





60\_\_decibels

# Hello World

## Impact Performance Report



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## 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 124 hub users, in Nepal. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your hub users – they had a lot to say!

We attempted to reach as many hub users as we could due to the limited number of contacts available. 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.

**124 hub users interviewed,  
44% were female.**



“

I really liked the free Wi-Fi service and the tablets that they provide. It has greatly helped me in my studies, and I would recommend it to my friends and family to use it and take advantage of it.

- Female, 18

# 60dB Perspective

## Top Insights

### 1 Hello World is improving digital access for hub users in Nepal.

Every hub user we interviewed has utilized the Hello World Hub for internet access, with 98% reporting they had no prior access to a similar service. Additionally, 83% mentioned they couldn't find a suitable alternative to Hello World. This aligns with the strong desire among hub users for increased use of digital devices, emphasizing the importance of access to digital tools and skills training.

See pages: [7](#), [11](#).

### 3 The training program conducted by Hello World is effective, but there is potential to reach a broader audience.

11% of hub users have taken part in training conducted by Hello World with a majority of this group attending basic computer skills training. However, only 13% of hub users say they learned a new skill using the hubs. Notably, 69% of those who did acquire new skills attended Hello World's training program, highlighting its effectiveness and the opportunity to expand its reach to benefit more users.

See page: [14](#).

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

40% of hub users report significant life improvements. There were some differences across gender with female users reporting slightly deeper levels of impact than their male counterparts (45% vs. 35%). The top reported quality of life outcomes are access to educational resources (49%), entertainment and leisure (41%), and skill acquisition and professional growth (30%).

See page: [9](#).

### 4 Although satisfaction levels have improved from previous years, there is room to address the challenges reported.

Hello World has a Net Promoter Score (NPS) of 51, indicating good levels of satisfaction and loyalty, comparable to the 60dB Education Benchmark. This marks a significant improvement from the NPS of 36 recorded in the 2023 study.

However, 46% of hub users report encountering challenges with Hello World, with the majority indicating that their issues remain unresolved. Addressing issues raised could further enhance user satisfaction and the overall effectiveness of the program.

See pages: [17](#), [18](#).

## Recommendations

### 1 There is room to support more female trainees.

Only 7% of female hub users have participated in training sessions, compared to 15% of male users. None of the female participants feel confident in seeking employment after training, unlike 67% of male participants. This lack of confidence may explain why none of the female trainees are actively seeking employment.

Hello World could boost female participation by creating a supportive learning environment, offering mentorship, and highlighting successful female role models. These steps can empower women and improve their chances of finding meaningful employment.

See pages: [13](#), [15](#).

### 2 Incorporate suggestions coming directly from hub users.

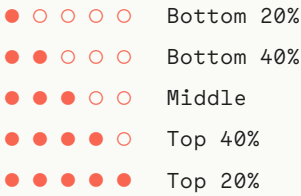
Hub users have expressed valuable suggestions for enhancing the Hello World Hubs. They recommend faster internet speeds, a more stable network connection, a larger coverage area, and increased access to tablets and computers. These improvements align with users' desire to advance their digital skills and make better use of the internet. By addressing these needs, Hello World can significantly enhance the user experience and support the digital growth of its community.

See page: [19](#).

# 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.

Performance vs  
60dB Benchmarks



## Benchmark Overview

Global geographical focus	Education sector focus	37 companies included	8,777 voices listened to
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Who are you reaching?	2024	2023	Benchmark Performance
Female	44%	35%	● ● ● ● ●
Accessing product/service for first time	98%	81%	● ● ● ● ●
Could not easily find a good alternative	83%	65%	● ● ● ● ●
What impact are you having?			
% seeing significantly improved quality of life	40%	46%	● ● ● ● ●
% 'very much improved' confidence in accessing the hub	39%	48%	● ● ● ● ●
% 'strongly agree' to improving education levels	45%	31%	● ● ● ● ●
% 'strongly agree' to solving personal problems	40%	46%	● ● ● ● ●
% 'strongly agree' to advocating for their rights	22%	22%	● ● ● ● ●
How satisfied are your hub users?			
Net Promoter Score	51	36	● ● ● ● ●
% experiencing challenges	46%	21%	● ● ● ● ●
% with unresolved issues	91%	68%	● ● ● ● ●
Customer Effort Score	4.5	3.7	● ● ● ● ●



# 01: Profile

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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?

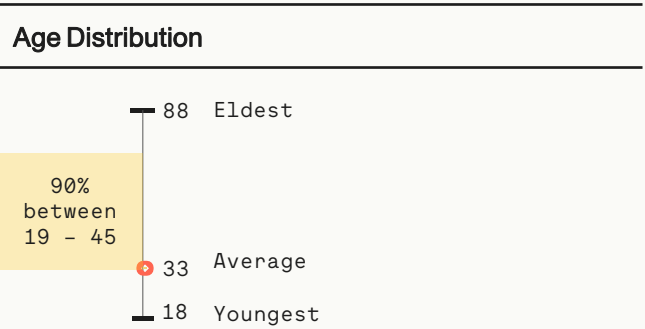
Profile

A typical hub user is a 33-year-old male.

Demographics

Gender Breakdown	
Male	56%
Female	44%

●●○○○  
BOTTOM 40% - 60dB Education Benchmark

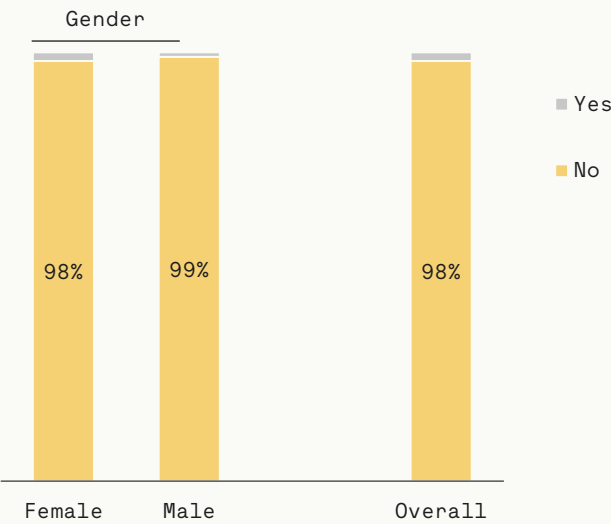


“  
My girls get to play and learn with the tablet in school. We cannot afford such things, so it is great that Hello Hub has provided tables and internet to school children for free...  
- Female, 39

Nearly all users lack prior access to services like those provided by Hello World. Four out of five cannot easily find a good alternative.

First Access

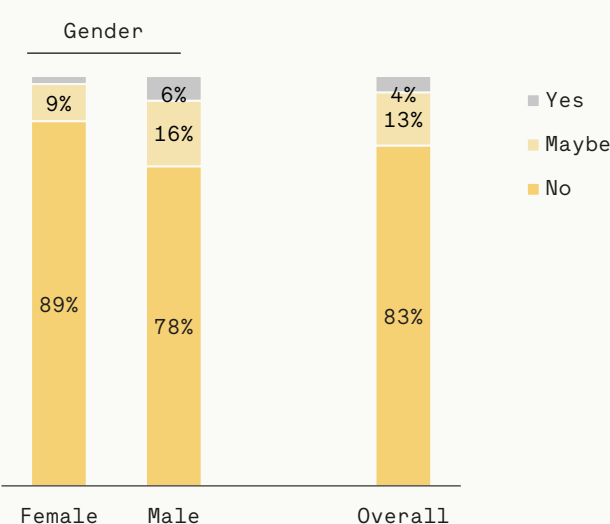
Q: Before Hello World, did you have access to a service like Hello World provides? (n = 124 | Female = 55, Male = 69)



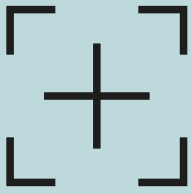
●●●●○  
TOP 20% - 60dB Education Benchmark  
60 — decibels

Access to Alternatives

Q: Could you easily find a good alternative to the Hello World services? (n = 123 | Female = 54, Male = 69)



●●●○○  
MIDDLE - 60dB Education Benchmark



## 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 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?

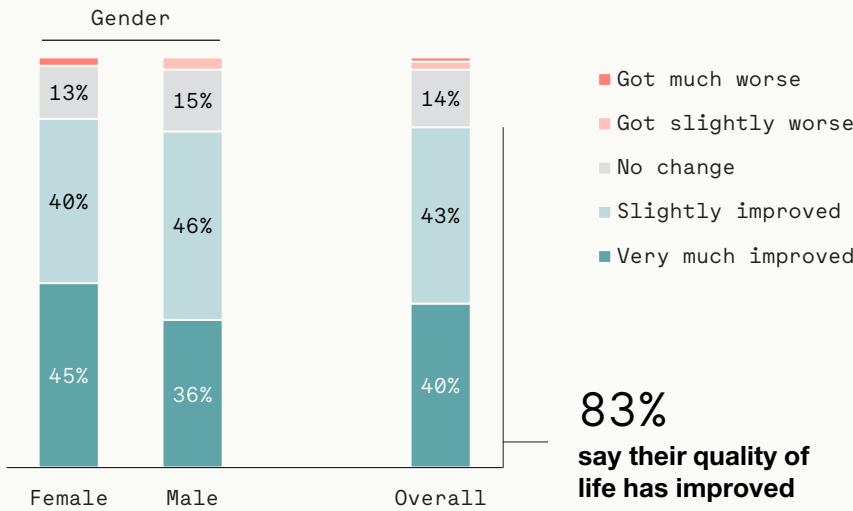


[+] Impact

83% 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 = 124 | Female = 55, Male = 69)



●●●○○  
MIDDLE - 60dB Education Benchmark

Top three self-reported outcomes for the 83% of hub users who say their quality of life improved, and 14% who report no change.

Open-ended question, responses coded by 60dB (n = 104)

Open-ended question, responses coded by 60dB (n = 17)

59%  
talk about **having access to educational resources**  
(49% of all hub users)

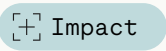
49%  
mention **entertainment or leisure**  
(41% of all hub users)

59%  
mention **internet service disruptions**  
(8% of all hub users)

29%  
mention **dependency on alternative solutions**  
(4% of all hub users)

36%  
talk about **skill acquisition and professional growth**  
(30% of all hub users)

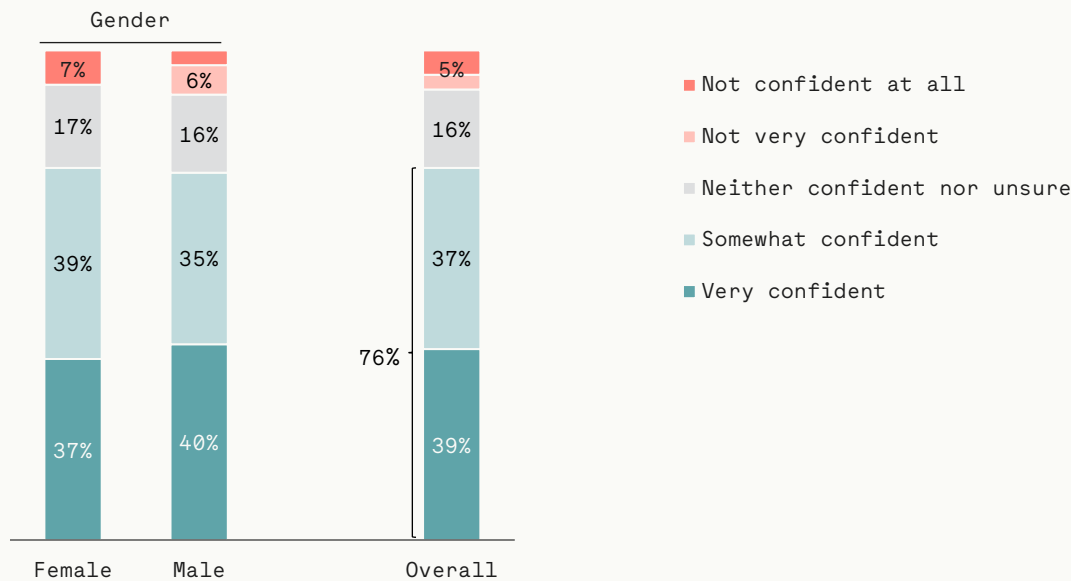
24%  
talk about **minimal usage satisfaction**  
(3% of all hub users)



76% of hub users feel confident using the hub to access the internet.

Confidence in Accessing the Hub

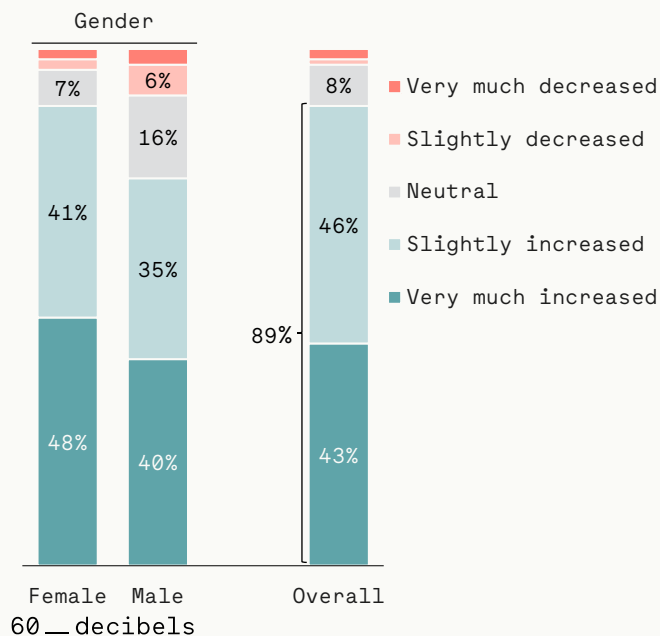
Q: How confident do you feel using the Hub to access learning applications and the internet? (n = 123 | Female = 54, Male = 69)



89% of hub users want to use more digital tools but don't have the requisite skills. Cost of technology is the top barrier to internet access.

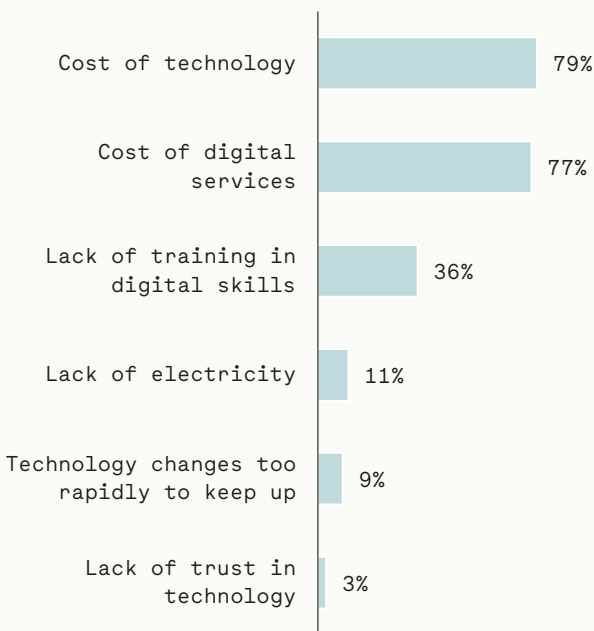
Skills Needed

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 = 123 | Female = 54, Male = 69)



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 = 124)

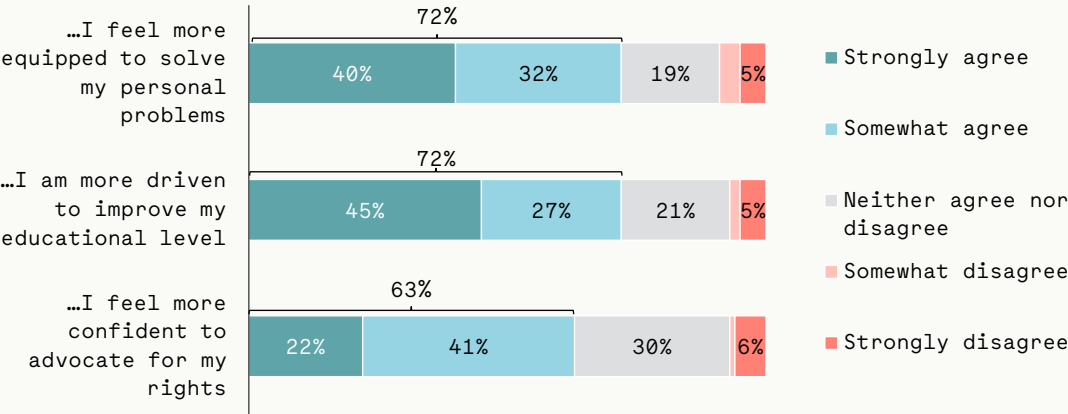


[+] Impact

72% of users feel more equipped to solve personal problems and improve their educational level. 63% feel confident advocating for their rights.

Impact on Personal Life

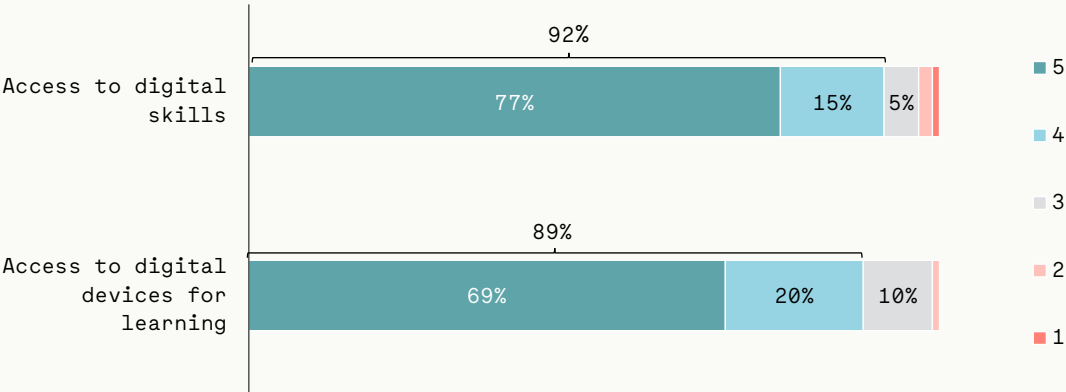
Q: To what degree do you agree or disagree with each of the following statements: (n = 124)



9 in 10 users consider access to digital devices, and access to digital skills training to be 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 = 124)





## 03:

# Training Engagement

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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:

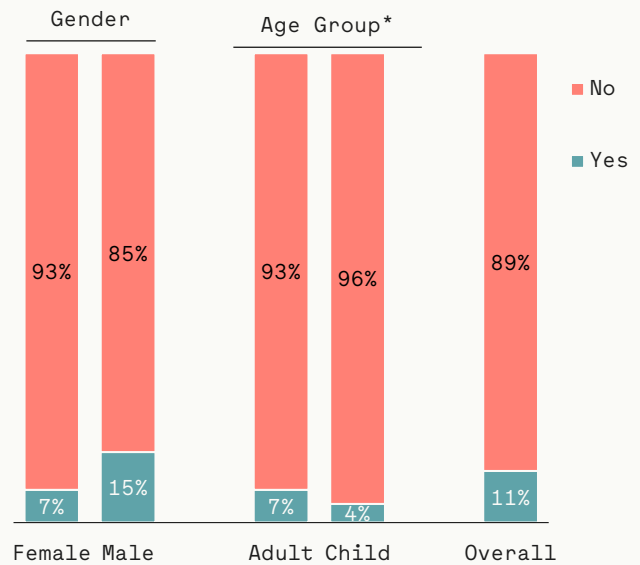
- **New Skills Acquired:** What skills did trainees acquire that they did not have before?
- **Training Application:** Are trainees using the information they learnt in their day-to-day lives?
- **Change in Confidence Levels:** Are trainees more confident in their abilities to use computers to access the internet, and apply for jobs?
- **Future Participation:** Are trainees likely to participate in similar digital learning programs?

🎓 Training Engagement

11% of hub users have taken part in training. A majority of this group participated in basic computer skills training.

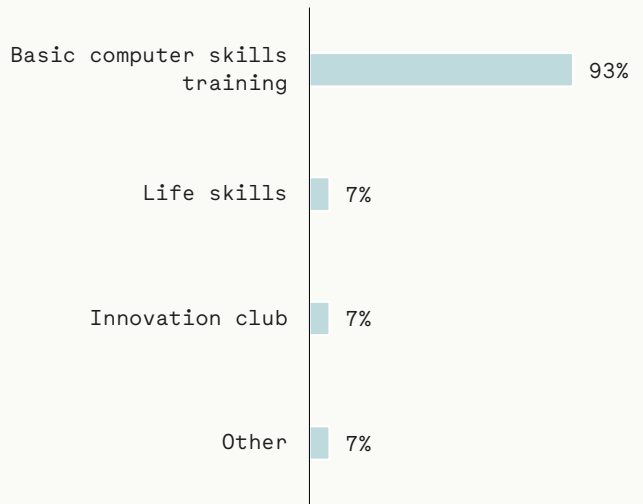
Training Participation

Q: Have you or your child taken part in any of the training programs conducted by Hello World in the past 12 months?. (n = 124 | Female = 55, Male = 54)



Hello World Programs

Q: Have you taken part in any training conducted by Hello World in the past 12 months? (n = 13) **Note small sample size**

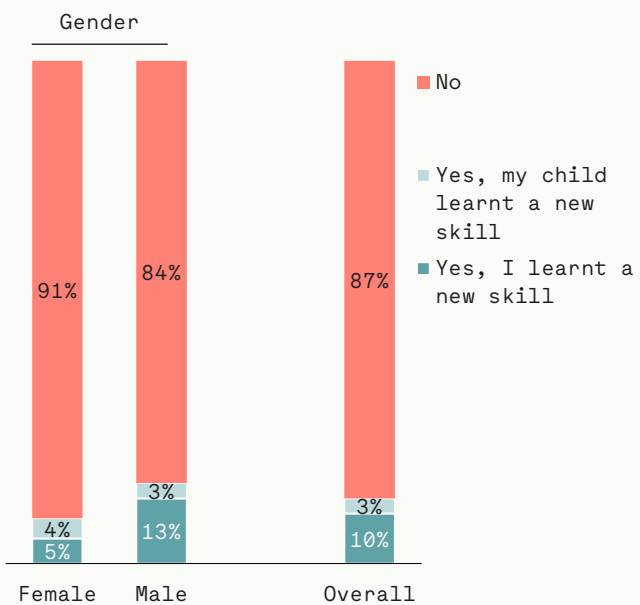


\*Respondents who had children were asked if their children took part in any training programs conducted by Hello World.

13% of hub users learned a new skill using the hubs. Of this group, 25% mention typing proficiency as the new skill they learned.

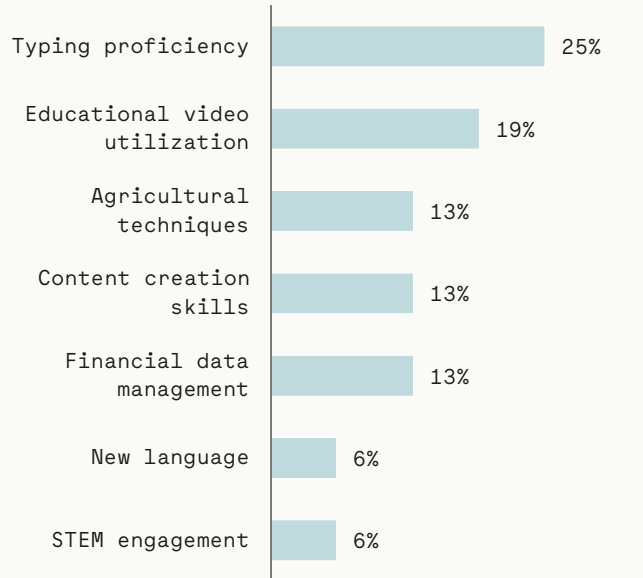
New Skills and Information

Q: Did you learn a new skill or learn an especially useful piece of information using the Hubs? (n = 124 | Female = 55, Male = 64)



Top New Skill Learnt

Q: Please explain what the new skill or useful piece of information is. (n = 16) **Note small sample size**

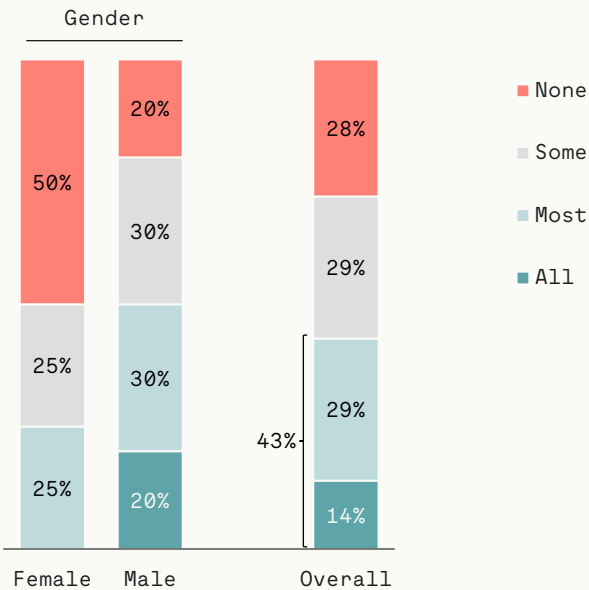


🎓 Training Engagement

Of those trained, 43% apply all or most of the new skills, primarily for school research and improving academic performance.

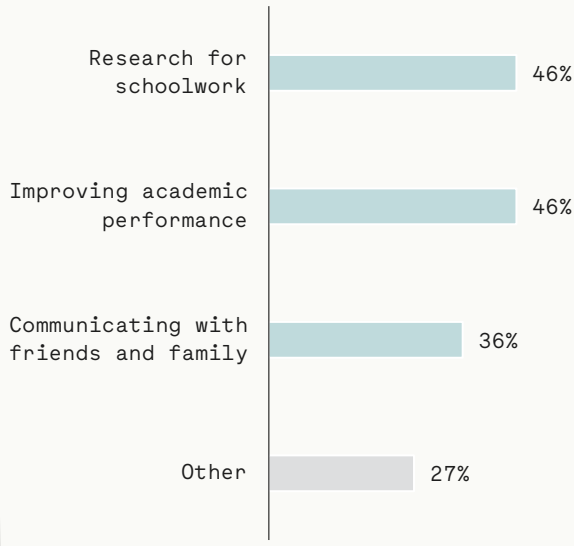
Training Application

Q: How much of this training do you apply in your day-to-day life?  
(n = 14 | Female = 4, Male = 10) **Note small sample size**



Knowledge Use

Q: How did you use the knowledge gained from the training? (n = 11)  
**Note small sample size**



Trainees cite impracticality, distractions, and lack of interest as barriers to applying their training. YouTube is the most popular app for learning.

Barriers to Training Application

Q: Would you mind sharing with me what prevented you from applying the training? (n = 8) **Note small sample size**

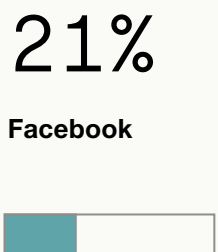
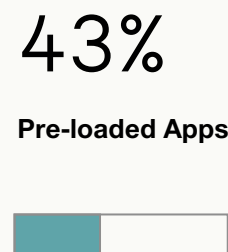
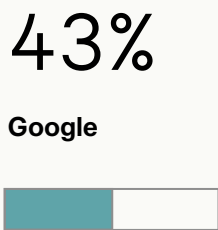
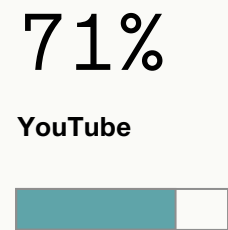
38%  
talk about the impracticality of skills learnt

25%  
mention distractions during training

25%  
mention lack of interest

Top Applications Used To Learn Skills

Q: What application or internet site did you use at the Hub to learn the skill or gain a useful piece of information? (n = 14) **Note small sample size**

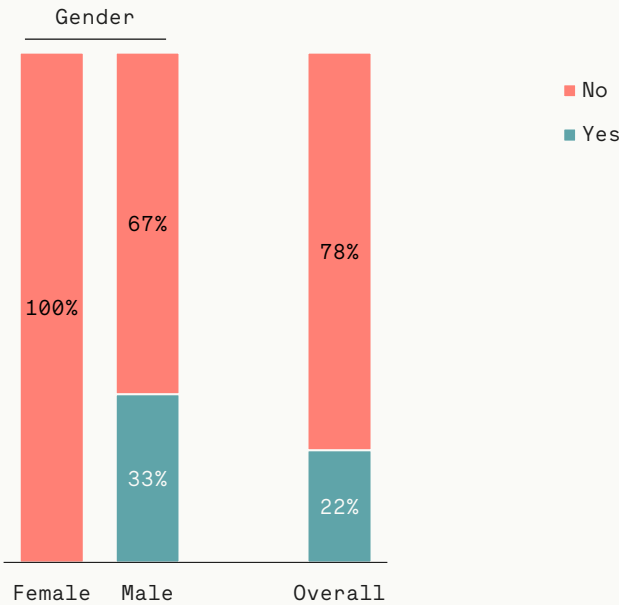


🎓 Training Engagement

22% of trainees are actively seeking employment. Among them, 44% are confident in their job-hunting abilities after their training.

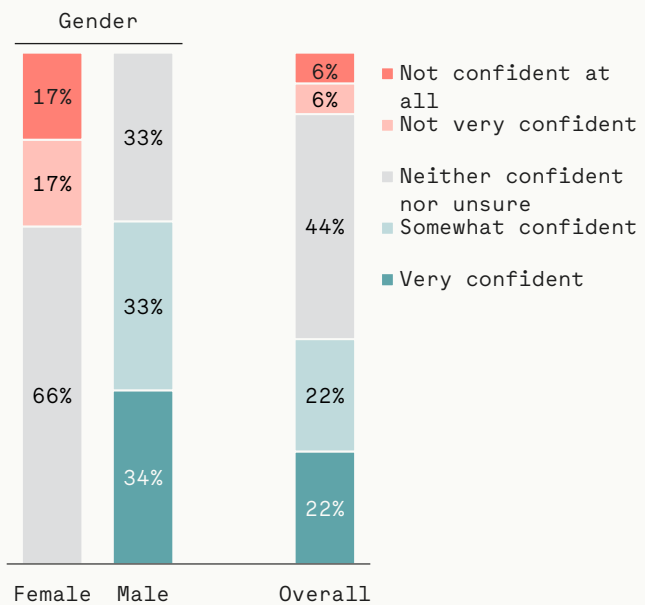
Employment Status

Q: Are you actively looking for work using the skills you have learned?  
(n = 14 | Female = 4, Male = 10)



Confidence in Seeking Employment

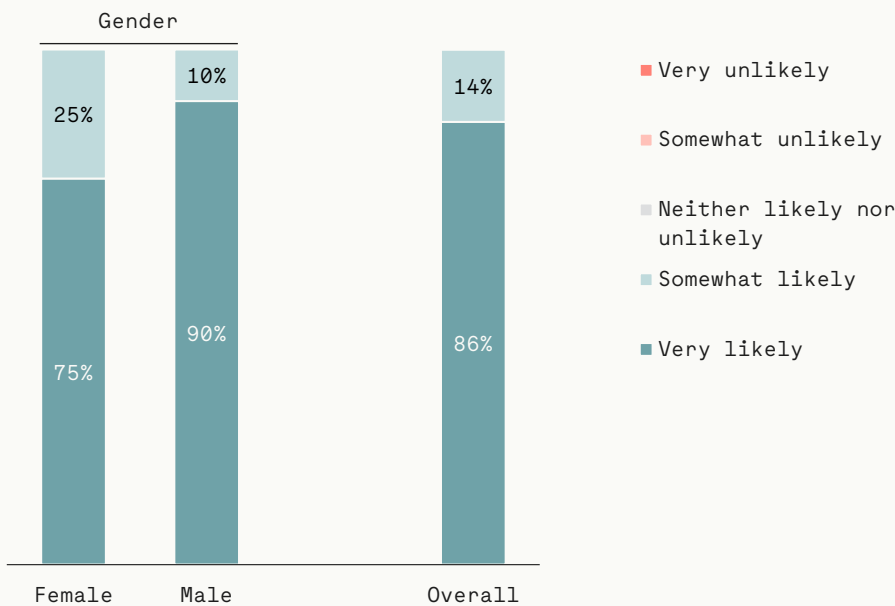
Q: How confident do you feel in your ability to seek gainful employment after undergoing training led by Hello World?  
(n = 14 | Female = 4, Male = 10)



Most trainees are likely to participate in a similar learning experience.

Future Participation

Q: How likely are you to participate in a learning experience similar to the Hello World training you received? (n = 14 | Female = 4, Male = 10)





## 04:

# Experience

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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<sup>®</sup> 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?

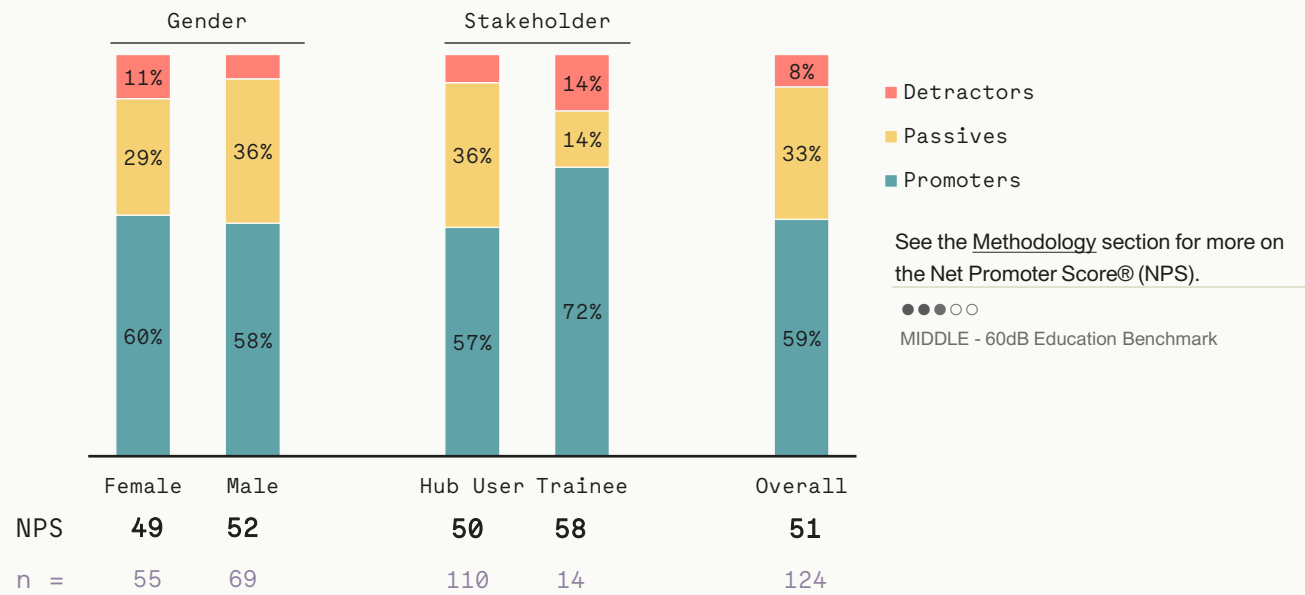


🔊 Experience

Hello World has an NPS of 51 in Nepal, which is good and at par with 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 = 124)



Promoters value free internet access, educational tools, and access to digital devices. Passives would like to see faster internet and improved 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.

**59%** 😊

**are Promoters**

**They love:**

- 1. Free internet access (73% of Promoters / 43% of all respondents)
- 2. Educational tools and apps (66% of Promoters / 39% of all respondents)
- 3. Access to digital devices (45% of Promoters / 26% of all respondents)

**33%** 😐

**are Passives**

**They like:**

- 1. Community enrichment (51% of Passives / 17% of all respondents)

**They want to see:**

- 2. Faster internet (42% of Passives / 14% of all respondents)
- 3. Improved network stability (39% of Passives / 13% of all respondents)

**8%** 😞

**are Detractors**

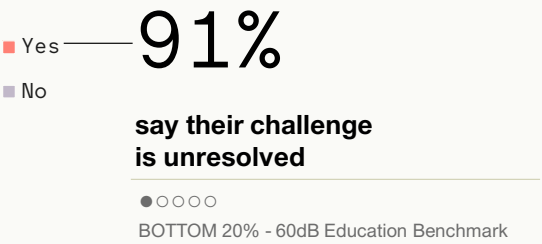
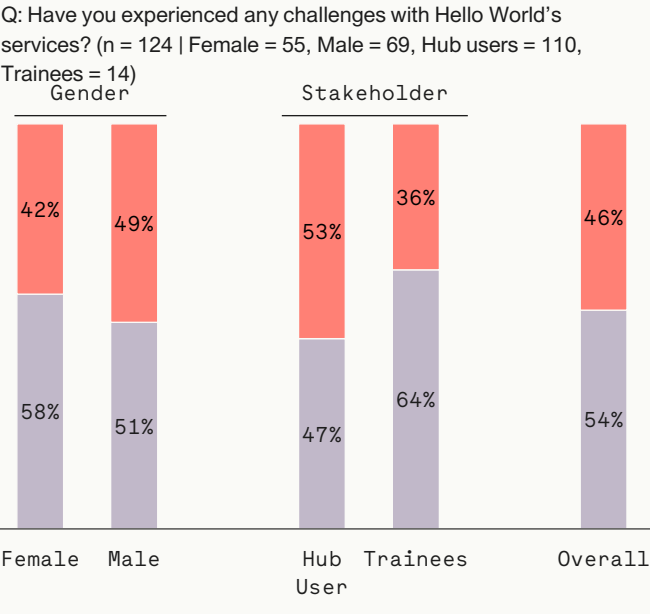
**They want to see:**

- 1. Improved network stability (60% of Detractors / 5% of all respondents)
- 2. Increased access time for students (20% of Detractors / 2% of all respondents)

🔊 Experience

46% of clients report facing a challenge with Hello World’s services. Out of this, 91% share that their challenge remains unresolved.

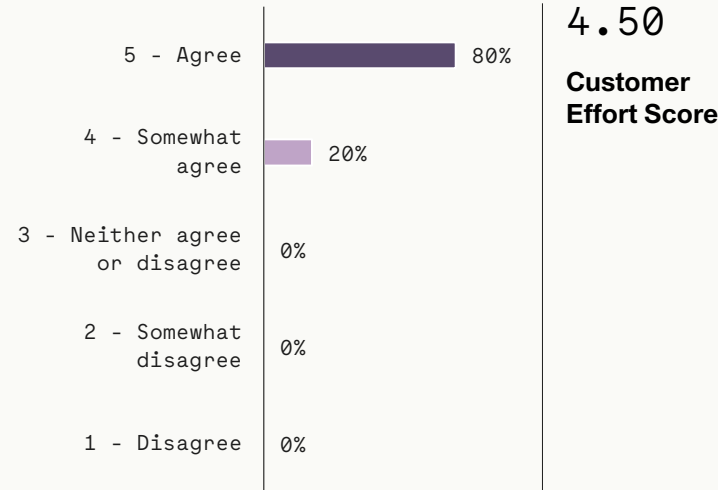
Proportion of hub users Reporting Challenges



All users who report experiencing a challenge say that Hello World has 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 = 5)



“

Kids get to learn alphabets and many more educational activities, and the elderly people are getting chance to learn what technology is and how it is operated. It is so cool to see smiles on their faces.

– Male, 25

🔊 Experience

Among the 46% facing challenges, slow internet speed is the most reported issue.

Most Common Challenges

Q: Please explain these challenges. (n = 57). Open-ended, coded by 60 Decibels.

**53%**  
talk about slow  
internet speed  
(24% of all respondents)

**35%**  
mention unstable  
internet connection  
(16% of all respondents)

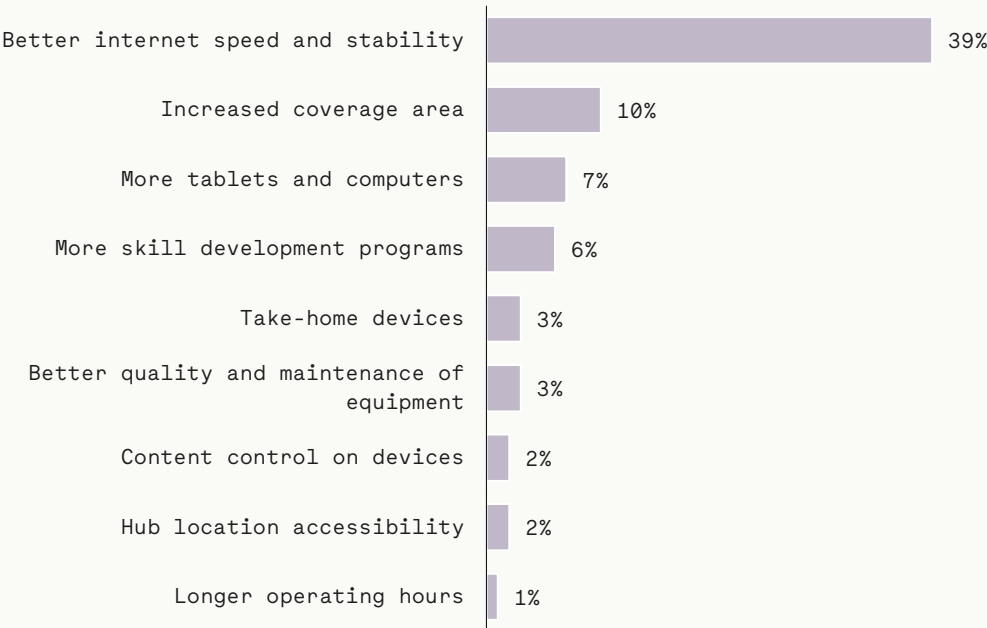
**28%**  
report service  
unreliability  
(13% of all respondents)

“  
The internet and tablet work great most of the time. But occasionally, the internet runs very slowly. Maybe it’s because we are in a remote village. Also, it would be great if we could have more tablets. - Male, 40

The top suggestions for improvement are better internet speed and stability, a larger coverage area, and more tablets and computers.

Suggestions for Improvement

Q: What about the Hello World hubs could be improved? (n = 124). Open-ended, coded by 60 Decibels.





# Appendix

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# Methodology

## About the 60 Decibels Methodology

In June 2024, 60 Decibels’ trained researchers conducted 124 phone interviews with Hello World hub users. The respondents were selected from a client database of 242 active hub users. Here is the breakdown of how we collected this data:

Country	Nepal
Client Population	242
Interviews Completed	124
Response Rate	64%
Languages	English, Nepali
Average Survey Length	20 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 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’.
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!

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### 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.

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### Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your hub users.

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### 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!](#)

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### 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.

### Project Team

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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

**Thank you to Joanna Henderson, Anna Sutton, and Angharad Jones for their support throughout the project. This work was generously sponsored by Hello World.**