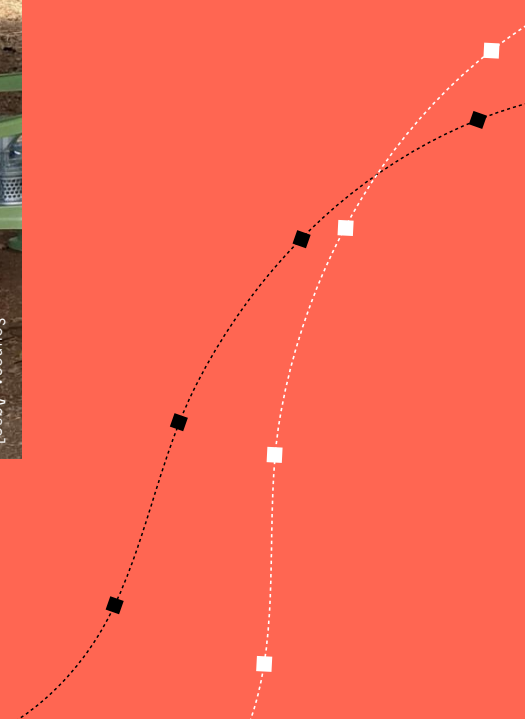


Agso1

Mill Owners Survey



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About This Brief

This brief is designed to provide you with a snapshot of Agsol's mill owners – their profile, their experience, how satisfied they are, and insights to inform how you can improve the business and social impact of MicroMills.

The insights are based on phone interviews with 18 Agsol mill owners. Their average age is 44. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from them – we hope you find the insights useful.

We attempted to speak to all 20 Agsol MicroMill owners and managed to reach 18. While we recognise that due to the small sample size and your relationships with owners, they may be identifiable to you, we offered

them anonymity at the beginning of the interview to provide a safe space where they could share their experiences. To learn more about our methodology, head to the last page of this brief.

We encourage you to use these results to identify ways you can further improve your impact over time. You may wish to set targets based on the lessons from this brief.

“I am earning extra money which I did not have before, so I am able to take care of household needs. I am also enjoying the MicroMill as you can mill everything one might require to mill.”

Summary of Results

Mill owners are highly satisfied with Agsol. The Net Promoter Score of MicroMill owners is 72, which is considered excellent and puts Agsol in the top quintile of the 60 Decibels Energy Benchmark*. When asked about aspects of the MicroMill that they liked, owners spoke about its portability, clean end products, and energy savings.

Most owners indicate that they are accessing a product like the MicroMill for the first time and cannot easily find an alternative, which suggests Agsol is providing a scarce product in the market. These results place Agsol in the top 20% of the 60 Decibels Energy Benchmark*.

Four in five owners strongly agree that the MicroMill is a good business investment, and three in five share that their income has increased as a result. They cite additional customers as the main reason for the increase. All owners say they have another primary source of income, suggesting that the MicroMill plays a supplementary, but important, role to their income.

One in five MicroMill owners have experienced an internal machine issue, and the same proportion has encountered a customer experience issue. In total, 39% of owners say they have experienced a challenge with Agsol or the MicroMill. These results place Agsol in the bottom 40% of the 60dB Energy Benchmark. For context, we often see newer technologies having higher challenge rates as technology is developed, piloted, tested, and improved. Among those who have experienced challenges, over half say their issue has not been resolved. Agsol has a Customer Effort Score (CES)** of 4.1, placing the company in the top 20% of the 60dB Energy Benchmark.

Here are three areas we think might help further increase your impact:

- Supporting income-generation through the MicroMill: While 83% of owners strongly agree that the MicroMill is a good investment and 61% say their income has increased, the majority have not seen increases of more than 25%. Is there an opportunity for Agsol to further support owners in making the most of their investment and generating more income to maximise business impact?
- Identifying the root cause(s) of challenges: Out of those who experienced a challenge, over half (4 owners) mention issues with the motor, metal sieves, and voltage. As this technology is still being developed, this feedback can be really valuable for informing adjustments to design. Owners shared their suggestions for improvement too ([see page 4](#)), and this may give additional ideas.
- Leveraging positive results for future sales: Agsol's customer satisfaction (NPS) and customer service ratings (CES) are very good. Can you use these positive results and testimonials from owners for recruitment of and selling to future owners?

Keep up the good work!

*The Benchmarks are primarily focused on end-users (B2C instead of B2B), so the figures may not be completely comparable but provide some context.

**The Customer Effort Score is an indicator of how easy Agsol made it for the MicroMill owners to handle their issue.



Agsol's Performance Snapshot

Performance relative to 60dB Energy End-User Benchmark indicates where Agsol falls in the ranking relative to other companies in the off-grid energy sector:

Performance vs 60dB Benchmarks

- BOTTOM 20%
- BOTTOM 40%
- MIDDLE
- TOP 40%
- TOP 20%

Benchmark Overview

Global geographical focus **Off-grid energy** sector focus **127** companies included **60,900+** voices listened to

Indicator	Description	Agsol	60dB Energy End-User Benchmark	Performance Relative to 60dB End-User Benchmark
Profile & Access				
Female	% of female respondents	44%	30%	●●●●○
Targeted Access	% who live below Kenya's poverty line (\$3.20)	19%	52%	●○○○○
First Access	% mill owners who are accessing a product like the MicroMill for the first time	94%	76%	●●●●●
Access to Alternatives	% mill owners who do not have access to a good alternative to the MicroMill	94%	80%	●●●●●
Impact				
Quality of Life	% 'very much improved' quality of life	39%	57%	●●○○○
Increase in Money Earned*	% 'very much increased' money earned because of the MicroMill	17%	19%	●●●○○
Good Business Investment	% who strongly agree with 'I consider the MicroMill machine as a good business investment'	83%	-	-
Primary Income Source	% who say the MicroMill is their main source of income	0%	-	-
Affordability	% who say they charge lower than other mills in the area	33%	-	-
Satisfaction				
Net Promoter Score	NPS, on a scale -100 to 100	72	51	●●●●●
Challenges**	% of mill owners who experienced challenges with the MicroMill	39%	31%	●●○○○
Purchasing Challenges**	% of mill owners who experienced financing challenges purchasing the MicroMill	11%	-	-
Customer Effort Score	CES, 0 to 5	4.1	3.3	●●●●●

*This indicator's performance is compared against the 60dB Energy End-User Benchmark, which includes 127 companies and 60,900+ customers.

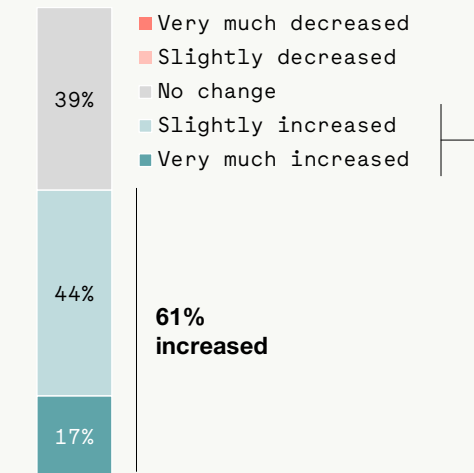
**These indicators are inverted as a lower score is considered more positively impactful.

Business Impact

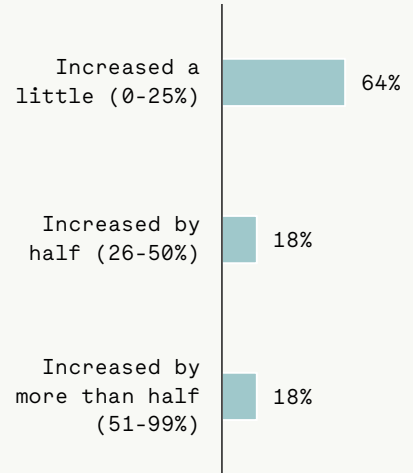
3 in 5 mill owners say that their income has increased as a result of the MicroMill. Of this group, over a third say that their income has increased by more than 25%.

“Out of the proceeds of milling flour for others I have money to pay my farm labourers. I have extra money to buy chicken feed, which was a struggle before. The customers who bring flour to be milled also buy fruits and vegetables from my farm, so I have extra money and no wastage from my farm.”

Q: Has the money you earn; your income, changed because of the MicroMill? (n = 18)



Can you tell me roughly how much more money you earn from your business compared to before owning the Agsol MicroMill? Would you say: (n = 11)



Improvements

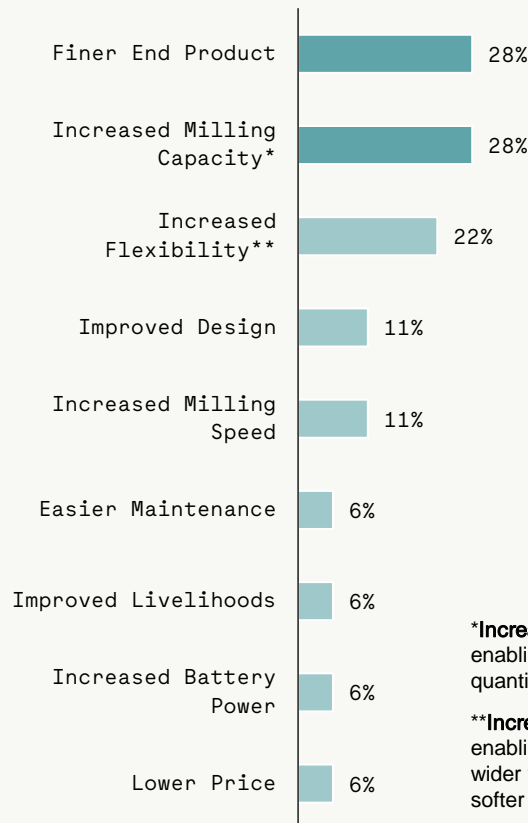
When asked what can be improved about the MicroMill, over a quarter of owners talk of increasing milling capacity and producing finer end products.

“I suggest installing a sieve that can be used for all types of grains if one wants a finer and softer end.”

“Increase its milling capacity as the MicroMill can only mill small quantities at a time. Also increase the speed. It is a bit slow which might make one lose customers - some people might lose patience while waiting.”

A suggestion: Are there low-hanging fruits for acting on suggestions for improvement? If you can, letting owners know what you will act on – and why you cannot act on others – shows you’ve heard their feedback and value them.

Q: What about Agsol can be improved? Multiple selections allowed. (n = 18)



***Increased Milling Capacity** refers to enabling mill owners to grind larger quantities.

****Increased Flexibility** refers to enabling mill owners to produce a wider variety of outputs (finer and softer flour).

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Methodology

About the 60dB Methodology

In December 2022 and January 2023, 60 Decibels' trained researchers conducted 18 phone interviews in Kenya with MicroMill owners. The customers for this brief were selected from Agsol's database of mill owners shared with us. Here is the breakdown of how we collected this data:

Country	Kenya
Customer Population	20
Interviews Completed	18
Languages	Swahili, English
Average Survey Length	39 minutes
Confidence Level	95%
Margin of Error	5%

About 60 Decibels

We're a tech-enabled impact measurement company, working in over 75 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 120 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

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Thank You For Working With Us!

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