

# Agso1 End Users Impact Performance Report



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## About This Report

This report is designed to provide you with an in-depth understanding about your end users. End users in this report refers to individuals who have visited a milling service that uses the Agsol AC or Solar micro-mill. This report shares insights on the end users' profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 143 end users in Kenya. For the report to be insightful we spoke to the primary user who were all adults, though a small proportion of them report that their children also visit the mill. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your end users – they had a lot to say!

We attempted to reach as many respondents as possible. To learn more about our methodology, head to the [Appendix](#).

In the context of this report, the term 'Agsol milling services' has been utilised for the sake of consistency. Agsol does not provide milling services. Agsol specialises in the manufacturing of micro-mills, which are acquired by business owners who undertake the task of providing milling services.

To contextualize your results, you can see how your performance compares to other energy companies in the Performance Snapshot ([page 5](#)) and [Appendix](#). We also compared the results of this study to the end users study we conducted in 2021.

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

**143 end users interviewed, 65% were female.**

“

I am a young mother; hence, I'm very busy looking after the children and taking care of my home. At the end of the day, I'd get very exhausted but nowadays I even have time to rest and sit and play with my children and bond with them more because I don't leave the house for long hours like before to go and look for food.  
- Female, 23



## 60dB Perspective

**End users are highly satisfied with the Agsol milling service.** The Agsol milling service has a Net Promoter Score® (NPS) of 61, which is very good and places Agsol in the top 20% of the 60 Decibels East Africa Energy Benchmark. This score is on par with the 2021 Lean Data study (58). 62% of end users are Promoters and love the quality of the milled produce, the efficiency of the service, and the affordable price. This is consistent with end users rating the quality of produce and convenience of service as ‘very good’(67% and 62%). More than half of end users who have access to an alternative say Agsol’s milling services are ‘much better’ in comparison. Solar end users generally report lower satisfaction levels compared to AC end users across key satisfaction metrics: NPS (53 vs. 65), Customer Effort Score (2.6 vs. 3.1), and challenge rate (21% vs. 11%).

**Agsol is positively impacting end users’ quality of life.** The majority of end users (95%) say their quality of life has improved because of Agsol milling services; 47% say it has significantly improved. These users talk about time savings, improved lifestyle, and better nutrition.

**Agsol is enabling end-users to save time and money.** More than half of end users say the time they spend traveling to the mill has decreased because of access to Agsol’s milling services. A similar proportion say they spend less time milling. A third of users who save time traveling also report that they save time milling suggesting a compounded impact on time saved. End users who say they spend less time traveling or milling say they use the time saved to do household tasks (44%), spend time with their children (22%), or run personal errands (22%). With an average price of 13 Ksh per kg, Agsol milling are 41% cheaper than alternative service providers.

**Issue resolution is low.** The challenge rate is higher than the last study with 23% of end users saying they have experienced a challenge with Agsol’s milling service compared to 9% in 2021. However, 30% of these respondents say their issue is resolved which is an improvement since the 2021 study where 0% had had their issues resolved. Of the challenges reported, 46% were directly related to the mill, while 70% were related to the service provided.\* The top two service-related challenges were: inefficient service (52%) and unreliability of the service (18%). The top two mill-related challenges reported were: the mill’s limited functionality (33%) and the mill’s small capacity (12%).

**We recommend looking into three areas to further increase your impact:**

- **Identifying avenues to support Agsol mill owners:** How can Agsol enhance end user experience by upskilling the mill owners’ ability to troubleshoot simple product and service-related challenges?
- **Leveraging the positives from different product types:** Agsol is positively impacting AC end users slightly more compared to Solar end users across NPS, Customer Effort Score, challenge rate, and issue resolution. How can Agsol use the strengths of the AC mill to standardize the experience for all Agsol end users?
- **Replicating issue resolution mechanisms that have worked well:** Resolving the challenges is a great strategy to improve customer satisfaction and impact, and improve the company’s reputation. The issue resolution rates are higher in 2023 than 2021 – what further could you do?

Keep up the good work!

\*The challenges reported sums up to more than 100% because some respondents describe multiple challenges.

# Performance Snapshot

The performance column compares how you compare to 60 Decibels Benchmarks in the Energy sector in East Africa and how you compare to the 2021 Lean Data study.

Performance vs 60dB Benchmarks

- ○ ○ ○ ○ BOTTOM 20%
- ● ○ ○ ○ BOTTOM 40%
- ● ● ○ ○ MIDDLE
- ● ● ● ○ TOP 40%
- ● ● ● ● TOP 20%

## Benchmark Overview

**East Africa** geographical focus      **Energy** sector Focus      **41** companies included      **13,650+** voices listened to

**Key** ↑ Performance improved      ↓ Performance reduced



Who are you reaching?

2023

2021

Benchmark Performance

Female	↑	65%	14%	●●●●●
Inclusivity Ratio	↓	0.54	0.70	●●○○○
Accessing product/service for first time	↓	20%	96%	●○○○○
Could not easily find a good alternative	↓	86%	94%	●●●●○



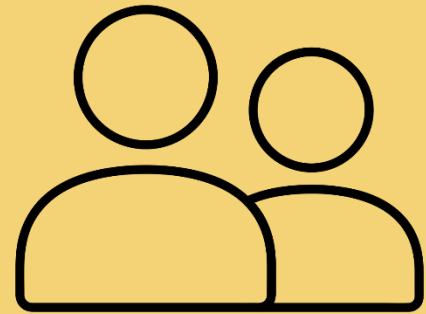
What impact are you having?

% seeing improved quality of life	=	95%	96%	●●●●●
% seeing significantly improved quality of life	↓	47%	80%	●●●○○
% seeing significant decrease in time spent milling	↑	37%	23%	
% seeing significant decrease in travel time		47%	-	



How satisfied are your end users?

Net Promoter Score	↑	61	58	●●●●●
Customer Effort Score	↓	3.0	4.1	●●○○○
% experiencing challenges	↓	23%	9%	●●●●●
% with unresolved issues	↑	70%	100%	●●●○○

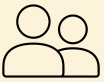


# 01: Profile

This section helps you understand your end users, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Inclusivity Ratio:** How does your customer base look relative to the population of the country you're working in?
- **First Access:** What proportion of your end users are accessing a similar product/service for the first time?
- **Access to Alternatives:** Do your end users have access to alternatives?
- **Mill Use:** Which household members are visiting the mills? What is the frequency, quantity and what produce do they mill?



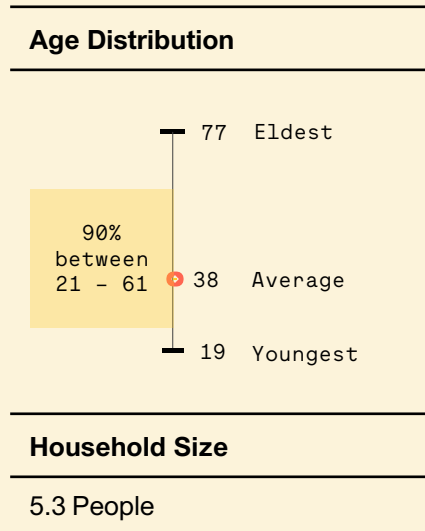
A typical Agsol end-user is a 38 year-old female, living in a rural area, in a household of 5.

**Demographics**

Gender Breakdown	
Male	35%
Female	65%

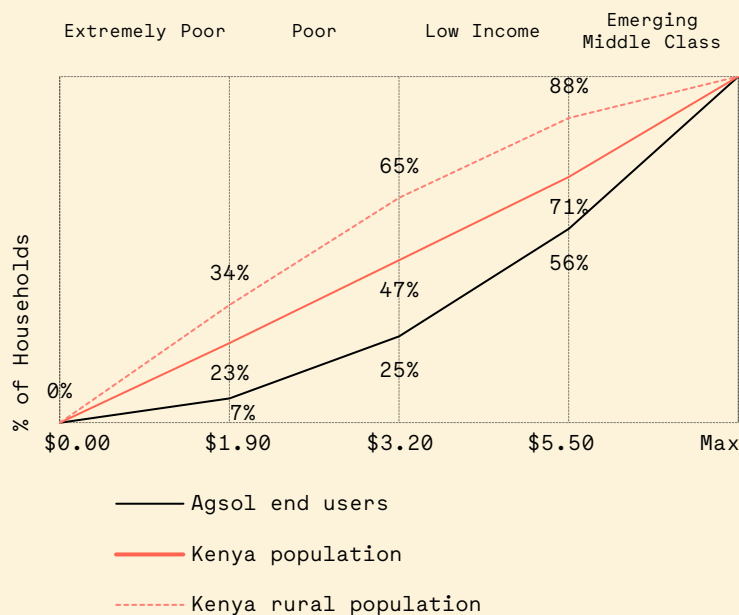
Location	
Peri-Urban	30%
Rural	70%



25% of end users live under \$3.20 per day, compared to 47% nationally and 65% of the rural population.

**End Users' Income Distribution Relative to Country Average**

% living below \$1.90 per person per day (2011 PPP) (n = 143)



**Inclusivity Ratio**

Degree to which Agsol is reaching low-income clients in Kenya (n = 143)

0.54

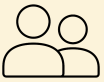
1 = parity with population;  
 > 1 = over-serving;  
 < 1 = under-serving.  
 See Appendix for calculation.



BOTTOM 40% - 60dB Benchmark

**Year Comparison:**

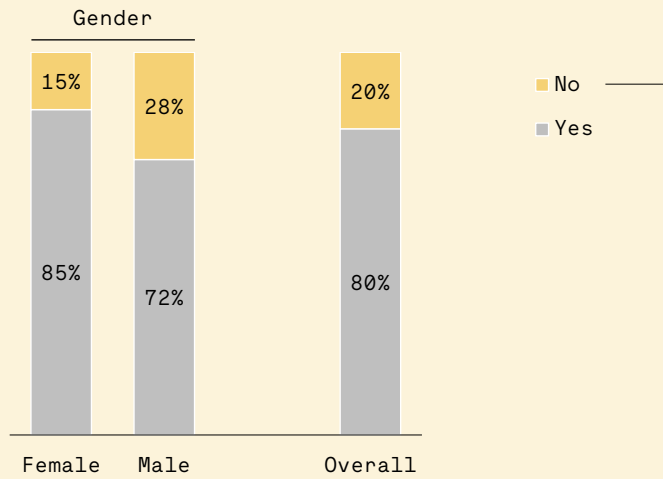
2021: Inclusivity Ratio: 0.7 ↓



## Of the 4 in 5 end users who had access to a service like the one they received from Agsol, 3 in 5 mention using electric mills.

### First Access

Q: Did you have access to a similar milling service before (n = 143 | Female = 93, Male = 50) Single-select

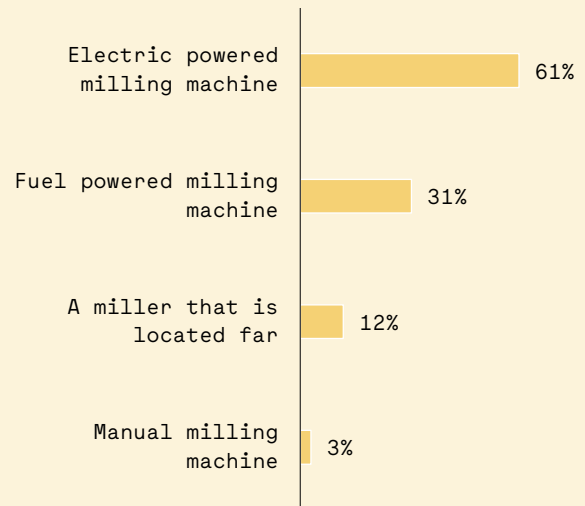


●○○○○  
BOTTOM 20% - 60dB Benchmark

2021: % first access: 96% ▼

### Prior Service

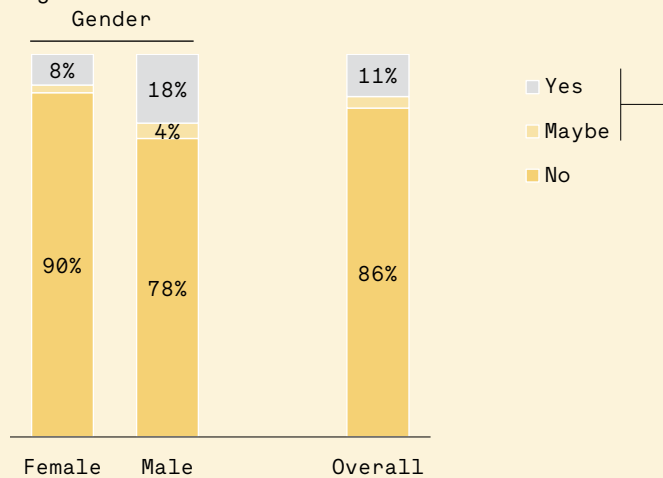
Q: What were you using before [mill operator business] for milling services? (n = 115) Open ended, coded by 60 Decibels.



## Nearly 4 in 5 end users cannot easily find a good alternative to the Agsol service. 7 in 10 of those with alternatives mention electric mills.

### Access to Alternatives

Q: Could you *easily* find a *good* alternative to [mill operator business]'s milling services? (n = 143 | Female = 93, Male = 50) Single-select

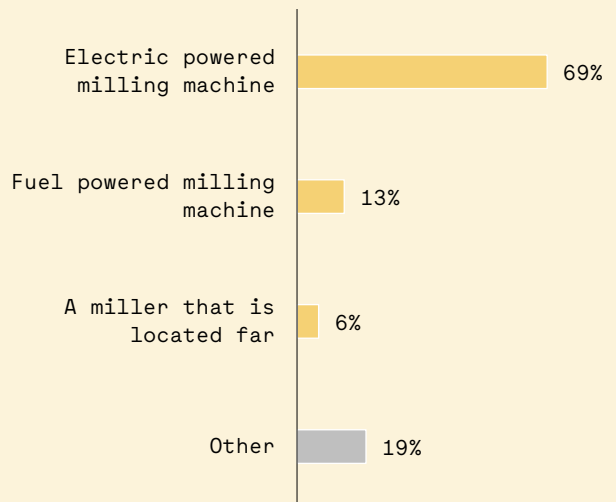


●●●○○  
TOP 40% - 60dB Benchmark

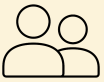
2021: % no access to good alternative: 94% ▼

### Alternative Service

Q: What is that alternative? (n = 16) Multi-select



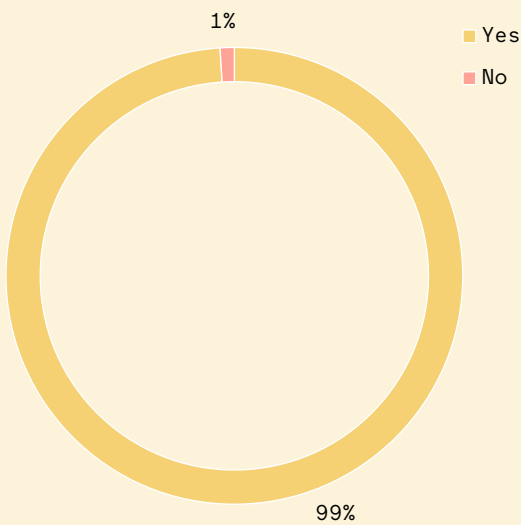




**Almost all end users interviewed have used an Agsol milling service in the past six months. Nearly 1 in 10 say their children use the mill.**

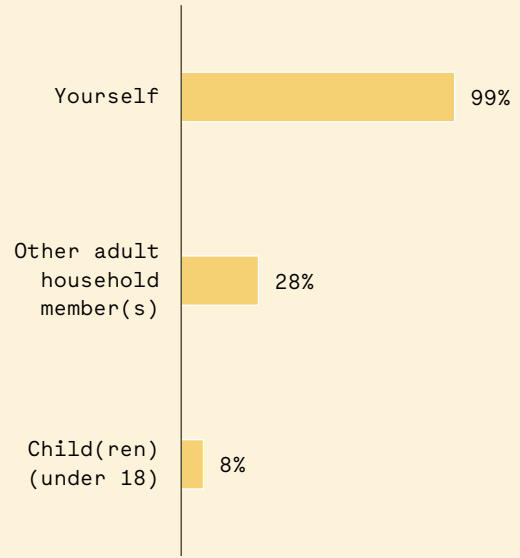
**Milling Service Use**

Q: Have you, or anyone in your household, used milling services from [mill operator business] in the past six months? (n = 143)  
Single-select



**Main End-User**

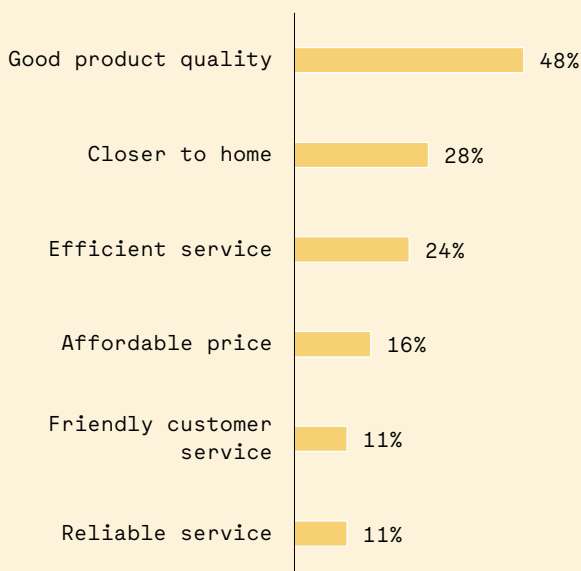
Q: Who in the household visits the mill? (n = 143) Multi-select



**Nearly half of the end users were motivated to use the Agsol milling service because of the good quality of milled products.**

**Motivation**

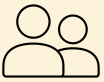
Q: What motivated you to use [mill operator business]'s milling services? (n = 143)



“

I like how the maize flour tastes once we make ugali, it is very sweet. Their machines do an incredible job of milling the maize.

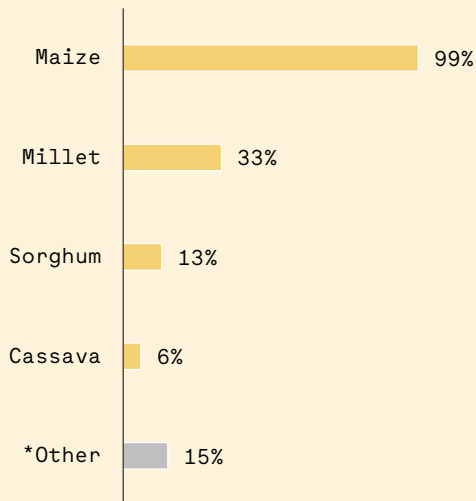
- Male, 27



## Maize is the top produce milled by almost all end users. Nearly 9 in 10 use the mill for domestic consumption.

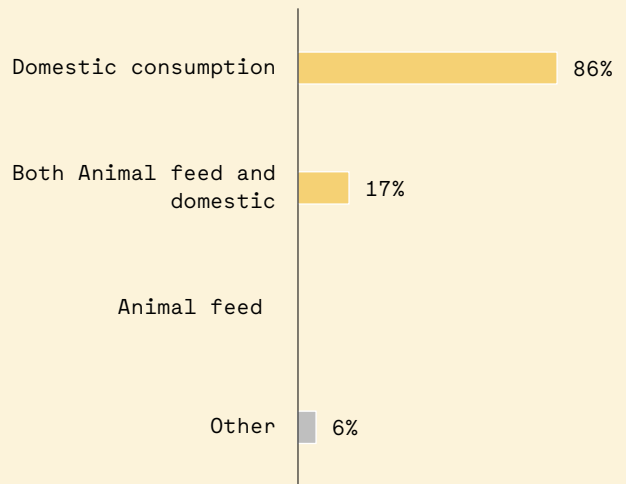
### Produce Milled

Q: What do you mill at [mill operator business]? (n = 143) Multi-select



### Consumption Type

Q: Is this for domestic consumption and/or animal feed? (n =143) Multi-select



\*Other produce mentioned include: wheat, dried sweet potatoes, arrowroots, sardines, ginger, onion, dried lemon, groundnuts,beans, corn.

## On average, end users visit Agsol mills 3 times a month and mill 7.6 kg of maize on each visit.

### Milling Frequency

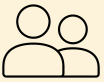
Q: How often do you mill each month, on average? (n = 143) Multi-select



### Milling Quantity

Q: How much do you mill of [produce] each time you visit the mill, on average? (n = 143) Multi-select

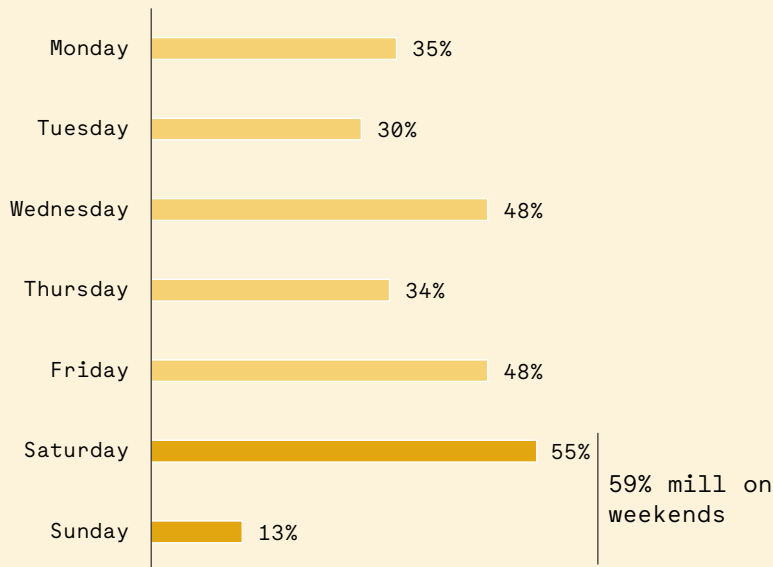




## End users report visiting the mill throughout the week with more than half saying that they visit on Saturdays.

### Day of Week

Q: What days of the week do you usually go to [mill operator business] for milling services? (n = 143) Multi-select



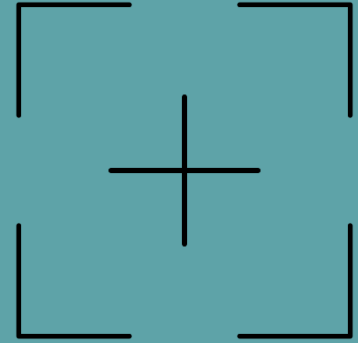
“

It is very near and open every day, meaning I can go any time/ any day I want, it is only a walking distance.

- Female, 52



Source: Agsol



# 02: Impact

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We believe that the best way to understand the social impact that you are having, is to simply ask end users whether their quality of life has changed as a result of access to the Agsol micro-mills, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are end users experiencing, in their own words.

The key indicators in this section are:

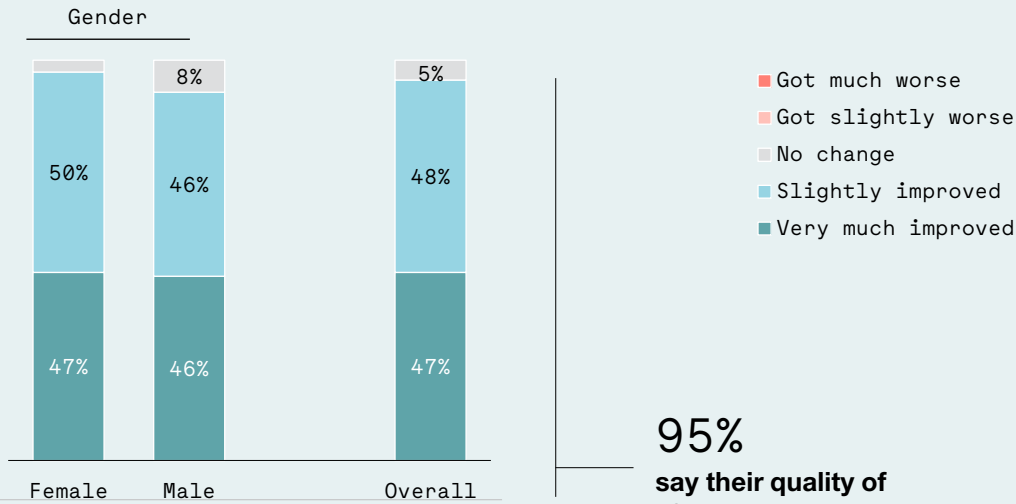
- **Quality of Life Change:** To what extent has the quality of life of your end users changed as a result of your offering?
- **Time Savings:** How much time are end users saving as a result of your offering?
- **Money Savings:** Is your service offering saving end users money?



# The majority of end users report that their quality of life has improved as a result of their Agsol milling service.

## Quality of Life Change

Q: Has your quality of life changed because of [mill operator business]'s milling services? (n = 143 | Female = 93, Male = 50) Single-select



**95%**  
say their quality of life has improved

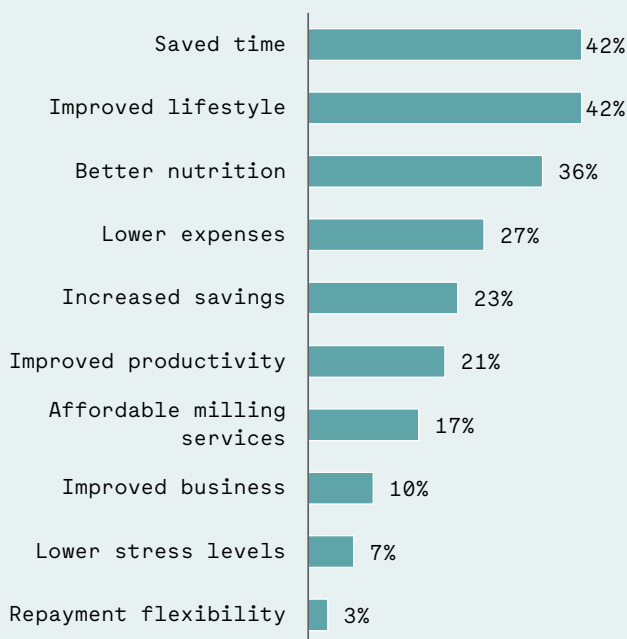
●●●○○  
MIDDLE 60dB - Benchmark

2021: % very much improved: 80% ▼

# Top three self-reported outcomes for 95% of end users who say their quality of life improved and 5% who report no change

## End Users Whose Lives Have Improved

Open-ended question, responses coded by 60dB (n = 136)



## End Users Whose Lives Have Not Changed

Open-ended question, responses coded by 60dB (n = 7)

**57%**  
mention similar prices to alternatives  
(3% of all respondents)

**29%**  
mention same flour as alternative  
(1% of all respondents)

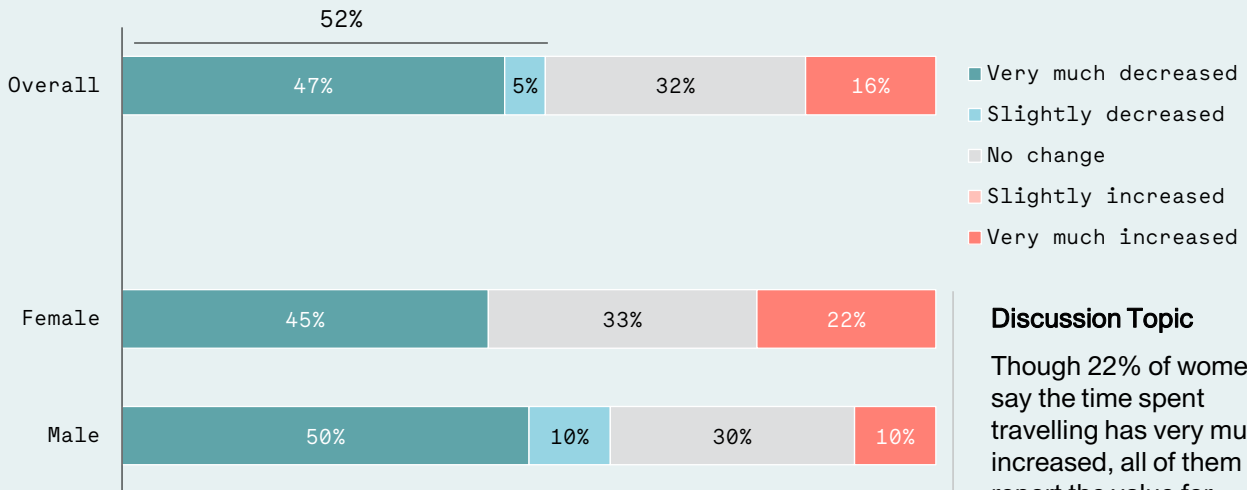
**14%**  
say they have interacted with the service few times  
(1% of all respondents)



## Half of end users say the time spent travelling to the mill has ‘very much decreased’ compared to their previous milling service.

### Change in Travel Time

Q: Has the time you spend on travelling to/from [mill operator business] changed compared to the previous source you were using? Has it: (n = 19 | Female = 9 , Male = 10) Single-select



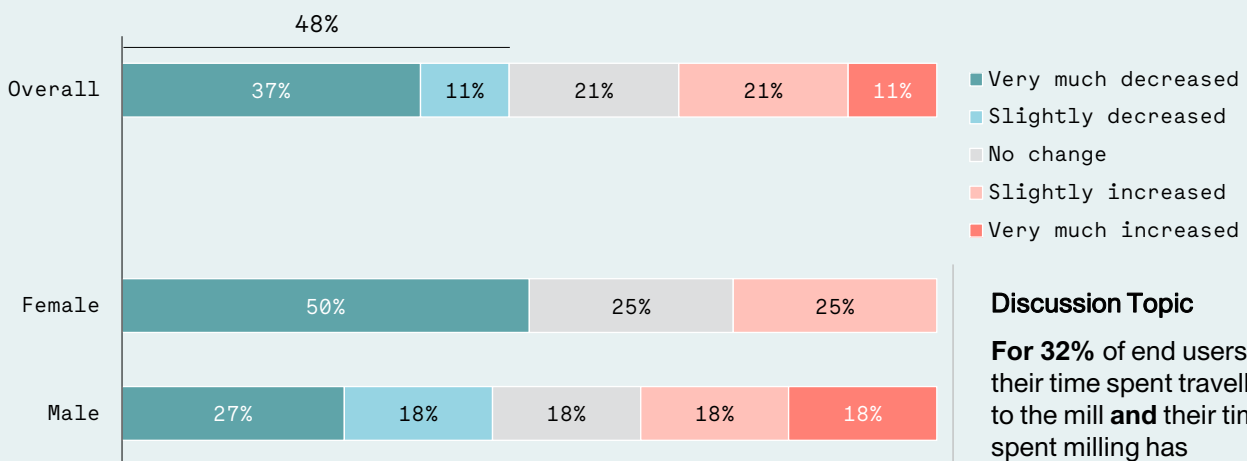
#### Discussion Topic

Though 22% of women say the time spent travelling has very much increased, all of them report the value for money of Agsol to be ‘very good’ suggesting why they might make that extra journey.

## Nearly half of end users say their time spent milling has ‘very much decreased’ compared to their previous milling service.

### Change in Time Spent Milling

Q: Has the time taken to use the milling service changed compared to the previous source you were using? Has it: (n = 19 | Female = 8, Male = 11) Single-select



#### Discussion Topic

For 32% of end users their time spent travelling to the mill **and** their time spent milling has decreased.

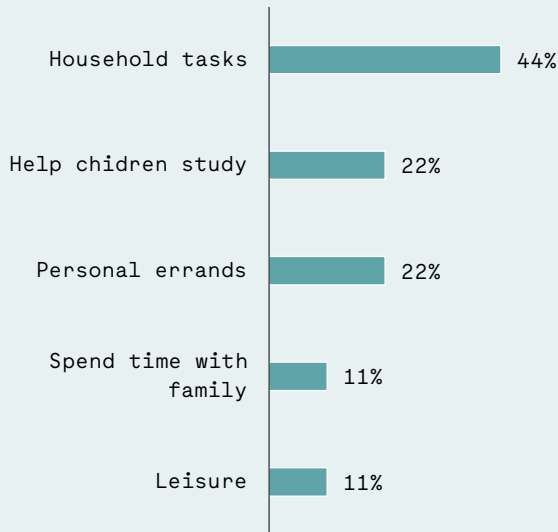
2021: % very much decreased: 23% ▲



## Over 2 in 5 end users who report reduced time spent travelling or milling say they use the time saved to do household tasks.

### Use of Time Saved

Q: (Of those spending less time) How do you use the time saved?  
 \*(n = 9) Open-ended question, responses coded by 60dB



“

I now use that time to attend to my house [duties] or help my children with their homework since I'm always home early.

- Female, 30

## On average, end users spend 13 Ksh per kg on Agsol milling services. Only 11% have alternatives to compare milling price against. 31% of this group are spending less using Agsol milling services.

### Milling Price Comparison (Ksh/kg)

Q: How much do you spend on average, per kilogram on milling services using [mill operator business]? (n = 126) Num

Q: [For those with alternatives] How much did or do you spend on average, per kilogram on alternative milling services? (n=16) Num

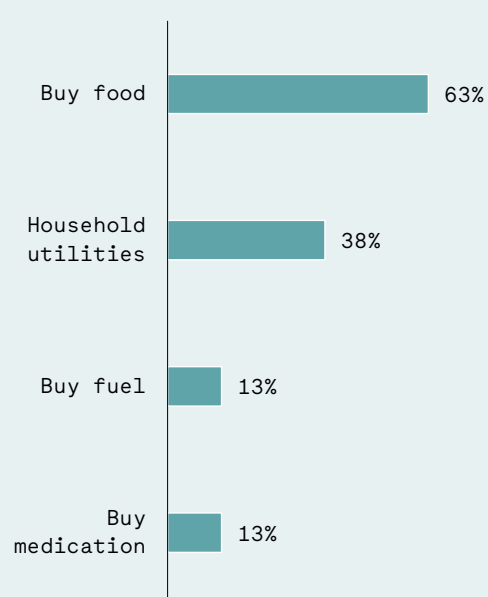
**13 Ksh** average amount per kg spent on AgSol milling service (**all end users**)

**9 Ksh** average amount per kg spent on AgSol milling service (**for end users with alternatives**)

**22 Ksh** for those with alternatives, average amount per kg **spent on alternative milling service**

### Use of Money Saved

Q: [Of those spending less money] How do you use the money saved? (n = 8) Open-ended question, responses coded by 60dB



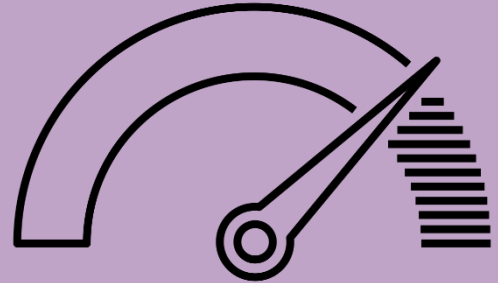


“

We now feel like the rich and can afford to eat finely milled and tasty ugali. And because it is cheaper, we use the extra money sometimes to buy eggs or milk.

- Male, 65





# 03:

# Experience

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If your end users are unhappy, it's unlikely they will continue to choose your service or recommend it to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of end user satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

- **Net Promoter Score:** How likely are your end users to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of end users experience challenges with your milling service?
- **Customer Effort Score:** How easy do your end users find it to have their issues handled?
- **Product Offering:** How good is the quality of your product? How convenient is it for end users?

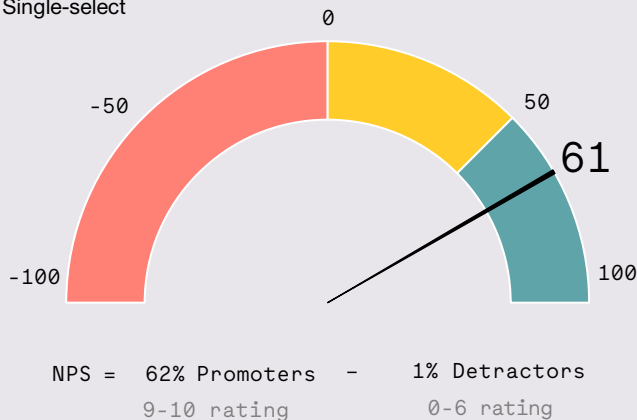


## Agsol has an NPS of 61 in Kenya, which is very good and higher than the 60dB Benchmark.

### 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 = 143)

Single-select



The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of end users rating 9 or 10 ('Promoters') minus the percent of end users rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Agsol in Kenya has a NPS of 61, which is excellent.

Segments	NPS	2021
Female	60	51 <span style="color: green;">▲</span>
Male	64	68 =
Solar	53	-
AC	65	-

●●●●●  
TOP 20% - 60dB Benchmark  
2021: % NPS: 58 ▲

## Promoters primarily value the quality of the milled product from the Agsol milling service. There are very few Detractors.

**62%**  
are Promoters 😊

**37%**  
are Passives 😐

**1%**  
are Detractors 😞

They love:

1. Good quality of milled product  
(64% of Promoters / 40% of all respondents)

2. Efficiency of service  
(25% of Promoters / 15% of all respondents)

3. Affordable price of service  
(21% of Promoters / 13% of all respondents)

They like:

1. Good quality of milled product  
(53% of Passives / 20% of all respondents)

2. Efficiency of service  
(28% of Passives / 11% of all respondents)

3. Affordable price of product  
(25% of Passives / 9% of all respondents)

They want to see:

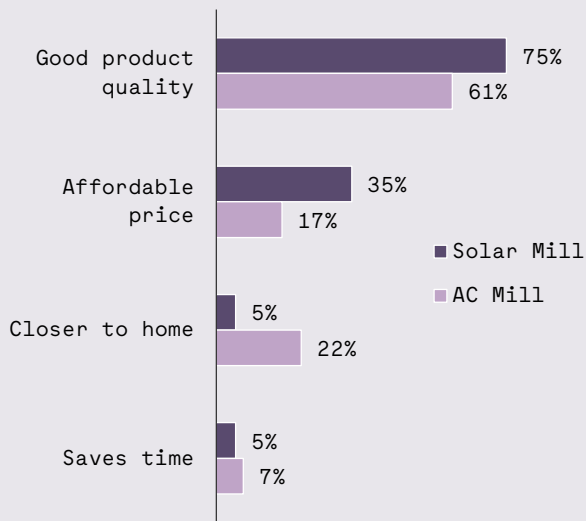
1. Increased capacity of the Mill  
(100% of Detractors / 1% of all respondents)



## End users who visit solar mills report slightly higher levels of satisfaction than end users visiting ac mills.

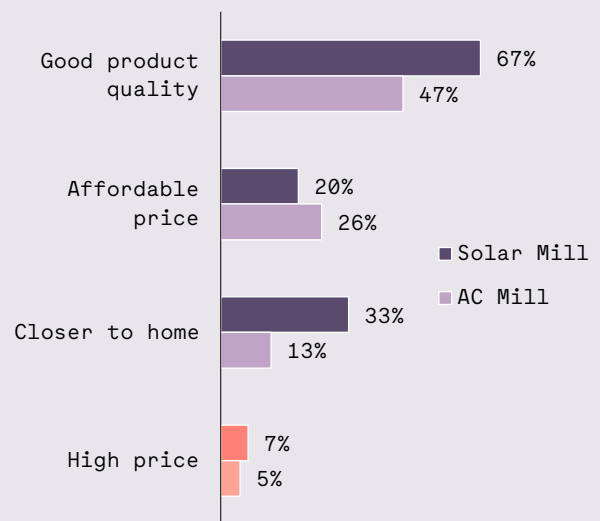
### Top Outcomes Reported by Promoters

Q: What specifically about [mill operator business]’s milling services would cause you to recommend it to a friend or family member? (n = 89 | Solar end user = 20, AC end user = 69) Open ended, coded by 60 Decibels.



### Top Outcomes Reported by Passives

Q: What specifically about [mill operator business]’s milling service caused you to give it the score you did? (n = 53 | Solar end user = 15, AC end user = 38) Open ended, coded by 60 Decibels.

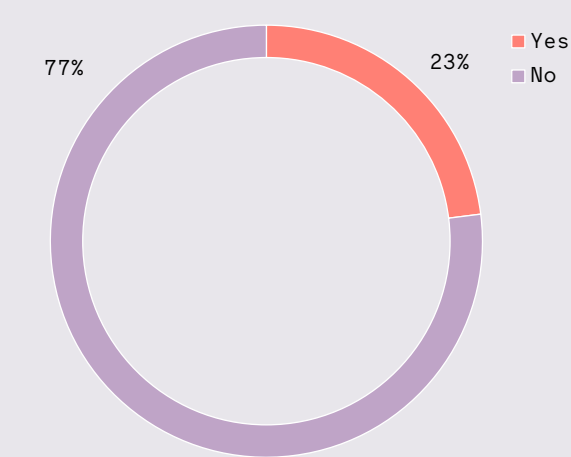




## More than a fifth of end users report facing a challenge with the Agsol milling service. The majority of the challenges were service related.

### Proportion of End Users Reporting Challenges

Q: Have you experienced any challenges with using [mill operator business]'s milling services? (n = 143) Single-select



●●●●○  
**TOP 40%** - 60dB Benchmark  
 2021: % challenge rate: **9%** ▼

### Challenge Type

\*(n = 33)

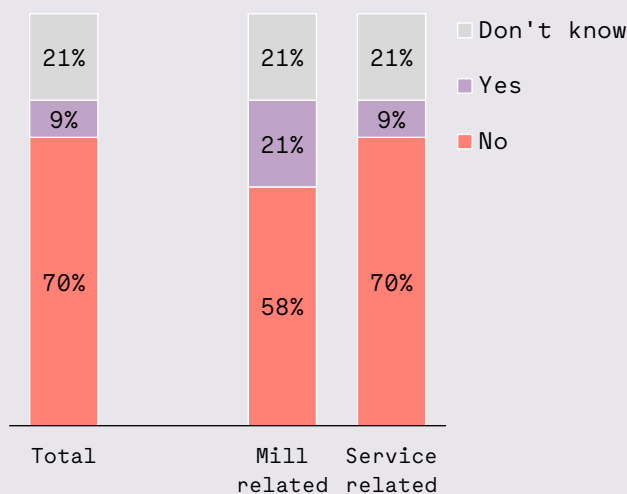


\*The n-value doesn't add up to the total because some end-users report both service and mill related challenges.

## 7 in 10 end users say their issue has not been resolved. End users with mill related issues were slightly more likely to have their issue resolved.

### Issue Resolution

Q: Has the challenge been resolved? (n = 33) Single-select



●●○○○  
**BOTTOM 40%** - 60dB Benchmark  
 2021: % unresolved issues: **100%**

“

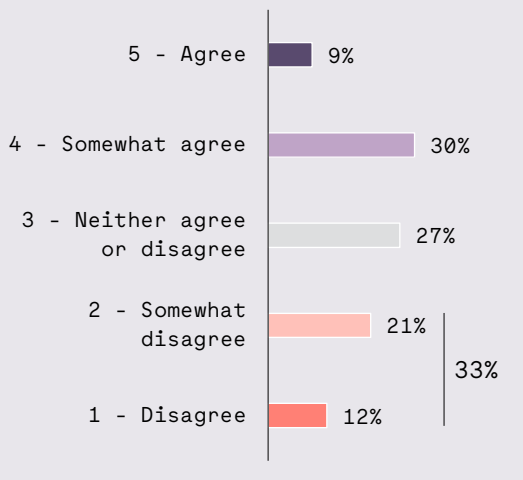
I have noticed that the mill holding bowl is too small...if you have 10kgs to be milled, she will first measure out and mill 5kgs which is what the bowl can hold. Then she will do the other 5kgs which I find to be a lot of work...  
 - Female, 27



## A third of end users say that getting an issue handled by the Agsol mill operator is not easy.

### Customer Effort Score (CES)

Q: To what extent do you agree or disagree with this statement?  
Overall, [mill operator business] made it easy for me to handle my issue. Do you (n = 33) Single-select



**3.03**  
Customer Effort Score



This mill only offers maize or millet milling services. But we also want to access grits milling services here as well.  
- Male, 49

●●○○○

BOTTOM 40% - 60dB Benchmark

2021: CES: 4.1 ▼

## Top reported mill-related challenges are poor battery and small mill capacity. The top service-related challenge was inefficient service.

### Most Common Service-Related Challenges

Q: Please explain the challenge(s) you have experienced. (n = 33).  
Open-ended, coded by 60 Decibels.

51%

talk about inefficient service

33%

mention limited variety of produce

44%

talk about poor battery

44%

mention small milling capacity

30%

talk about not being able to mill grits

22%

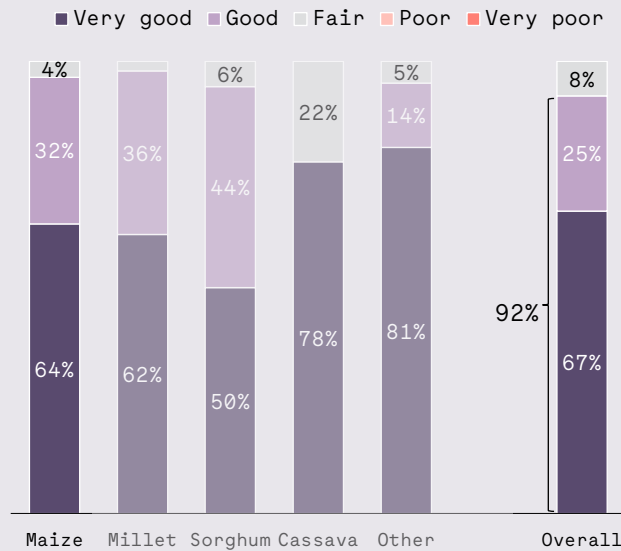
talk about poor quality of milled product



# 9 in 10 end users say the quality of the produce is good. More than half say it is much better compared to the alternative.

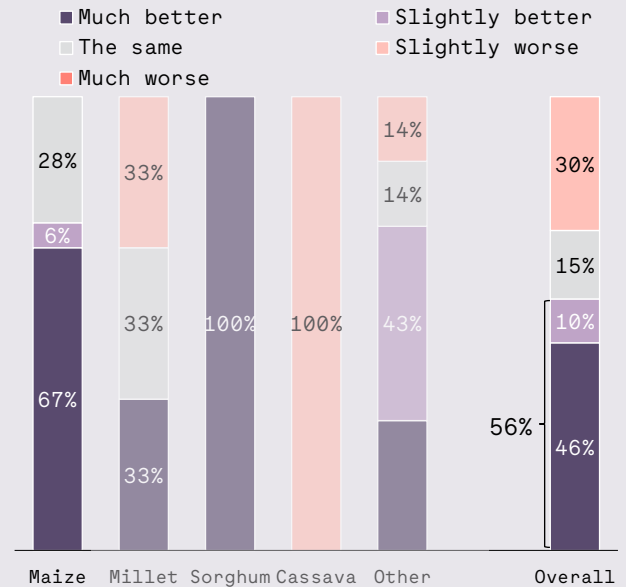
## Product Quality

Q: How do you rate the quality of [produce] from [mill operator business]'s milling services? Would you say it is: (n = 143) Multi-select



## Quality of Alternative Milling Service

Q: How does the quality of [produce] compare to the alternative mill you used previously? Is it: (n = 16) Multi-select

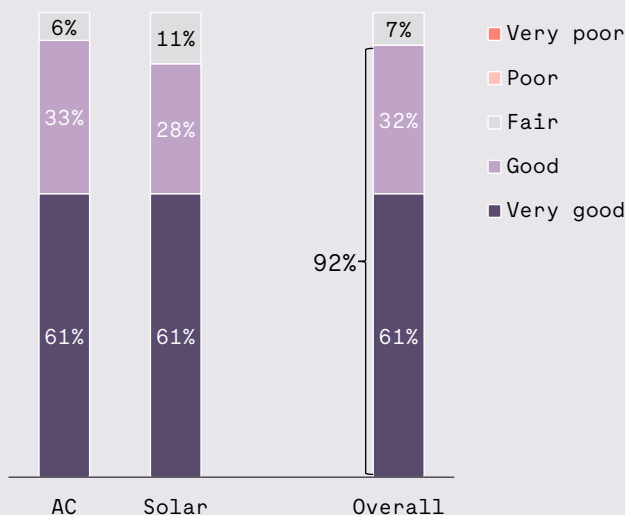


\*Ordered by most commonly milled produce.

# 9 in 10 end users say the convenience provided is good; 7 in 10 say it is better compared to the alternative.

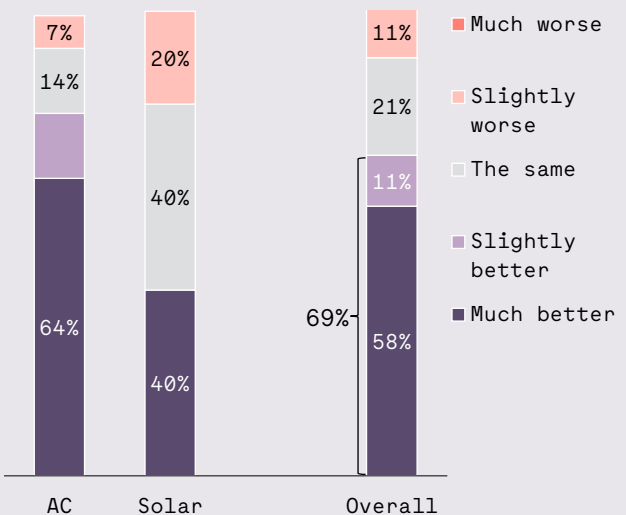
## Convenience of Service

Q: How do you rate the convenience of using [mill operator business] services? Would you say it is: (n = 143 | Solar = 36, AC = 107) Single-select



## Convenience of Alternative Milling Service

Q: How is the convenience of using [mill operator business] when compared to the alternative mill service provider? (n = 19 Solar = 5, AC = 14) Single-select



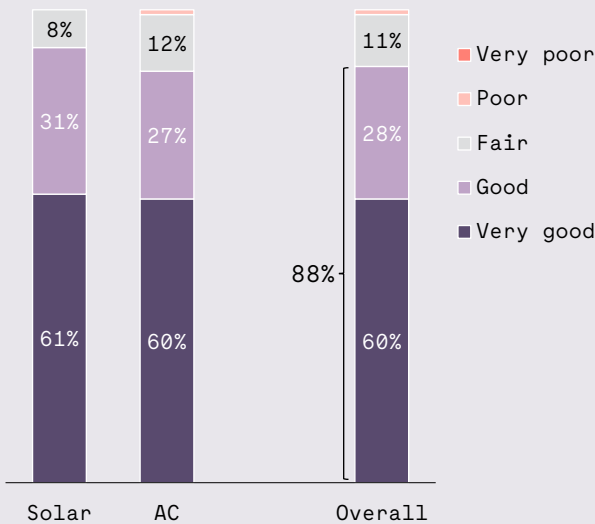
2021: % saying convenience 'very good' 83% ▼



## Nearly 9 in 10 end users say the value for money of their Agsol milling service is good; 6 in 10 say it is 'very good'.

### Value for Money

Q: How do you rate the value for money of [mill operator business]'s milling services? Would you say it is: (n = 143) Single-select



“

The quality doesn't change every time I visit the mill. I have always received value for my money and time.

- Male, 32

2021: % value for money 'very good' 79% ▼

## End users would like to see improved functionality, increased capacity, and maintained product quality at their milling service.

### Suggestions for Improvements

Q: What about the milling service can be improved? (n = 143). Open-ended, coded by 60 Decibels.

13%

talk about improving functionality of the mill

7%

want increased capacity of the mill

5%

mention the need to increase awareness

2%

want to receive branded items

5%

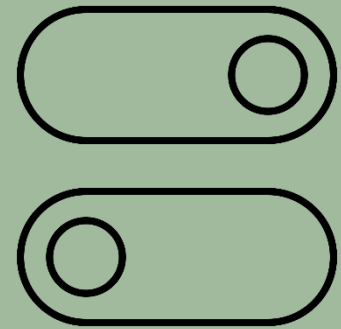
mention maintaining quality of milled product

1%

talk about improving functionality of the mill

### Additional Comments

Q: Great, that's it! Is there anything else you'd like to share related to what we've been talking about? (n = 143). Open-ended, coded by 60 Decibels.



# 04:

# Segmentation Analysis

---

Not every end user is the same. Understanding your impact across different groupings of end users can reveal additional insights into how you can improve performance.

This section disaggregates results by gender and product type across five key indicators introduced in previous sections.

The key indicators in this section are:

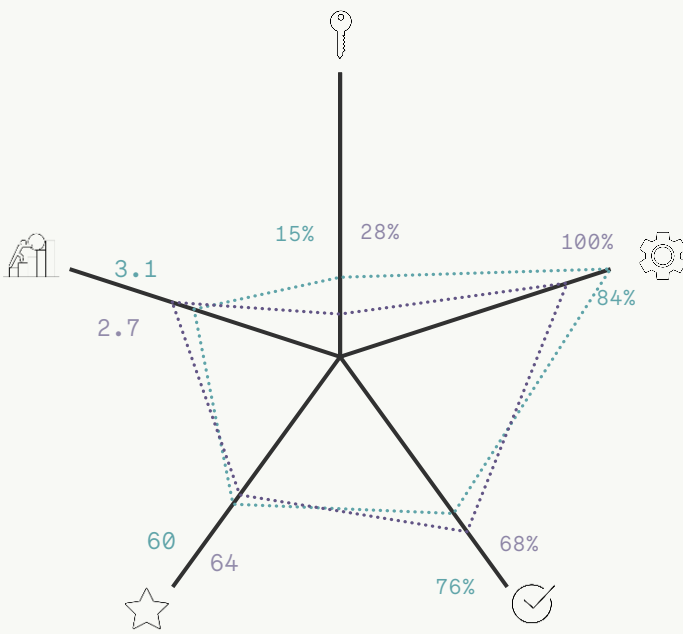
- **First access**
- **Issue resolution**
- **Ease of use**
- **Net Promoter Score**
- **Customer Effort Score**





# There are some differences across issue resolution, ease of use and first access among men and women end users.

Gender segmentation analysis



## Key

- First access**  
% of clients accessing product/service for the first time
- Issue resolution**  
% of clients with challenges who have not had their issues resolved
- Ease of use**  
% of clients not experiencing challenges
- Net Promoter Score (NPS)**  
scale -100 to 100
- Customer Effort Score (CES)**  
score of 1-5 on how easy clients find it to have their issues handled

## Results

..... Male average n = 50      ..... Female average n = 93

## Insights

- 1 Though there were no marked differences in the types of challenges across gender, Agsol better serves female than male end users in **issue resolution**, with all men who experienced a challenge reporting that Agsol had not solved the issue, compared to 84% among women. This is consistent with the challenge rate where men were slightly more likely to experience a challenge compared to women (32% vs. 24%).
- 2 **First access is higher among men compared to women.** Men were more likely to report accessing milling services for the first time than women (28% vs. 15%). This group of men also report significantly higher levels of satisfaction compared to women without prior access (NPS of 93 vs. 43). Might this suggest that Agsol services are attracting end users who might not typically be the person in the household responsible for this household task?

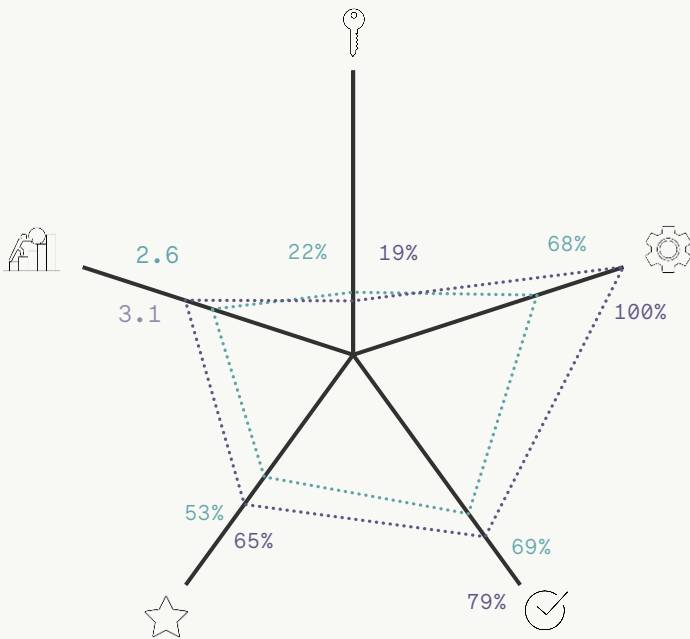
## Action

- 1 **Going a level deeper to understand blockers in issue resolution.** Though the overall challenge rate is low (11%), and issue resolution is higher than in 2021, identifying blockers in resolving challenges and providing support to mill owners to handle challenges faced by their end users may further improve satisfaction levels and impact. Of those reporting unresolved challenges, nearly half, (48%), complain about the limited functionality of the mill, and a similar proportion (44%) talk about the inefficiency of the service. What can Agsol do to help mill owners provide solutions for functionality and improve their efficiency?



## Results for users of the AC mills are slightly more positive compared to results for users of the solar mills.

Product segmentation analysis – AC vs Solar



### Key

- First access**  
% of clients accessing product/service for the first time
- Issue resolution**  
% of clients with challenges who have not had their issues resolved
- Ease of use**  
% of clients not experiencing challenges
- Net Promoter Score (NPS)**  
scale -100 to 100
- Customer Effort Score (CES)**  
score of 1-5 on how easy clients find it to have their issues handled

### Results

----- AC avg. n = 107      ..... Solar avg. n = 36

## Insights

- 1 Issue resolution is higher at solar micro-mills (33%) than AC micro-mills (0%).** Though there was not much difference in the challenge rate across these two product types. What might be happening here? Are these results expected for you?
- 2 Satisfaction among end users using AC mills is higher compared to solar micro-mill end users.** AC micro-mill end users report slightly higher satisfaction levels (NPS: 65 vs 53), lower challenge rates, (21% vs 31%), and a higher CES (3.1 vs 2.6). Though both segments report inefficient service as the top challenge, solar micro-mill end users were slightly more likely to report facing this issue compared to AC micro-mill end users (19% vs 9%). How can Agsol leverage what's working well with the AC micro-mill and replicate that for solar micro-mill end users?

## Actions

- 1 Understanding why solar micro-mill end users report relatively low satisfaction scores** can reveal opportunities for improvement future launches of new micro-mill models. Solar end users top suggestion for improvement was improved battery capacity (11%) and to increase the capacity of the mill (6%). Finding a way to bridge this gap would likely increase their satisfaction levels.
- 2 Piloting different strategies to improve results** – such as education materials and up-skilling of micro-mill owners focused on issue resolution – could be helpful to see if they move the needle on improving satisfaction among solar micro-mill end users.



# Appendix

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# Methodology

## About the 60 Decibels Methodology

In May 2023, 60 Decibels' trained researchers conducted 143 phone interviews with Agsol mill end users. The end users were selected from the 270 contacts shared by Agsol though the customer base is estimated at around 400. Here is the breakdown of how we collected this data:

\*These results are representative of the customer group who Agsol have contacts for but may not be representative of the full Agsol customer group.

Country	<b>Kenya</b>
Contacts shared	<b>270</b>
Interviews Completed	<b>143</b>
Response Rate	<b>72%</b>
Languages	<b>English, Swahili</b>
Average Survey Length	<b>21 mins</b>
Confidence Level*	<b>95%</b>
Margin of Error*	<b>6%</b>

## Calculations and Definitions

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

### Metric

### Calculation

Inclusivity Ratio

The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organisation is reaching less well-off clients. It is calculated by taking the average of Company % / Country %, at the \$1.90, \$3.20, and \$5.50 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:

$$\sum_{x=1}^3 \frac{([\text{Company}] \text{ Poverty Line } \$x)}{([\text{Country}] \text{ Poverty Line } \$x)} / 3$$

Net Promoter Score®

The Net Promoter Score (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 ('Promoters') minus the % of clients rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.

## Ideas for How to Use these Results

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

### Review Your Results

- Review your results and qualitative end user responses. There's a lot of interesting feedback in there!
- 

### Engage Your Team

- Send the report to your team and invite feedback, questions, and ideas. Sometimes the best ideas come from unexpected places!
  - Set up a team meeting and discuss what's most important, celebrate the positives, and identify next steps.
- 

### Spread The Word

- Reach a wider audience on social media and show you're invested in your end users.
- 

### Close The Loop

- We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on [XYZ]'
  - If you can, call back the end users with challenges and/or complaints to find out more and show you care.
  - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
- 

### Take Action!

- Collate ideas from team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.



“

We are eating sweeter and healthier ugali unlike before, we are also saving a lot as a household, making it possible for me to take care of my children's needs.

- Male, 27

# 60 \_decibels

## About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 1,000+ researchers in 60+ countries and have worked with more than 850 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most.

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## Thank You For Working With Us!

### Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here!](#)

### Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

## Acknowledgments

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