60＿decibels

Hello World
Impact Performance Report

Source: Hello World

Contents

About This Report

This report is designed to provide you with an in-depth understanding about your hub users, their 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 278 hub users, in Uganda. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your hub users – they had a lot to say!

We employed a random sampling method to select respondents across 20 different Hello World Hubs. To learn more about our methodology, head to the Appendix.

To contextualize your results, you can see how your performance compares to other education companies in the Performance Snapshot and Appendix.

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

278 hub users interviewed, 32% were female.

Source: Hello World

"

Hello world gives free Wi-Fi. It was installed in my school, and it helps us access teaching materials which aid us in teaching our children.

- Female, 37

60dB Perspective

Top Insights

1 **Hello World is enhancing digital access for hub users in Uganda and meeting their digital needs.**

All hub users we spoke to have used Hello World Hub to access the internet. Nearly all of them say they lacked prior access and good alternatives to a service like the one Hello World provides. This access has a notable impact as nearly all users say they are confident using the hub to access the internet and applications.

See pages: 7, 10.

2 **Hello World is having a positive impact on its users.**

91% of hub users report an improvement in their quality of life with 39% reporting significant improvements. Top quality of life outcomes reported are access to educational resources, savings on internet services, and improved access to information. Additionally, a majority of hub users feel more confident in their ability to solve their personal problems, increase their education level, and advocate for their rights.

See page: 9.

3 **The training program conducted by Hello World is effective, however, there is room to reach more participants and support female trainees.**

20% of hub users have taken part in training conducted by Hello World with a three quarters of this group attending life skills training. 80% of training participants use most or all of this information in their daily lives. Notably, training application varies by gender with 59% of male trainees reporting to use 'all' the information compared to 45% of their female counterparts. Additionally, 30% of female trainees are actively looking for employment using the skills they attained compared to 50% of their male peers. This could suggest that female trainees need more support in applying their knowledge to seek employment.

See page: 13.

4 **Hub users are satisfied with Hello World's services, but there is scope to improve challenge resolution.**

Hello World has a Net Promoter Score - a common gauge of satisfaction and loyalty - of 46, which is good and at par with the 60dB Education Benchmark. Top drivers of satisfaction reported by Promoters include free internet access , educational support, and access to digital devices. Satisfaction is notably higher among training participants compared to hub users (NPS of 66 vs. 43).

See pages: 17, 18.

Recommendations

1 **There is room to improve challenge resolution.**

14% of hub users report facing a challenge with Hello World. Of this group, 72% say their problem is yet to be resolved. However, 4 in 5 of those who did have their issue resolved say Hello World made it easy for them to resolve their issue. This could mean that hub users require more support to resolve their issues. The top reported challenges faced include, slow internet speed, unstable internet connection, and overcrowding.

See page: 18.

2 **Hello World's impact performance in 2024 is mixed compared to 2023.**

Though Hello World is reaching more female hub users compared to last year (32% vs. 24%), impact performance is significantly lower across quality of life with 39% of hub users reporting significant improvements compared to 77% in 2023. Understanding changes in the hub users needs and using these insights to inform training programs and new hub builds could potentially increase the depth of impact hub users experience.

See page: 5.

Performance Snapshot

The performance column presents how you compare to 60 Decibels Benchmarks in the education sector globally. You can find how each stakeholder group compares to the benchmark throughout the report.
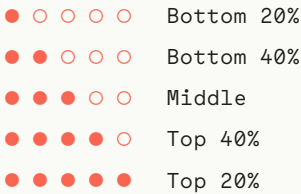
Benchmark Overview

Global	Education	37	8,777
geographical focus	sector focus	companies included	voices listened to

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👤 Who are you reaching?

	2024	2023	Benchmark Performance
Female	32%	24%	● ● ○ ○ ○
Accessing product/service for first time	95%	97%	● ● ● ● ○
Could not easily find a good alternative	97%	91%	● ● ● ● ●

⊡ What impact are you having?

	2024	2023	
% seeing significantly improved quality of life	39%	77%	● ● ● ● ●
% 'very much improved' confidence in accessing the hub	73%	83%	
% 'strongly agree' to improving education levels	74%	74%	
% 'strongly agree' to solving personal problems	62%	75%	
% 'strongly agree' to advocating for their rights	44%	60%	

🕙 How satisfied are your hub users?

	2024	2023	
Net Promoter Score	48	50	● ● ● ○ ○
% experiencing challenges	14%	45%	● ● ● ● ○
% unresolved issues	72%	45%	● ● ○ ○ ○
Customer Effort Score	4.3	2.7	

01: Profile

This section helps you understand your hub users, and if you are reaching a previously underserved population.
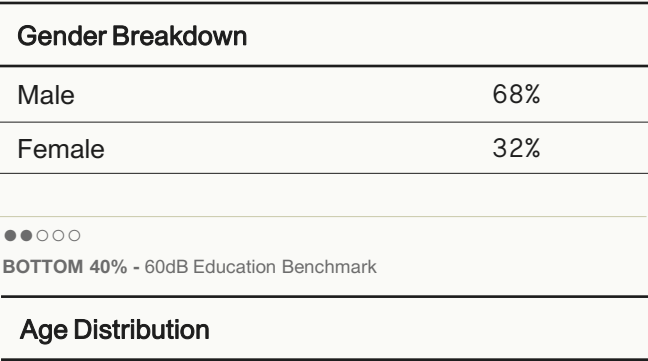
The key indicators in this section are:

- **First Access:** What proportion of your hub users are accessing a similar product/service for the first time?

- **Access to Alternatives:** Do your hub users have access to alternatives? Is there competition in the market?

◉ Profile

A typical hub user is a 29-year-old male.

Demographics

Gender Breakdown

Male	68%
Female	32%

●●○○○

BOTTOM 40% - 60dB Education Benchmark

Age Distribution

66 — Eldest
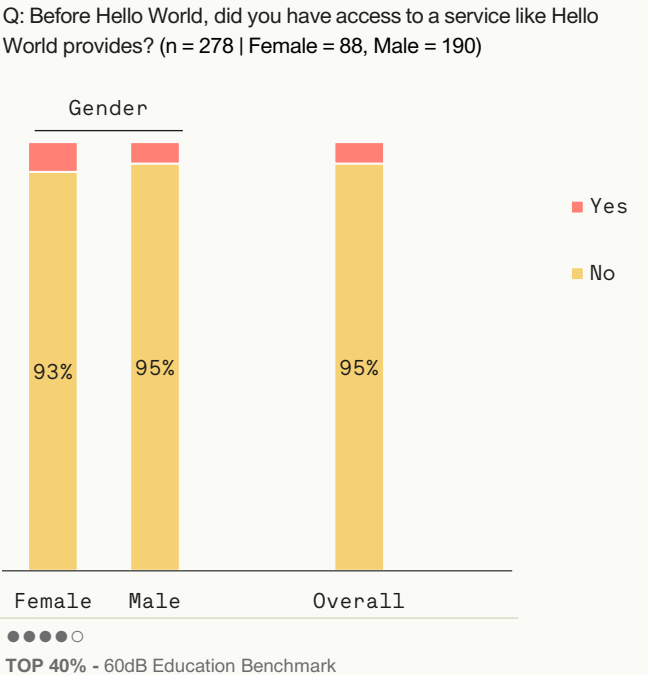
90% between 19 – 43

29 — Average

18 — Youngest

> ❝
> I am now aware of how to defend my children's rights. They gave me life skills training including information on children's rights and how to defend them by informing us on the procedures to follow to report any child abuse incidences
>
> – Female, 28

Nearly all hub users neither have prior access nor good alternatives to services like those provided by Hello World.

First Access

Q: Before Hello World, did you have access to a service like Hello World provides? (n = 278 | Female = 88, Male = 190)

Gender

■ Yes
■ No

93%   95%   95%

Female   Male   Overall

●●●●○

TOP 40% - 60dB Education Benchmark

Access to Alternatives

Q: Could you easily find a good alternative to the Hello World services? (n = 278 | Female = 88, Male = 190)

Gender

3%   3%

■ Yes
■ Maybe
■ No

97%   97%   97%

Female   Male   Overall

●●●●●

TOP 20% - 60dB Education Benchmark
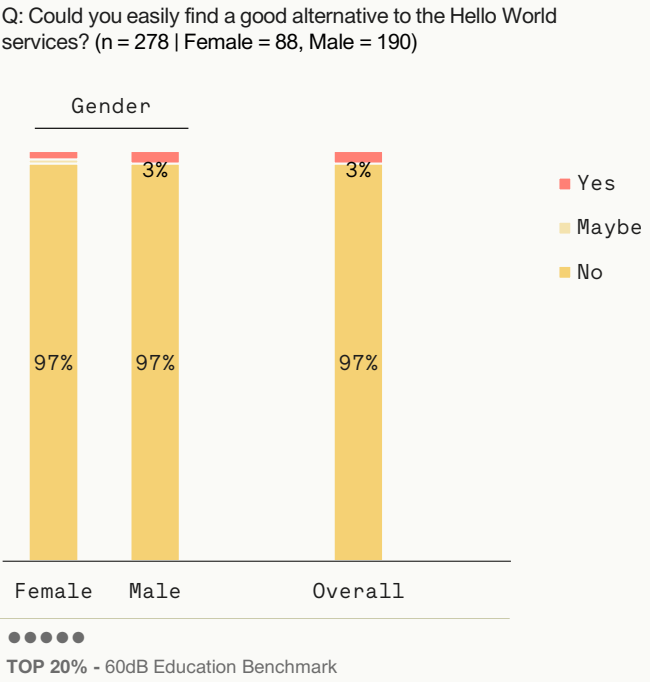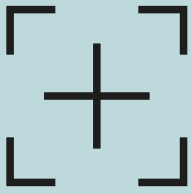
02:
Impact

We believe that the best way to understand the social impact that you are having, is to simply ask hub users whether their quality of life has changed as a result of access to the Hello World Hubs, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are hub 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 hub users changed as a result of your offering?

- **Internet Access:** How confident are hub users in accessing the internet? What barriers do they face?

- **Personal Impact:** Do hub users feel more equipped to improve their education? How confident are they in self advocacy and solving personal problems?
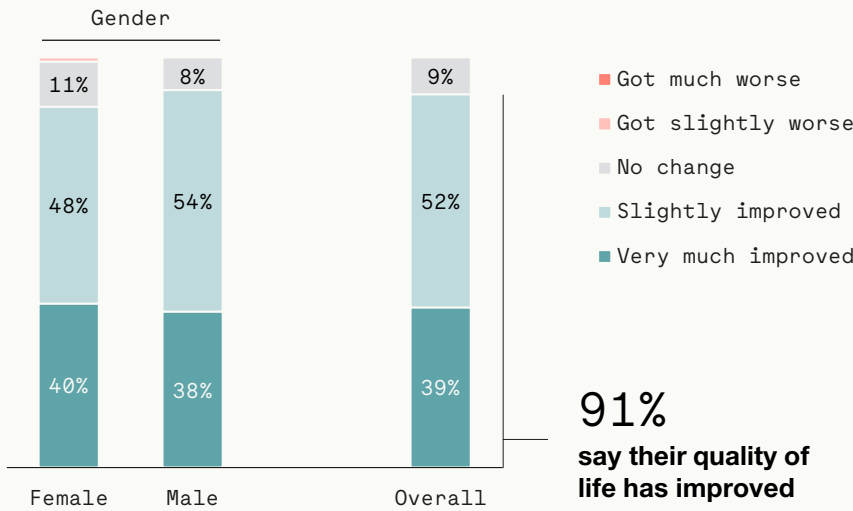
⌞+⌝ Impact

91% of hub users report an improvement in their quality of life because of Hello World's services.

Quality of Life Change

Q: Has your quality of life changed because of Hello World's services? (n = 278 | Female = 88, Male = 190)

Gender

	Female	Male	Overall
No change	11%	8%	9%
Slightly improved	48%	54%	52%
Very much improved	40%	38%	39%

Legend:
■ Got much worse
■ Got slightly worse
■ No change
■ Slightly improved
■ Very much improved

91%
say their quality of life has improved

●●●●●
TOP 20% - 60dB Education Benchmark

Top three self-reported outcomes for 91% of hub users who say their quality of life improved and 9% who report no change.

Open-ended question, responses coded by 60dB (n = 252)   Open-ended question, responses coded by 60dB (n = 25)

37%
talk about **having access to educational resources**
(34% of all hub users)

33%
mention **savings on internet services**
(30% of all hub users)

32%
mention **limited usage options**
(3% of all hub users)

28%
mention **low personal impact**
(2% of all hub users)

30%
talk about **improved access to information**
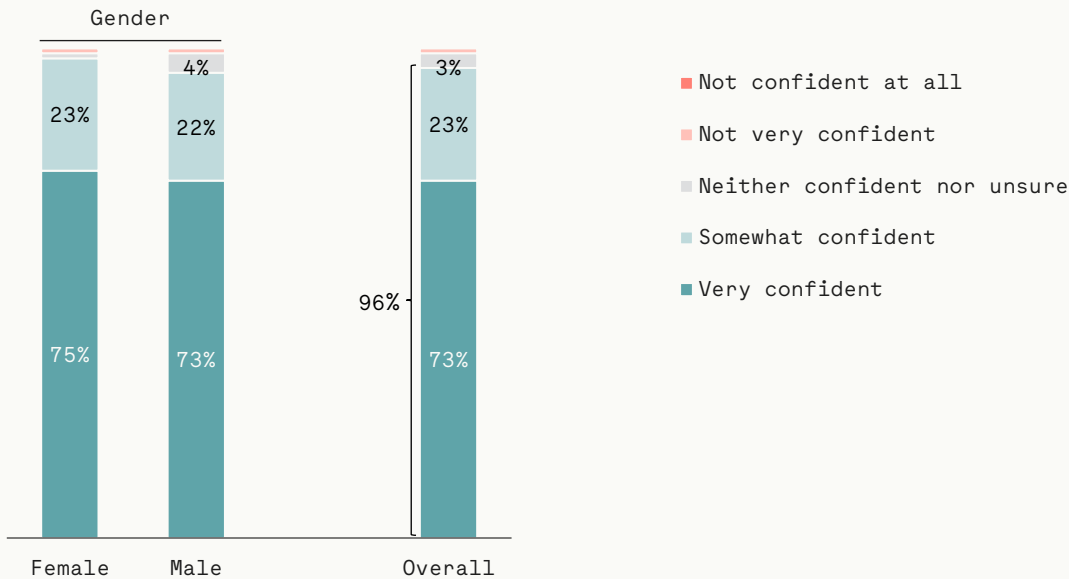(37% of all hub users)

28%
talk about **infrequent use of service**
(2% of all hub users)

⌞+⌝ Impact

Nearly all hub users feel confident using the hub to access the internet with 7 in 10 saying they feel 'very confident'.
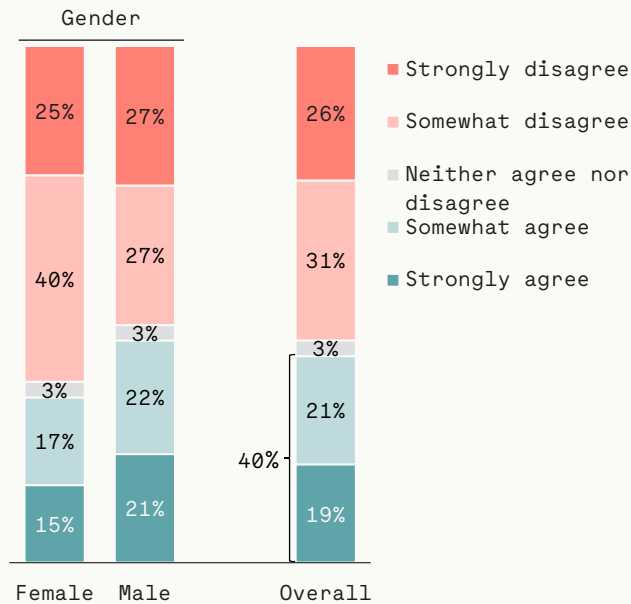
Confidence in Accessing the Hub

Q: How confident do you feel using the Hub to access learning applications and the internet? (n = 278 | Female = 88, Male = 190)

Gender

Legend:
- Not confident at all
- Not very confident
- Neither confident nor unsure
- Somewhat confident
- Very confident

Female: 23%, 75%
Male: 4%, 22%, 73%
Overall: 3%, 23%, 73% (96%)

40% of hub users want to use digital tools but lack the skills. The main barrier to internet access is the cost of digital services.
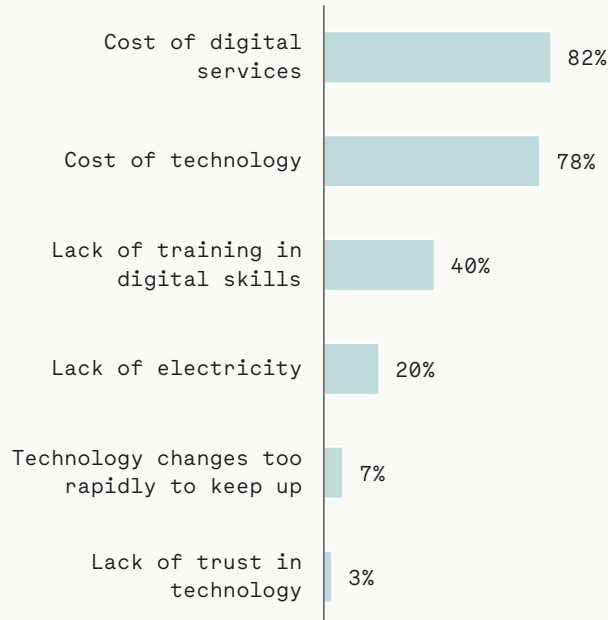
Skills Needed

Q: To what extent do you agree or disagree with the following statement? 'I want to use more digital tools/services, but I don't have the requisite skills' (n = 278 | Female = 88, Male = 190)

Gender

Legend:
- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

Female: 25%, 40%, 3%, 17%, 15%
Male: 27%, 27%, 3%, 22%, 21%
Overall: 26%, 31%, 3%, 21%, 19% (40%)

Barriers to Digital Access

Q: Which of the following do you consider to be barriers to your access to the internet and digital devices? (n = 278)

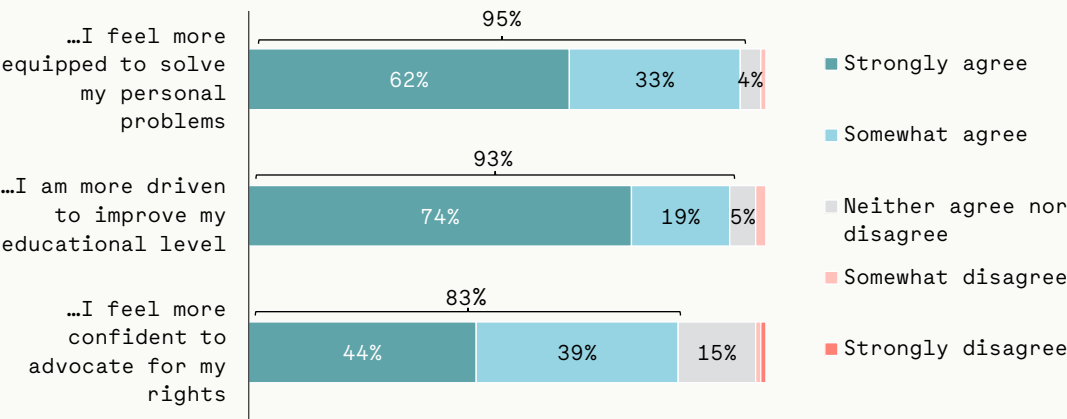| Barrier	%
Cost of digital services	82%
Cost of technology	78%
Lack of training in digital skills	40%
Lack of electricity	20%
Technology changes too rapidly to keep up	7%
Lack of trust in technology	3%

⌐+⌐ Impact

Most hub users feel more equipped to solve personal problems and improve their education. 83% feel confident advocating for their rights.

Impact on Personal Life

Q: To what degree do you agree or disagree with each of the following statements: (n = 278)

- ■ Strongly agree
- ■ Somewhat agree
- ■ Neither agree nor disagree
- ■ Somewhat disagree
- ■ Strongly disagree

Nearly all hub users consider access to digital skills and devices to be important with 4 in 5 saying they are 'very important'.

Importance of Support in Digital Access

Q: On a scale of 1 to 5, where 1 is not important at all and 5 is very important, how important are the following: (n = 278)

- ■ 5
- ■ 4
- ■ 3
- ■ 2
- ■ 1
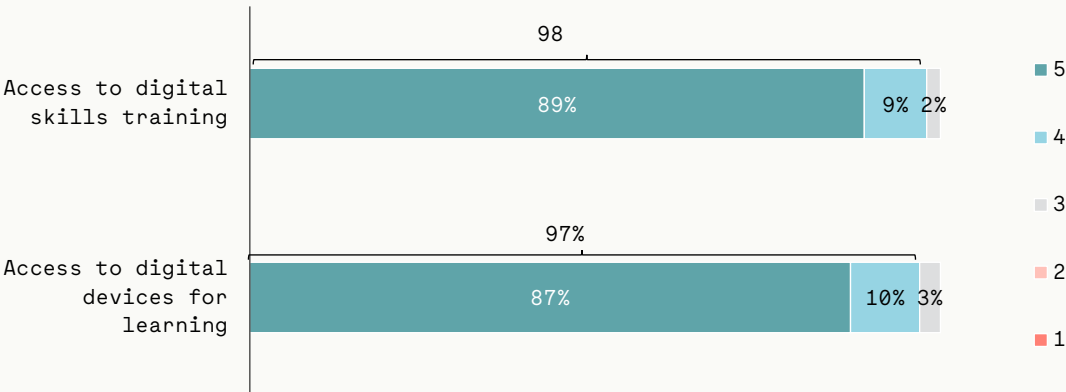
03:
Training
Engagement

To better understand the depth of impact Hello World is having on respondents who participated in the ICT training, we directly asked trainees what new skills they learnt, how frequently they apply the new information, and how confident they feel in their abilities to use computers, apply for jobs online.

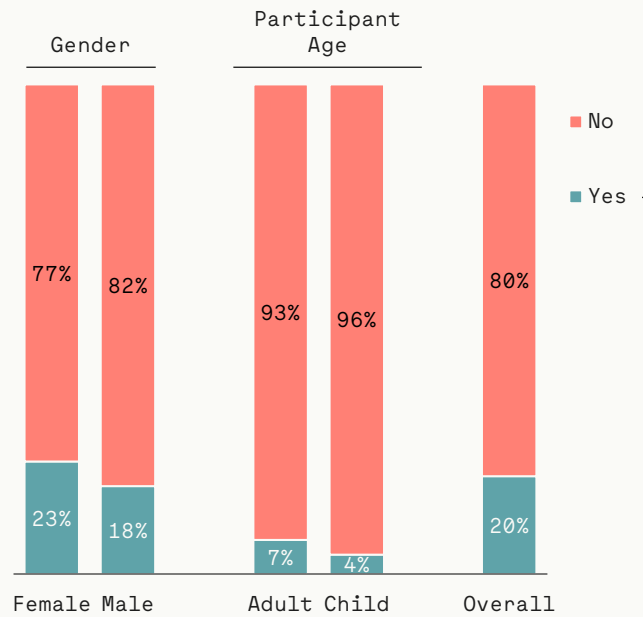The key indicators in this section are:

- **New Skills Acquired:** What skills did trainees acquire that they did not have before?

- **Training Application:** Are trainees using the information they learnt in their day-to-day lives?

- **Change in Confidence Levels**: Are trainees more confident in their abilities to use computers to access the internet, and apply for jobs?

- **Future Participation:** Are trainees likely to participate in similar digital learning programs?

🎓 Training Engagement

20% of hub users have taken part in training conducted by Hello World. Of this group, 3 in 4 participated in life skills training.
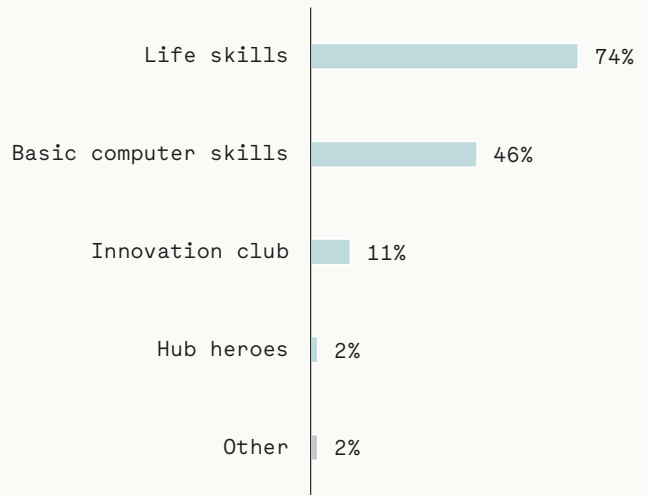
Training Participation

Q: Have you taken part in any training conducted by Hello World in the past 12 months? (n = 278 | Female = 88, Male = 88)

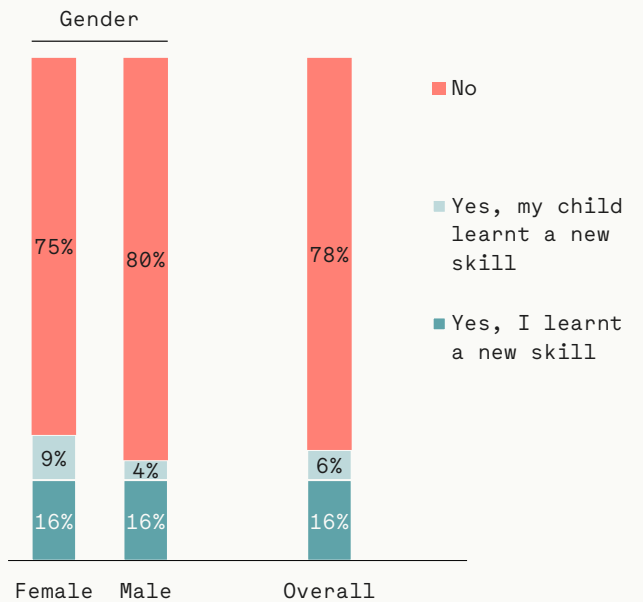Gender — Female: No 77%, Yes 23%; Male: No 82%, Yes 18%
Participant Age — Adult: No 93%, Yes 7%; Child: No 96%, Yes 4%
Overall: No 80%, Yes 20%

Legend: ■ No   ■ Yes

Hello World Programs

Q: Have you taken part in any training conducted by Hello World in the past 12 months? (n = 54)

Program	Percent
Life skills	74%
Basic computer skills	46%
Innovation club	11%
Hub heroes	2%
Other	2%

22% of hub users learnt a new skill using the hubs. Of this group, 30% mention online platform use.
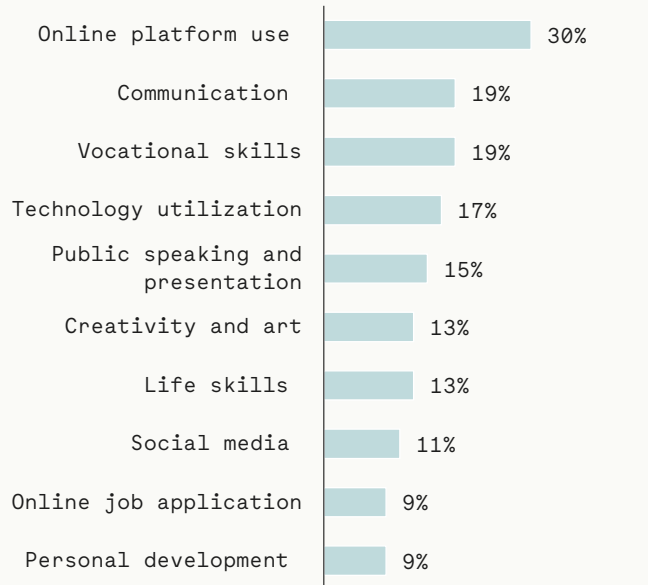
New Skills and Information

Q: Did you learn a new skill or learn an especially useful piece of information using the Hubs? (n = 278 | Female = 88, Male = 190)

Gender — Female: No 75%, Yes my child learnt a new skill 9%, Yes I learnt a new skill 16%; Male: No 80%, 4%, 16%
Overall: No 78%, 6%, 16%

Legend: ■ No   ■ Yes, my child learnt a new skill   ■ Yes, I learnt a new skill

Top New Skill Learnt

Q: Please explain what the new skill or useful piece of information is. (n = 60)

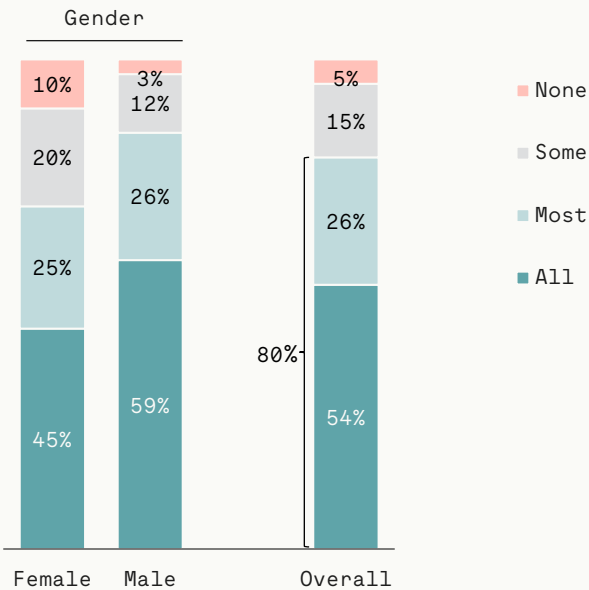| Skill	Percent
Online platform use	30%
Communication	19%
Vocational skills	19%
Technology utilization	17%
Public speaking and presentation	15%
Creativity and art	13%
Life skills	13%
Social media	11%
Online job application	9%
Personal development	9%

🎓 Training Engagement

80% of hub users apply most or all new skills learned. The top uses are communication with friends and family.

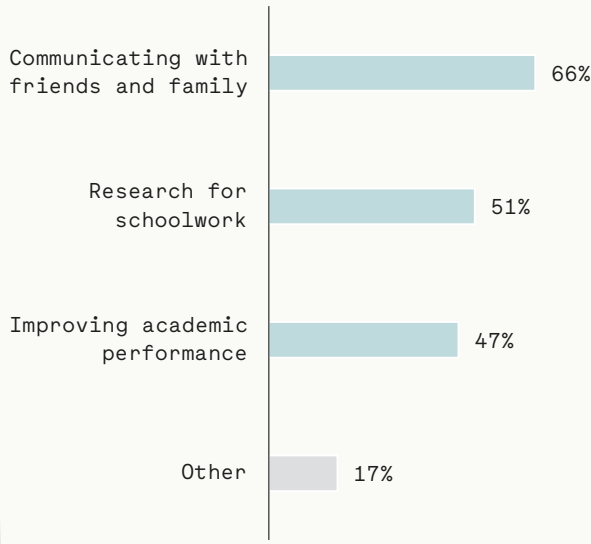## Training Application

Q: How much of this training do you apply in your day-to-day life? (n = 54 | Female = 20, Male = 34)

Gender

Female: None 10%, Some 20%, Most 25%, All 45%
Male: None 3%, Some 12%, Most 26%, All 59%
Overall: None 5%, Some 15%, Most 26%, All 54% — 80%

Legend:
- None
- Some
- Most
- All

Knowledge Use

Q: How did you use the knowledge gained from the training? (n = 53)

Communicating with friends and family	66%
Research for schoolwork	51%
Improving academic performance	47%
Other	17%

53% of trainees don't face barriers in applying their training. Google is the top application used for learning.

Barriers to Training Application

Q: Would you mind sharing with me what prevented you from applying the training? (n = 15) **Note small sample size**
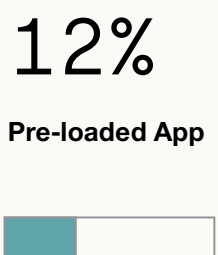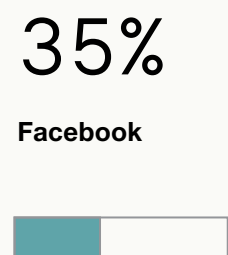
53%
talk about **no barriers**

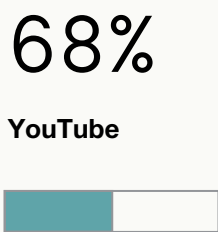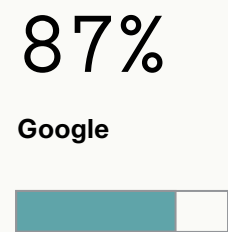**13%**
mention **childcare/schooling responsibilities**

13%
mention **personal reasons**

13%
mention **scheduling conflicts**

Top Applications Used To Learn Skills

Q: What application or internet site did you use at the Hub to learn the skill or gain the useful piece of information? (n = 60)

87%
Google

68%
YouTube

35%
Facebook

12%
Pre-loaded App

🎓 Training Engagement

43% of trainees are actively looking for work. 89% feel confident in their ability to seek employment after undergoing training.
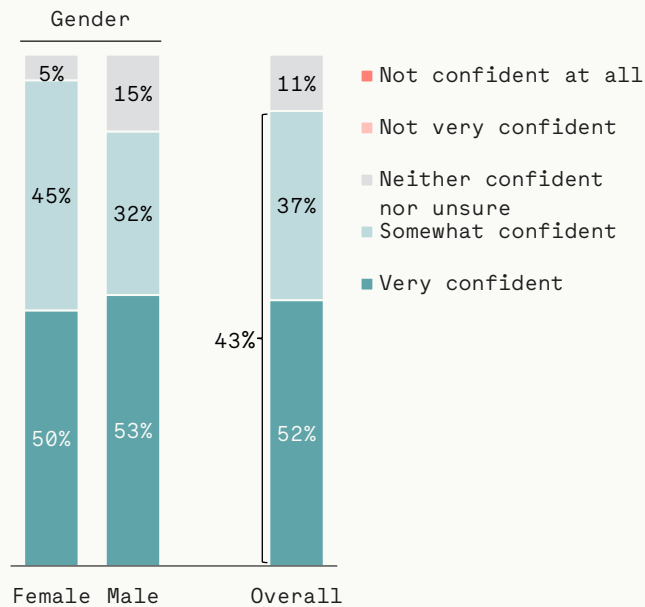
Employment Status

Q: Are you actively looking for work using the skills you have learned?
(n = 54 | Female = 20, Male = 34)

Gender

- ■ No
- ■ Yes

Female: No 70%, Yes 30%
Male: No 50%, Yes 50%
Overall: No 57%, Yes 43%
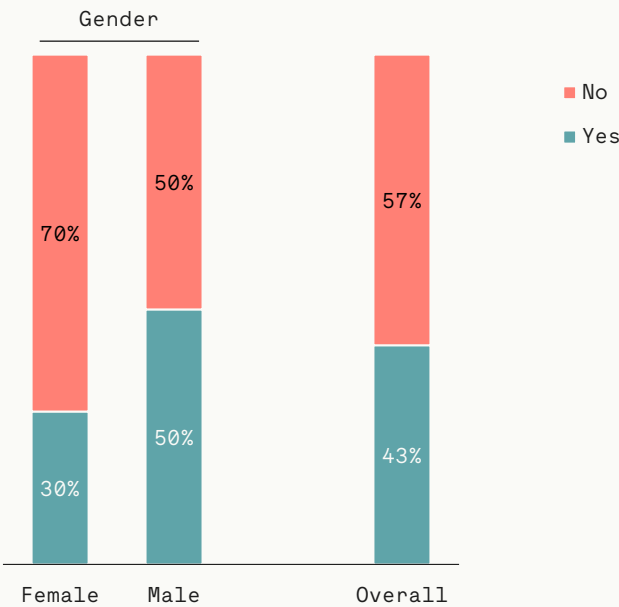
Confidence in Seeking Employment

Q: How confident do you feel in your ability to seek gainful employment after undergoing training led by Hello World?
(n = 54 | Female = 20, Male = 34)

Gender

- ■ Not confident at all
- ■ Not very confident
- ■ Neither confident nor unsure
- ■ Somewhat confident
- ■ Very confident

Female: 5%, 45%, 50%
Male: 15%, 32%, 53%
Overall: 11%, 37%, 52% (43%)

All trainees are likely to participate in similar learning experiences with 9 in 10 saying they are 'very likely' to participate.

Future Participation

Q: How likely are you to participate in a learning experience similar to the Hello World training you received? (n = 54 | Female = 20, Male = 34)

Gender

- ■ Very unlikely
- ■ Somewhat unlikely
- ■ Neither likely nor unlikely
- ■ Somewhat likely
- ■ Very likely

Female: 15%, 85%
Male: 6%, 94%
Overall: 9%, 91%
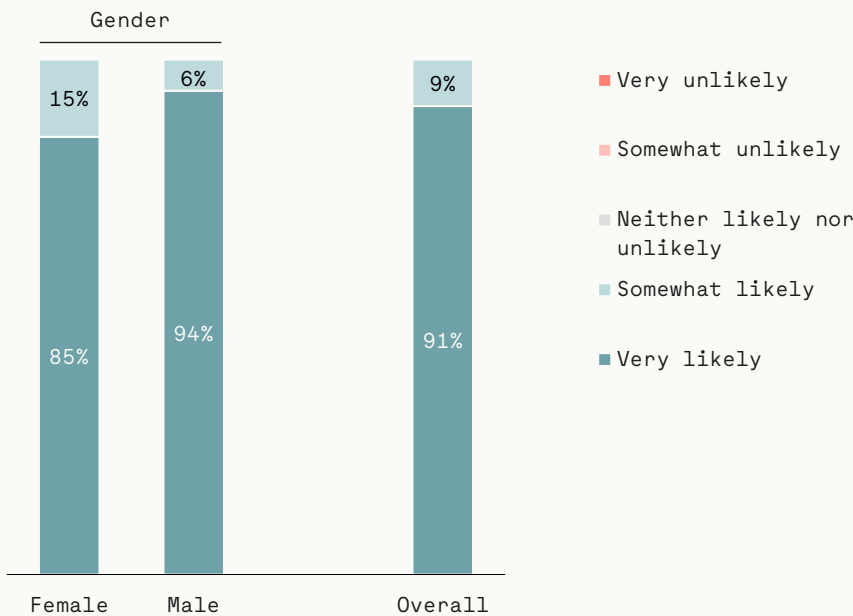
04:
Experience

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

This section uses the popular Net Promoter Score ® to understand the level and drivers of customer 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 hub users to recommend your company to a friend?

- **% Experiencing Challenges:** What proportion of hub users experience challenges with your service?
- **Customer Effort Score:** How easy or difficult is it for a hub user to get their issue resolved?
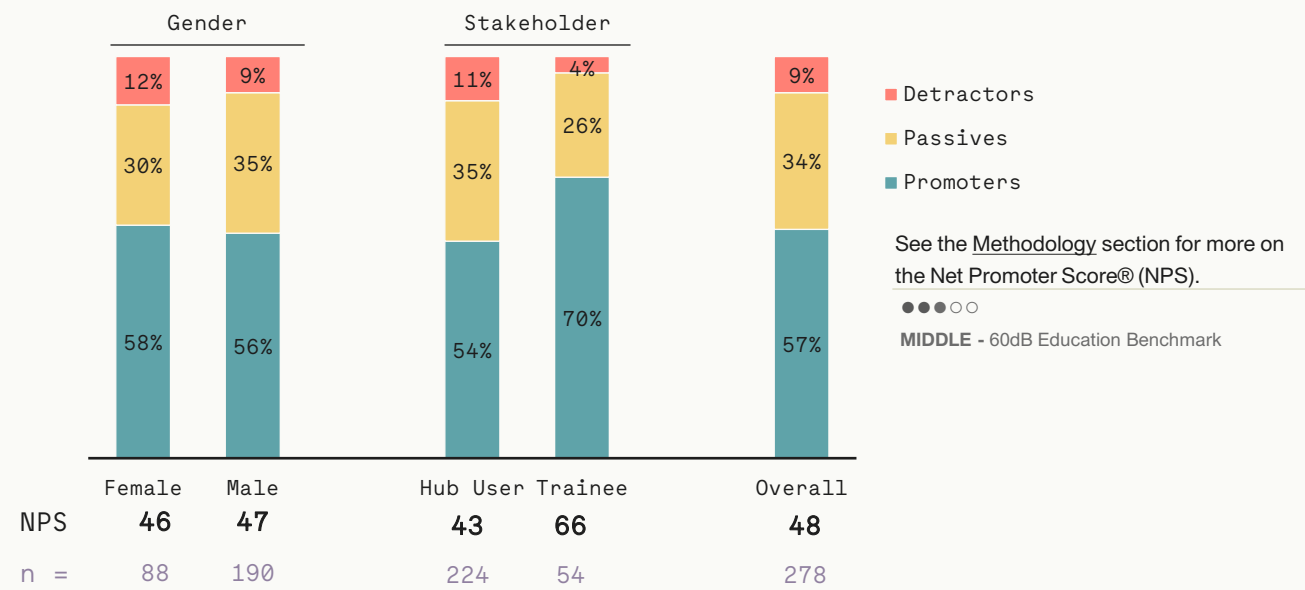
⌒ Experience

Hello World has an NPS of 48 in Uganda, which is good and at par with the 60dB Education Benchmark of 51.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend Hello World [product/service] to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 278)

	Gender		Stakeholder		Overall
Detractors	12%	9%	11%	4%	9%
Passives	30%	35%	35%	26%	34%
Promoters	58%	56%	54%	70%	57%
	Female	Male	Hub User	Trainee	Overall
NPS	**46**	**47**	**43**	**66**	**48**
n =	88	190	224	54	278

See the Methodology section for more on the Net Promoter Score® (NPS).

●●●○○

MIDDLE - 60dB Education Benchmark

Promoters value free internet access, educational support, and access to digital devices. Passives and Detractors want to see network stability.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

57% ☺
are Promoters

They love:

1. Free internet access
(68% of Promoters / 39% of all respondents)

2. Educational support
(29% of Promoters / 16% of all respondents)

3. Access to digital devices
(23% of Promoters / 13% of all respondents)

34% ☺
are Passives

They like:

1. Free internet access
(52% of Passives / 17% of all respondents)

They want to see:

2. Improved network stability
(23% of Passives / 8% of all respondents)

3. Faster internet speed
(23% of Passives / 8% of all respondents)
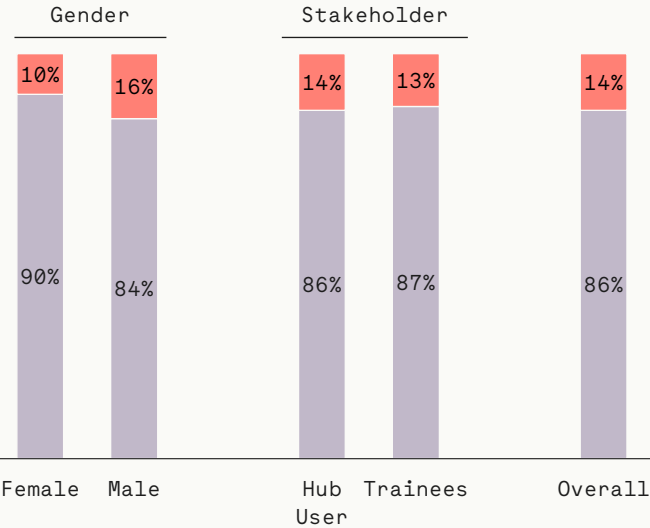
9% ☹
are Detractors

They want to see:

1. Improved network stability
(44% of Detractors / 4% of all respondents)

2. Faster internet speed
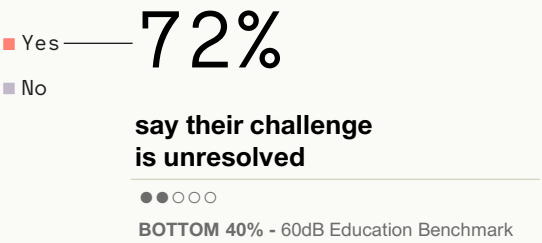(33% of Detractors / 3% of all respondents)

⌒ Experience

14% of clients report facing a challenge with Hello World. Of this group, 72% say their challenge remains unresolved.

Proportion of hub users Reporting Challenges

Q: Have you experienced any challenges with Hello World's services? (n = 278 | Female = 88, Male = 190, Hub users = 224, Trainees = 54)
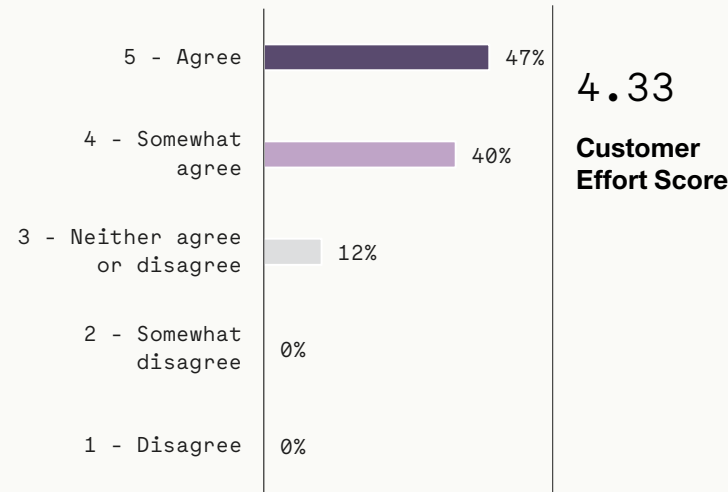
Gender	Stakeholder

	Female	Male	Hub User	Trainees	Overall
Yes	10%	16%	14%	13%	14%
No	90%	84%	86%	87%	86%

●●●●○

TOP 40% - 60dB Education Benchmark

■ Yes ——— **72%**
■ No

say their challenge is unresolved

●●○○○

BOTTOM 40% - 60dB Education Benchmark

4 in 5 users say Hello World made it easy for them to handle the issue.

Customer Effort Score (CES)

Q: How do you feel about the statement? Overall, Hello World made it easy for me to handle my issue. Do you: (n = 15)

5 - Agree	47%
4 - Somewhat agree	40%
3 - Neither agree or disagree	12%
2 - Somewhat disagree	0%
1 - Disagree	0%

4.33

Customer Effort Score

" The distance between my home and [the hub]is far and if it reaches 9pm the security people [ask] you to go.
- Male, 35

📞 Experience

Of the 14% who experience a challenge, the most common ones are related to a slow internet, unstable connection, and overcrowding.

Most Common Challenges

Q: Please explain these challenges. (n = 39). Open-ended, coded by
60 Decibels.

44%
talk about **slow internet speed**
(6% of all respondents)

31%
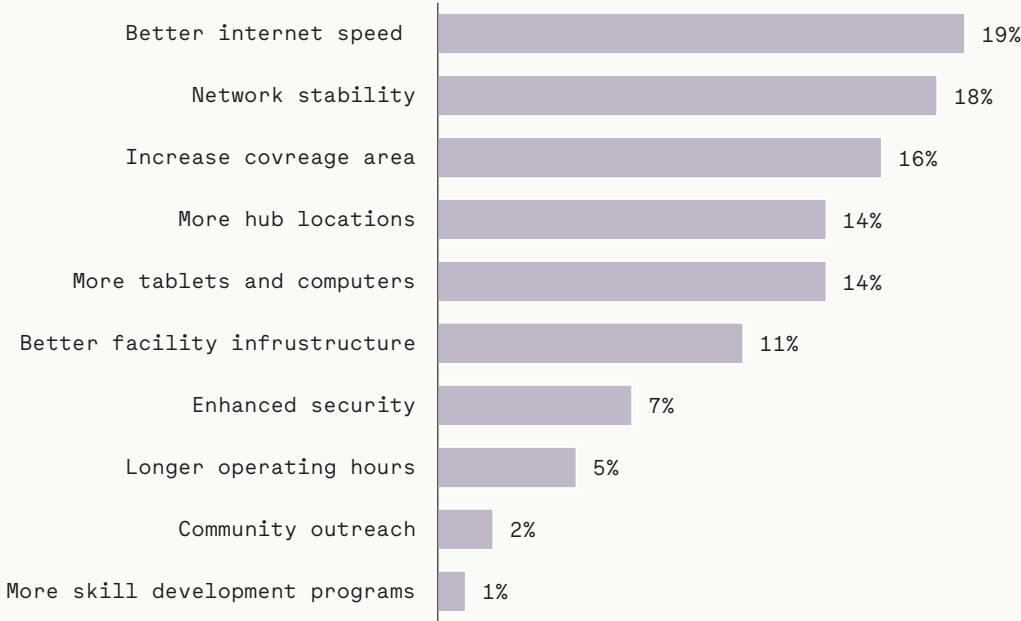mention **unstable internet connection**
(4% of all respondents)

15%
report **overcrowding**
(2% of all respondents)

"

When there are many people, [the internet] slows down. Also, when I took about 2 months without visiting the hub, I couldn't reconnect the next time I went there.– Female, 23

Top suggestions for improvement are better internet speed, network stability, and larger coverage area.

Suggestions for Improvement

Q: What about the Hello World Hubs could be improved? (n = 278). Open-ended, coded by 60 Decibels.

Suggestion	Percentage
Better internet speed	19%
Network stability	18%
Increase coverage area	16%
More hub locations	14%
More tablets and computers	14%
Better facility infrustructure	11%
Enhanced security	7%
Longer operating hours	5%
Community outreach	2%
More skill development programs	1%

Appendix

Methodology

About the 60 Decibels Methodology

In June 2024, 60 Decibels' trained researchers conducted 278 phone interviews with Hello World Hub users. The respondents were randomly selected from a client database of 1,075 active hub users. Here is the breakdown of how we collected this data:

Country	**Uganda**
Client Population	**1075**
Interviews Completed	**278**
Response Rate	**64%**
Languages	**English, Rutoro, Luganda**
Average Survey Length	**18.5 mins**
Confidence Level	**95%**
Margin of Error	**5%**

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
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 of 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'.
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 the statement: Overall the Hello World Hub 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.

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 customer responses. There's a lot of interesting feedback in there!

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

Spread The Word
- ☐ Reach a wider audience on social media & show you're invested in your hub 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 improving the internet speed.
- ☐ 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.

About 60 Decibels

60 Decibels is the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 800+ researchers in 70+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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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