60 __decibels

Advans Tunisia Impact Performance Report



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About This Report

This report is designed to provide you with an in-depth understanding about your Agriculture loan clients, 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 280 clients, in Tunisia. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your clients – they had a lot to say!

We employed a random sampling method to select respondents.

About the 60 Decibels Methodology

In September and October 2024, 60 Decibels' trained researchers conducted 280 phone interviews with Advans Agriculture loan clients. The clients were randomly selected from a random sample of Advans' client database. Here is the breakdown of how we collected this data:

To contextualize your results, you can see how your performance compares to other Financial Inclusion companies in the <u>Performance Snapshot</u> and Appendix.

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

280 clients interviewed, 5% were female.

Country	Tunisia
Contact Details Shared	4048
Interviews Completed	280
Response Rate	55%
Languages	Arabic, Tunisian dialect
Average Survey Length	13 mins
Confidence Level	95%
Margin of Error	5%



66

I have reached a greater level of financial comfort. I have successfully raised all my children... I am very proud of what I have accomplished so far. All of this was possible thanks to the loan and its significant role in helping me grow my business.

3

Male, 64

About The Company

In 2017, SCBF provided a technical assistance grant to support <u>Advans Tunisie</u>'s outreach and impact in rural areas with the development of a loan product for farmers and rural populations. Advans Tunisie is a microfinance institution that was launched in 2013 by Advans Group. Today, Advans Tunisie provides loans, insurance and training to micro and small and medium sized enterprises (MSMEs) and farmers in urban and rural areas across Tunisia.

SCBF Project 2017-08: Factsheet and Final Report

Project Period: August 2017 - April 2019

Country: Tunisia
Theme: Agriculture

Product: Agriculture loans

Target group: Smallholder farmers

Product description:

Commercially called, "Crédit Saba", the agricultural loan provided by Advans Tunisia enables smallholder farmers to borrow up to 40,000 DT (11,200 CHF). Flexible repayments allow farmers to adapt their loan payments to their seasonal income generation.

Loan range amount: 2,000 Tunisian Dinars (560 CHF) to 40,000 Tunisian Dinars (11,200 CHF)

Average disbursed amount: 10,823 Tunisian Dinars (3,020 CHF), based on 2024 figures.

Average loan disbursement time from the application to the client receiving the loan: 5 days

Loan disbursement and repayment channels: Advans Tunisie branches or through a partner bank for disbursement via Amen Bank. Repayments through partners including Amen Bank, Attijari Bank, BT Bank, the Tunisian Post, Swared Payment Institution, and UIB Bank via direct debit.

Flexible repayment options for farmers and livestock clients:

- Fixed Schedule: A fixed monthly repayment amount where the same instalment is paid each month
- 2. Flexible Schedule: A customizable repayment option adapted to the seasonality of agricultural activities and the client's cash flow. This includes a partial grace period, during which the client pays at least the interest monthly, with the option to make a larger repayment after the harvest sale.

Financial literacy training for farmers and livestock clients:

Conducted in batches by credit officers at Advans Tunisie's branches. Since the COVID-19 pandemic, the credit officers ensured the follow-up and financial education of clients in the field. Advans Tunisie's credit officers are well-trained in this area, thanks to the sessions and through Talent LMS, Advans' online training tool.

60dB Perspective

Top Insights

1 Advans Tunisia is reaching low-income households.

67% of clients are in the bottom 60% of the wealth distribution in Tunisia. This indicates that Advans Tunisia is serving a slightly higher proportion of clients in the bottom 60% of wealth distribution in Tunisia. Clients are poorer compared to the national wealth distribution, on average. Additionally, 64% of Agriculture loan clients live in a rural area. This highlights Advans Tunisia's strong outreach, especially in rural areas with limited access to financial services.

There is a gender gap as only 5% of clients are women. Focus on diversifying the client base and increase outreach to female clients.

See page: 8.

3 Advans Tunisia has a strong positive impact on clients' farm production and earnings.

83% of clients report that the total production from their farm has increased. Nearly all clients say they have made new investments, particularly in farming supplies and livestock, resulting in increased income.

Additionally, a third of clients report that the diversity of their farming activity has changed because of the loan from Advans Tunisia.

Keep up the good work!

See pages: 11, 12, 13.

Recommendations

1 Clients exhibit good overall satisfaction that can, however, be improved by resolving challenges.

Advans Tunisia achieved a Net Promoter Score (NPS) of 24, which is an indicator of customer satisfaction and loyalty. While 45% of clients are Promoters, there is still room for improvement. 21% of clients fall in the Detractors category, largely citing issues related to high interest rates and lack of repayment flexibility.

These also align with 16% of clients who report facing similar issues. Resolving these challenges could help improve clients' experience.

See pages: 18, 19.

2 Advans Tunisia enhances clients' preparedness for future climate shocks.

More than 1 in 2 clients say they feel more prepared for a future climate shock because of their loan from Advans. Clients living in urban areas were more likely to say they feel more prepared (65%) than those living in rural areas (55%). Clients who feel more prepared attribute it to installing irrigation systems, increased ability to secure animal feeds and to purchase quality farm inputs.

Advans Tunisia's financial services help clients to adapt their agricultural activities to shocks, enabling them to prepare for future climate disruptions.

See page: 22.

4 More clients with 2 loan cycles report accessing a loan for the first time with Advans Tunisia. Clients with 3+ loan cycles report higher impact.

Clients with 2 loan cycles are more likely to access a loan for the first time (63% vs. 42%). 69% feel prepared to meet an emergency expense, compared to 56% of clients with 3+ loan cycles. This suggests that they are better equipped to manage emergency expenses because of accessing a loan from Advans.

A larger percentage of clients with 3+ loan cycles reported higher quality of life improvements (75% vs. 65%), ability to repay the loan (64% vs. 53%) and savings balance (51% vs. 36%).

See page: 9, 24.

2 Clients who used the flexible repayment system report higher satisfaction and impact. Increase usage of the system among clients.

32% of clients did not use the flexible repayment system. Compared to those who did, they were more likely to have experienced challenges (40% vs. 5%), and to be Detractors (42% vs. 11%). They were also more likely to report 'no change' on impact metrics, particularly quality of life (36% vs. 16%), and change in amount saved (73% vs. 36%). Encouraging clients to use the system could deepen the impact that the loans have on their lives.

See pages: 11.

Performance Snapshot

The performance column presents how you compare to 60 Decibels Benchmarks in the Financial Inclusion sector in Africa. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the <u>Appendix</u>.

Benchmark Overview

Africa Financial 69 18,552 geographical focus Inclusion sector focus included Financial companies included listened to

Bottom 20%
Bottom 40%
Middle
Top 40%
Top 20%

Performance vs

60dB Benchmarks

Who are you reaching?	Advans Performance	Benchmark Performance			
Female	5%	• 0 0 0 0			
Accessing product/service for first time	53%	• • 0 0 0			
[+] What impact are you having?					
% seeing significantly increased income	37%	• • • • •			
% reporting difficulty in coming up with emergency funds	9%	• 0 0 0 0			
% seeing increased amount spent on children's education	19%	• 0 0 0 0			
% reporting increased visits to healthcare provider	14%	• • • 0 0			
% seeing increased ability to save	17%	• 0 0 0 0			
% seeing significantly improved quality of life	37%	• • 0 0 0			
How satisfied are your clients?					
Net Promoter Score	24	• • • • •			
% experiencing challenges	16%	• • • 0 0			
% reporting loan repayment is not a problem	58%	• 0 0 0 0			
% reporting high understanding of loan terms	67%	• • • 0 0			



01: Profile

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

The key indicators in this section are:

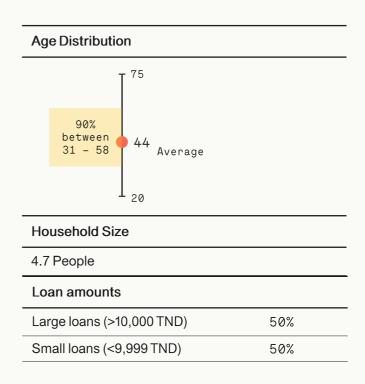
- Wealth Distribution: Are you reaching less well-off clients? How representative is your client base of the national population of the country you are working in?
- First Access: What proportion of your clients are accessing a similar product/service for the first time?



A typical Advans Tunisia Agriculture loan client is a 44-year-old man, living in a rural area, in a household of 5.

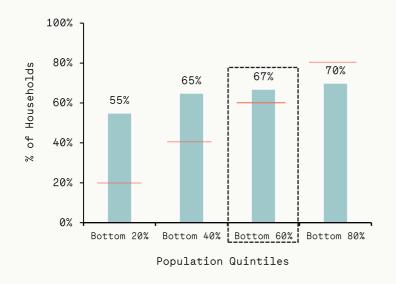
Demographics

Gender Breakdown				
Male	95%			
Female	5%			
OOOO BOTTOM 20% - 60dB Africa FI Benchmark				
Location				
Urban	21%			
Peri-Urban	15%			
Rural	64%			
Loan cycles				
2 cycles	53%			
3+ cycles 47%				



Compared to the national wealth distributions, Advans is reaching poorer clients in Tunisia.

Wealth Distribution of Advans Tunisia clients vs. National (n = 279)



How To Read This Chart

The x-axis shows the distribution of wealth in the general population nationally. The y-axis and chart bars show the proportion of Advans Tunisia's clients that fall into the bottom 20%, the bottom 40%, etc., of the population.

If Advans Tunisia's clients exactly matched the distribution of wealth in the general population, then the percentages on the y-axis would exactly match, i.e. 20%, 40%, 60%, 80% and coincide with the red lines.

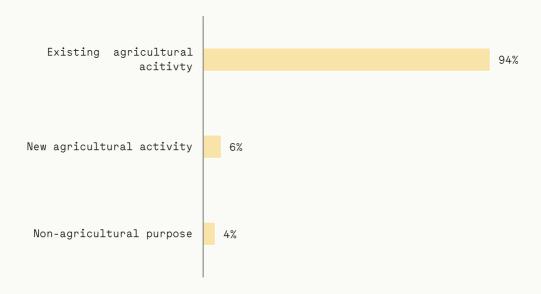
67% of clients lie in the bottom 60% of the wealth distribution in Tunisia. This indicates that Advans Tunisia is serving a higher proportion of clients in the bottom 60% of wealth distribution in Tunisia, i.e. the clients are poorer compared to the national wealth distribution, on average.



94% of clients say they used their loan for an existing agricultural activity.

Loan Use

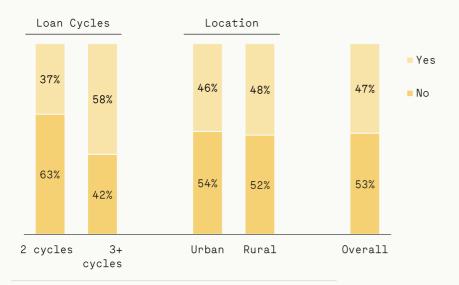
Q: What did you use your Advans loan for? (n = 280)



53% of clients say they had no prior access to a service like Advans provides.

First Access

Q: Before Advans, did you have access to a service like Advans provides? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

Clients who completed 3+ cycles are more likely to say they had prior access to a service like Advans provides than those who completed 2 cycles (58% vs. 37%).

Older clients were also more likely to report having prior access than those who are 35 years or younger (49% vs 36%).

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BOTTOM 40% - 60dB Africa FI Benchmark



02: Impact

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

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

The key indicators in this section are:

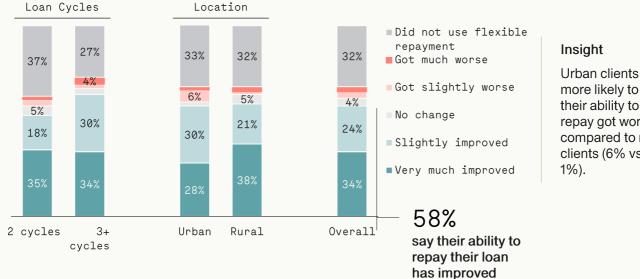
- Production and Earnings: To what extent are clients experiencing production and earning changes because of Advans Tunisia?
- Quality of Life Change: To what extent has the quality of life of your clients changed as a result of your offering?



58% of clients report that their ability to repay their loan has improved. However, 32% did not use the flexible repayment system.

Flexible Repayment System

Q: Has your ability to repay your loan on time changed because of this flexible repayment system? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)

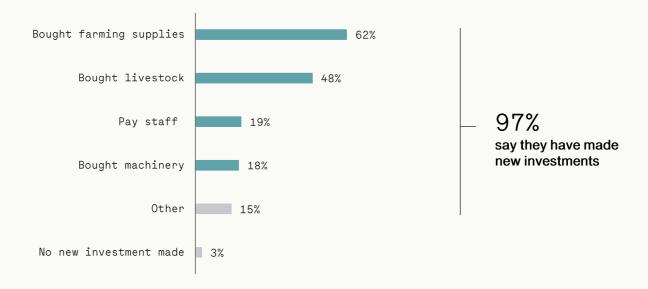


Urban clients are more likely to say repay got worse compared to rural clients (6% vs.

Nearly all clients say they have made new investments. Majority invested in farming supplies and livestock.

Loan Investment

Q: Have you been able to make new investments because of the loan from Advans?: (n = 280)

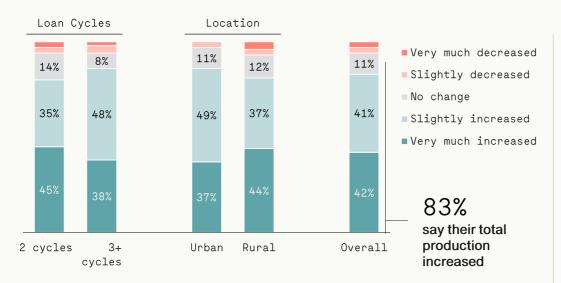




83% of clients say their total production has increased because of Advans, with 42% reporting it has 'very much increased'.

Productivity

Q: Has the total production from your crop/livestock/farm changed because of the loan from Advans? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

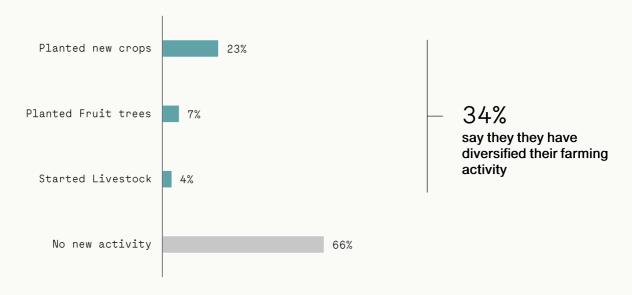
Clients with 3+ cycles are more likely to report a slight increase in their total production than those with 2 cycles (48% vs. 35%).

49% of urban clients report a slight increase, compared to 37% of rural clients.

34% of clients report that the diversity of their farming activity has changed because of the loan from Advans.

Agricultural Diversification

Q: Has the diversity of your farming activity changed because of the loan from Advans? Have you: (n = 280 | 2 cycles = 147, 3 cycles = 133 | Urban = 101, Rural = 178)

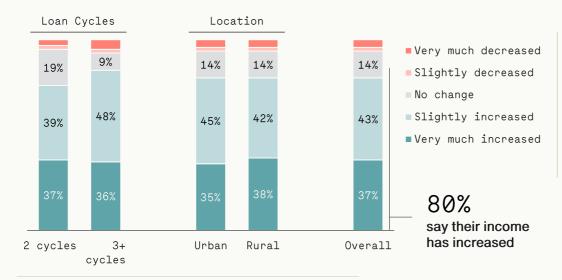




80% of clients say their income has increased because of Advans, with 37% reporting it has 'very much increased'.

Income Change

Q: Has the money you earn (your income) changed because of the Advans loan? Has it:: (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

Clients with 2 loan cycles are more likely to report no change in income compared to those with 3+ loan cycles (19% vs. 9%).

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The top reasons for clients reporting an increase in income are increased number of livestock and increased capital.

Clients Reporting Income Increase

Open-ended question, responses coded by 60dB (n = 222)

39%

talk about about increased number of livestock (31% of all respondents) 31%

mention increased capital (25% of all respondents) Clients Reporting No Change in Income

Open-ended question, responses coded by 60dB (n = 40)

25%

talk about delayed production

(4% of all respondents)

18%

mention impact of climate change (3% of all respondents)

20%

report being able to expand their land for cultivation

(16% of all respondents)

15%

report being impacted by loan repayment burden (2% of all respondents)

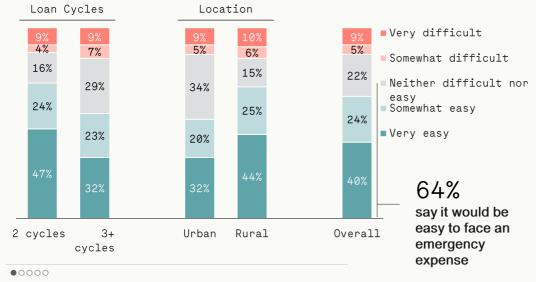


64% of clients say it would be easy to face an emergency expense, with 40% saying it would be 'very easy'.

Financial Resilience

Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 571 TND within the next month. How easy or difficult would it be to come up with this money?

(n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

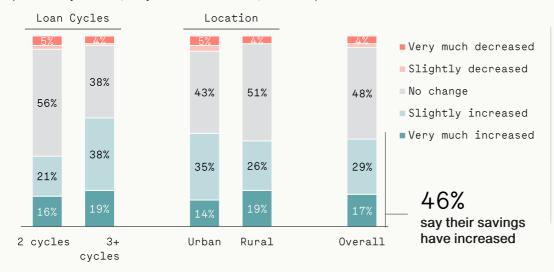
Rural clients (44%) and those with 2 cycles (47%) are more likely to say it would be 'very easy' to face an emergency expense; while urban clients (34%) and those with 3+ cycles (29%) say it would be neither difficult nor easy.

46% of clients report that their savings have increased, with 17% reporting it has 'very much increased'.

Savings Balance

BOTTOM 20% - 60dB Africa FI Benchmark

Q: Has your savings changed because of working with Advans? Has it: (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

Clients with 3+ cycles are more likely to report their savings slightly increased (38%), while those with 2 cycles are more likely to say it has not changed (56%).

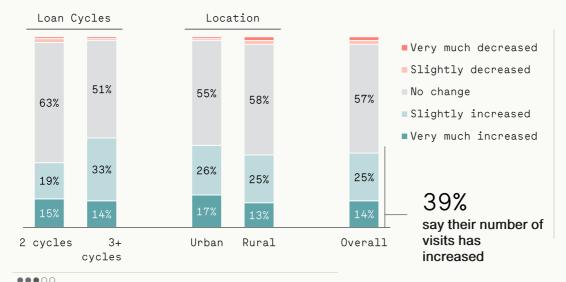
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39% of clients say their ability to visit a healthcare provider for check-ups and when they fall ill has increased because of Advans.

Access to Healthcare

Q: Because of Advans Tunisia, has how often you are able to go to a healthcare provider for check-ups and if you fall ill changed?: (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

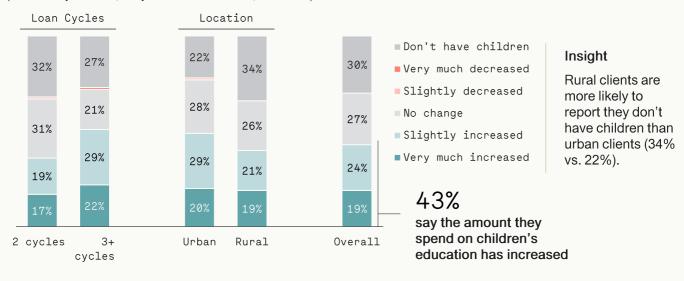
Clients with 3+ loan cycles are more likely to report their number of visits slightly increased (33%), while those with 2 cycles are more likely to say it has not changed (63%).

MIDDLE 60dB - 60dB Africa FI Benchmark

43% of clients say the amount they spend on their children's education has increased.

Educational Investment

Q: Because of Advans Tunisia, has the amount you spend on your children's education changed? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



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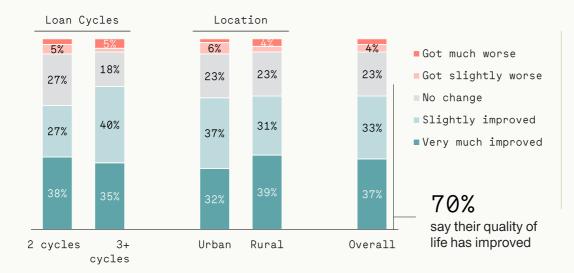
BOTTOM 20% - 60dB Africa FI Benchmark



70% of clients report that their quality of life has improved as a result of their Advans loan.

Quality of Life Change

Q: Has your quality of life changed because of a Advans product? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

Clients with 3+ loan cycles are more likely to report their quality of life slightly improved, compared to those with 2 cycles (40% vs. 27%).

BOTTOM 40% - 60dB Africa FI Benchmark

Top three self-reported outcomes for 70% of clients who say their quality of life improved.

Open-ended question, responses coded by 60dB. (n = 195)

46%

••000

talk about increased income (32% of all respondents)

40%

mention improved ability to afford household expenses (28% of all respondents)

30%

report having expanded their agricultural activities (21% of all respondents) 66

As a small-scale farmer, I have encountered numerous challenges with my limited number of cows, including the cost of animal feed and medicine. With the loan, I have expanded my herd and have successfully boosted milk production.

Male, 31



03:

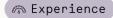
Experience

If your clients are unhappy, it's unlikely they will continue to choose your loan 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:

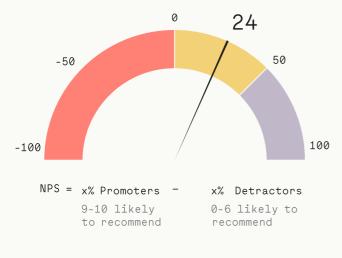
- Net Promoter Score: How likely are your clients to recommend your company to a friend?
- % Experiencing Challenges: What proportion of clients experience challenges with your loan?



Advans has an NPS of 24 in Tunisia, which is lower than the 60 Decibels Benchmark of 40 in Africa.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Advans to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 280)



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

The score can range from -100 to 100. Advans in Tunisia has a NPS of 24, which is good.

Segments	NPS
2 cycles	28
3+ cycles	22
Urban	27
Rural	24

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BOTTOM 40% - 60dB Africa FI Benchmark

Promoters value fast loan processing procedures. Detractors want to see lower interest rates.

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

45%

are Promoters

They love:

- 1. Fast loan processing (50% of Promoters/ 23% of all respondents)
- 2. Friendly and professional staff (46% of Promoters / 21% of all respondents)
- 3. Clear and simple procedures (20% of Promoters/9% of all respondents)

34%



They like:

1. Fast loan processing (52% of Passives/18% of all respondents)

They want to see:

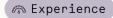
- 2. Lower interest rates (53% of Passives/18% of all respondents)
- 3. Longer repayment periods (15% of Passives / 5% of all respondents)

21%

are Detractors

They want to see:

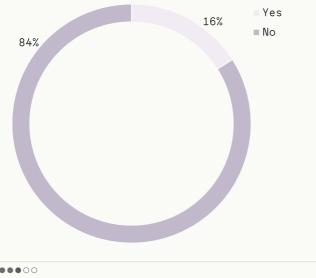
- 1. Lower interest rates (66% of Detractors / 14% of all respondents)
- 2. More repayment flexibility (25% of Detractors / 5% of all respondents)



16% of clients report facing a challenge with Advans Tunisia.

Proportion of clients Reporting Challenges

Q: Have you experienced any challenges with Advans Tunisia? (n = 280)



MIDDLE 60dB - 60dB Africa FI Benchmark

Of the 16% who experience a challenge, the most common ones are related to high interest rates and rigid payment schedules.

Most Common Challenges

Q: Please explain these challenges. (n = 47). Open-ended, coded by 60 Decibels.

44%

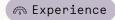
35%

talk about high interest rates (8% of all respondents) mention rigid payment schedules (6% of all respondents)

24%

talk about insufficient loan amounts

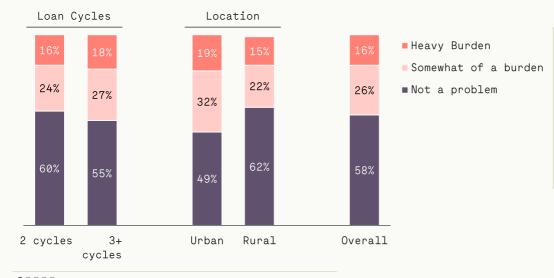
4% of all respondents)



58% of clients say their loan repayments are not a problem.

Repayment Burden

Q: Thinking about your loan repayments, are they a heavy burden, somewhat of a burden, or not a problem? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Insight

Rural clients are more likely to say their loan repayments are not a problem, compared to urban farmers (62% vs. 49%).

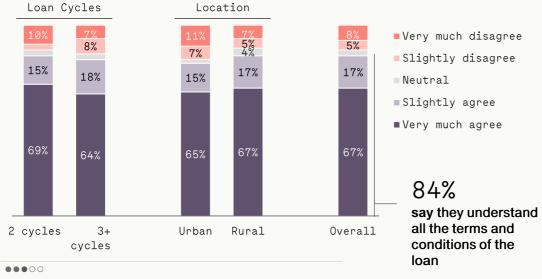
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BOTTOM 20% - 60dB Africa FI Benchmark

Most clients say they understand the terms and conditions of the Advans loan.

Loan Terms Understanding

Q: To what extent do you agree or disagree with the following statement: "I understand all of the terms and conditions of the Advans loan, including payments, penalties, and loan insurance."? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



MIDDLE 60dB - 60dB Africa FI Benchmark



04: Realized Resilience

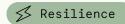
A household's experience with and response to an unexpected weather event can change the trajectory of their livelihood for generations.

This section measures Advans' impact on how clients feel prepared for future shocks.

The key indicators in this section are:

 Preparedness: Are clients more prepared for future shocks because of Advans Tunisia?

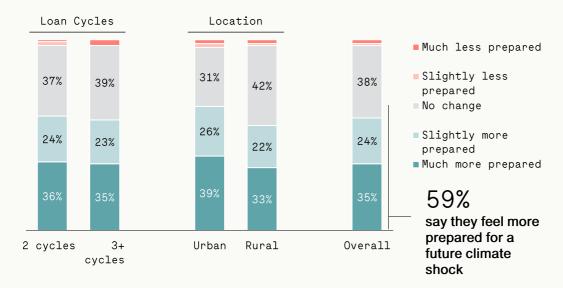
21



59% of clients say they feel more prepared for a future climate shock because of their loan from Advans.

Preparedness for Future Climate Shock

Q: Has Advans affected how prepared you feel for a future shock? (n = 280 | 2 cycles = 147, 3+ cycles = 133 | Urban = 101, Rural = 178)



Clients who feel more prepared attribute it to installing irrigation systems and increased ability to secure animal feeds.

Clients Reporting More Preparedness

Q: How are you more prepared? (n = 165). Open-ended, coded by 60 Decibels.

33%

report increased ability to secure and stockpile animal feeds

(19% of all respondents)

27%

mention increased ability to purchase quality fertilizer and seeds (16% of all respondents) 30%

talk about purchasing and installing irrigation systems

(18% of all respondents)

Q: Why is there no difference? (n = 105). Open-ended, coded by 60 Decibels.

Clients Reporting No Change in Preparedness

42%

talk about using the loan for other purposes

(16% of all respondents)

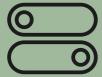
19%

mention that they rely on their own resources to prepare

(7% of all respondents)

17%

report that their farming activities were not affected by climate factors (6% of all respondents)



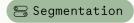
04: Segmentation Analysis

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

This section disaggregates results by loan cycles across five key indicators introduced in previous sections.

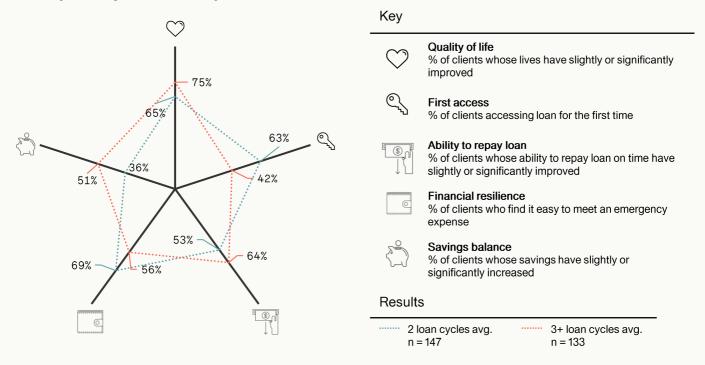
The key indicators in this section are:

- Quality of life
- First access
- · Ability to repay loan
- Financial resilience
- Savings balance



More clients with 2 loan cycles report accessing a loan for the first time. Clients with 3+ loan cycles report higher impact.

Loan Cycles Segmentation Analysis



Insights

Clients with 3+ loan cycles report higher impact.

A larger percentage of clients with 3+ loan cycles reported higher quality of life improvements (75% vs. 65%), ability to repay the loan (64% vs. 53%) and savings balance (51% vs. 36%).

This indicates that clients with 3+ loan cycles are seeing greater impact on their lives.

Clients with 2 loan cycles report having more first-time access to a loan, and greater ability to handle emergencies.

Clients with 2 loan cycles are more likely to access a loan for the first time (63% vs. 42%). Additionally, 69% feel prepared to come up with emergency funds, compared to 56% of clients with 3+ loan cycles.

This suggests that they are better equipped financially to manage emergency expenses as a result of accessing the loan from Advans Tunisia.



Appendix

Detailed Advans Impact Performance

Performance Relative to Benchmark indicates where Advans falls in the ranking relative to other companies in the Financial Inclusion in Africa.

Benchmark Overview	# Companies	# Respondents	
60dB Financial Inclusion Benchmark Africa	69	18,552	
60dB Agriculture Benchmark Africa	132	65,940	

Performance vs 60dB Benchmark

O O O O O Bottom 20%
 O O O Bottom 40%
 O O Middle
 Top 40%
 Top 20%

Indicator	Description	Advans	60dB FI Africa Benchmark	60dB FI Africa Top 20%	Performance Relative to FI Benchmark	60dB Agri Africa Benchmark
Profile & Access						
Female	% of female respondents	5%	52%	79%	• 0 0 0 0	29%
First Access	% accessing for the first time	53%	67%	80%	• • 0 0 0	75%
[+] Impact						
Income change	% 'very much increased' income	37%	38%	52%	• • • 0 0	36%
Financial Resilience	% 'very difficult' to come up with emergency funds	9%	4%	1%	• 0 0 0 0	-
School Spending	% 'very much increased' amount spent on education	19%	25%	41%	• 0 0 0 0	-
Healthcare	% 'very much increased' visits to healthcare provider	14%	15%	26%	• • • 0 0	-
Savings	% 'very much increased' amount saved	17%	32%	43%	• 0 0 0 0	-
Quality of Life	% 'very much improved' quality of life	37%	45%	58%	• • 0 0 0	36%
Satisfaction						
Net Promoter Score	NPS, on a scale -100 to 100	24	40	60	• • 0 0 0	38
Challenges	% experiencing challenges	16%	19%	13%	• • • • •	24%
Loan Understanding	% reporting high understanding of loan terms	58%	72%	88%	• 0 0 0 0	-
Repayment Burden	% loan repayment is not a burden	67%	76%	86%	• • • 0 0	-

Methodology

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'.

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 clients.
Close The Loop	We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
	If you can, call back the clients with challenges and/or complaints to find out more and show you care.
	After reading this report, don't forget to let us know what you thought: Click Here!
Take Action!	Collate ideas from team into an action plan including responsibilities.
	Keep us updated, we'd love to know what changes you make based on these insights.
	Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

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 [1,400]+ researchers in [80+] 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 <u>The Volume</u>, our monthly collection of things worth reading.

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