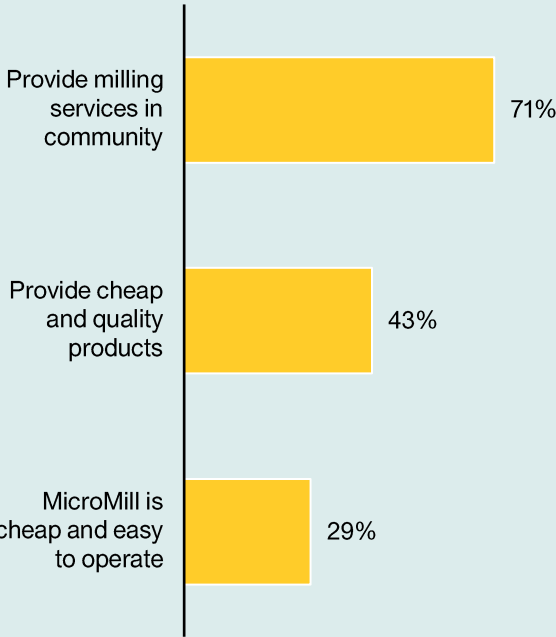
4.7 average of members in household

46 average age of customers

85% between 38 and 50 years old

Motivation

Q: What motivated you to purchase the MicroMill? (n = 7).
Open-ended question coded by 60dB.



Customer Profile: Business Operations

We asked questions to better understand the customers' businesses.

On average, businesses served 21 end-consumers every week. The end-consumers milled an average of 5kgs of produce per visit.

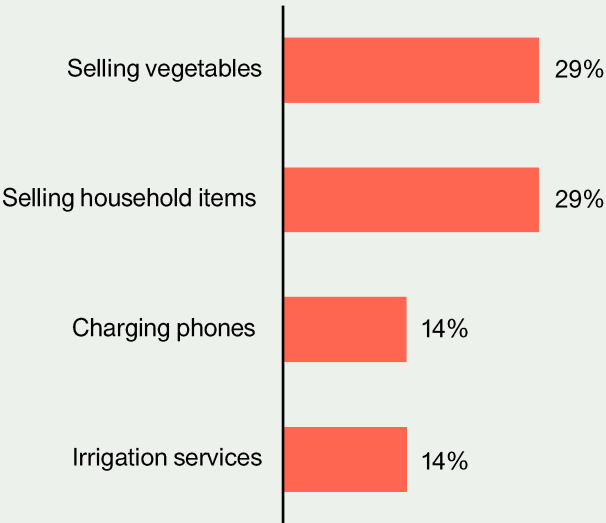
None of the customers offered milling services before purchasing the Agsol MicroMill.

Offering milling services is new for all the customers we spoke to, but for 71% they added the offering to an existing business. Nearly a third of customers started new businesses because of purchasing the Agsol MicroMill.

About the Customers' Businesses

Data relating to business characteristics (n = 7)

Additional services offered at place of business



29%

of customers' businesses are new since purchasing the Agsol MicroMill

100%

started the new business because of purchasing the MicroMill

86%

offer other services at their place of business, in addition to milling services

100%

report that the business where they have the MicroMill is their main source of income

21

average number of end-consumers using milling services each week, per mill

5kg

average produce milled per end-consumer per visit

Customer Impact & Experience

86% of customers say their quality of life has ‘very much improved’ and all customers would be disappointed if they could no longer access the Agsol MicroMill, suggesting Agsol has a scalable business. See page 29 for more info on this.

86% of customers said their quality of life had ‘very much improved’. 14% reported ‘no change’ because they couldn’t attribute changes in their life to the MicroMill.

Top self-reported outcomes for customers who say their quality of life improved

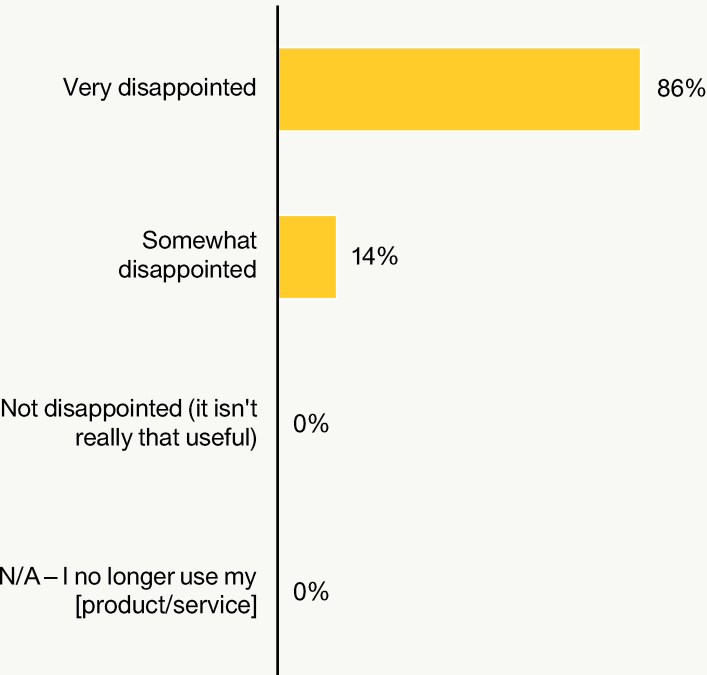
83% talk about increased income

50% report that they started a new business

17% mention increased ability to expand their current business

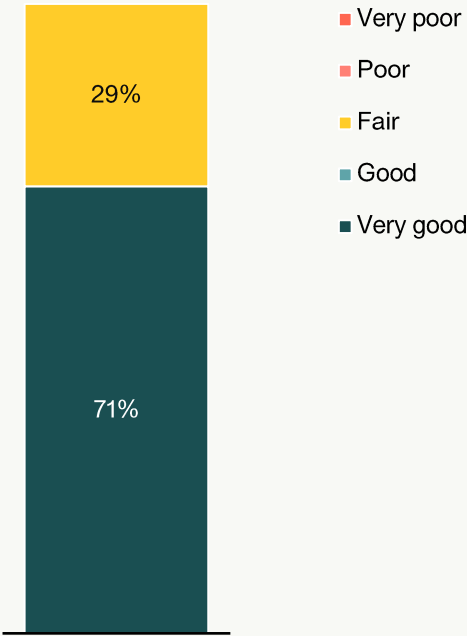
Scalability

Q: How would you feel if you could no longer use your Agsol MicroMill to provide milling services? (n = 7)



Value for Money

Q: How do you rate the value for money of the Agsol MicroMill? (n = 7)



Impact on Income

Nearly 9 in 10 customers have seen an increase in their income because of the MicroMill.

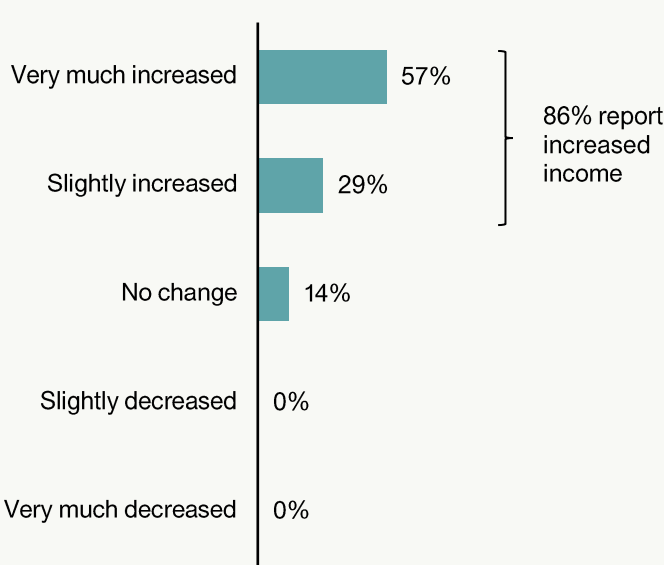
The top reasons reported for increase in income were additional or new source of income (50%), increased number of customers (33%), and increased ability to sell additional products (17%).

Customers have used their income from the Agsol MicroMill to contribute to:

- Investing in or growing their current business by increasing their stock (43%)
- Personal savings (43%)
- Starting a new business – an MPESA shop (14%)

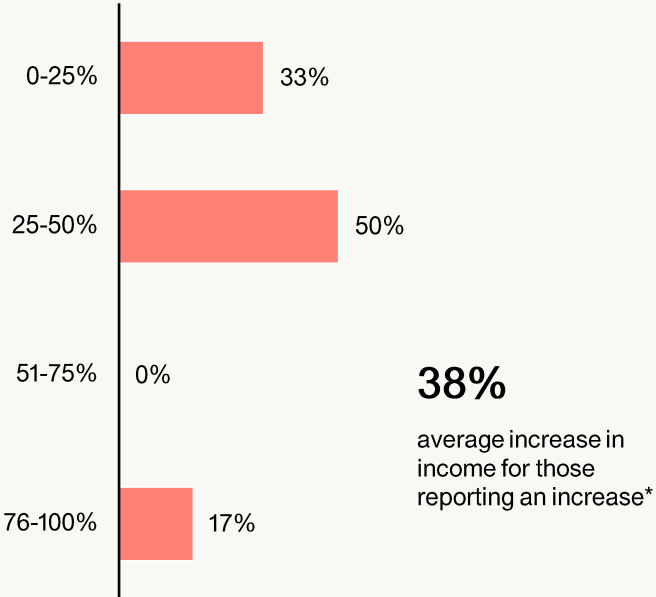
Change in Income

Q: Has the money you earn; your income, changed because of the MicroMill? (n = 7)



Percent Increase in Income

Q: Can you tell me roughly how much more is the money you earn from your business compared to before owning the Agsol MicroMill? (n = 6)



*Note: Weighted average estimate calculated using range mid-points

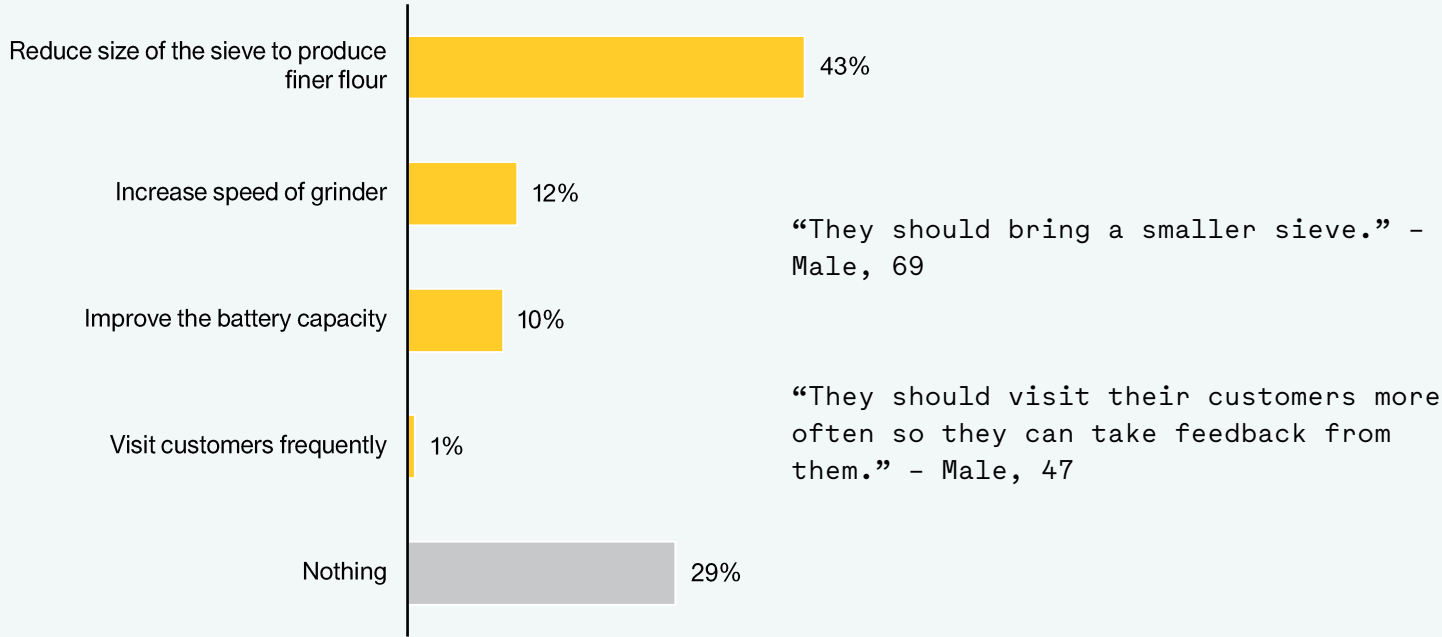
Customer Suggestions

Improving the size of the sieve was the most common suggestion for improvement from customers.

While roughly a third of customers could not think of a specific improvement, 43% asked for improved sieve size and 12% said increasing the speed of the grinder would enhance Agsol’s service.

Suggested Improvements

Q: What about Agsol can be improved? (n = 7). Open-ended, coded by 60 Decibels.





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Performance Snapshot

Looking at the end-consumers, Agsol performs above the 60 Decibels Benchmark across multiple indicators. Agsol does particularly well on impact with room for improvement in poverty reach and issue resolution.

<div>Profile</div> <div>0.7</div> <div>Inclusivity Ratio</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Impact</div> <div>80%</div> <div>quality of life 'very much improved'</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>What Impact</div> <div><ul style="list-style-type: none">44% share that their nutrition has improved24% say the milling service is affordable24% talk about having increased savings</div>	<div>Contribution</div> <div>96%</div> <div>first time accessing service provided</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>Customer Voice</div> <div>"The quality of flour that comes out of the machine is great, since it produces fine flour that does not have the smell of fuel." – Male, 43</div> <div>Data Summary</div> <div>Company Performance: 75 end-consumer phone interviews in December 2021, in Kenya.</div> <div>Quintile Assessment compares Company Performance with 60dB Benchmark comprised of 464 companies, 59 countries, and 188k+ customers. Full details can be found in Appendix.</div> <div>Performance vs. 60dB Benchmark</div> <div><div><div></div><div></div><div></div><div></div><div></div></div> – TOP 20%</div> <div><div></div><div></div><div></div><div></div><div></div></div> – TOP 40%
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End-Consumer Profile: Demographics

56% of end-consumers are female; the average household size is 5.4. There was a wide range in age with the average being 40 years old.

We asked questions to understand the demographic profile of the users.

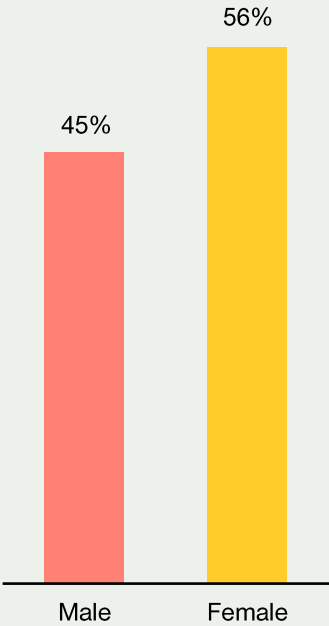
Insight/Discussion Point

Female reach falls within the **Top 40%** of the 60dB Benchmark for end-consumers!

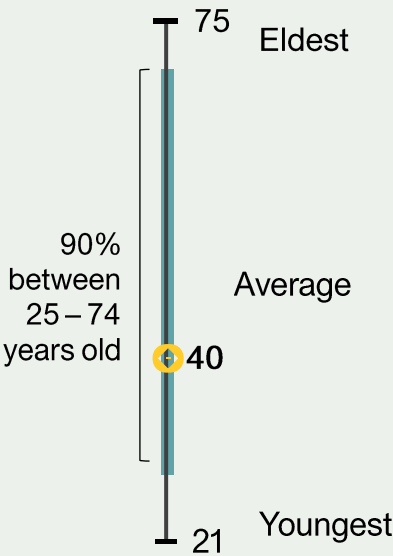
About the End-Consumers We Spoke With

Data relating to user characteristics (n = 75)

Gender



Age



Household Size

5.4 Average size

Location

- 39% rural (village/ countryside)
- 28% peri-urban (town)
- 33% urban (city)

End-Consumer Profile: Inclusivity

Compared to the Kenya national average there is opportunity to better reach relatively less well-off end-consumers.

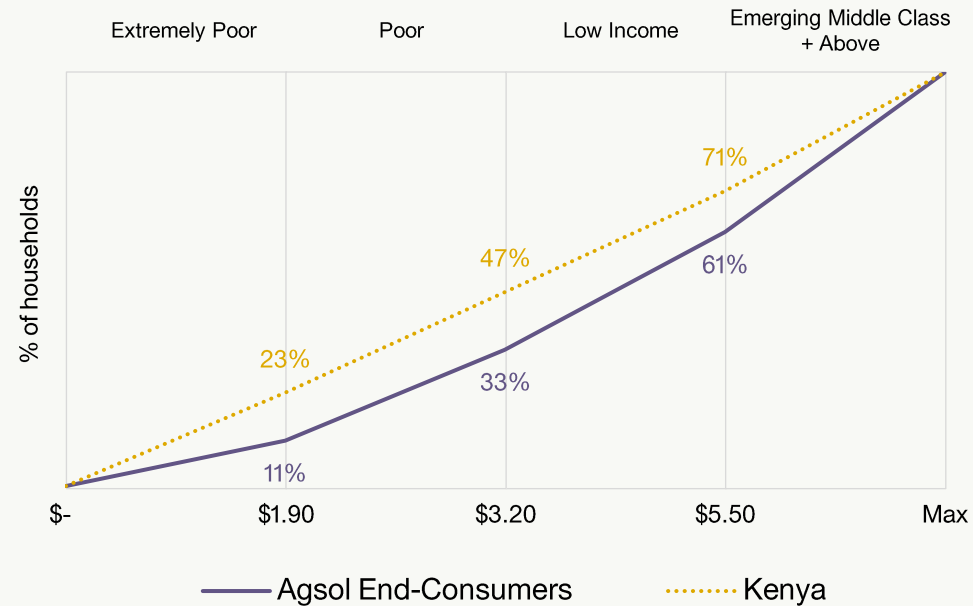
Using the Poverty Probability Index[®], we measured how the income profile of your end-consumers compares to the Kenya average.

Kenya is classified as a Lower-Middle Income country by the World Bank hence those that live below \$3.20/day are considered to be living in poverty.

Agsol is serving slightly wealthier end-consumers than the Kenya national average, resulting in an Inclusivity Ratio of 0.7.

Income Distribution of Agsol Relative to Kenya Average

% living below \$xx per person / per day (2011 PPP) (n = 75)



Inclusivity Ratio

Degree that Agsol is reaching low-income end-consumers in Kenya

0.7x

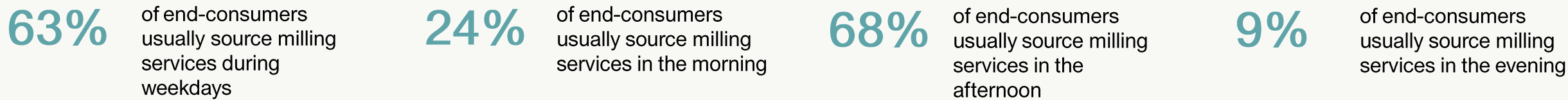
● ● ● ● ● - MIDDLE

We calculate the degree to which you are serving low-income users compared to the general population. 1 = parity with national population ; > 1 = over-serving; < 1 = under-serving.

See Appendix for calculation.

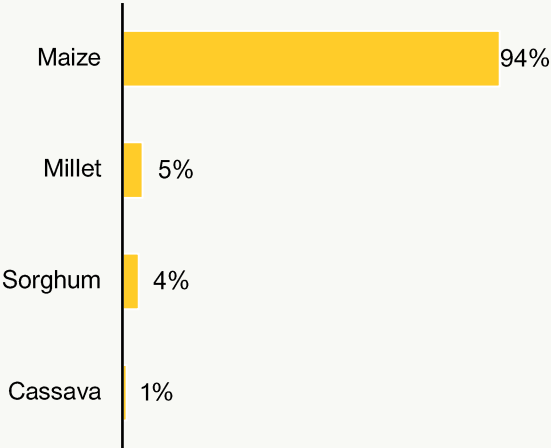
End-Consumer Profile:
Usage of Milling
Services

The majority of end-consumers mill maize four times a month on average, for domestic consumption.



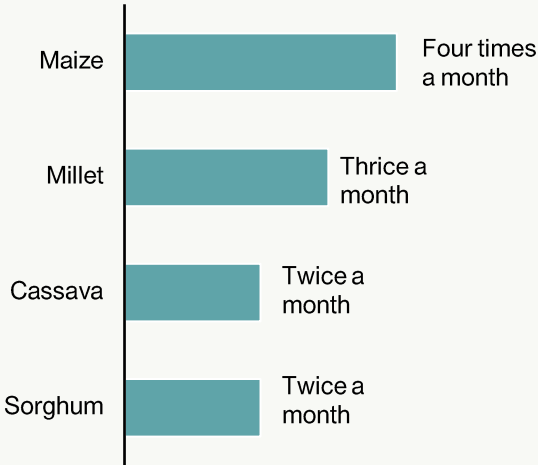
Milled Products

Q: What do you mill at [mill operator business]? (n = 75)



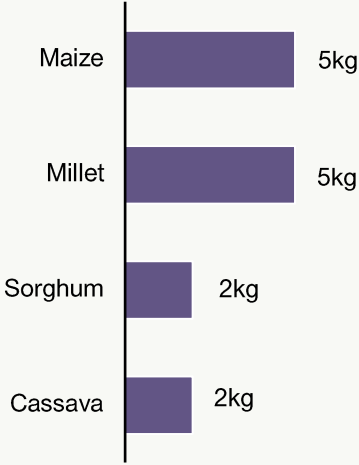
Frequency of Milling

Q: How often do you mill [product]? (n = 75)



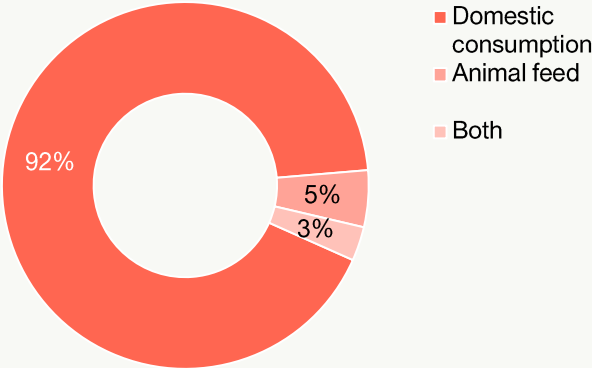
Amount of product milled

Q: How much [product] do you mill each time you use [mill operator business]'s milling services? (n = 75)



Consumption Type

Q: Is this for domestic consumption and/or animal feed? (n = 75)



End-Consumer Profile: Motivation

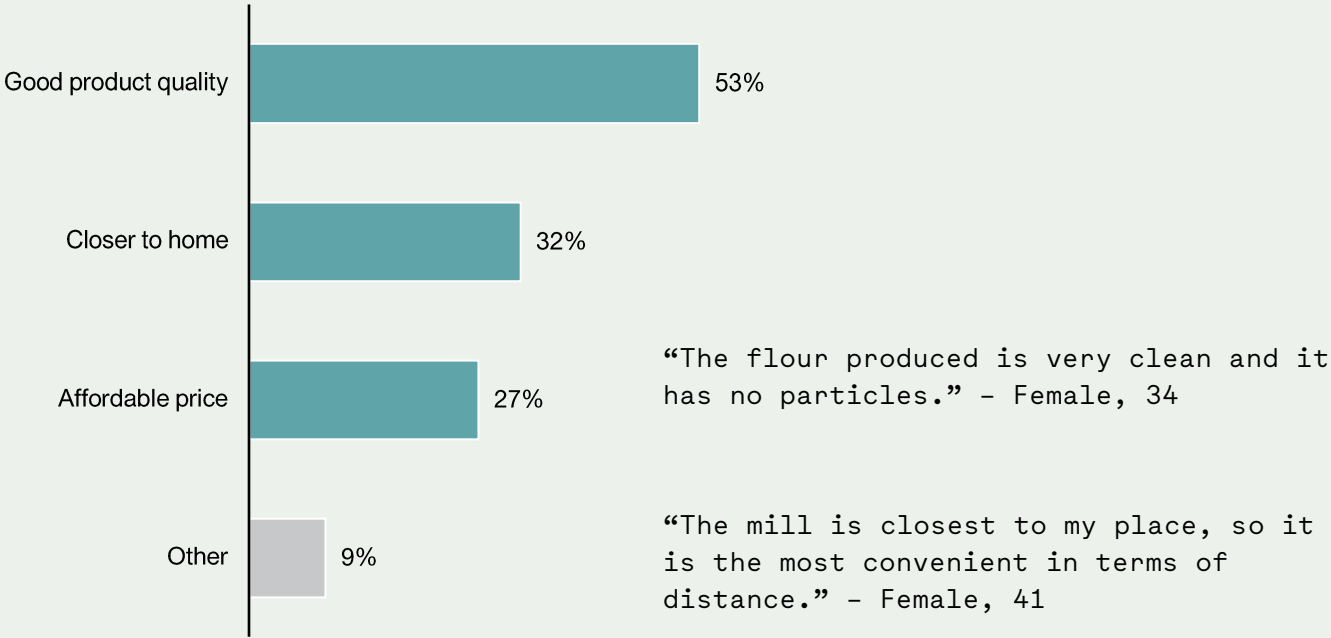
Finding out what motivated end-consumers to source milling services from customers can offer insights into how to best target and market to potential users. You may wish to share this with your customer base.

It was interesting to note that proximity to the mill was one of the top motivating factors for both customers and end-consumers. Customers purchased the MicroMill in order to provide milling services in their communities, because the existing mills were very far. A third of end-consumers were motivated to source milling services from customers because of the proximity of the businesses to their homes.

End-consumers were motivated by the good quality of milled products.

Motivation

Q: What motivated you to use [mill operator business]’s milling services?? (n = 75). Open-ended question coded by 60dB.



Access & Alternatives

Virtually all end-consumers are accessing milling services like this for the first time and could not easily find a good alternative.

To understand Agsol’s contribution, we asked end-consumers if the MicroMill is facilitating access to a new service, and whether this offering can be easily replaced by an alternative.

The high percentage of end-consumers who are accessing milling services like Agsol’s for the first time suggests that Agsol is reaching an under-served base. This is significantly higher than the 60dB Benchmark of 66%.

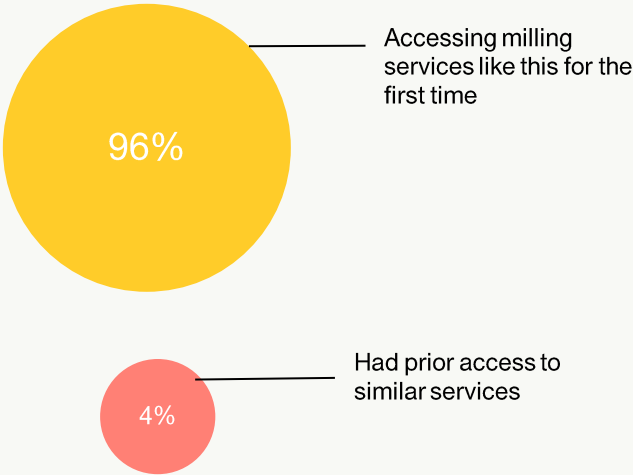
We saw that male end-consumers were more likely to have had prior access (6%) than female end-consumers (2%).

97% could not easily find a good alternative.

First Access

Q: Did you have access to similar milling services before? (n = 75)

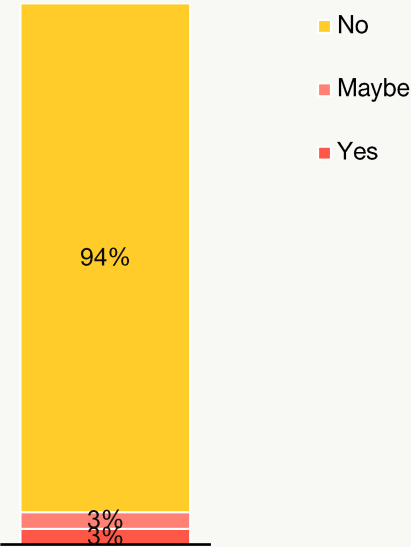
● ● ● ● ● - TOP 20%




Access to Alternatives

Q: Could you easily find a good alternative to [mill operator business]’s milling services? (n = 75)

● ● ● ● ● - TOP 20%





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Impact Performance: Quality Of Life

To gauge depth of impact, end-consumers were asked to reflect on whether their quality of life has changed as a result of using the milling services.

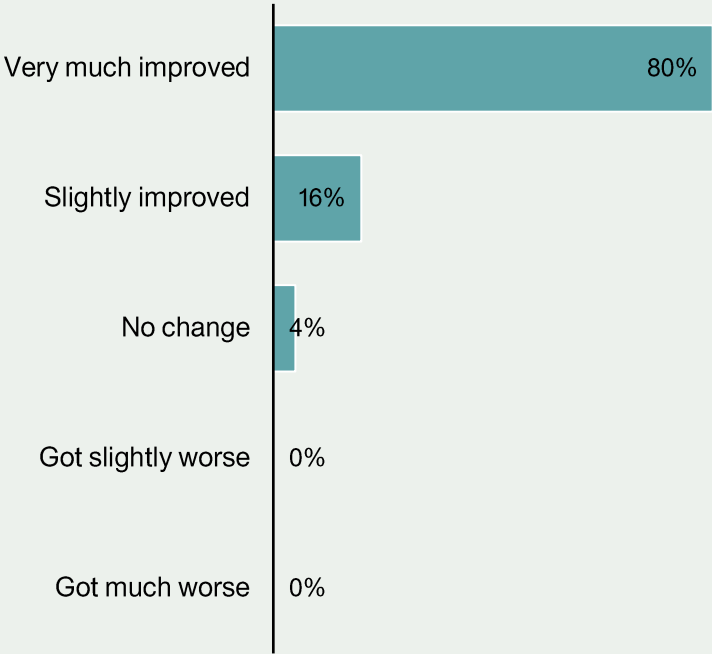
In total, 96% said their life had improved, with 80% of all end-consumers saying it had ‘very much improved’.

We saw that male end-consumers were more likely to report that their quality of life had not changed (6%) than female end-consumers (2%).

80% of end-consumers say their quality of life has ‘very much improved’. This is significantly higher than the 60dB benchmark of 43%.

Perceived Quality of Life Change

Q: Has your quality of life changed because of [mill operator business]’s milling services? Has it: (n = 75)



Very much improved:

“It has improved because I no longer buy flour from the shops, instead I go the mill which is very healthy and cheap.” – Male, 57

Slightly improved:

“My animals have sufficient feeds and are healthy which has led to more profit margins on sale of the animals.” – Male, 61

No change:

“I only used it once and was discouraged.” – Male, 35

Quality of Life: Top Outcomes

End-consumers were asked to describe – in their own words – any changes they were experiencing as a result of using the milling services.

The top outcomes are shown on the right.

Other outcomes included:

- Improved lifestyle (23%)
- Reduced household expenses (19%)

For the 4% of customers who reported that their quality of life had not changed, they mentioned that they had not used the milling services many times.

End-consumers talk about improved nutrition and affordability.

Three Most Common Self-Reported Outcomes for 96% of End-Consumers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 72). Open-ended, coded by 60 Decibels.

44%	mentioned that their nutrition had improved (42% of all end-consumers)	“My health has improved because of eating more nutritious flour. My savings have increased because I only mill once a month.” – Female, 40
24%	talked about affordability of milling services (23% of all end-consumers)	“I get to save on time, and I have time to take care of my family. It is also cheap, and I use the extra cash to meet my family's needs.” – Female, 25
24%	reported increased saving (23% of all end-consumers)	“The milled flour is more nutritious and cost saving which has helped me increase my savings.” – Male, 33

Time & Financial Savings

Most end-consumers reported decreases in amount and time spent on milling services. There were subtle differences in outcomes reported by male and female end-consumers.

We sought to understand the impact of the milling services on the amount of time and money spent by end-consumers on milling.

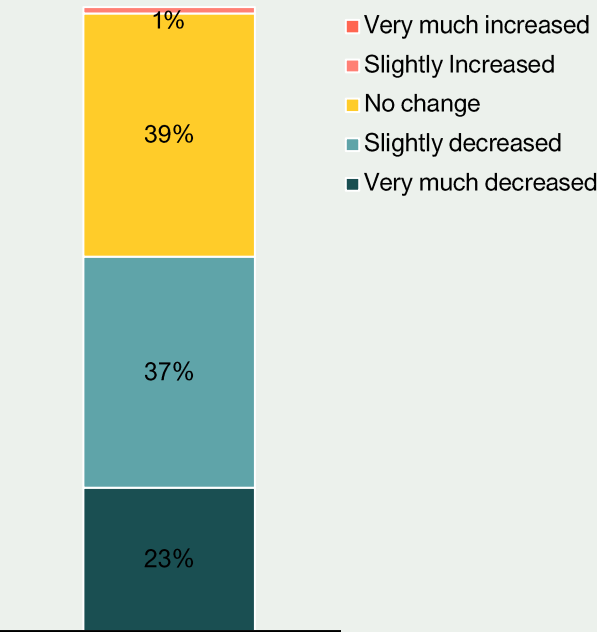
Male end-consumers were more likely to see their average weekly expenditure on milling services ‘very much decreased’ (27%) than women (17%).

We asked those we interviewed to explain how they used the extra time and/or money saved. The top uses were:

- Paying for other household needs/ bills (39%)
- Spending more time on other household activities (30%)
- Increased savings (15%)

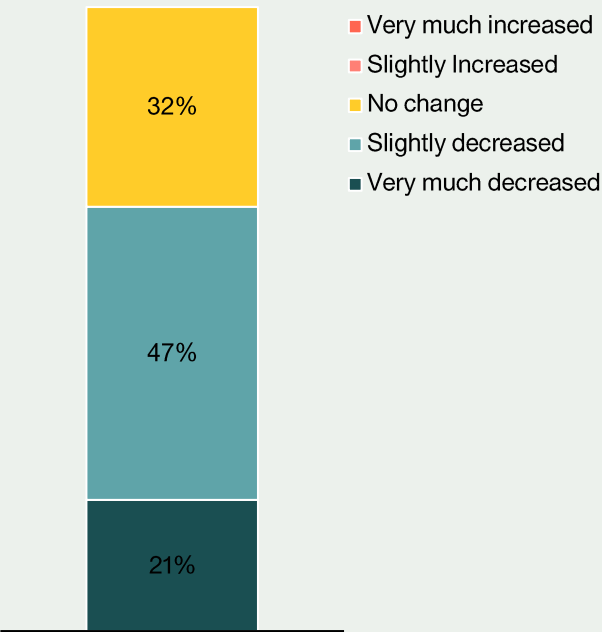
Time Savings


Q: Has the time your household spends on milling services changed because of [mill operator business]? (n = 75)



Financial Savings

Q: Has the average weekly amount you spend on milling services changed since using the [mill operator business] mill? (n = 75)





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End-Consumer Satisfaction: Net Promoter Score

The Net Promoter Score® for end-consumers is 58 which is very good, and higher than relevant 60dB benchmarks.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor.

Asking respondents to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

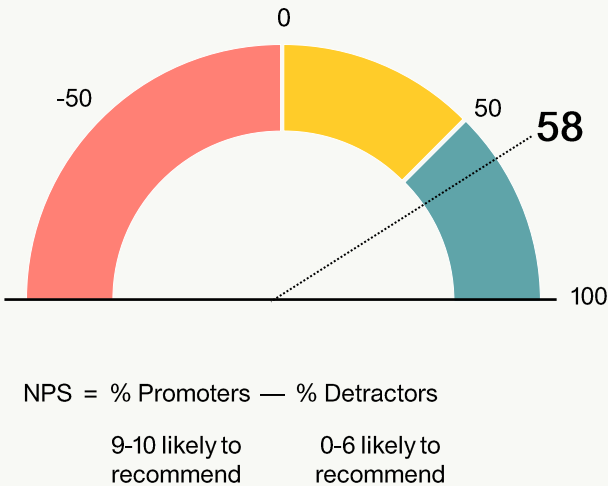
We saw that NPS is higher for male end-consumers (68) than that for female end-consumers (51).

Insight

You're in the top 20% of our benchmark for this indicator.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend [mill operator business]'s milling services to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 82)



NPS Benchmarks

● ● ● ● ● - TOP 20%

60 Decibels Global average	44
460+ companies	
East Africa average	44
140+ companies	
Agriculture average	37
110+ companies	
Energy average	48
90+ companies	

NPS Drivers

Promoters value the quality of milled products. Detractors complain about the capacity and speed of the MicroMill.

61% are Promoters :)

They love:

- 1. Good quality of milled product
(70% of Promoters / 43% of end-consumers)
- 2. Affordable price of milling services
(37% of Promoters / 23% of end-consumers)
- 3. Efficiency of service
(33% of Promoters / 20% of end-consumers)

“The quality of the flour produced cannot be compared to the other regular fuel mill.” – Male, 34

Tip:
Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors—can you reward them?

36% are Passives : \

They like:

- 1. Good quality of milled products
(85% of Passives / 31% of end-consumers)
- 2. Affordable price of milling services
(26% of Passives / 9% of end-consumers)

But complain about:

- 1. Quality of milled millet
(4% of Passives / 1% of end-consumers)

“I have rated them 7 because they are still not good with milling millet but for maize, they are very good and okay.” – Female, 21

Tip:
Passives won’t actively refer you in the same way that Promoters will.
What would it take to convert them?

3% are Detractors : (

They want to see:

- 1. Increased capacity of the MicroMill
(50% of Detractors / 1% of end-consumers)
- 2. Increased speed of the MicroMill
(50% of Detractors / 1% of end-consumers)
- 3. Reduced wastage of milled products
(50% of Detractors / 1% of end-consumers)

“They should increase on the speed of the motor. It is very slow and most of the time some of my flour remains in their milling machine.” – Female

Tip:
Negative word of mouth is costly.
What’s fixable here?

End-Consumer Challenges & Customer Service

Nearly 1 in 10 end-consumers report challenges with using the milling services. None of them have had their issue resolved.

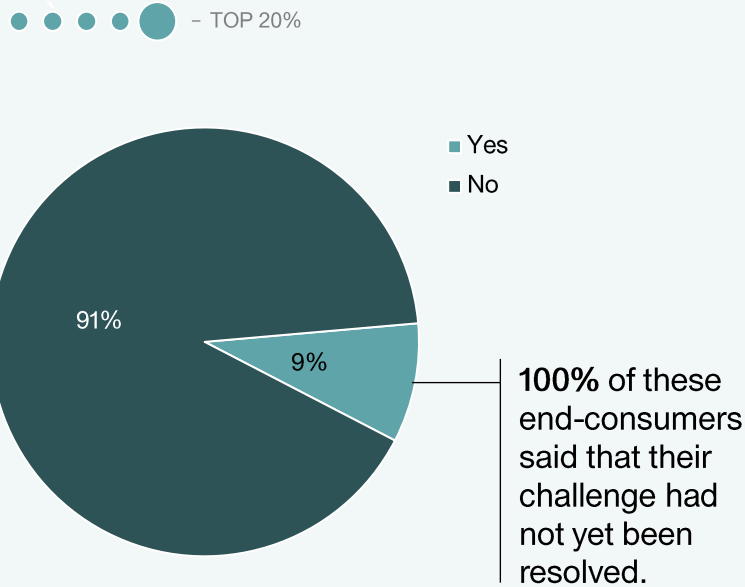
Of the 9% of end-consumers who experienced challenges using the milling service, all said that their challenge had not yet been resolved. Unresolved challenges can encourage negative word-of-mouth and detract from positive impact. All Detractors had experienced a challenge. The next page shows the most common issues experienced.

End-consumers who have experienced a challenge are asked about how easy it was to get an issue handled. This is the Customer Effort Score (CES) and it is the average rating of all end-consumers who faced challenges.

The customers' businesses have a CES of 4.1 out of 5 showing that end-consumers are satisfied with the customer service offered.

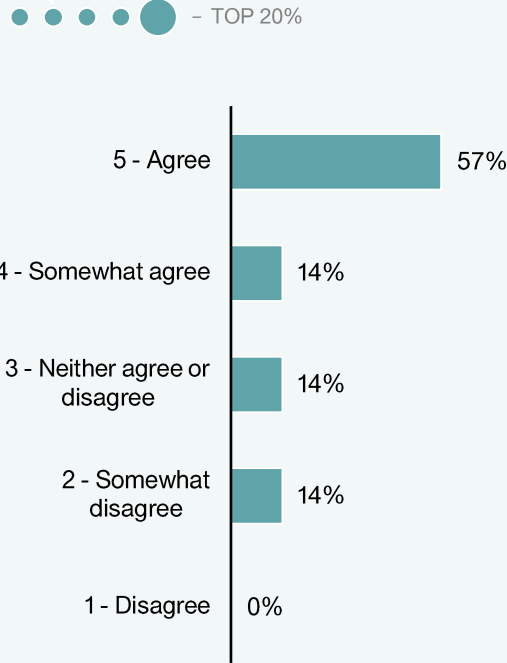
Proportion of End-Consumers Reporting Challenges

Q: Have you experienced any challenges with using [mill operator business]'s milling services? (n = 75)



Customer Effort Score

Q: How do you feel about the statement? Overall, [mill operator business] made it easy for me to handle my issue. Do you: (n = 7)



Customer Challenges: Top Issues

We ask the challenges question as framed by customer experience rather than fault. Therefore, challenges can sit in three different themes and can be best addressed in different ways. Often the customer (and our Research Assistants) won't know which category the challenge fits into:

- Technical fault - there is something wrong with the product.
- Mismatched expectations - the customer says the product/service isn't working because they expected it to work differently but it is working as intended.
- Misuse - the customer isn't using the product properly; often not deliberately but through lack of awareness/training.

The most common issue was poor quality of milled product.

Most Common Issues for 9% of End-Consumers Who Say They've Experienced a Challenge

Q: Please briefly explain the challenge you have faced. (n = 7). Open-ended, coded by 60 Decibels.

43%	mentioned poor quality of milled product (4% of end-consumers)	"The flour from the mill operator takes longer to cook." - Male, 38
29%	talked about small capacity of MicroMill which causes delays while sourcing milling services (3% of end-consumers)	"The machine is very slow. I only go to them when I am not in a hurry. Also, not all my flour usually comes out of the milling machine." - Female
29%	reported location of mill was unfavourable (3% of end-consumers)	"We have only one milling machine in the area. I usually come from far just to get milling services. There is no other milling machine in our area." - Male, 65

Scalability

The majority of end-consumers say they would be disappointed if they could no longer use the milling services.

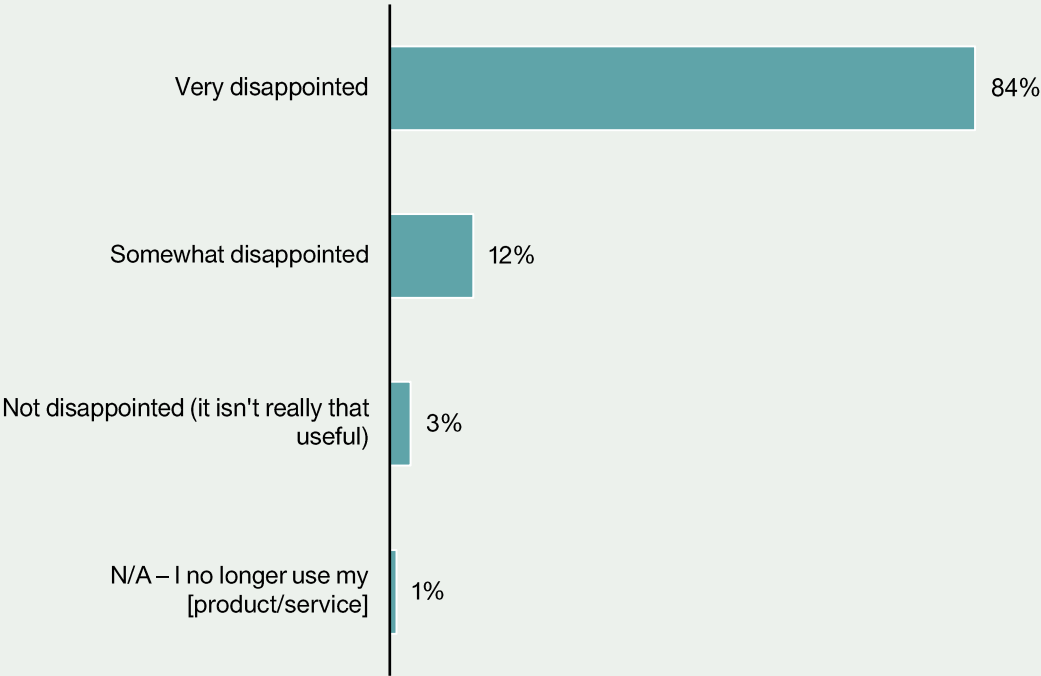
This question helps gauge whether a company has created a ‘must-have’ product for their users, contributing to an understanding of how scalable the business is.

According to research by PMFSurvey (formerly Survey.io) involving hundreds of companies, **if over 40% of users report they would be ‘very disappointed’** to no longer use a company’s product, there is a much higher chance that sustainable customer acquisition channels can be built.

When asked to explain their answer, end-consumers talked about losing out on good quality flour.

Scalability

Q: How would you feel if you could no longer use [mill operator business]’s milling services? (n = 75)



Milling Services' Rating

Convenience of the milling service was the highest rated aspect.

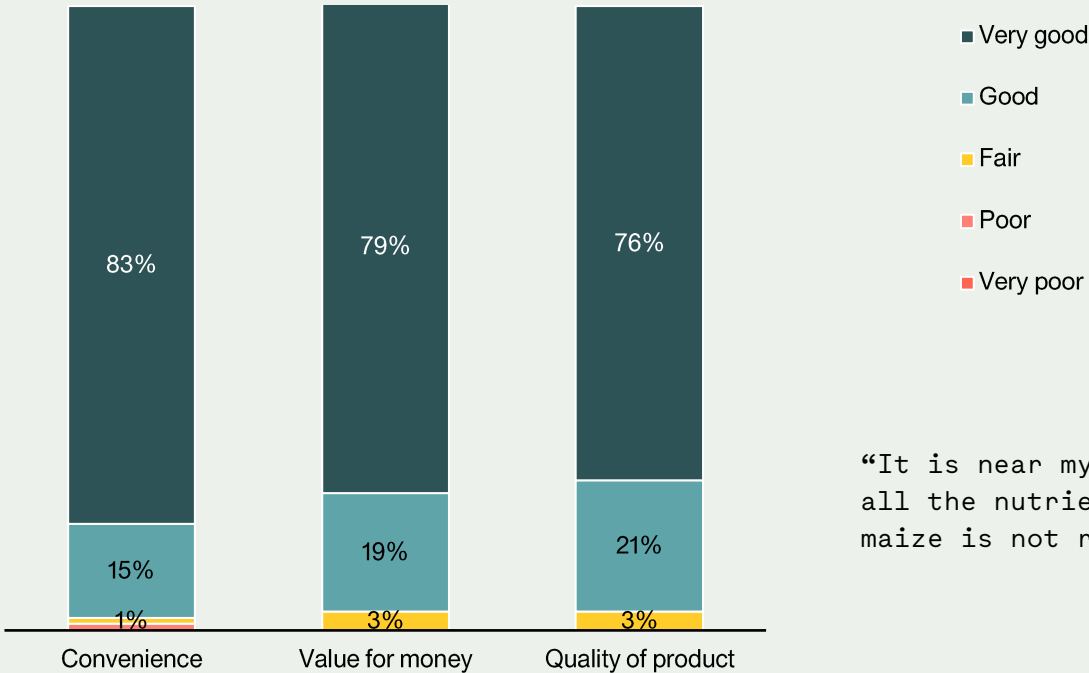
We sought to understand how the end-consumers perceived the different aspects of the milling services such as convenience, value for money, and quality of product. Almost all customers expressed satisfaction with the milling services terming them as 'good' or 'very good'.

When asked to explain their answers, end-consumers mentioned that they enjoy the efficiency, affordability, and quality of the milling services.

“It is very convenient because even when there's no electricity, I can still go for milling services.” - Female, 38

Rating of Milling Services

Q: How do you rate ... from [mill operator business]'s milling services? (n = 75)



“It is near my home, and the flour has all the nutrients. The outer part of the maize is not removed.” - Male, 65

Additional Services

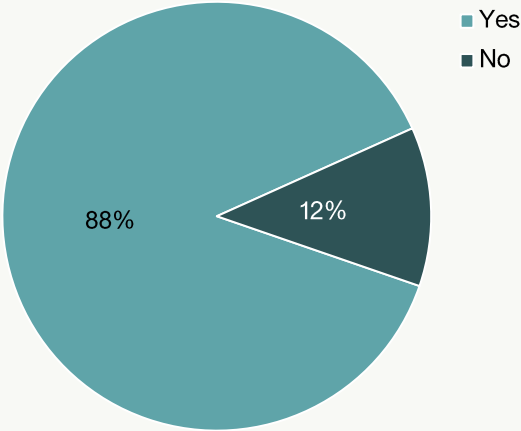
The majority of end-consumers would purchase pre-milled flour if it was available.

Virtually all end-consumers would use add-on services if they were offered at the customers' businesses; particularly purchasing other produce from a small shop. It's definitely worth sharing this with customers.

Female end-consumers were more likely to be interested to purchase pre-milled flour if it was available (90%) than male end-consumers (85%).

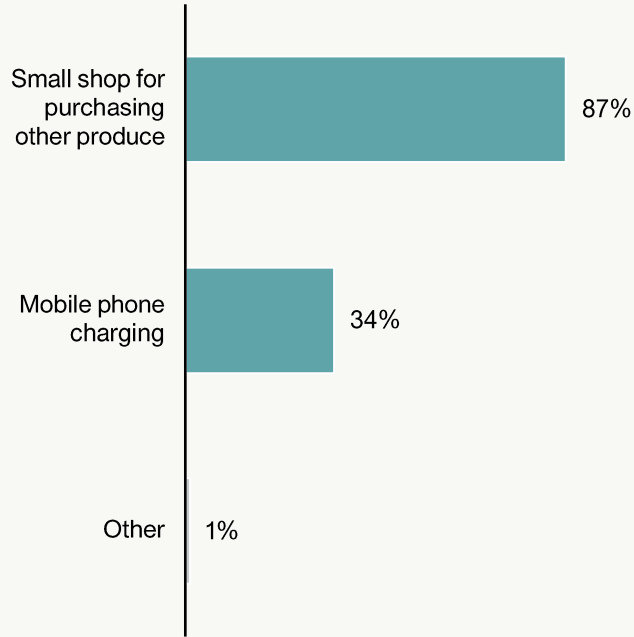
Purchase of Pre-Milled Flour

Q: Would you purchase pre-milled flour from [mill operator business] if it was available? (n = 75)



Usage of Add-On Services

Q: Would you use any of the following add-on services if they were offered at [mill operator] business? (n = 75)



End-Consumer Suggestions

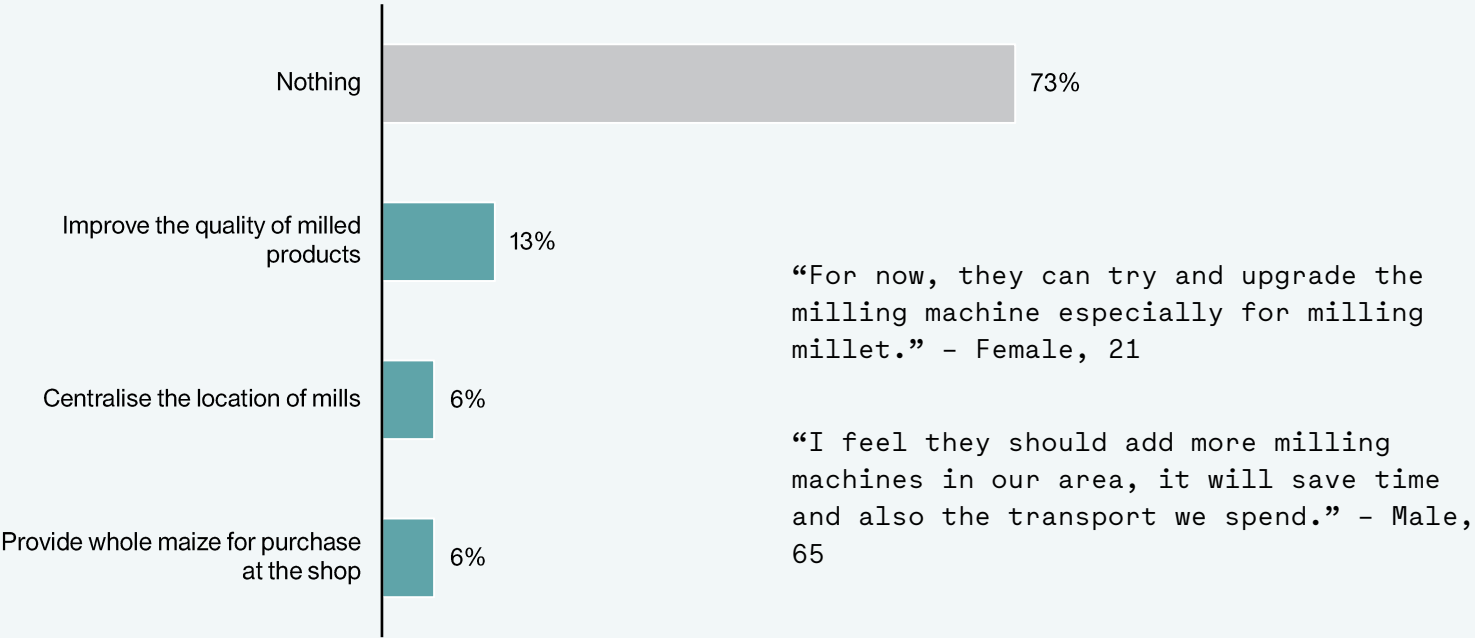
End-consumers requested for improved quality of milled products, which is in-keeping with comments on end-user challenges too.

3 in 4 end-consumers could not think of a specific improvement, 13% requested for improved quality of milled products, and 6% asked for centralised location of mills.

We saw that male end-consumers were more likely to request for centralised location of the mills (12%) than female end-consumers (2%).

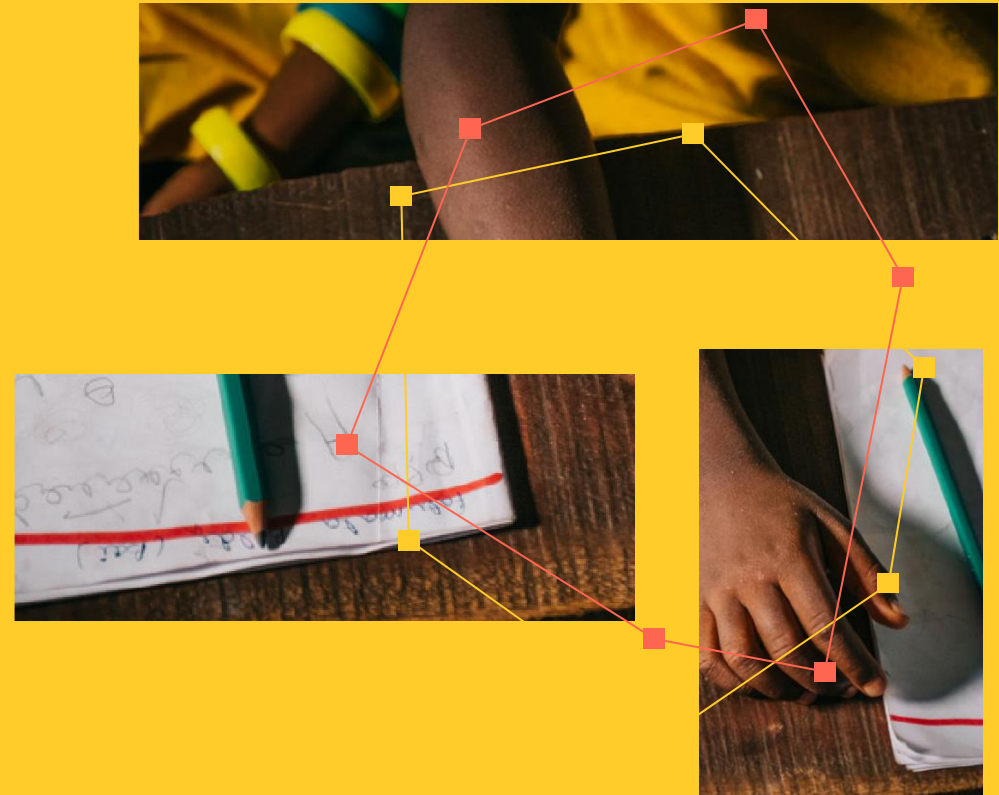
Suggested Improvements

Q: What about the milling service can be improved?(n = 75). Open-ended, coded by 60 Decibels.



What Next?

...& Appendix



How to Make the Most of These Insights

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Example tweets or Facebook posts to share publicly

- 86% of our customers say the quality of their lives has improved because of the Agsol MicroMill. #ListenBetter with @60_decibels
- 61% of end-consumers would recommend us to a friend or family member – what are you waiting for?
- 43% of all challenges faced by our end-consumers are related to the quality of the milled product – what improvements would you like to see? We #ListenBetter with @60_decibels

What You Could Do Next. An Idea Checklist From Us To You :-)

Engage Your Team	<input type="checkbox"/> Share staff quiz – it’s a fun way to fuel engagement & discussion
	<input type="checkbox"/> Send deck to team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
	<input type="checkbox"/> Set up team meeting & discuss what’s most important, celebrate the positives & identify next steps
Spread The Word	<input type="checkbox"/> Reach a wider audience on social media & show you’re invested in your customers – we’ve added some example posts on the left
Close The Loop	<input type="checkbox"/> Let us know if you’d like us to send an SMS to interviewed customers with a short message letting them know feedback is valued and as a result, you’ll be working on XYZ
	<input type="checkbox"/> If you can, call back the customers with challenges and/or complaints to find out more and show you care.
	<input type="checkbox"/> After reading this deck, don’t forget to let us know what you thought!
Take Action!	<input type="checkbox"/> Collate ideas from team into action plan including responsibilities
	<input type="checkbox"/> Keep us updated, we’d love to know what changes you make based on these insights

Detailed Benchmarking Comparison

Agsol performs particularly well on end-user satisfaction and reaching a previously unserved population. Poverty reach is an area for improvement.

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data	
# end-consumers	75
60dB Global Average:	
# companies	464
# customers	188,700
60dB Agriculture Average	
# companies	114
# customers	41,800
60dB East Africa Average	
# companies	140
# customers	70,600

Comparison of Company Performance to Selected 60dB Benchmarks

Dimension	Indicator	Agsol	60dB Global Average	60dB Agriculture Average	60dB E. Africa Average
Who ○	% live in poverty (below \$3.20 line)	33	45	53	45
	Inclusivity Ratio	0.7	0.9	1.1	0.7
	% female	56	40	33	37
How Much ≡	% reporting quality of life very much improved	80	43	40	51
	% reporting quality of life slightly improved	16	39	40	38
	% reporting decreased time spent milling	60	-	-	-
	% reporting decreased amount spent on milling	68	-	-	-
What Impact □	% reporting improved nutrition	44	-	-	-
	% reporting affordability of service	24	-	-	-
	% reporting increased savings	24	-	-	-
Contribution +	% first time accessing milling services	96	66	70	68
	% saying no good alternatives are available	97	73	78	79
Risk △	% experiencing challenges	9	29	30	33
Experience	Net Promoter Score	58	44	37	44

Impact Management Project

We aligned your results to the Impact Management Project. We’re big fans of the IMP – it’s a simple, intuitive and complete way of conceptualising impact.

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project](#) (IMP).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven’t missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.



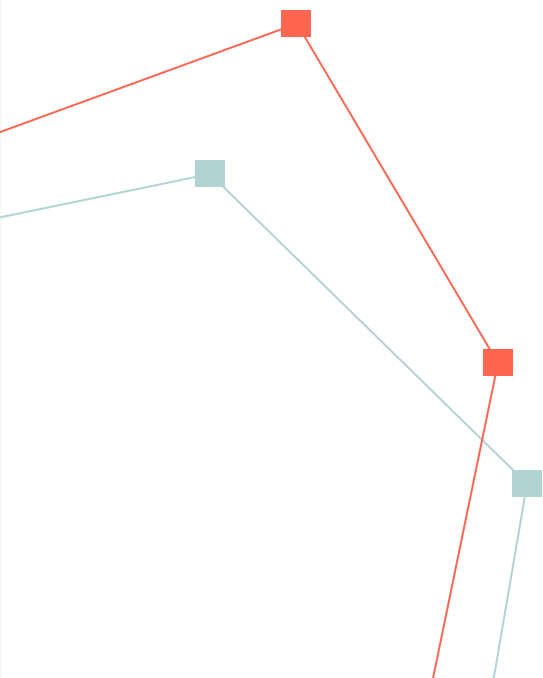
Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise’s and/ or investor’s efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it’s an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there’s no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$
Customer Effort Score	How easy do you make it for your customers to resolve their issues? This measure captures the aftersales care and customer service. Customers who have experienced a challenge are asked to what extent they agree with the statement: Do you agree or disagree with statement: Overall, Agsol made it easy for me to handle my issue : disagree (1), somewhat disagree (2), neither agree or disagree (3), somewhat agree (4), agree (5). The CES is the average score between 1 and 5. It is an important driver of uptake, adoption, and referrals, as well as of impact.

Summary of Data Collected



82 phone interviews completed in December 2021.

Methodology

Survey mode	Phone
Country	Kenya
Language	English, Kiswahili
Dates	December 2021
Sampling	Random sample of 141 Agsol customers and end-consumers.
Response rate	86%
Average interview time	18 minutes

Responses Collected

Customers	7
End-consumers	75
Total	82

Sampling	% sample	% population
% customers	9%	6%
% end-consumers	91%	94%

Accuracy	
Confidence Level	c. 85%
Margin of error	c. 5%

Research Assistant Gender	
Female	1
Male	2

Thank You For Working With Us!


Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 750+ trained Lean Data researchers in 50+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

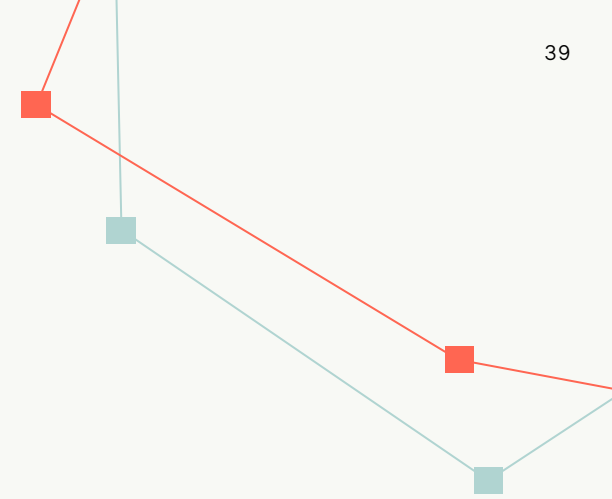
Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback [survey unique link!](#)

Acknowledgements

Thank you to Julie and Matt at Agsol for their support throughout the project.

This work was generously sponsored by DOEN Foundation.



I can now access milling services.
I used to have to travel long distances.
I was interested in growing my business.

My business is

>expanding,
>profitable,
>safe

now.

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