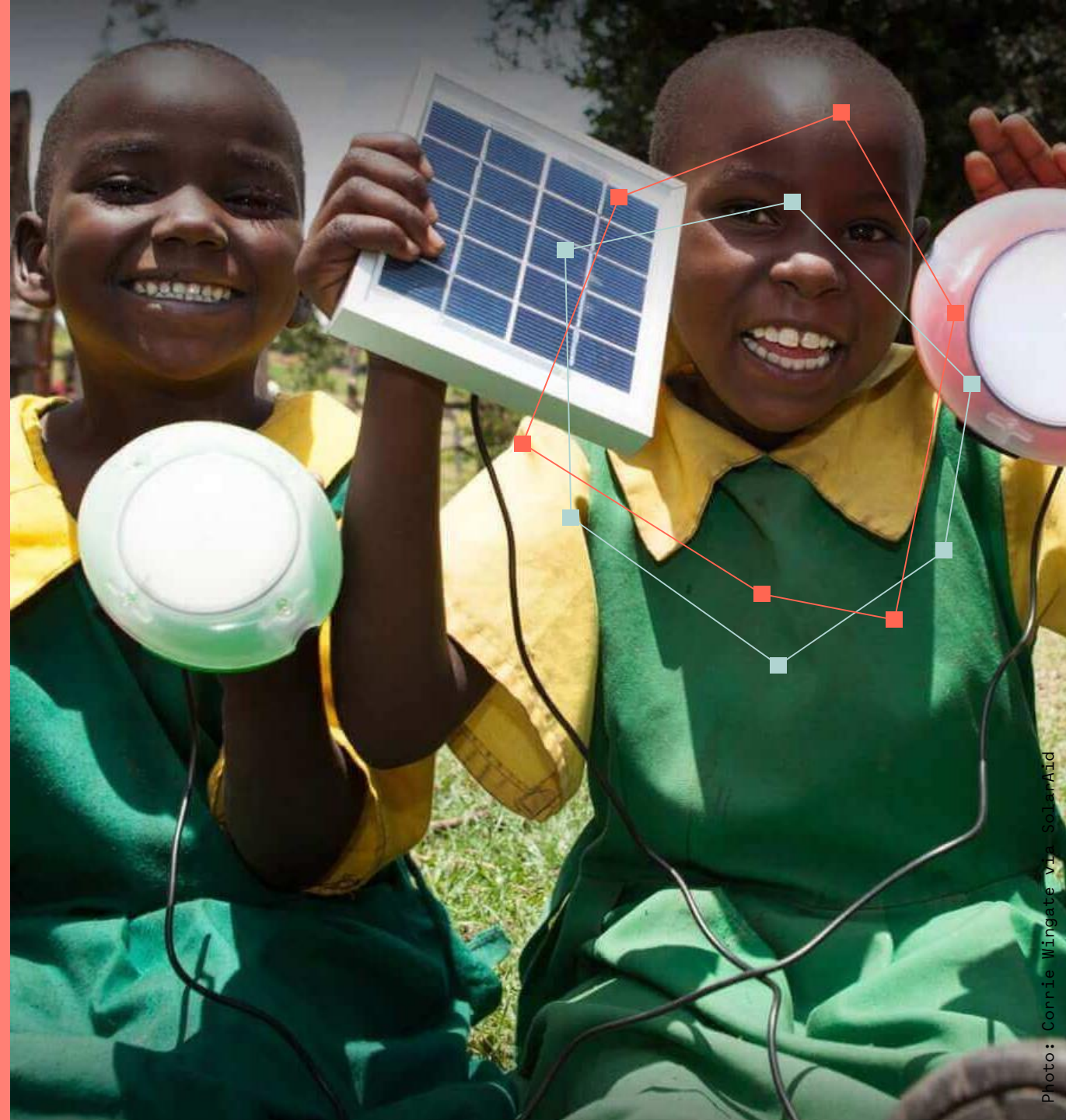


SunnyMoney Customer Insights in Malawi



Welcome To Your Lean Data Results

We enjoyed hearing from 212 of your customers
– they had a lot to say!

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Company Performance Snapshot

SunnyMoney is out-performing the 60 Decibels Energy benchmark in 6 out of 8 metrics.



SunnyMoney performs particularly well on:

- > Poverty focus
- > Quality of life
- > Value for money
- > No challenges

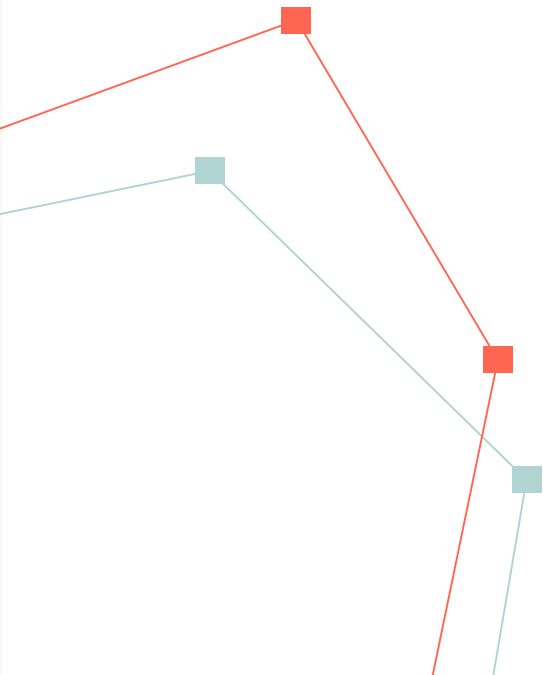
Data Collection Details:

Sample size: 202
 Method: Phone interviews
 Date: November 2019
 60dB Benchmark: Energy: 50 Energy Companies
 26, 500+ customers

	SunnyMoney Performance	60dB Energy Benchmark	60dB Global Benchmark
Who Is Being Reached?	> 77% live in poverty (below \$3.10/day)	38%	32%
	For 76%, first time they accessed this type of product	80%	74%
	68% say no good alternatives are available to the SunnyMoney solar lantern	80%	74%
Depth of Impact	> 84% reporting 'very much improved' quality of life	76%	76%
	Top 3 outcomes: increased savings, improved lighting and convenience		
Satisfaction	> 69 Net Promoter Score®	45%	40%
	> 86% rate SunnyMoney solar lantern as 'good' or 'very good' value for money	72%	70%
	> 72% did not experience challenges using the SunnyMoney solar lantern	65%	68%
	> 3.9 Customer Effort Score	3.3	n/a

Customer Voice Snapshot

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



Impact Stories

97% shared how SunnyMoney had improved their quality of life

“I no longer have to worry about money to buy candles and we use the sun to charge the light.”

“As a family, we are able to buy clothes based on the savings gained from reduced costs of energy.”

“We are no longer sleeping in darkness and have no mosquito bites.”

“The kids are able to study at night, and this has improved their performance in their studies.”

“Visitors can come anytime and be comfortable, this has led to improved social life and social networking.”

“We are not feeling any different from those using grid electricity as our phones are charged and can work even at night.”

“We feel safe and in peace because we have lighting regardless of the bushy surrounding at work.”

“We are no longer concerned with persistent power blackouts. Work and study at night is possible and less expensive.”

Opinions On SunnyMoney Value Proposition

75% were ‘Promoters’ and were very likely to recommend

“SunnyMoney lights are very good as they are affordable, and one does not need to pay the full amount at once.”

“The lights are of better quality than most types of solar lighting systems.”

“The lights are bright and reliable, there is no need to spend more money on batteries.”

“They are bright lights and working as promised. And also, we don't have to spend more money in buying batteries. “

Opportunities For Improvement

35% reported challenges with the products

“SunnyMoney should deliver the product to interested prospective clients faster.”

“The company should stop switching off the solar lights as this is inconveniencing.”

“An agent should be assigned to our area to help resolve our issues with the solar lights.”

“SunnyMoney should make more affordable lights.”

Top Actionable Insights

As in Zambia, SunnyMoney occupies a unique position in Malawi providing customers' first access to a solar product in a market with few good alternatives. Users are mostly satisfied, and report significant benefits, particularly in safety, study hours and savings.

Headline

Detail & Suggested Action



SunnyMoney's lantern appeals to 'innovators' and 'early adopters' in Malawi. The customer base is largely middle-aged, well-educated, and low-income, typically using their product at home.

93% of customers consider themselves 'innovators' or 'early adopters.' 76% had never owned a solar product before purchasing their solar light. We noted differences between the company's Zambian and Malawian customers; in Malawi there is a higher proportion of low-income customers. See pages [8-11](#).

Suggested action: Brainstorm ways to target your products and support given the specific profile of your customers in Malawi.



SunnyMoney is providing customers' first and often only access to solar lights in a market with few good alternatives. Users' are largely satisfied and consider their product good value for money.

SunnyMoney's Net Promoter Score® is 69, and 68% say they could not easily access good alternatives. While overall satisfaction is high, over a quarter of customers report having had challenges with their solar product, especially the battery. See [15, 17-21](#).

Suggested action: Respond to or address challenges to enhance customer satisfaction and impact. Consider converting 'Promoters' into brand ambassadors.



Nearly a quarter of the customer base moved up the energy ladder as a result of SunnyMoney. Most report significant improvements in their quality of life.

71% moved up the energy ladder. 97% say their quality of life improved because of access to the SunnyMoney product; the benefits they talk about include savings, convenience, safety and study time. See pages [23-25](#).

Suggested action: Continue to identify and highlight what customers appreciate about *your* products and service specifically to grow acquisition and deepen impact.

Strengthen Your Brand By Showing You #listenbetter

Fancy being featured in our In Conversation With series? Check out what they're all about and let us know!

https://medium.com/@60_decibels

Why not share these findings with your team, customers, and social media? This helps demonstrate your care for your customers.



Example tweets to share publicly

- 97% of our customers in #Malawi say their quality of life improved because of our solar lights: "We feel safe and in peace because we have lighting." #listenbetter with @60_decibels
- Did you know, 68% of our customers in #Malawi said they cannot find a good alternative to our products? Learn how you can support @SolarAid! Thanks @60_decibels for the intel.



Example WhatsApp messages to share with staff & partners

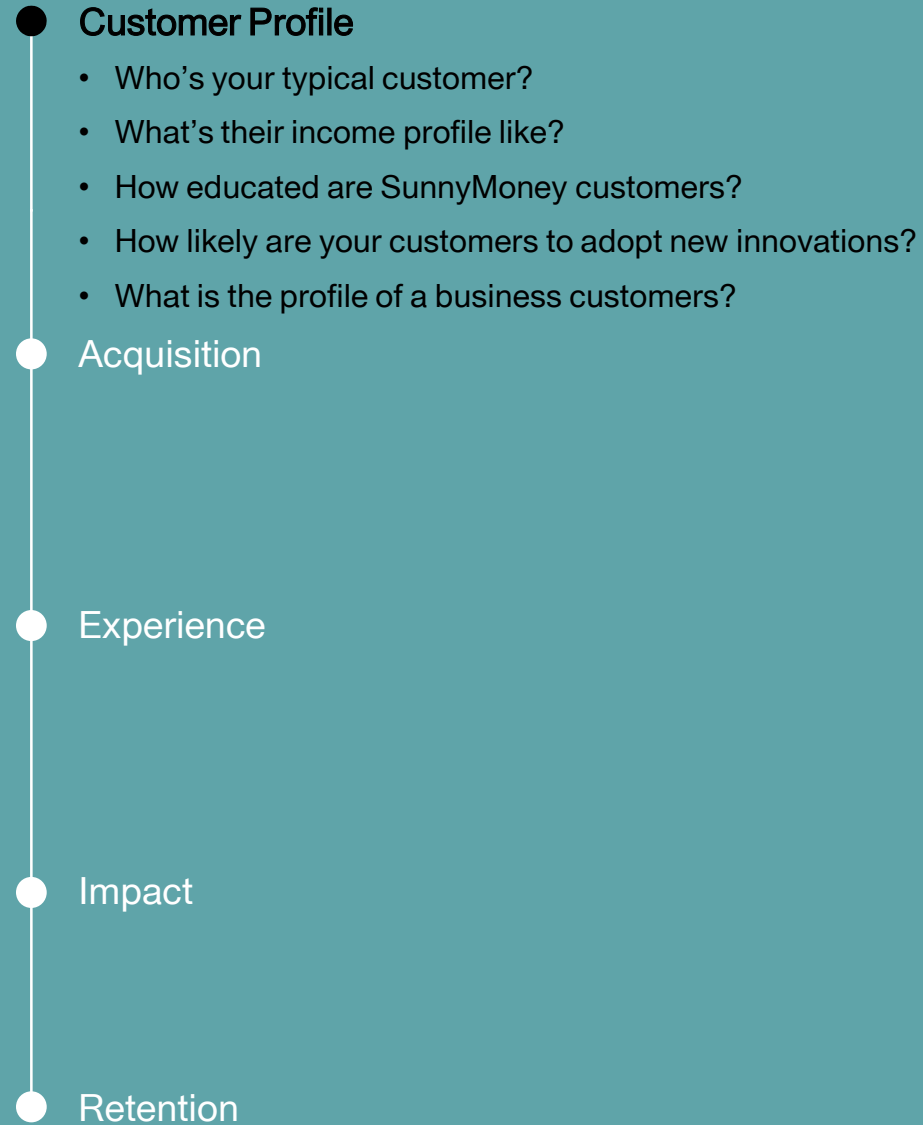
- Would you have guessed that 35% of our Malawian customers said they experienced challenges using our solar lights? What can you do today to reduce this number?
- 24% of our Malawian customers say that SunnyMoney is their first time accessing a solar product. How can we grow our customer base? Text us your ideas!



Example messages to send back to your customers to close the loop with them

- Thank you for the feedback you shared recently with 60 Decibels. We take it very seriously and are working on ways to improve.
- We heard you! You said that we should improve our batteries. We are looking for ways to do that. Keep talking to us.

Deep Dive: Insights Along Your Customer Journey



“I have set an example and have challenged people to try and use this solar lighting, even if they are on the grid energy. They already see how I am benefiting.”

Who's Your Typical Customer?

SunnyMoney's typical customer in Malawi is largely similar to what we found in our recent study in Zambia: middle-aged, well educated and using their solar light at home.

We observed two distinctions, however: fewer customers in Malawi (24%) already had prior access to solar products, compared to a nearly fifty-fifty split in Zambia; and the customer base skewed slightly more towards males in Malawi.

The typical SunnyMoney customer is 40 years old, well educated, and uses their solar light at home.



Lean Data 2019 - Zambia:

54% purchased their first solar product

About the SunnyMoney customers we spoke with

Data relating to customer characteristics (n = 212)

● The Customer

- 39% female, 61% male
- Average age 40, ranging from 22 to 64
- 80% attained a high school education

● Their Solar Product

- 76% were purchasing their first solar product
- 3% use their solar light at their place of work
- 91% use their solar light at home
- 6% use their product both at work and home

● Their Home

- 6.3 average household size
- 15% are connected to grid electricity

What Is The Income Profile of Customers?

77% live below the relative poverty line compared to the national rate of 87% in Malawi.

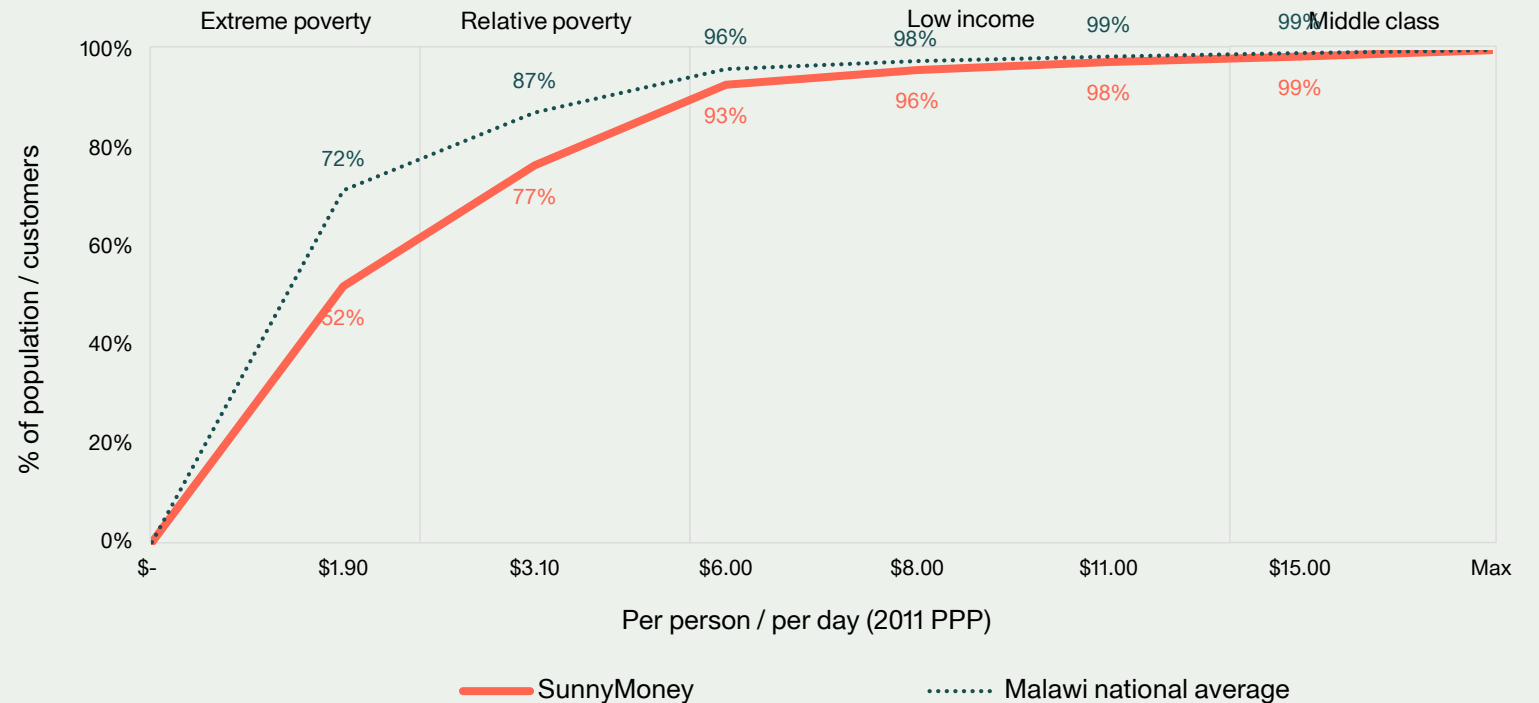
Lean Data 2019 - Zambia:
48% live below \$3.10/day relative to the national rate of 74%

Using the Poverty Probability Index[®] we can measure the income profile of your customers and compare it to the Malawi average. This reveals whether you are under- or over-penetrating a certain income segment. You can think of it as a way of gauging your "inclusivity".

93% of SunnyMoney customers are low-income, living below \$6 a day relative to the Malawi average of 96%. This suggests that SunnyMoney's products are accessible to many, particularly compared to the company's customers in Zambia.

Income distribution of SunnyMoney relative to Malawi average

% living below \$X per day (2011 PPP) (n = 212)



How Educated Are SunnyMoney's Customers?

As part of understanding who your customers are, we asked questions about their education level. This is likely to be related to the country we're interviewing in too.

The chart to the right shows the highest level of education anyone in your customers' households has completed.

As we observed in Zambia, the overall customer base seems to be well educated compared to similar companies in the Lean Data benchmark; this is likely because of SunnyMoney's business model working with teachers through schools.

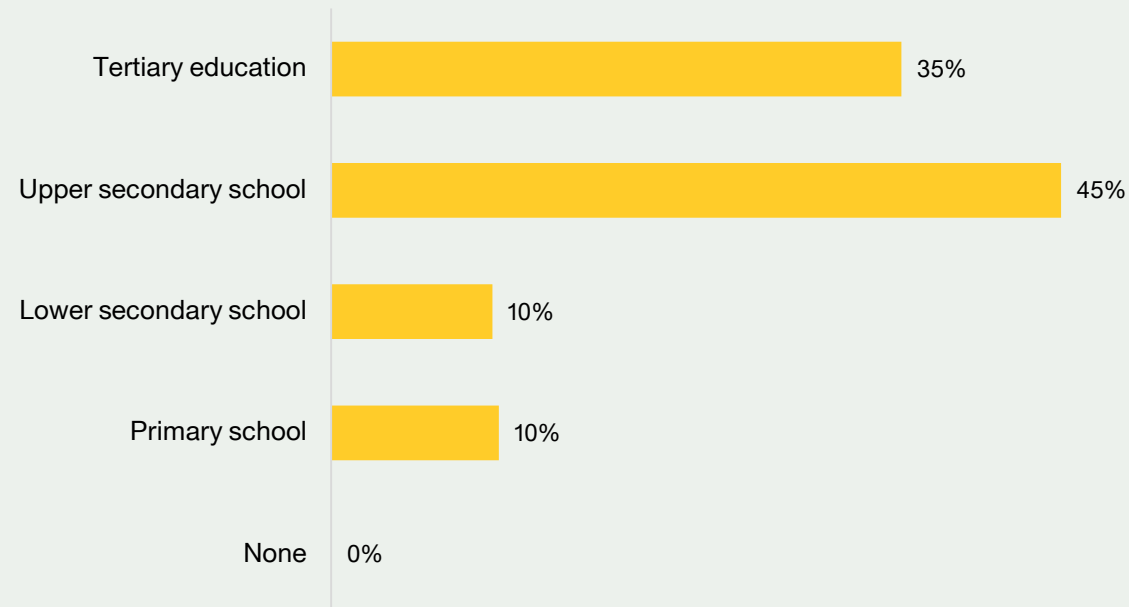
SunnyMoney customers are well educated on average; 80% attained at least a high school education.



Lean Data 2019 - Zambia:
80% attained high school education

Household education levels

Q: What is the highest education level that anyone in your household has completed? (n = 202)



How Likely Are Customers To Adopt New Innovations?

This question helps us understand where SunnyMoney customers sit in the market, or believe they sit, in terms of their likelihood to adopt new products or services.

This is most often shaped by education, risk appetite, income level, and personality, as well as access. It can provide insight on who you are reaching, and how best to target different customers. The theory comes from *The Diffusion of Innovations* by Rogers (1962).

93% of SunnyMoney customers see themselves as 'innovators' or 'early adopters', which is perhaps not surprising given the novelty of solar in the Malawian market.

Food for thought

The early market are often attracted to words like 'new', 'exciting' whereas later market customers may be more reassured by words like 'safe', 'tested' – consider this in your marketing strategy.

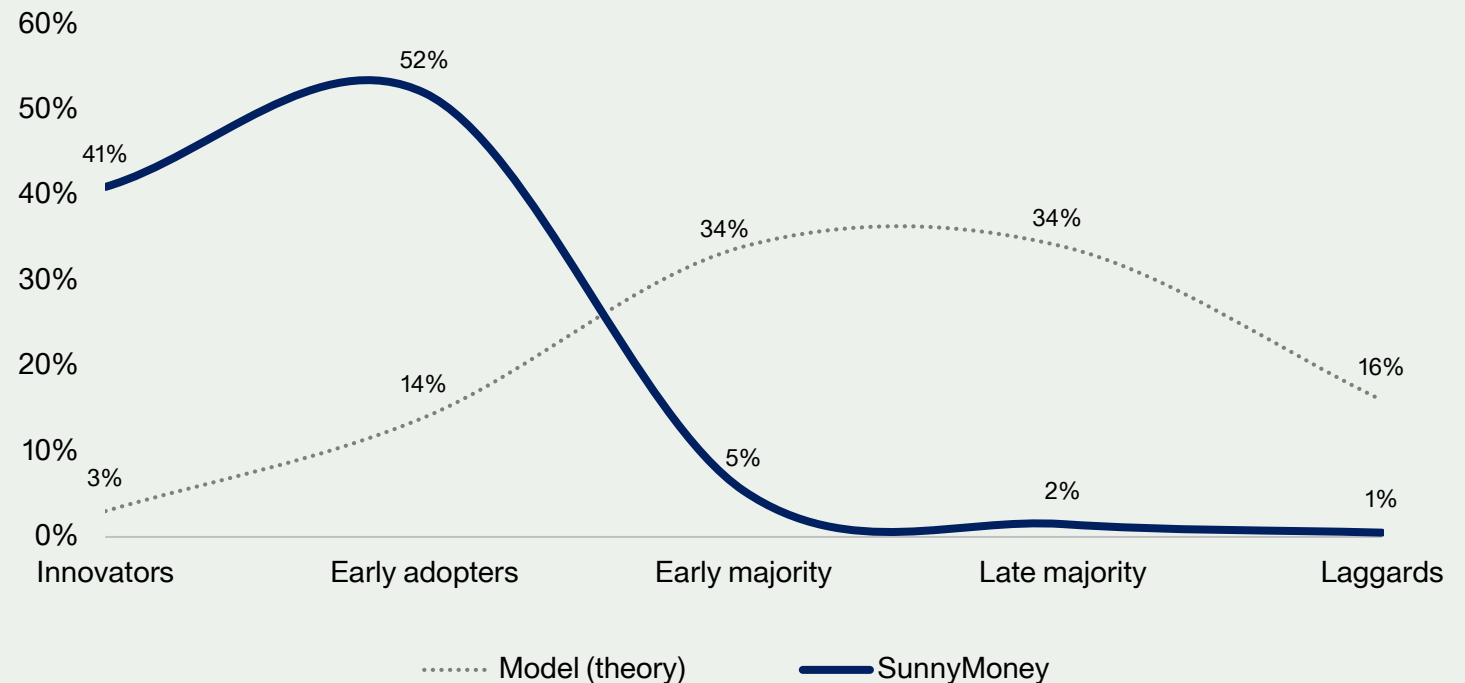
SunnyMoney's customer base is more likely to adopt or purchase new products or services than the average population.



Lean Data 2019 - Zambia:
84% 'innovators' or 'early adopters'

Customer self-reported adoption persona

Q. Which statement best describes [person in household who made the decision to purchase] when thinking about buying/adopting new innovations, products, or services? (n = 202)



What Is The Profile Of Business Customers?

Only 3% of SunnyMoney customers used their solar lights exclusively for business.

A quarter used their SunnyMoney product at home use but also for income-generating activities. Interestingly, the top income-generating activity was phone charging.

90% of business users experienced both an increase in income and said they were able to improve their offering to their customers.

28% of SunnyMoney users used their solar lights for income-generating activities, at home or in their business.

About the SunnyMoney customers we spoke to

Data relating to income generating use customers (n = 60)



Customers using the solar lights for income-generation either at home or business were using their products to charge phones, in shops, restaurants, poultry business etc.

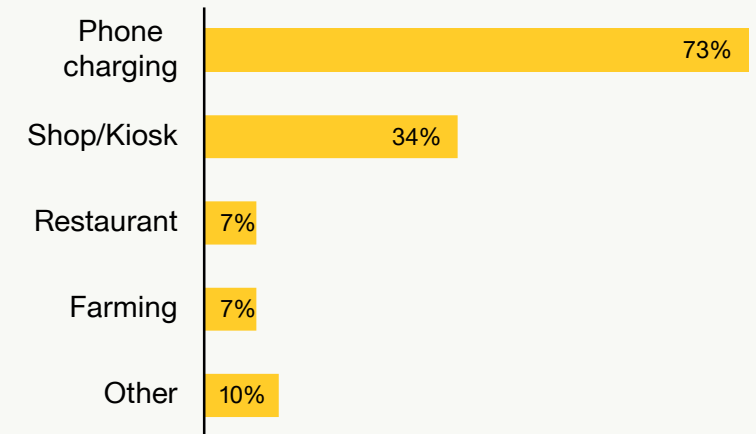


Only 5% of these customers had access to grid electricity; they feel SunnyMoney solar lights are cheaper and more reliable than the grid.

“I sell *mandazi* [baked snacks] so sometimes I sell until late hours, so I use the SunnyMoney solar light.”

Types of businesses

Q: What is your business / income-generating activity? (n = 60)



“I use the solar light for poultry farming whereby I raise layers and broilers.”

Deep Dive: Insights Along Your Customer Journey



“I feel safe leaving the torch with others in the household, knowing that there will be no fire.”

What Did Customers Use For Lighting Before?

SunnyMoney represents a step up the energy ladder for 71% of customers. This means they moved from a worse to a more modern provision of energy. In this case, they moved from torch/flashlight, kerosene lamp, or candle to a solar lantern.

While 29% of customers have not moved up the energy ladder in terms of their energy use (those who were connected to the grid, using a solar lantern, or had a solar lantern already), they may still have improved energy access. Their decisions to purchase a SunnyMoney solar lantern suggests that there was a desire for additional or alternative household energy.

For 76% of interviewed customers, this was their first solar lantern purchase.

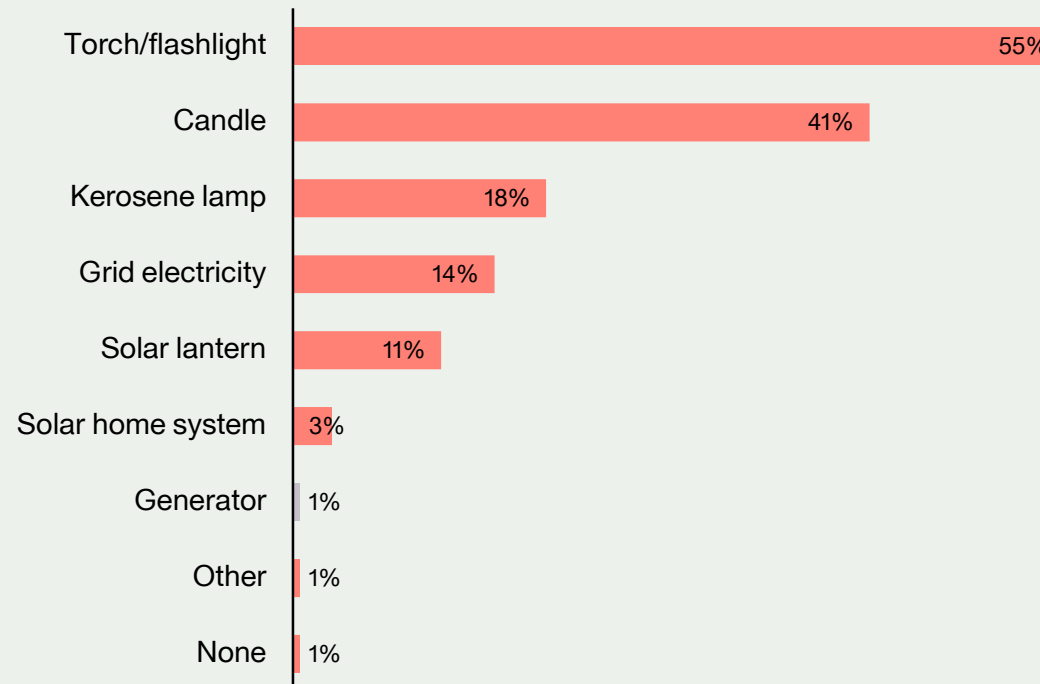
By purchasing the SunnyMoney solar lantern, over 70% of customers moved up the energy ladder.



Lean Data 2019 - Zambia:
75% moved up the energy ladder

Prior lighting source

Q: What were you using for lighting before SunnyMoney? (n = 212)



Are There Good Alternatives in the Market?

Perceptions on availability of alternatives provides insight into the competitive landscape and the degree to which SunnyMoney is providing a scarce product or service.

21% of customers said they could easily find a good alternative, and 11% said they may be able to find one. This suggests that in Malawi, like in Zambia, SunnyMoney is operating in a somewhat nascent market where customers are either not exposed to, or do not perceive they have access to similar products. Specific alternatives customers spoke about are grid electricity, torches, and solar products from Fincorp or mobile providers.

Recommendation

Draw findings from this report to make your unique proposition more robust and easily apparent.

Over 75% of customers could not easily find a good alternative to SunnyMoney's solar light.

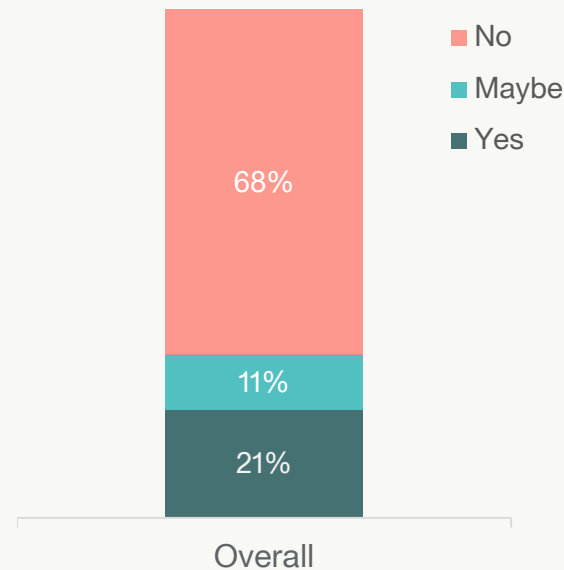


Lean Data 2019 - Zambia:

82% said they could find an alternative

Access to alternatives

Q: Could you easily find a good alternative to SunnyMoney? (n = 203)



"This system lasts for about 6 hours...no other product on the market does that."

"I can buy [an alternative] from any Chinese shop."

Deep Dive: Insights Along Your Customer Journey



“I have been using other solar brands, but they normally didn't last as long as SunnyMoney.”

How Satisfied Are SunnyMoney Customers?

The Net Promoter Score® is a gauge of customer satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor. SunnyMoney's score of 69 is excellent, and 21 points higher than in Zambia.

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

Recommendation

NPS is a helpful metric to track over time to detect changes in customer satisfaction. Companies wanting to improve their NPS tend to target a 7 point increase over 12 months.

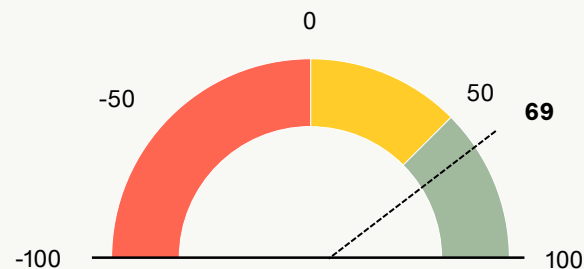
SunnyMoney has a Net Promoter Score of 69 which is very good, and higher than the Lean Data average globally.



Lean Data 2019 - Zambia:
Net Promoter Score of 48

Net Promoter Score (NPS)

Q: On a scale of 0-10, how likely are you to recommend SunnyMoney to a friend or family member? (n = 211)



NPS = % Promoters — % Detractors

9-10 likely to recommend

0-6 likely to recommend

NPS Benchmarks

Selected Lean Data Benchmarks

Lean Data Global average 175+ companies	40
Energy Sector average 42 companies	45

What's Driving Satisfaction?



75% are Promoters. They LOVE:

1. Quality of the product (25%)
2. Access to lighting (15%)
3. Durability of the product (15%)

“These solar lights are very good because they make us work even when the grid electricity is off. They are also durable materials which we can use for a long time.”

“These solar lights are good quality and I highly recommend them.”

Tip: Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors – can you harness them?

Qualitative data reveals that ‘Promoters’ value access to lighting, quality and durability of the product – you could highlight this in your marketing.



19% are Passives: They LIKE:

1. Improved lighting (30%)
2. Durability (20%)

But complain about:

1. Payment method (10%)

“They are sold on credit and sometimes we don't find enough money to pay back and they are switched off which is inconveniencing.”

“I would recommend them in areas where there is no electricity. They are a good alternative in such places.”

Tip: Passives won't actively refer you in the same way that Promoters will.

What would it take to convert them?



6% are Detractors. They DISLIKE:

1. High price and payment methods (50%)
2. Product quality (25%)

“I can only recommend people to buy if these problems like the charging problem are resolved.”

“There are good solar lights with SunnyMoney but they are somehow expensive, so it needs someone who is working and making money to be able to pay.”

Tip: Negative word of mouth is costly.

What's fixable here?

Does Loyalty Vary by Customer Segment?

Female customers' Net Promoter Score was higher than males'.

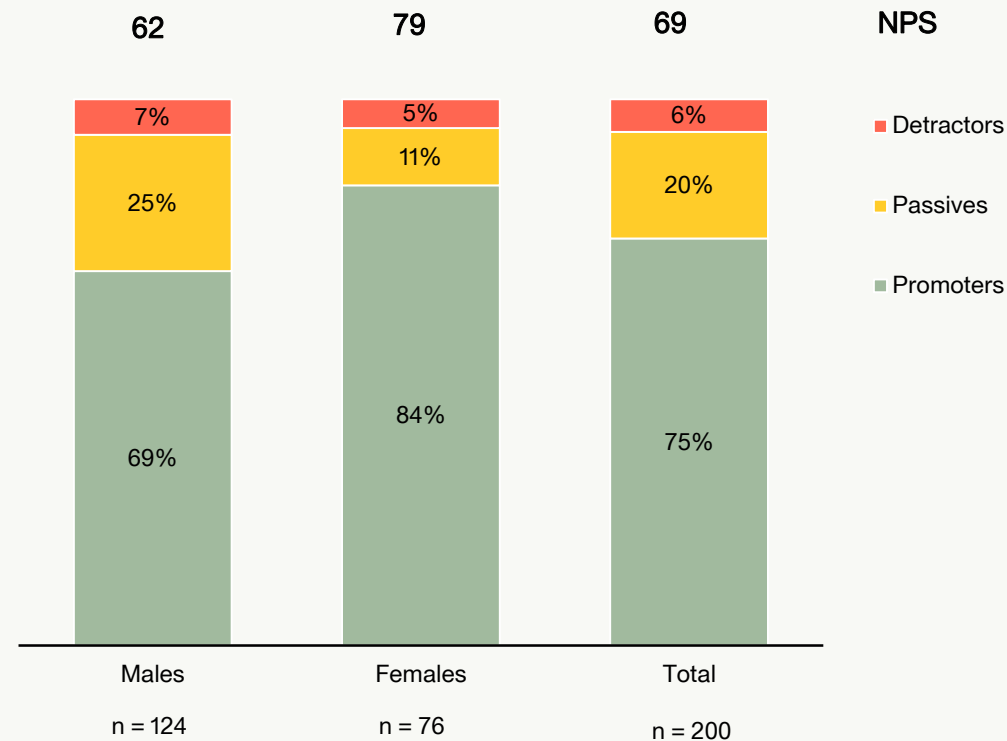
Female customers reported higher satisfaction levels with their SunnyMoney solar light than men. We ran lots of analysis to see if we could work out why that might be, but couldn't see anything obvious.



Discussion question

What might be driving these differences in satisfaction?

Net Promoter Score by Gender



Is SunnyMoney Good Value For Money?

86% of customers consider their solar product 'very good' value for money.



Lean Data 2019 - Zambia:
52% rated 'very good' value for money

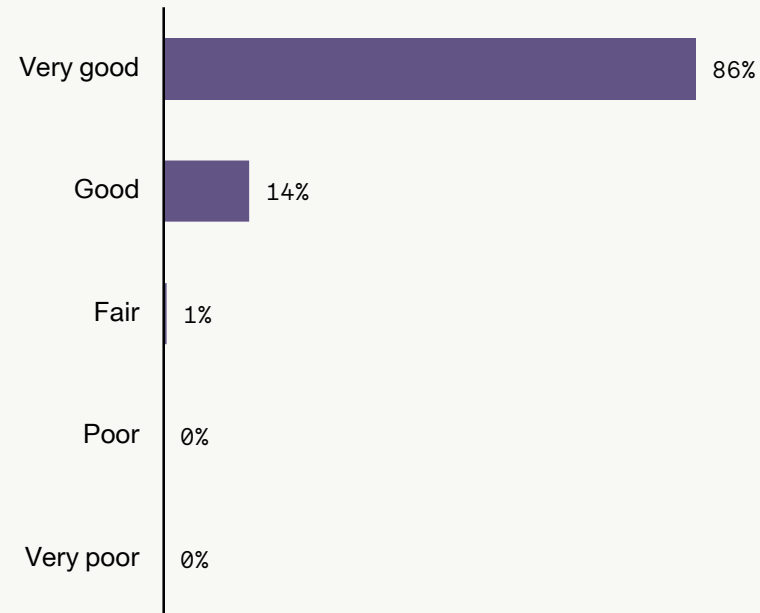
Impressively, 99% of customers believe their SunnyMoney solar light is 'very good' or 'good' value for money. This is likely one driver for the high NPS.

● Recommendation

Share these data with your agents and marketing teams.

Perceived value for money

Q: How do you rate the value for money of SunnyMoney? (n = 203)



What Challenges Do Customers Report?

We talked to customers about any challenges they'd experienced using their SunnyMoney solar light.

Of the 28% who experienced challenges, 66% said that their challenge had not yet been resolved (18% of all customers interviewed).

60% of customers said they know who to contact if they had challenges or any queries; 31% listed an agent and 26% said they would reach out to SunnyMoney staff.

Recommendation

Resolve or respond to customer challenges promptly to prevent negative word of mouth and to ensure your products are having the best impact possible.

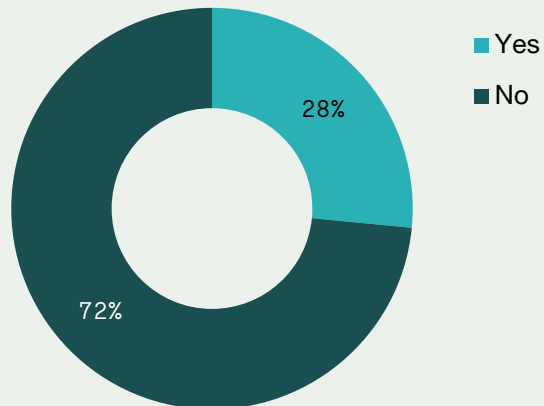
28% report challenges with using their SunnyMoney product; most are related to battery life and charging capacity.



Lean Data 2019 - Zambia:
26% reported challenges

Proportion of customers reporting challenges

Q: Have you experienced any challenges using the SunnyMoney solar product? (n = 202)



Top challenges reported

Q: Please explain the challenge (n = 57)

1. Quality related (45%)

“When I switched on all bulbs, but they could not all light up. I could only use the one at the sitting room.”

“When charged, it blinks quite a lot most recently.”

2. Battery life or charging (26%)

“The battery doesn't charge quickly and also drains quickly if I am charging a phone with higher capacity.”

“The lights do not last the hours as prescribed which I found to be a problem.”

Deep Dive: Insights Along Your Customer Journey



“I’m so happy with it, I don't see myself buying other kinds of torches because this one has changed my life. I don't spend on lighting anymore.”

Is Customer Quality Of Life Changing?

To gauge depth of impact, customers were asked to reflect on whether their quality of life has changed because of the SunnyMoney solar light.

97% say their quality of life is slightly or very much improved, and none of the customers reported negative impacts because of SunnyMoney.

While 96% reported quality of life benefits in Zambia, the depth of impact varied, with more Malawian customers saying their quality of life was 'very much improved.' This is likely linked to the poverty reach and first access results.

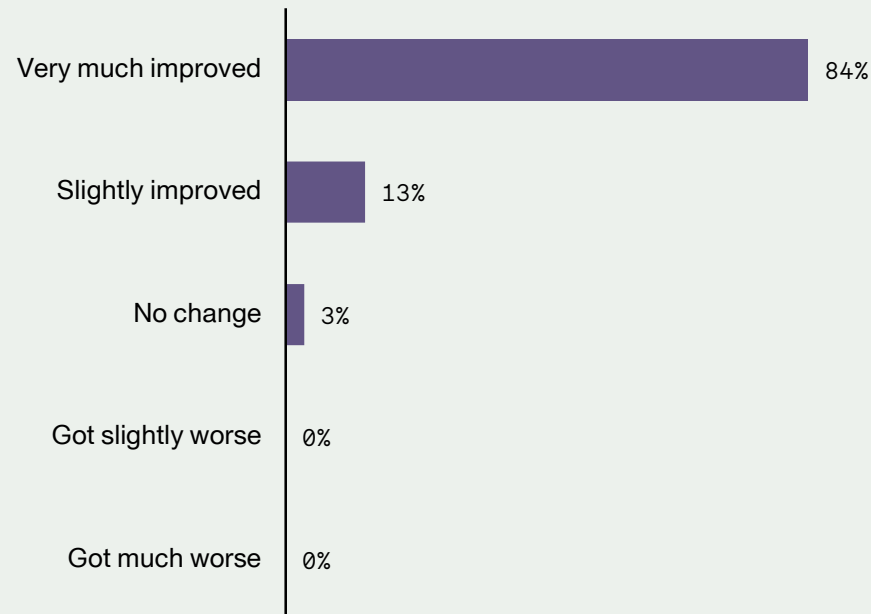
84% of customers report their quality of life is 'very much improved' because of SunnyMoney.



Lean Data 2019 - Zambia:
68% said 'very much improved'

Perceived Quality of Life change

Q: Has your quality of life changed because of the SunnyMoney solar light? (n = 212)



Very much improved:

"My family can study and work at night so it's a good development."

Slightly improved:

"As compared to candles this is better because it is safer."

No change:

"I can say that we still struggle to get full lights like it will be if we had electricity."

What Outcomes Are Being Experienced?

Customers were asked to describe – in their own words – the positive changes they were experiencing because of access to the SunnyMoney solar product. The top outcomes are shown on the right.

Other outcomes customers talked about included:

- Improved ability to study (11%)
- Reliability of the solar light (8%)

Tied to these self-reported gains, **84% say spending on lighting has 'very much decreased'** and 6% say it 'slightly decreased' since buying their SunnyMoney lantern.

Savings and lighting were the top outcomes being experienced by customers.

Top three self-reported outcomes for 97% of customers who say quality of life improved

Q: Please explain how your quality of life has changed. (n = 202). Open-ended, coded by 60 Decibels.



22% experienced **increased savings**

“With decreased expenses on energy, we have been able to diversify the foods that are eaten in the household.”



15% talked about **improved lighting**

“I am admired by my visitors, works well in lighting up the kitchen and sitting room at night.”



14% mentioned **convenience**

“I have sufficient lighting, cooking is easy at night, I am saving on batteries and the solar light is a portable source.”

What Other Outcomes Are Customers Reporting?

We also asked customers about specific outcomes related to their solar light. 18% of SunnyMoney's customers were using kerosene before their solar light, and 97% of these customers said their health improved as a result of **reducing their kerosene usage**.

In households with children, 89% of customers said **study hours** 'very much' or 'slightly' increased because of the solar light.

93% said they felt safer in their homes or businesses because of their SunnyMoney solar light.

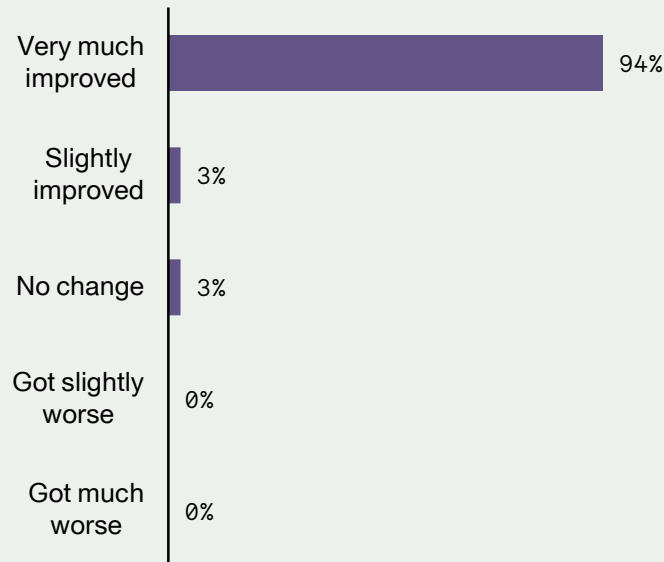
● Recommendation

Such benefits of switching to SunnyMoney's products could be highlighted in marketing collateral.

94% of customers report their health is 'very much improved' since reducing kerosene usage.

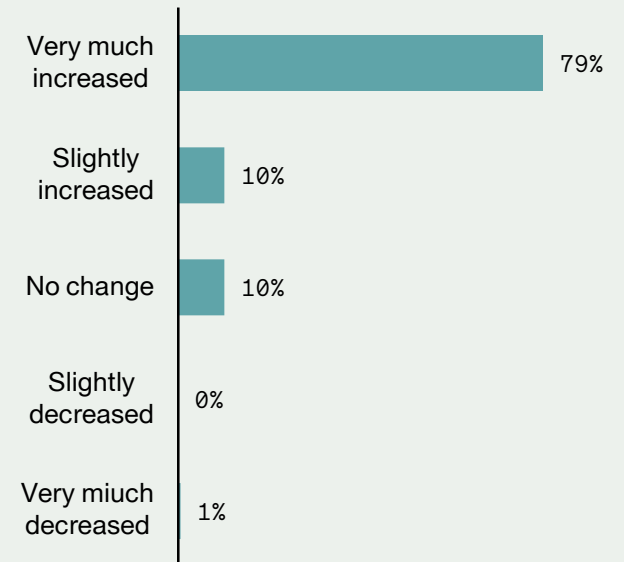
Perceived health change

Q: Have you noticed a change in the health of household/business members since reducing kerosene use? (n = 38)



Change in study hours

Q: If you have children at school, have their hours of study changed because of the SunnyMoney solar light (n = 202)



Deep Dive: Insights Along Your Customer Journey

● Customer Profile

● Acquisition

● Experience

● Impact

● **Retention**

- What else do customers say?

“Can we have a range of products that could power television screens and radios? More people need this but with only an initial purchasing cost.”

What Else Do Customers Say?

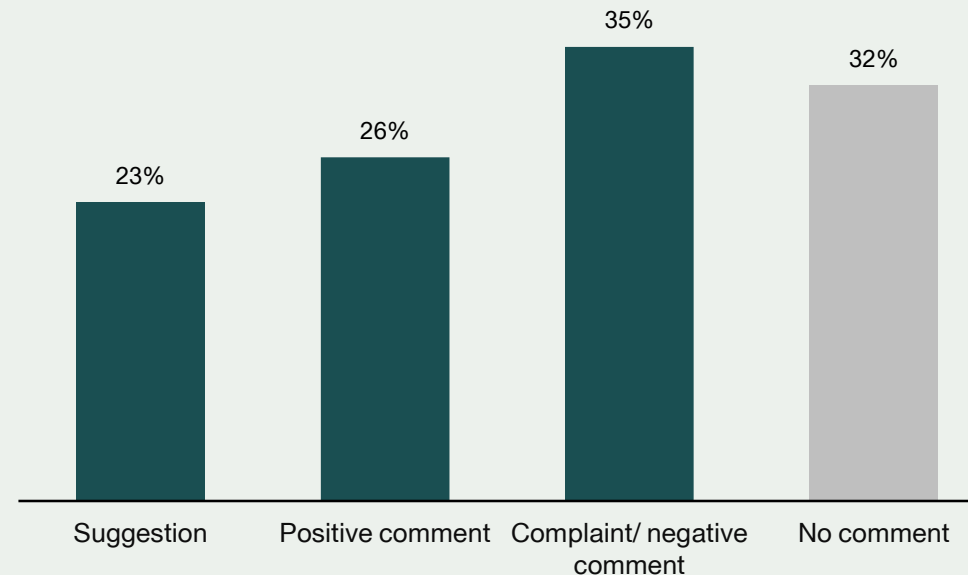
96% of customers we talked to were still using their SunnyMoney product. We sought to understand what issues affected the small fraction who had stopped using their solar product. Of the 8 customers who stopped using their product, 6 mentioned that some of the product parts were faulty. We would recommend calling these customers back to find out what's happening for them.

When we asked all customers if there was anything else that they would like to share, 23% gave suggestions for improvement, mainly around expanding product range and affordability. 35% complained about product difficulties, including batteries draining rapidly as well as unexplained charges for their solar light.

Customers' top suggestions were around affordability, product diversification, payment management and durability.

Open feedback

Q: Is there anything else you would like to share? (n = 202)



“SunnyMoney should reduce their prices if possible because it’s very expensive for us.”

“If possible, a SunnyMoney agent can be assigned to our area to take a look at my torch.”

Appendix

Staff Quiz Results

2 of the SolarAid/SunnyMoney team completed the quick, fun 60 Decibels quiz to make estimates for what results they expected to see.

Congratulations on getting the challenges question correct!

How well does the SunnyMoney team know your customers?

Questions the team got RIGHT (on average)

:) woohoo!

% that could find alternatives

Guess: 21%
Actual: 18%

Questions the team got WRONG (on average)

:/ better luck next time...!

Net Promoter Score®

Guess: 80
Actual: 69

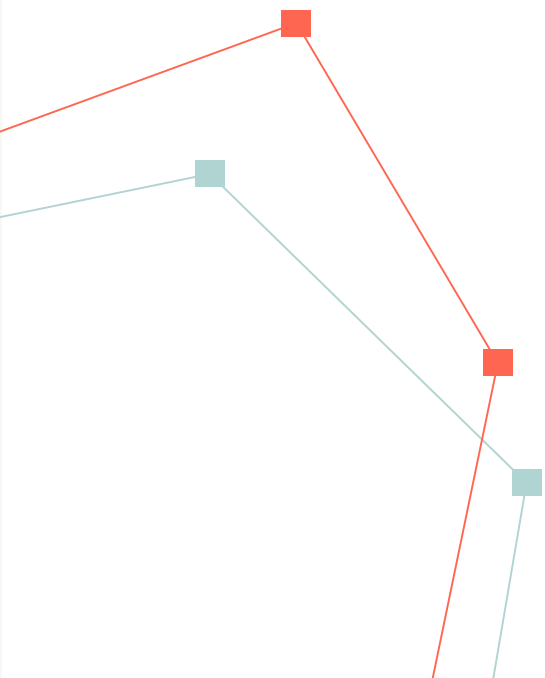
Quality of life improved because of better lighting

Guess: 70%
Actual: 84%

% reporting battery/charging as primary challenge

Guess: 40%
Actual: 7%

Summary Of Data Collected



212 phone interviews completed in November 2019.

Methodology:

Survey mode	Phone
Country	Malawi
Language	Chichewa, English
Dates	November 2019
Survey length (mins)	15 minutes
Sampling method	Random sampling from list of 515 customers from SunnyMoney

Response rate

54%

Total responses collected:

Customers	212
Staff quiz	2

Statistical significance:

Confidence level: 95%; Confidence interval: 5%

Indicator Glossary (1/2)

The indicators are designed so that a higher score is a more positive impact score. 100% is the best a company could achieve from a social impact perspective.

Customer Effort Score

How easy do you make it for your customers to resolve their issues? This indicator tells us about after-sales care and customer service. Ease of use is important for uptake, adoption, and referrals, as well as impact. This is measured by asking customers who have experienced challenges how easy it was to get the support they needed, and have their issue resolved. Although the CES is calculated as an average of answers to *Do you agree or disagree with statement: Overall, [company] made it easy for me to handle my issue*: 1 – Disagree, 2 – Somewhat disagree, 3 – Neither agree or disagree, 4 – Somewhat agree, 5 – Agree, for the benchmark charts, to create a % indicator, we calculate like NPS: % rating 4-5 minus % rating 1-2.

Ease of use (customer challenges)

How easy is your product/service to use? This indicator is important as it affects satisfaction, likely referrals, and importantly general impact. We measure this through looking at the % of customers who have *not* experienced challenges using your product/service i.e. an inverse indicator for % of customers experiencing challenges using their product/service. Challenges could include technical faults, mismatched expectations, or customer misuse so would be addressed in different ways.

First access

Was your product/service the first time your customer had access to this technology? This indicator provides us with information on how you are providing families with new experiences and opportunities. Measured by % of customers saying they did not own the relevant technology before purchasing your product/service.

Net Promoter Score®

How satisfied are your customers with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured through asking customers to rate their likelihood to recommend your product/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').

Indicator Glossary (2/2)

The indicators are designed so that a higher score is a more positive impact score. 100% is the best a company could achieve from a social impact perspective.

Poverty reach

What poverty level do your customers live at? This indicator uses the Poverty Probability Index® to identify likelihood of your customers living below the poverty line. We use the World Bank international poverty line of relative poverty at \$3.10 per person per day. It may be harder to reach a higher proportion of lower income customers in wealthier countries. That's why we compare your poverty reach against national poverty rates too. This gives context for looking at business model inclusivity.

Quality of life

How transformative or meaningful is your product/service to the general well-being of your customers? This indicator looks at depth of impact and is measured by the % of customers saying their quality of life has 'very much improved' because of access to your product/service (other options: 'slightly improved', 'no change', 'got slightly worse', 'got much worse').

Value for money

Are the benefits of access to your product/service seen as good value for money? This indicator gives a sense of how customers feel about the cost of access compared to the value they get: usage, effectiveness, efficiency. It is measured by the % of customers saying they rate the value for money of their product/service as 'very good' or 'good' (other options: 'very poor', 'poor', 'fair').

No access to alternatives

How much choice do customers feel they have when they made the decision to purchase, use, connect to the product/service? This indicator looks at awareness of and access to alternatives in the market and gives us an idea of how critical the company is for providing access. This is measured through % of customers saying they could not easily find an alternative to the product/service.

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 DataSM, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 150+ trained Lean DataSM researchers in 34 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.

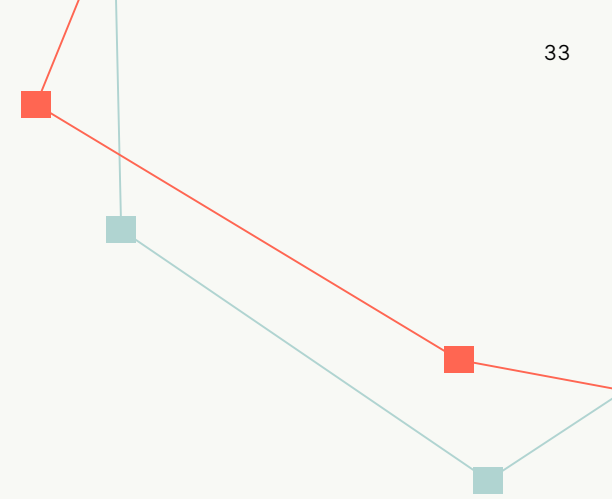
60 Decibels has offices in London, Nairobi, New York, and Mumbai. To learn more, visit 60decibels.com.

Your Feedback

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

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Thank you to Jamie and Brave for their support throughout the project.



Visitors can come anytime and be comfortable;
This has led to improved social life
and social networking.

People come to spend
time with us under the
lighting

>we are saving money, and
>kids use it to study.

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