

SNV BRILHO Programme

Lean Data Insights
Aggregate Report

Mozambique



Welcome To Your 60dB Results

We enjoyed hearing from 985 customers of 15 of your SNV BRILHO programme portfolio companies in Mozambique – they had a lot to say!

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Project Overview

In this report, we have included data from 13 Lean Data studies commissioned by SNV BRILHO plus the results of Lean Data studies funded by other partners with 2 SNV BRILHO investees (consent was given from the companies).

Company results have been anonymised throughout the report to protect data. Companies are displayed as Company 1 to 15.

Methodology overview:

- Survey method: phone interviews
- Average response rate: 74%
- Average survey length: 15 minutes
- Languages: Portuguese, Changana, Sena, Shona

In January and February 2023, we completed Lean Data studies talking to 985 customers of 15 SNV BRILHO portfolio companies in Mozambique.

	Company	Technology Type
Solar Home System	1	Solar Home Systems (SHS)
	2	SHS
	3	SHS
	4	SHS
	5	SHS
	6	SHS
	7	SHS
	8	SHS
Improved Cook Stove	9	Improved Cook Stove (ICS)
	10	ICS
	11	ICS
	12	ICS
	13	ICS
	14	ICS
	15	ICS

Report Guide

SNV Portfolio Average: We calculated the average by equally weighting each companies' results.

Segmentation Analysis: We looked for differences in results by product technology and gender. Where there are differences, we have called these out throughout the report.

Benchmarks: We have compared the portfolio results to our 60 Decibels Energy Benchmarks, wherever applicable. You can find out more here: [60 Decibels Energy Benchmark dashboard](#). Benchmark details are on the right.

Metrics: The data presented on each page includes all data we have for these indicators. For the studies funded by other partners, not all indicators were included in all studies.

Company level metrics: Each company has a small sample and hence these results are not statistically robust at a company-level

A quick guide to the main concepts we use in this report.

60dB Global Energy Benchmark

- Companies: 92
- Projects: 121
- Respondents: 27,000+
- Countries: 26

60dB SHS Benchmark

- Companies: 40
- Projects: 53
- Respondents: 12,000+
- Countries: 20

60dB Cookstove Benchmark

- Companies: 18
- Projects: 19
- Respondents: 4,500+
- Countries: 10

List of Companies

- BURN
- Community Carbon
- DIGITECH
- Dynamiss
- ENGIE
- Epsilon Energia
- Sun King
- Ignite
- MozCarbon
- Pamoja
- SOGEPAL
- SolarWorks!
- SupaMoto
- Uranus Solar
- Yazu

Executive Summary

1 Companies are providing products or services that most customers did not have access to before.

85% of customers did not have access to a clean cooking product or service before accessing the product or service through SNV BRILHO portfolio companies. 12 out of 15 companies have excellent First Access scores; above the 60 Decibels Energy Benchmarks. 70% of customers could not easily find a good alternative to their product or service.



2 The average portfolio Net Promoter Score (NPS) of 71 is very good.

The average NPS across the SNV BRILHO portfolio companies we worked with, is higher than the 60 Decibels Energy Benchmark (71 vs 46). NPS for all 15 companies are above the 60 Decibels Benchmark of 46, with Company 7 leading the group with an NPS of 84.

4 Companies have contributed to improved safety and security and reduced fuel spending for their customers

9 in 10 customers say how safe they feel at home or at their business has improved and feel more secure about their assets because of SNV BRILHO's portfolio companies' products and services. A majority of customers attribute lower fuel spending to these products and services.

3 Companies have contributed to improved quality of life for their customers.

Impact performance is strong across the SNV BRILHO portfolio companies, in particular for quality of life. 93% of customers say their energy product or service has improved their quality of life; it has significantly improved for 56% which is above the 60 Decibels Energy Benchmark of 47%.

5 Less than 1 in 5 customers have experienced a challenge using their product or service.

13% say this. Customer challenges affect impact and satisfaction. The NPS for customers with no challenges is significantly higher (76) than for these with unresolved challenges (20). This highlights the importance of customer service and issue resolution for positive impact.

Performance Snapshot: SNV BRILHO Portfolio

The SNV BRILHO portfolio companies outperform the 60dB Energy Benchmarks in 4 out of 6 metrics.

SNV BRILHO Portfolio companies outperform the 60 Decibels Energy Benchmarks on the following metrics:

- First Access
- Quality of life improvement
- Satisfaction (Net Promoter Score)
- Ease of Use

There is scope for improvement in reaching populations with no/few perceived access or options (Access to Alternatives)

Legend

> : Higher than 60dB Energy Benchmark

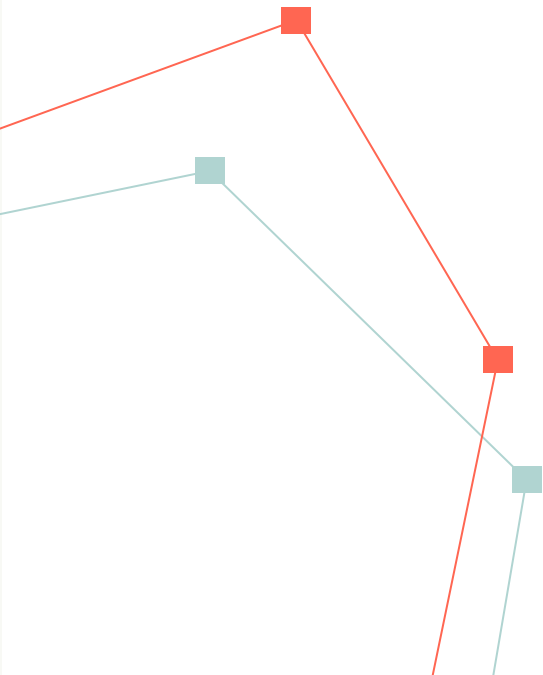
< : Lower than 60dB Energy Benchmark

= : On par with 60dB Energy Benchmark

Metric	SNV BRILHO Average		60dB Energy Benchmark
First Access % accessing product for the first time	85%	>	80%
Access to Alternatives % with no easy access to good alternatives	70%	<	84%
Quality of Life % 'very much improved' quality of life	56%	>	47%
Customer Satisfaction (Net Promoter Score®) on a scale from -100 to 100	71	>	46
Ease of Use % not experiencing challenges	87%	>	69%
Customer Service (Customer Effort Score) on a scale from 1 to 5	3	=	3.1

Customer Voices

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



Impact Stories

93% shared how SNV BRILHO portfolio companies' products and services had improved their quality of life

“My life has changed as I used to take an average of 3 to 4 hours to prepare meals, but with the stove, that time reduced to an average of 1 hour and 30 minutes, saving me money and time.” - Male, ICS

“I feel safe using the stove, so I can let my 15-year-old daughter cook even when I am not at home.” - Female, ICS

“The stove has improved the taste of food. My food used to taste like coal smoke, but with this stove, this is no longer the case, so I can get to enjoy the food.” - Male, ICS

“Before, my life was just to arrive at 5pm for dinner and sleep, but now, after 5pm, I can get ahead on some work that I would do in the morning.” - Male, SHS

“I use the solar home system to reinforce lighting in my house because electricity is expensive and I end up using it, therefore reducing electricity expenses.” - Female, SHS

“I did not have a source of income before, but with the solar home system, I am able to earn money through phone charging.” - Female, SHS

Opinions On Portfolio Companies' Value Proposition

75% were Promoters and highly likely to recommend

“I like the part where we pay in instalments, and then the solar home system becomes our property once we're done with the payment.” - Male, SHS

“The stove is great for those who are tired of burning coal; it does not cause smoke and is easy to use in rainy seasons as you can cook indoors, and it does not cause pollution.” - Female, ICS

“The stove is efficient and mobile and can be used anywhere, at the beach or even at the farm, which helps someone who is always traveling a lot.” - Male, ICS

Opportunities For Improvement

21% had a specific suggestion for improvement

“As a business person, I want to suggest a barbecue grill where I can roast meat and fish with the same qualities of low cost and effectiveness.” - Male, ICS

“I would suggest that the company consider including a radio function in the solar home system.” - Male, SHS

“I would like to suggest that the company improve on the charging system of the solar home system and also consider ones that support things like refrigerators.” - Male, SHS

Customer Profile

- Demographics
- First Access
- Access to Alternatives



Credit: SNV

“I have recommended the cookstove to all my family and friends because it is modern and saves coal. I can cook anytime and anywhere.” - Male, ICS

Demographics

On average, Company 14 has the highest proportion of female customers at 78%, while Company 6 has the lowest at only 10%. Our sample is representative of the customer base.

These figures indicate notable variations in comparison to the overall proportion of female customers (44%), which could have implications for customer outreach and marketing strategies.

44% of customers we spoke to, are female.

Demographic Profile of SNV BRILHO Portfolio Company Customers

Data relating to customer characteristics (n = 985)

Company	Overall	SHS								ICS						
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
% Female	44%	47%	41%	26%	16%	30%	10%	58%	60%	41%	56%	58%	22%	77%	78%	32%

First Access

85% of customers did not have prior access to an energy product or service like they purchased from SNV BRILHO portfolio companies.

The First Access indicator provides us insight into the degree to which companies are reaching unserved populations.

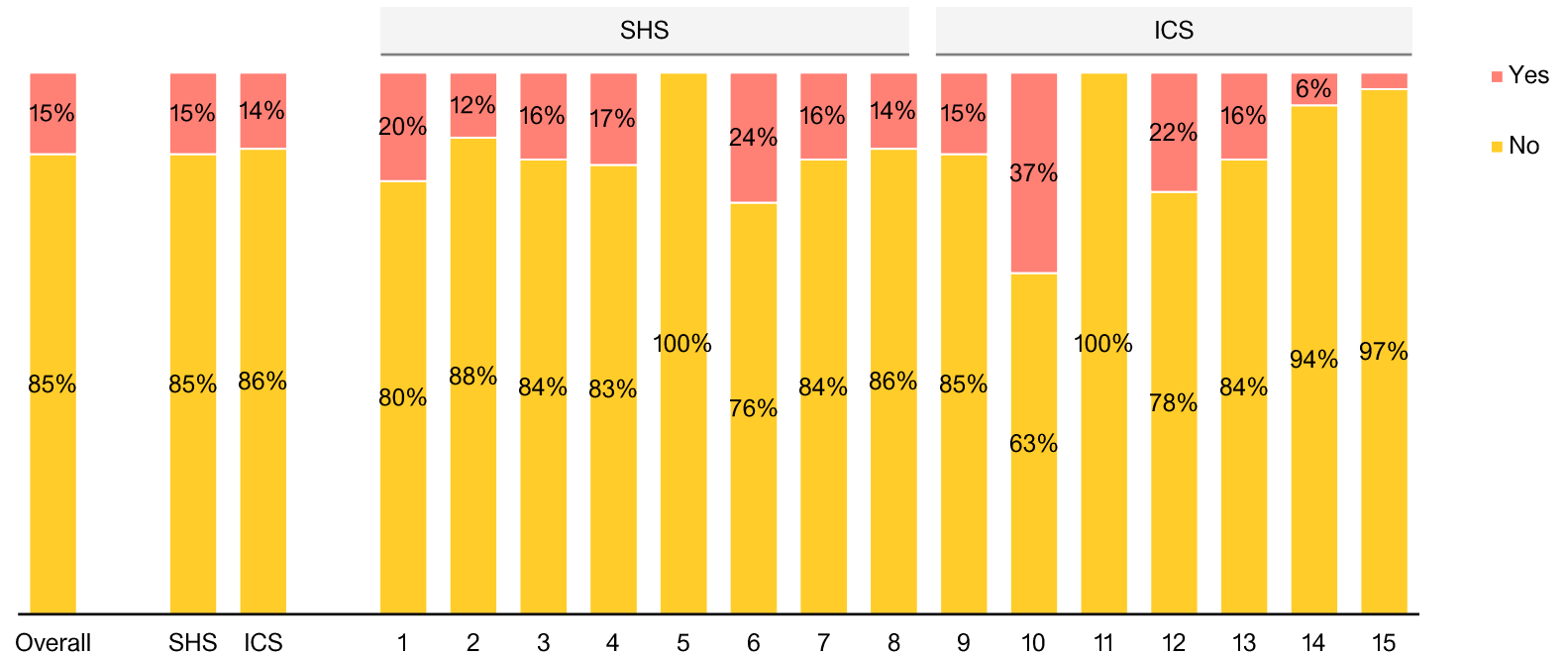
For reference, these are the relevant 60dB Energy Benchmarks:

(% accessing for the first time)

- Energy: 80% (91 companies)
- Cooking: 76% (18 companies)
- SHS: 75% (40 companies)

First Access by Company

Q: Before [Company], did you have access to a [product / service] like this before? (n = 985)



Access to Alternatives: Overview

Availability of alternatives provides insight into the competitive landscape and the degree to which SNV BRILHO portfolio companies are providing a scarce product or service.

70% of customers we interviewed said they could not easily find a good alternative to their SNV BRILHO company energy product/service, suggesting that these companies are filling a critical market gap and are important players in the market.

For reference, these are the relevant 60dB Energy Benchmarks:

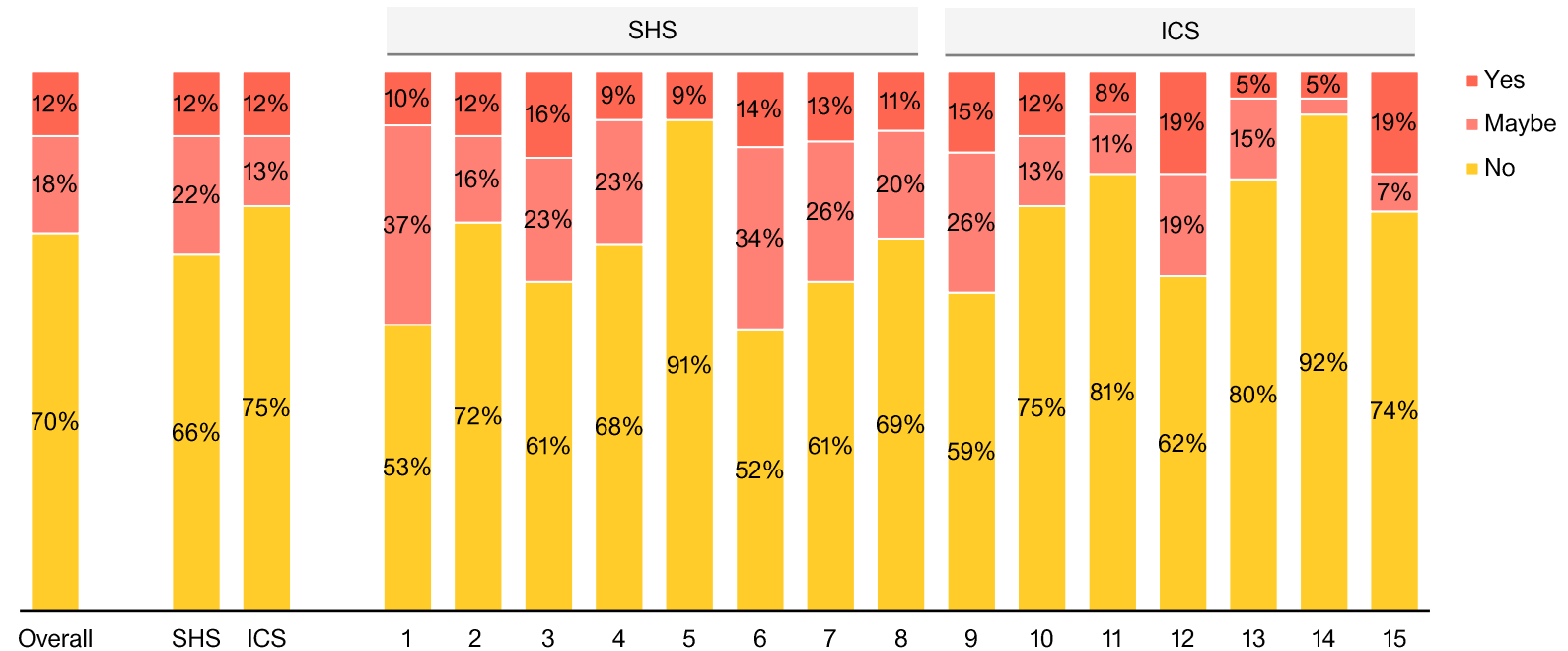
(% reporting no good access to alternatives)

- Energy: 84% (91 companies)
- Cooking: 76% (18 companies)
- SHS: 77% (40 companies)

70% of customers of SNV BRILHO portfolio companies say they could not easily find a good alternative to the products and services they now have.

Access to Alternatives by Company

Q: Could you easily find a good alternative to [company] [product/service]? (n = 984)



Cooking & Lighting Habits

- Previous Sources of Lighting
- Previous Cooking Fuel
- Change in Usage
- Reasons for Change



“The carbon emission has reduced. I can save the environment and save my coal.” - Male, ICS

Previous Sources: SHS Customers

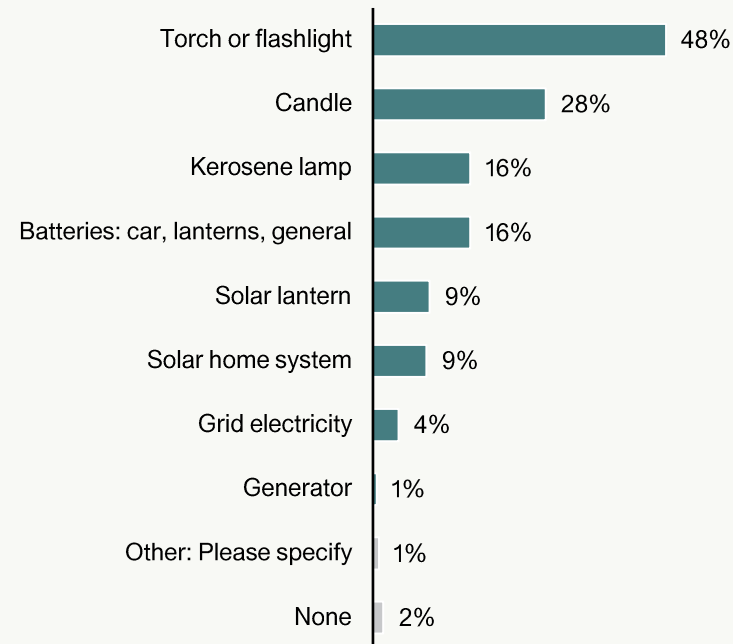
48% of SHS customers used a torch or flashlight for lighting prior to SNV BRILHO portfolio companies' solar home systems.

We asked SHS customers what they used for lighting before purchasing products from the SNV BRILHO portfolio companies.

“Before, we did not have good lighting at home, but now with this solar kit, we have good lighting, which has brought a level of safety at night.” – Male, SHS

Previous Lighting Source: SHS Customers

Q: [If SHS customer] What were you using for lighting and/or energy before the [Company] [product / service]? [select all that apply] (n = 488)



Change in Previous Sources of Lighting

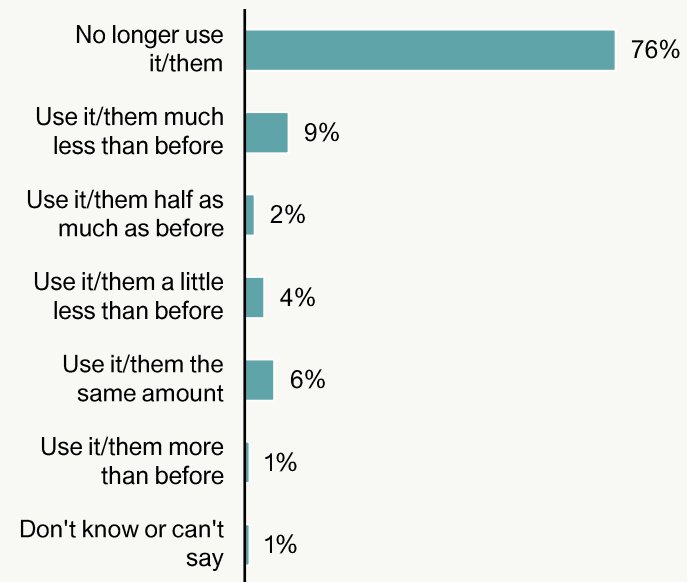
Of those who have changed their lighting source, 58% are using their prior sources less because the solar home system meet all their needs.

42% are using less of their prior source as they don't have funds available to spend on these sources.

76% of SHS customers no longer use their prior sources of lighting/energy because of the SNV BRILHO portfolio company product.

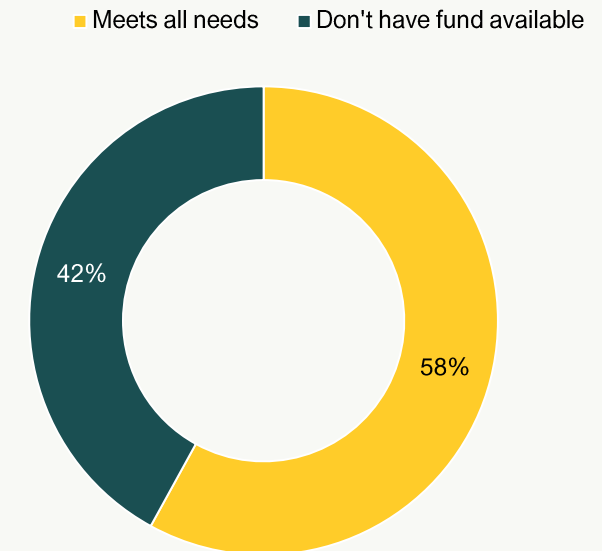
Change in Lighting Source

Q: Because of [Company] [product/service], has your usage of [answer before] changed? Do you now: (n = 221)



Reason For Change

Q: Are you using prior sources less because the [Company] [product/service] meets all your lighting and/or energy needs or because you don't wish to or have the funds available to spend additional income on this? (n = 203)



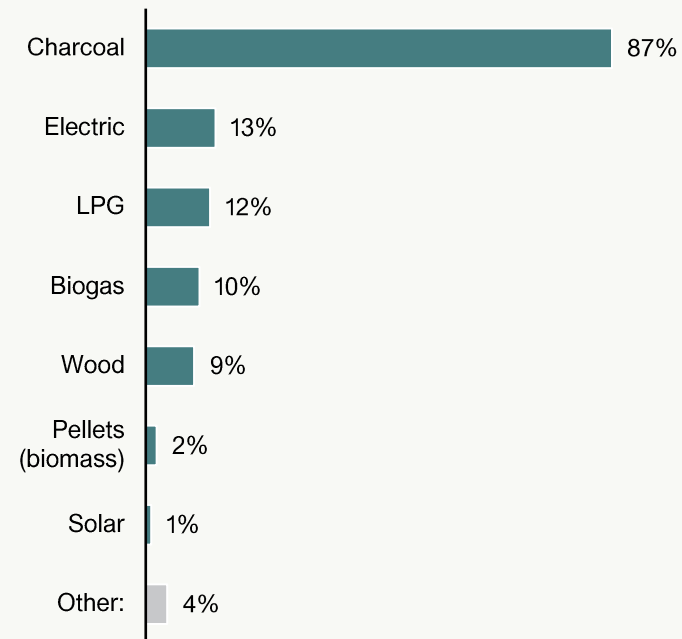
Previous Sources: ICS Customers

We asked customers who use ICS products what sources of fuel they used for cooking before purchasing a product from a SNV BRILHO portfolio company.

87% of ICS customers initially used charcoal as their main source of cooking fuel.

Previous Cooking Fuel: ICS Customers

Q: What sources of energy or fuel were you using for cooking before [product/service]? (n = 210)



Change in Previous Sources of Cooking Fuel

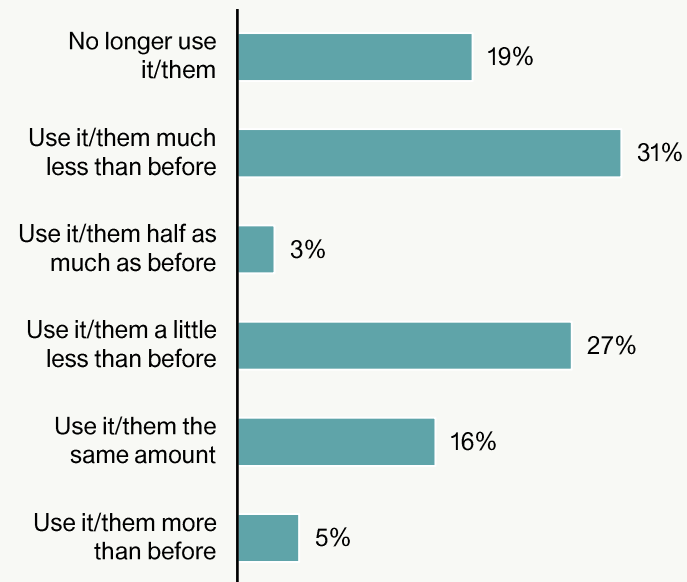
While charcoal remained the most common source of fuel, 19% have completely stopped using their prior primary fuel source.

The ICS sold by SNV BRILHO portfolio companies predominantly use wood, charcoal, pellets, briquettes, or sustainable charcoal.

31% of ICS customers are using much less fuel because of the SNV BRILHO portfolio company product.

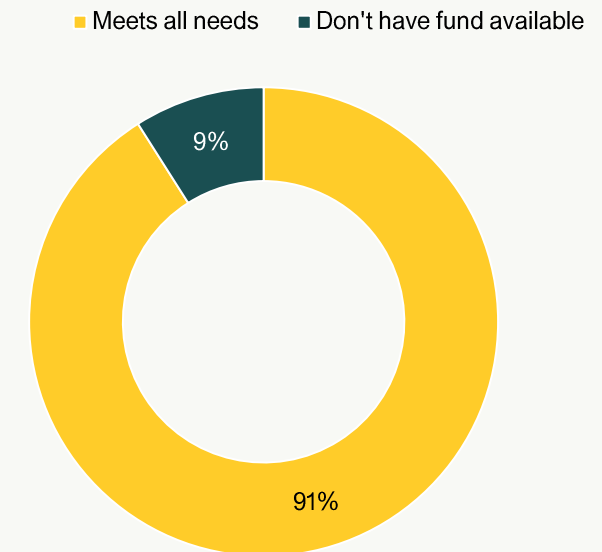
Change in Cooking Fuel

Q: Because of [Company] [product/service], has your usage of [answer before] changed? Do you now: (n = 201)



Reason For Change

Q: Are you using prior sources less because the [Company] [product/service] meets all your lighting and/or energy needs or because you don't wish to or have the funds available to spend additional income on this? (n = 159)



Impact Performance

- Quality of Life
- Safety
- Security
- Spending
- Productive Use
- Ranked Performance



Credit: SNV

“My life has improved because now I can easily charge my phone; it was hard before, but now I have lights, and I can charge my phones.”

- Female, SHS

Quality of Life: Overview

To gauge depth of impact, customers were asked to reflect on whether their quality of life has changed because of SNV BRILHO portfolio companies' products and services. Overall, 93% of them say their life has improved.

Customers who have no access to alternatives are significantly more likely to report that their quality of life has 'very much improved' (61%) compared to those who say they could easily find an alternative (36%).

For reference, these are the relevant 60 Decibels Energy Benchmarks:

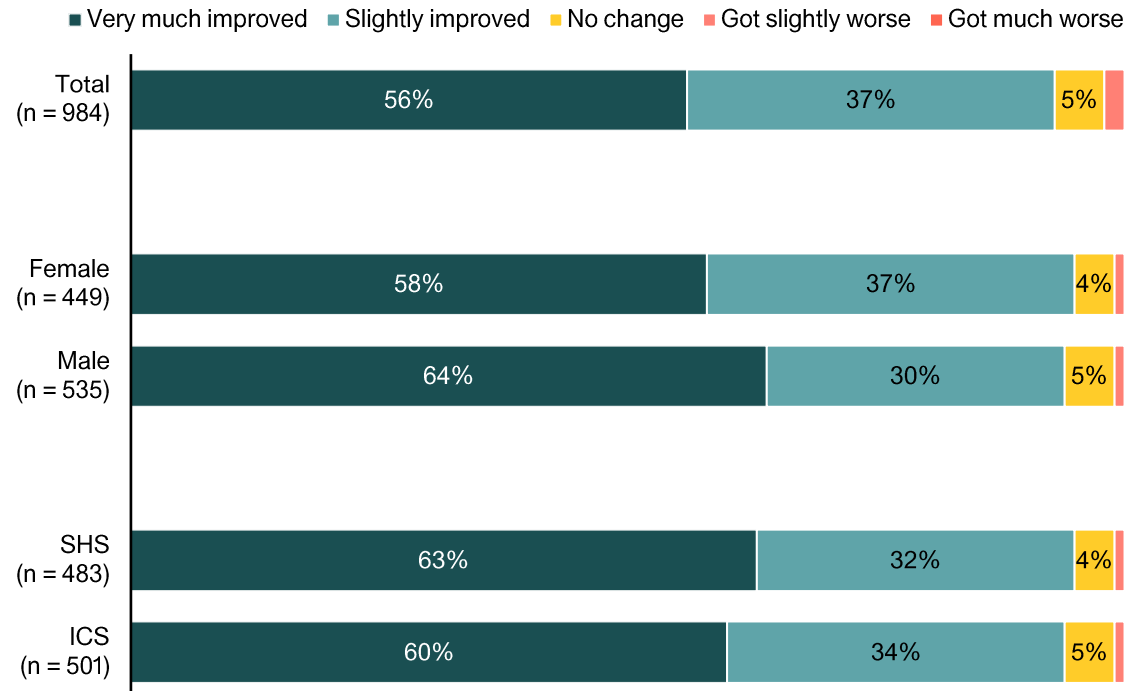
(% reporting 'very much improved')

- Energy: 47% (91 companies)
- Cooking: 44% (18 companies)
- SHS: 70% (40 companies)

56% of customers we interviewed say their quality of life has significantly improved because of the company product or service. This is higher than the 60 Decibels Energy Benchmark of 47%.

Quality of Life by Gender and Technology

Q: Has your quality of life changed because of [company] [product/service]? (n = 984)



Quality of Life: Top Outcomes

Customers were asked to describe – in their own words – any changes they were experiencing because of the different SNV BRILHO portfolio company products and services.

The homogeneity of results suggests that SNV BRILHO portfolio companies are able to contribute similar impact despite having diverse offerings with different business models in various markets.

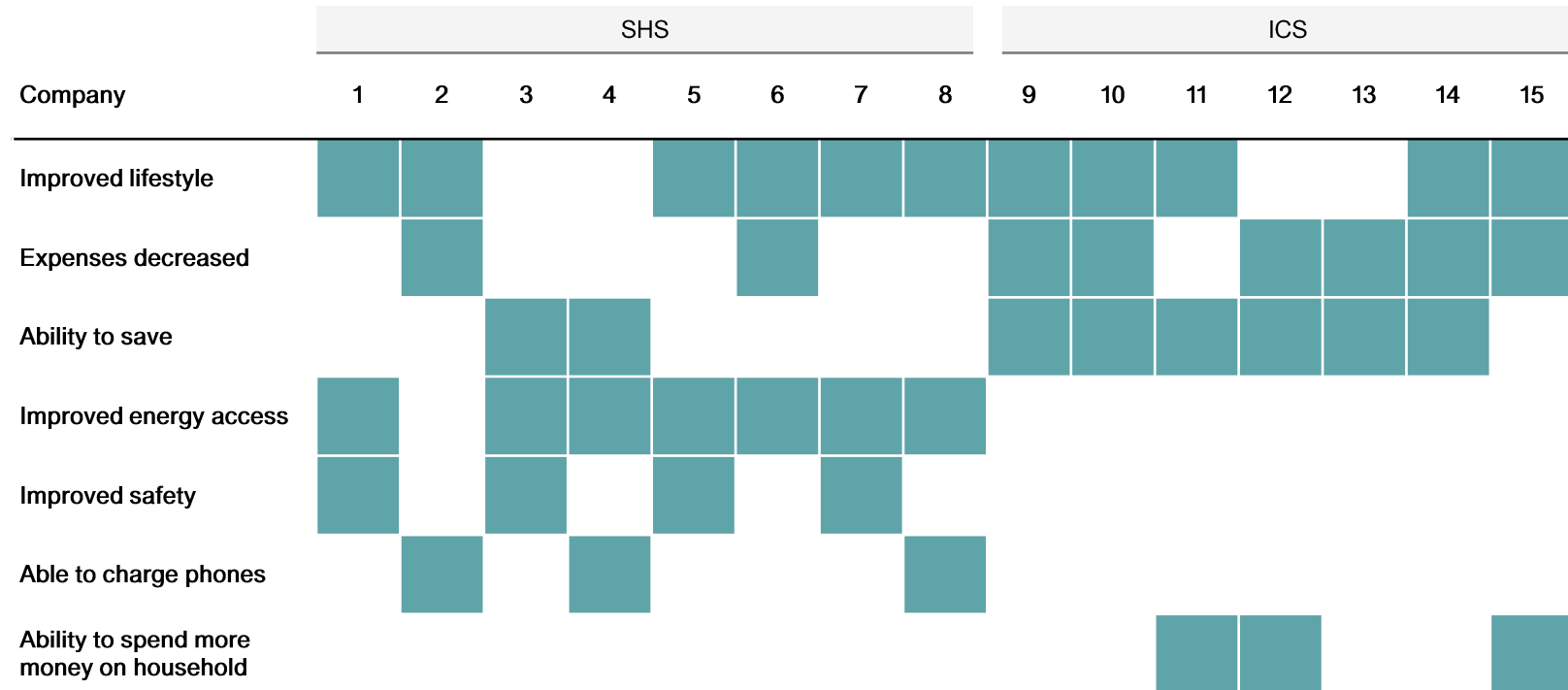
5% of customers consider that their quality of life has not changed – they mention limited/irregular use of the product.

2% of customers consider their quality of life has got worse – they talk about repayment burden.

Improved lifestyle, decreased expenses, and ability to save are the most common outcomes mentioned by customers who say their quality of life has improved.

Quality of Life Top Outcomes Experienced by 93% Who Report Improvements

Q: How has your quality of life improved? Open-ended, coded by 60 Decibels. (n = 931)



Safety

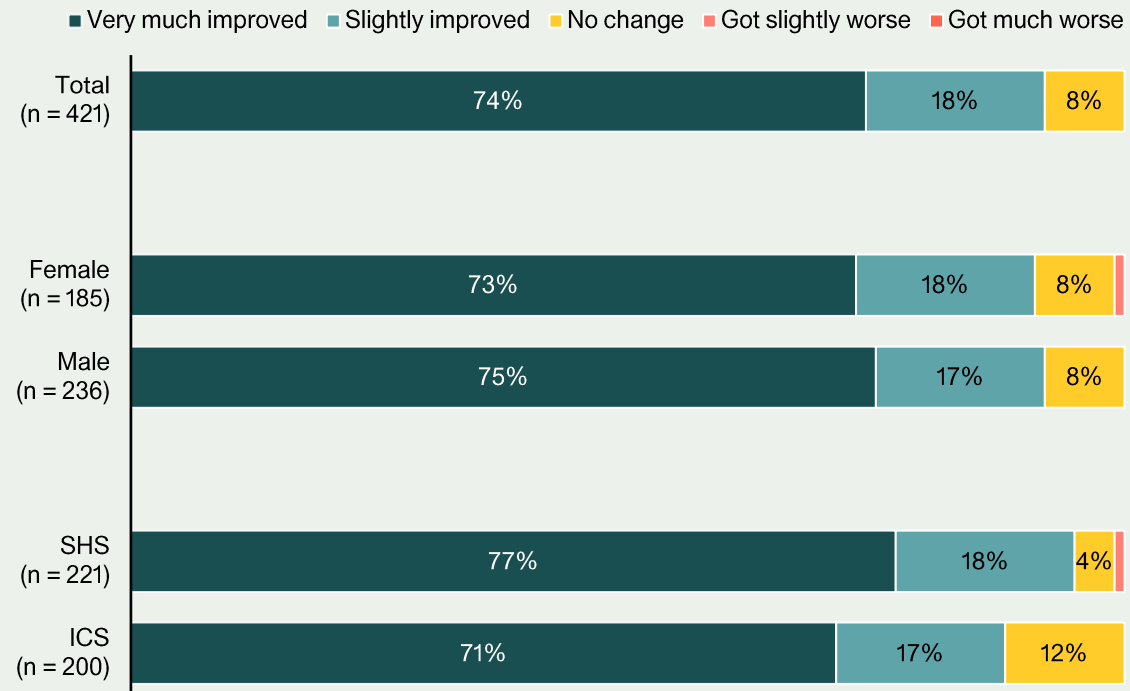
74% of customers say that how safe they feel at home or at their business has 'very much improved' since using the SHS or ICS.

Customers without prior access to products like SNV portfolio companies provide (76%) are more likely to mention that safety had 'very much improved' compared to those with prior access (62%).

"I have great lighting at home therefore we have a great sense of security, my family is able to charge their phones freely, and we also have a great time watching television." - Male, ICS

Safety in Home or Business by Gender and Technology

Q: Has how safe you feel in your home or business changed since having the [product]? Has it: (n = 421)



Security

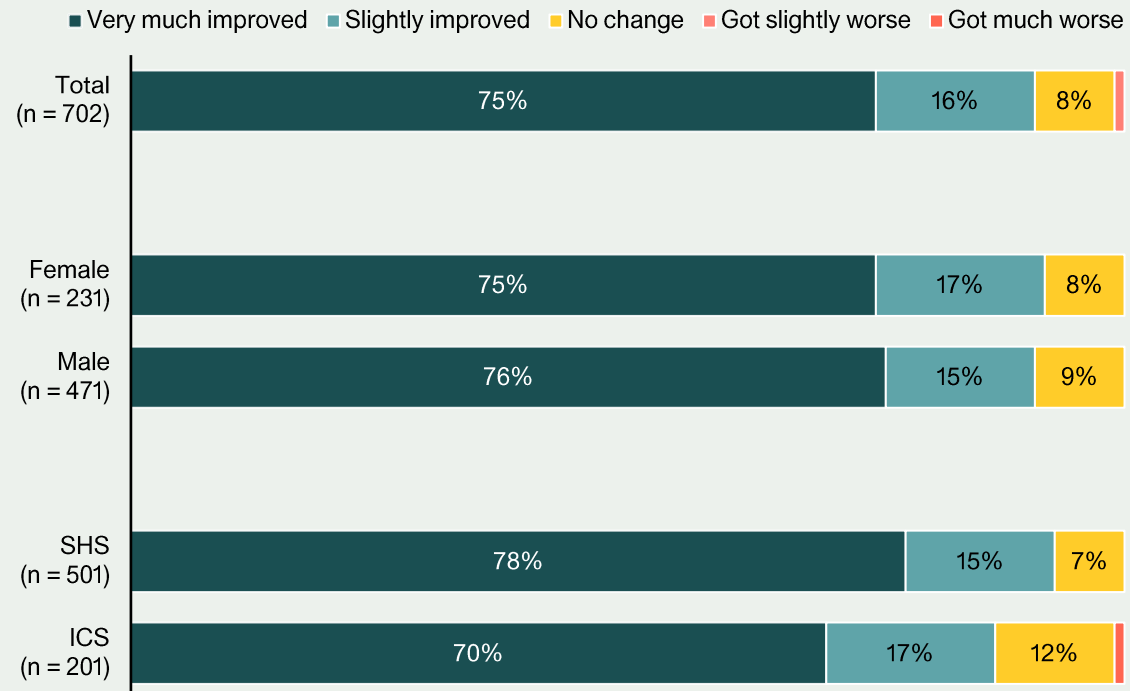
3 in 4 customers say they feel more secure about the assets in their home or at their business because of their energy product.

Additional insights:

- **Prior access:** Customers accessing the product for the first time are more likely to report the security of their assets as 'very much improved' (78%), compared to customers with prior access (60%).
- **Product technology:** SHS customers (79%) are slightly more likely to see the security of their assets has 'very much improved' compared to ICS customers (71%).

Assets Security in Home or Business by Gender and Technology

Q: Has how secure you feel about the assets in your home or business changed because of having the [product / service]? Has it:: (n = 702)



Fuel Spending

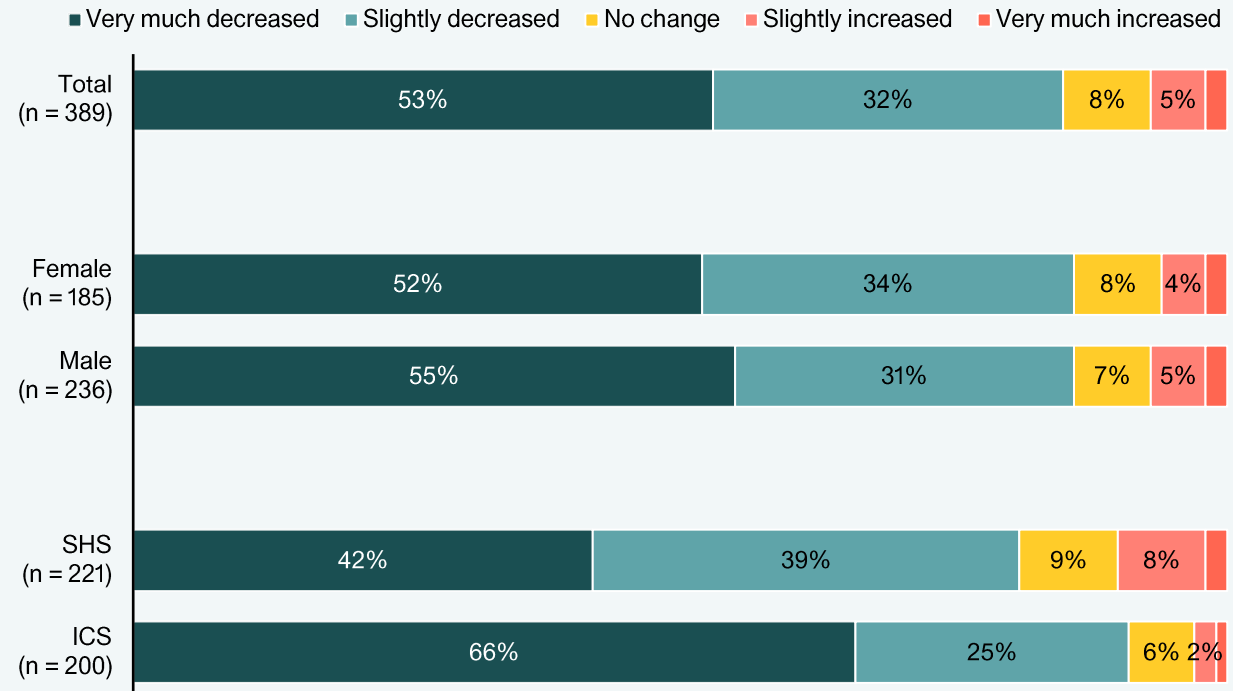
The majority of customers see a reduction in weekly spending on fuel since having the product or service.

ICS customers (66%) are more likely to say their fuel spending has 'very much decreased' than SHS customers (42%).

"The money I used daily for charcoal is no longer the same. I can use a bucket of 350 MZN weekly, but it was not possible to do that before." - Female, ICS

Average Weekly Spending by Gender and Technology

Q: Has your average weekly spending on [lighting/energy or fuel] changed because of having the [product/service]? (n = 421)



Productive Use

Overall, 3% of customers use their product or service for income-generating activities – either in their business or at home.

Nearly all customers used their cookstoves and solar home systems for domestic use.

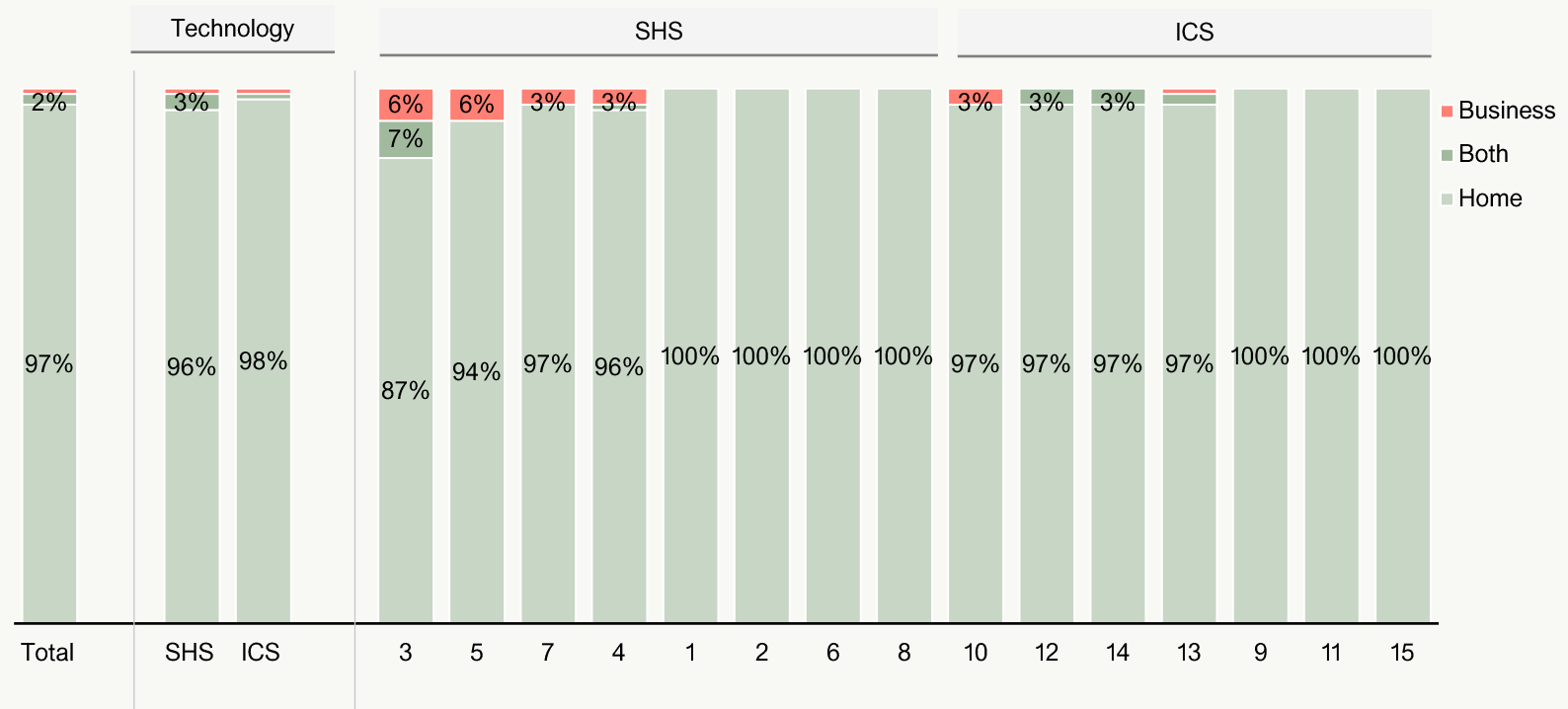
3% of customers using ICS or SHS products for productive use say their business had evolved because of SNV products.

The 3% of customers who use the products for income generation, use them in their food/drinks business and phone charging. 44% of these customers attributed business evolution to increased business productivity and less time to cook.

3% of company 10 and 1% of company 13 are using their cookstove for income generation at home. In all other cases, there is no income-generation for home-users.

Business or Home

Q: Are you using your [company] [product/service] in your home and/or your business? (n = 985)

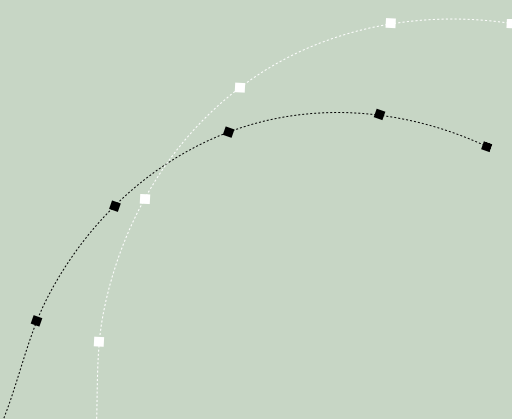


Ranked Performance

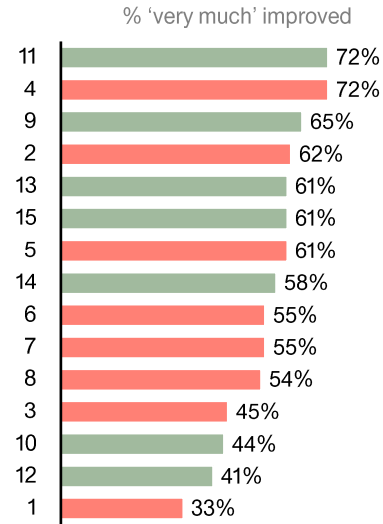
We ranked companies under each impact area.

Companies 7,8 and 15, are top performers across 2 of the 4 metrics. ICS companies such as 15, 10, and 14 perform better in the spending category, decreasing fuel expenses by a higher percentage than others.

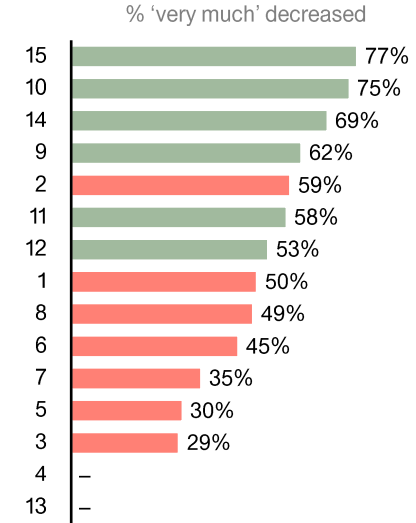
On the other end, company 10 is usually amongst the worst performers.



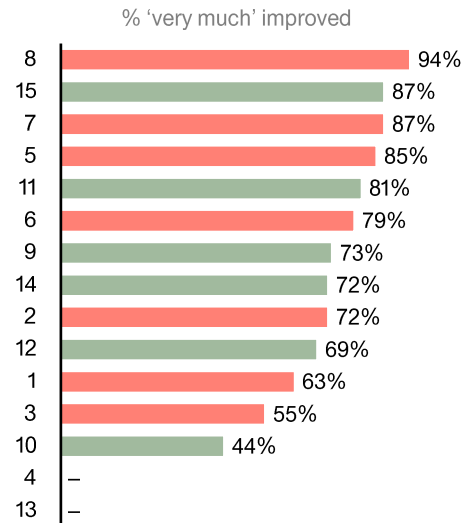
Quality of Life



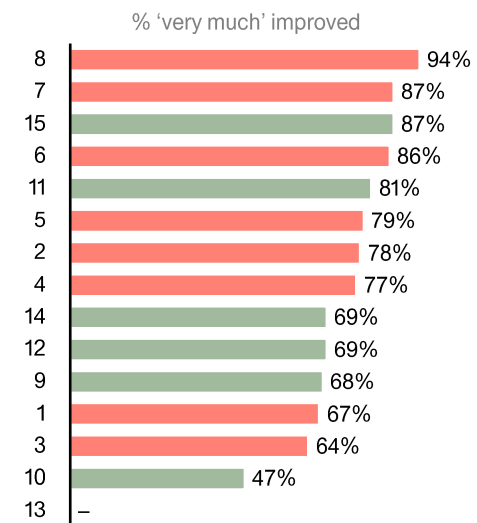
Spending



Safety



Security



Customer Experience

- Challenges Experienced
- Net Promoter Score
- Access to Credit
- Repayment Burden
- Ranked Performance
- Closing Thoughts



Credit: SNV

“The solar panel is simple to use, easy to recharge when the energy runs out, and reasonably priced.”
- Female, SHS

Challenges Experienced: Overview

As opposed to other 60 Decibels metrics, a lower rate signals better performance.

There is significant room for improvement in companies 3, 2, and 14 all of which have challenge rates of 25% or above. The next page shows the most common issues experienced.

For reference, these are the relevant 60dB Energy Benchmarks:

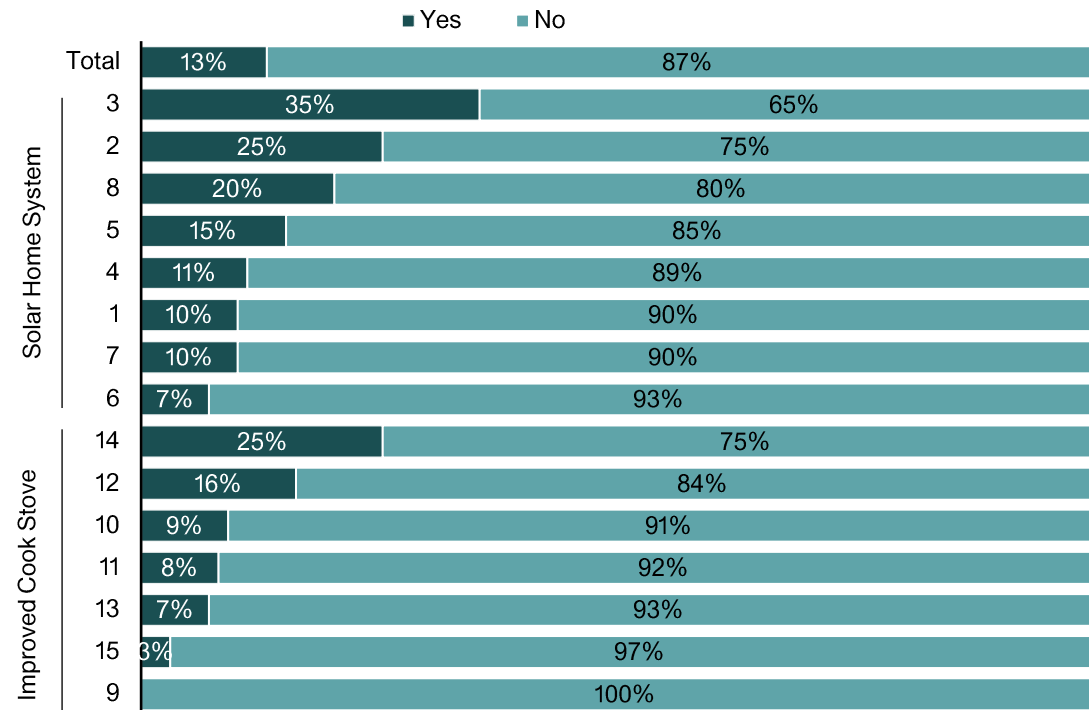
(% reporting challenges)

- Energy: 31% (91 companies)
- Cooking: 25% (18 companies)
- SHS: 28% (40 companies)

Across the SNV BRILHO portfolio companies, 13% of customers have faced a challenge with their product. This is below the 60 Decibels Energy Benchmark of 31%.

Customers Reporting Challenges

Q: Have you experienced any challenges with using [company] [product]? (n = 985)



Challenges Experienced: Top Issues

We ask the challenges question as framed by customer experience rather than fault. Therefore, challenges can sit in three different themes and can be best addressed in different ways. Often the customer (and our Research Assistants) won't know which category the challenge fits into:

- Technical fault - there is something wrong with the product.
- Mismatched expectations - the customer says the product/service isn't working because they expected it to work differently but it is working as intended.
- Misuse - the customer isn't using the product properly; often not deliberately but through lack of awareness/training.
- External factors – sometimes factors outside of the control of companies or customers affect usage and therefore impact. This could be theft, war, environmental.

We coded customers open-ended responses to group the most common challenges mentioned. These were around poor product quality, poor functionality, and unreliability.

Most Common Issues for 13% of Customers Experiencing Challenges

Q: Please explain the challenge you have experienced. (n = 110). Open-ended, coded by 60 Decibels.

Company	SHS								ICS						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Bad product quality (general)		■			■					■	■	■	■	■	
Unreliable product		■	■				■	■		■				■	
Recharging issues		■	■	■	■		■	■							
Poor product functionality	■			■	■	■						■		■	
Bad customer service			■				■				■	■			
Unresponsive agents				■		■		■			■				

Net Promoter Score: Overview

The Net Promoter Score® (NPS) is a gauge of customer satisfaction and loyalty. A score above 50 is considered very good, a negative score is poor.

The NPS for all 15 companies are above the 60 Decibels Energy Benchmark of 46.

For reference, these are the relevant 60dB Energy Benchmarks:

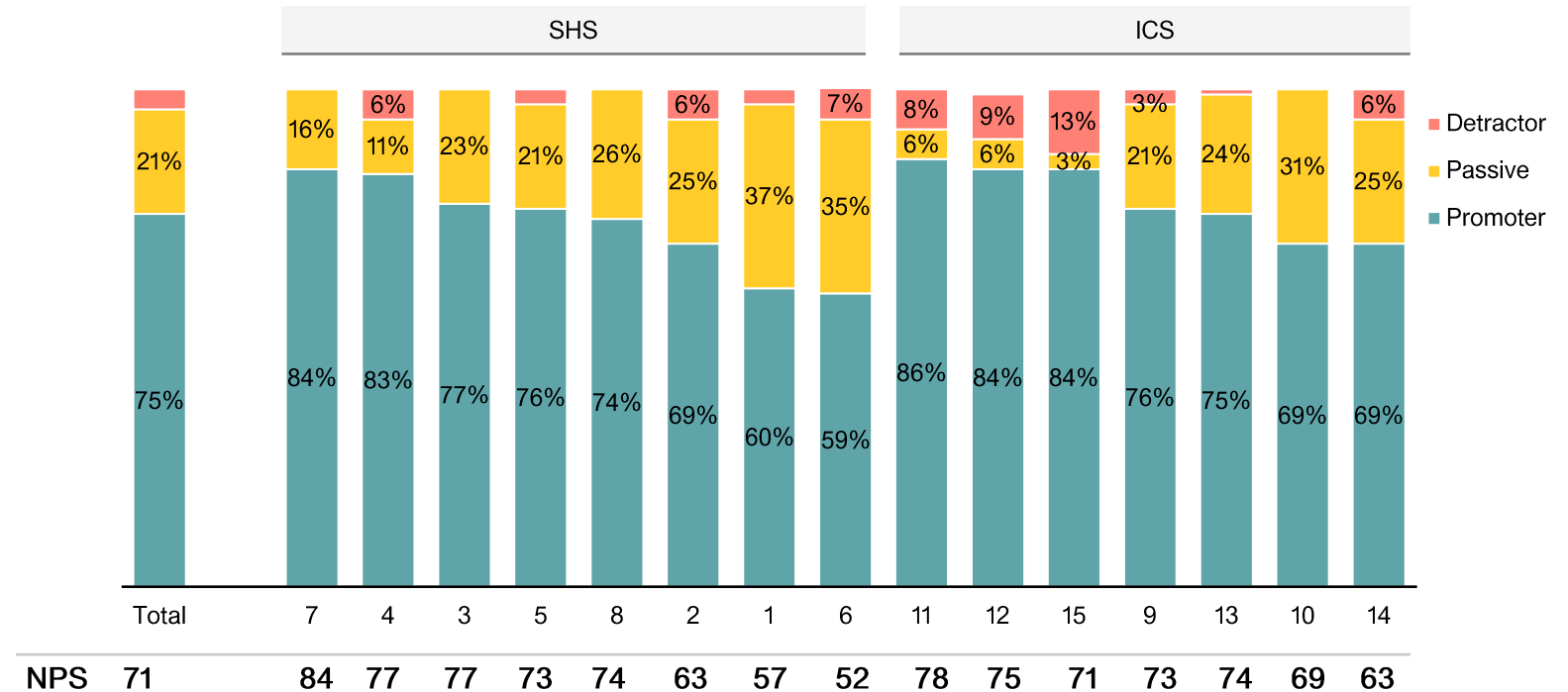
(% Promoters - % Detractors, from -100 to 100)

- Energy: 46 (91 companies)
- Cooking: 56 (18 companies)
- SHS: 59 (40 companies)

The Net Promoter Score (NPS) of companies in the SNV BRILHO portfolio is 71. NPS for companies ranges from 52 to 84, with Company 7 leading the group.

Net Promoter Score® by Company

Q: On a scale of 0 to 10, how likely are you to recommend the [company] [product] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 985)



Net Promoter Score: Segments

By focusing on reducing and resolving challenges customers face, portfolio companies can likely increase customer satisfaction and the Net Promoter Score.

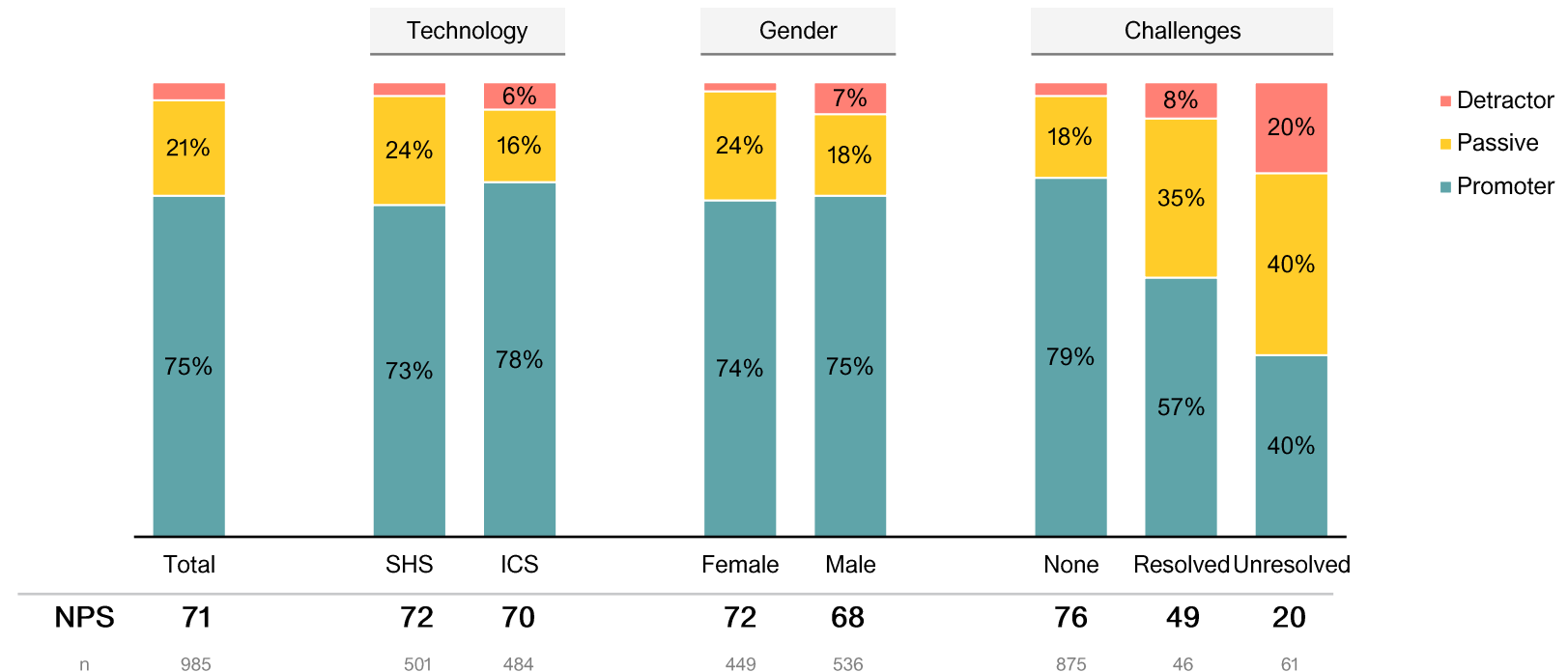
Customers who report 'very much improved' quality of life are more likely to be Promoters (67%), compared to Passives (27%), and Detractors (4%).

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

The customer challenge rate significantly affects customer satisfaction.

Net Promoter Score® by Segment

Q: On a scale of 0 to 10, how likely are you to recommend the [company] [product] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 985)



Net Promoter Score: Drivers

Other drivers include:

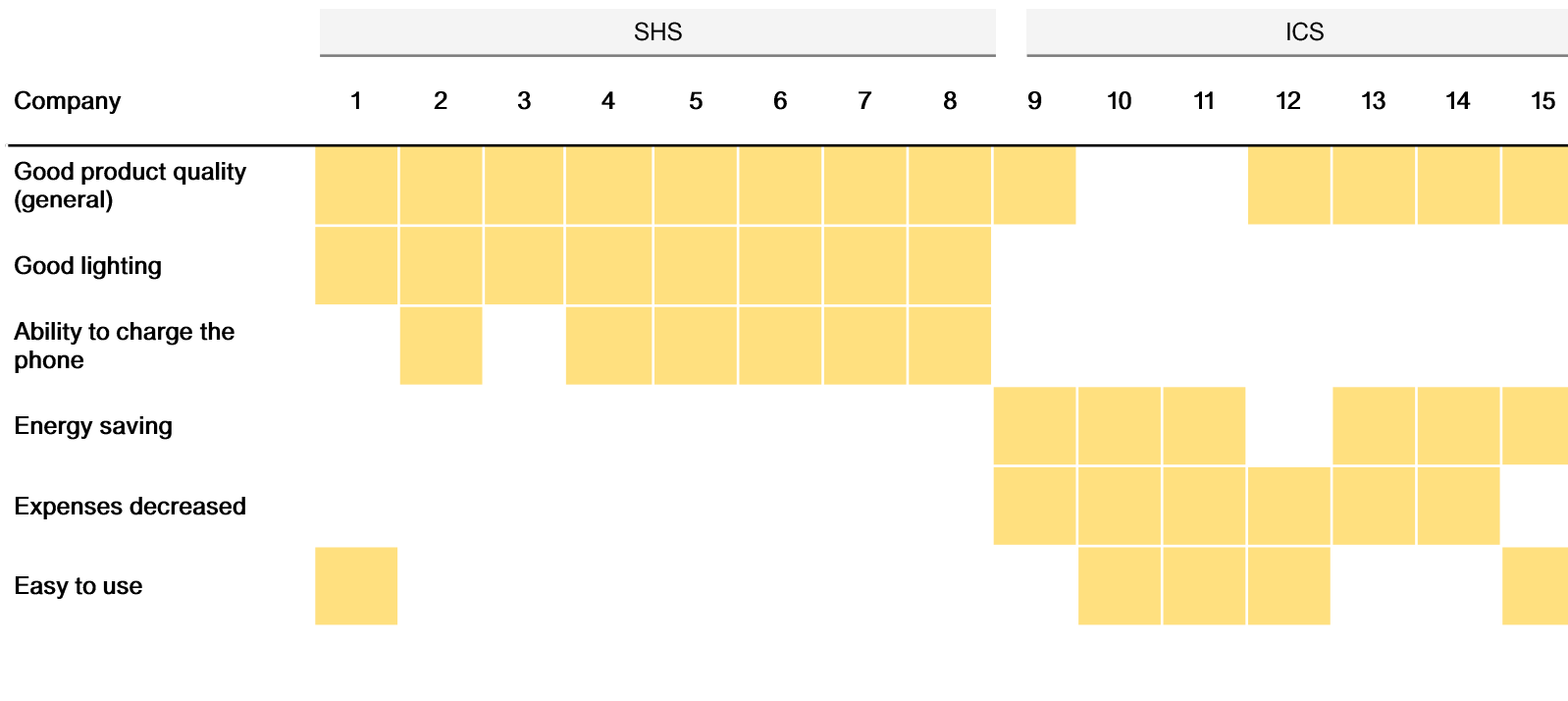
- Good customer experience
- Affordable price
- Durable product
- Reliable product

Make sure to highlight these value drivers in marketing materials. Promoters are powerful brand ambassadors – can they be harnessed and/or rewarded for positive word of mouth?

We coded customers open-ended responses to group their top value drivers. The most common are that the product is of good quality, provides good lighting, and saves energy.

Most Common Drivers for 75% of Customers Who are Promoters

Q: What specifically about [company [product/service] would cause you to recommend it to a friend or family member? (n = 760). Open-ended, coded by 60 Decibels.



Challenges Experienced: Resolution

Nearly 3 in 5 customers who have experienced a challenge have not had their issue resolved.

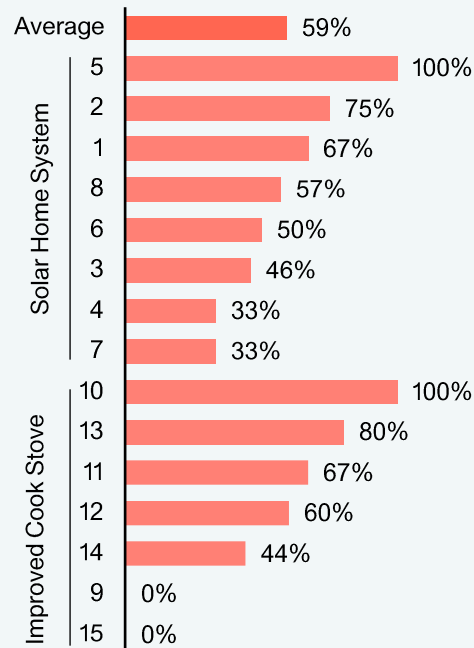
Of the 13% who experienced challenges, 59% said that their challenge had not yet been resolved (8% of total customers). Unresolved challenges can encourage negative word-of-mouth and detract from positive impact.

Customers who have experienced a challenge are asked how easy it was to get an issue handled. This is the Customer Effort Score (CES), and it is the average rating of all customers.

The average CES of SNV BRILHO portfolio companies is 3.0 out of 5 which is at par with 60 Decibels Energy Benchmark of 3.1. This rating suggests that customers have mixed views on the customer service the portfolio companies offer.

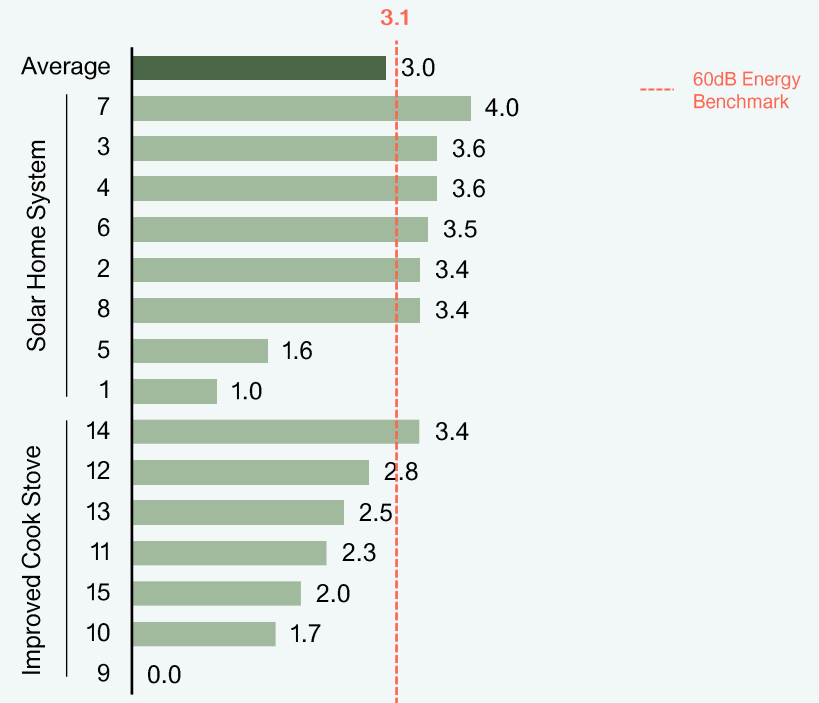
Unresolved Challenges

Q: Has the challenge been resolved? (% 'no', n = 61)



Customer Effort Score

Q: How do you feel about the statement? Overall, [company] made it easy for me to handle my issue. (n = 90)



Access to Credit

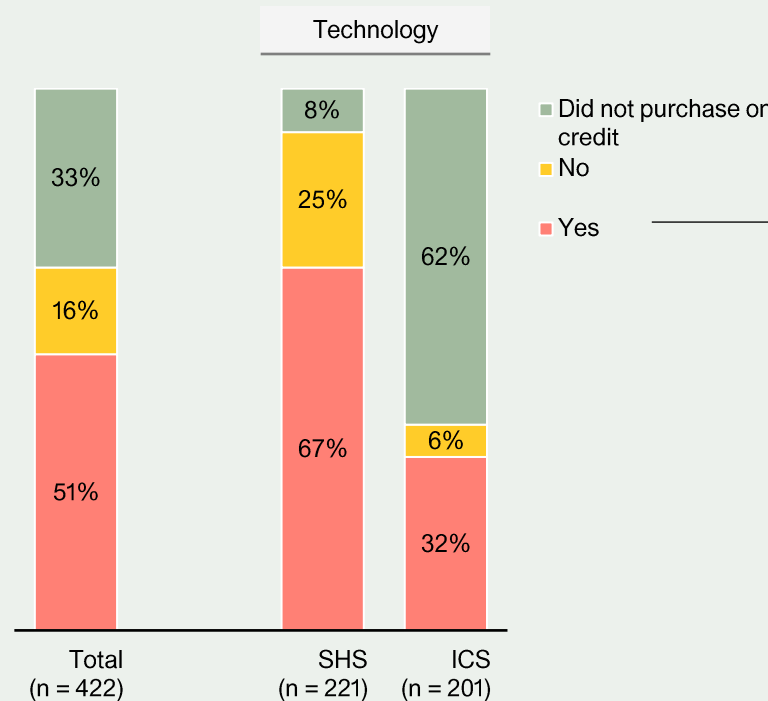
Half of the customers report that the product purchased was their first access to credit. Nearly three-quarters have not fallen behind on credit repayments.

SHS customers are more likely to report first access to credit (67%) compared to ICS customers (32%) for purchasing this energy product on financing.

For customers reporting first-time access to credit, ICS customers are less likely to report falling behind on repayments (16%) compared to SHS customers (33%).

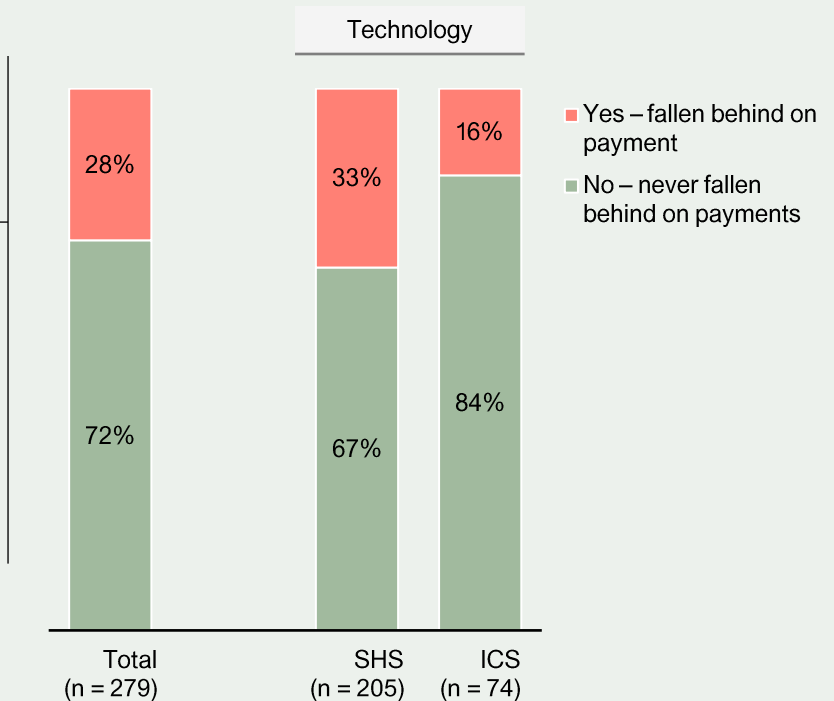
First Access to Credit

Q: Was this [product/service] your first access to credit? (n = 422)



Credit Repayment

Q: During the payment period have you, on at least one occasion, fallen behind on making payments? (n = 279)



Repayment Burden

67% of customers purchased on credit. Of those customers, 12% reported that product repayments are a burden, while 24% stated that they had to reduce their household consumption to make repayments.

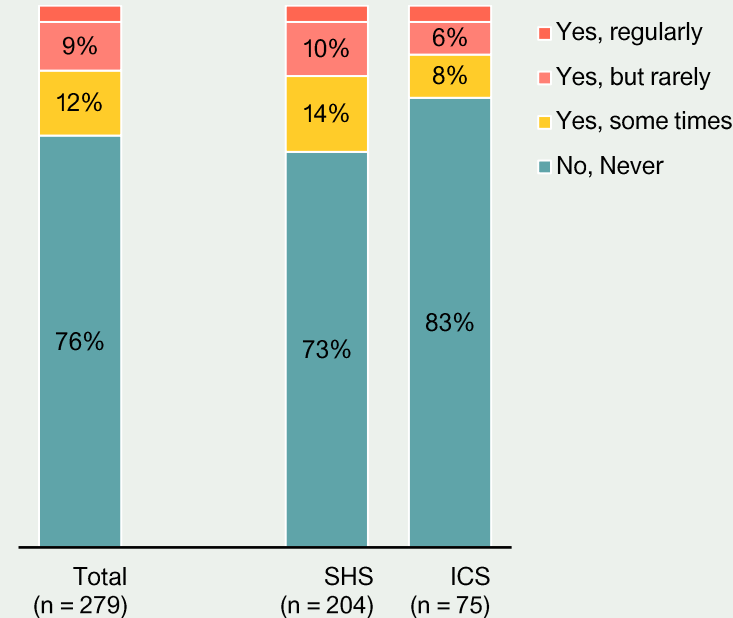
Portfolio companies' credit does not appear to be a heavy burden for customers, with only 1% of ICS customers and 2% of SHS customers reporting repayments are a 'heavy burden'.

ICS customers are more likely to report 'never' having to make consumption sacrifices to pay (83%) compared to SHS customers (73%).

Being burdened by repayments and having to reduce household consumption could be factors behind non-performing credit and slow uptake of new products.

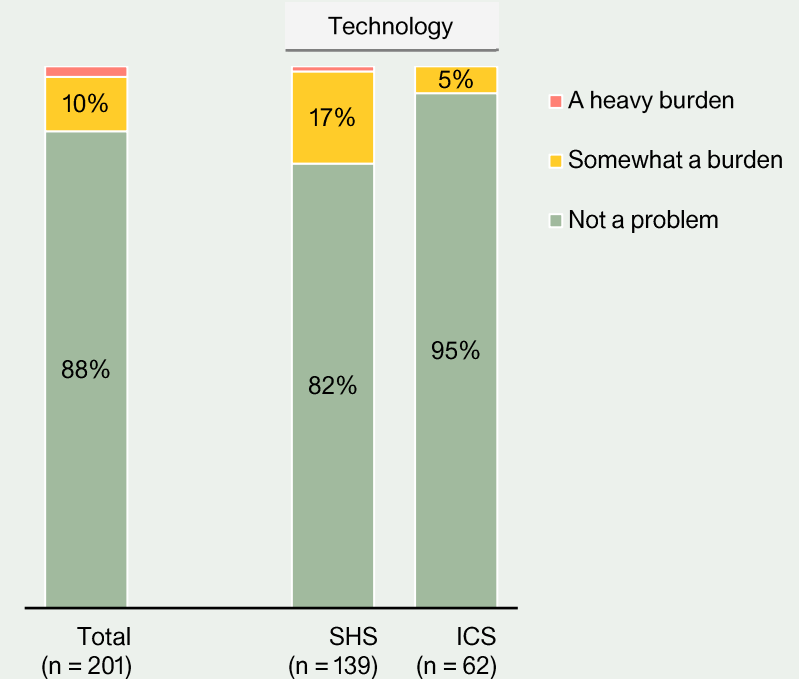
Consumption Cutback Frequency

Q: Have you had to reduce your households' food consumption to make payments where you didn't have to before? Would you say: (n = 279)



Burden of Credit Repayments

Q: Thinking about the [product/service] payments, are they a heavy burden, somewhat of a burden, or not a problem? (n = 201)



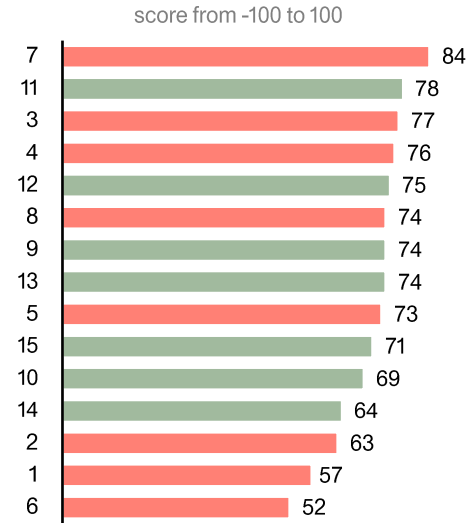
Ranked Performance

We ranked companies for the experience metrics in this section.

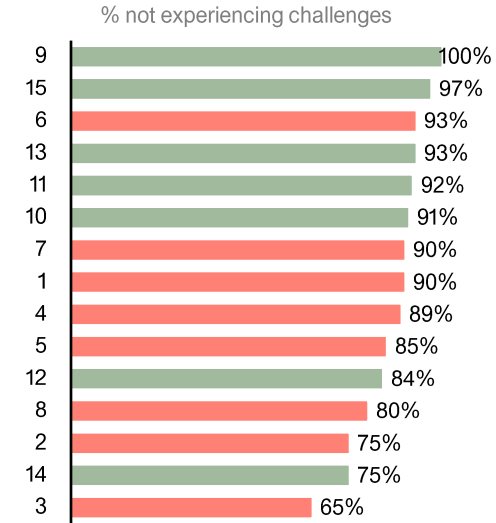
Company 7 performs well across all metrics.



Net Promoter Score

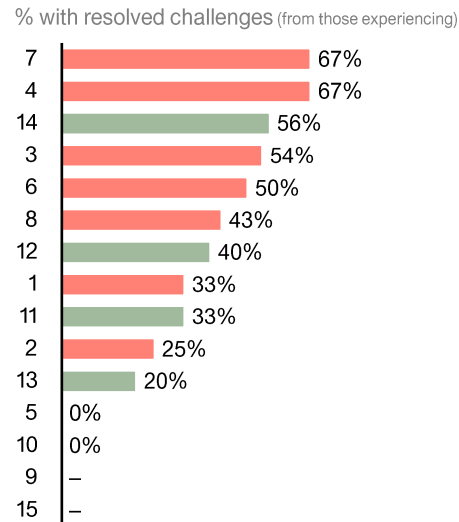


Ease of Use (No Challenges)

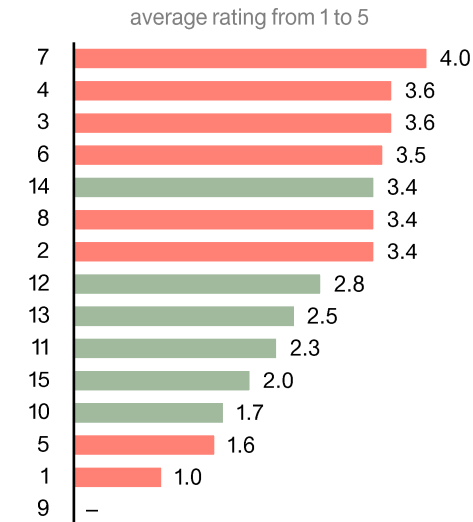


SHS
Cookstoves

Issue Resolution (Resolved Challenges)



Customer Effort Score



Closing Thoughts: ICS

Improvements in customer service and more power supply were the most common suggestions shared by customers.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n =484). Open-ended, coded by 60 Decibels.

Company	1	2	3	4	5	6	7
% who provided suggestions	37%	22%	26%	31%	24%	21%	13%
Most common suggestion	More power supply (7%)	Improve issue resolution (9%)	Improve product quality (6%)	More power supply (13%)	Improve payment process (6%)	Improve customer service(3%)	Improve issue resolution (3%)
Second most common suggestion	Improve customer service (3%)	Improve payment process (3%)	Improve customer service (3%)	Improve payment process (6%)	Improve customer service (3%)	Improve payment process (3%)	Improve product quality (3%)
Third most common suggestion	Improve issue resolution (3%)	More power supply (3%)	Improve issue resolution (3%)	Improve product quality (6%)	Improve product capacity (3%)	Improve product capacity (3%)	Improve reliability of product (3%)

Closing Thoughts: SHS

Providing additional information and improving product capacity were the most common suggestions shared by customers.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 488). Open-ended, coded by 60 Decibels.

Company	8	9	10	11	12	13	14	15
% who provided suggestions	29%	29%	19%	33%	31%	12%	33%	26%
Most common suggestion	Provide additional information on product/services (9%)	Improve product capacity (6%)	Improve product capacity (9%)	Improve product quality (11%)	Provide additional information on product/services (9%)	Additional two stove burner (4%)	Improve customer service (6%)	Provide additional information on product/services (10%)
Second most common suggestion	Improve customer service efficiency (3%)	Improve reliability of product (6%)	Improve customer service efficiency (6%)	Provide additional information on product/services (11%)	Improve product capacity (6%)	Improve product availability (2%)	Improve issue resolution (6%)	More power supply (6%)
Third most common suggestion	Improve issue resolution (3%)	Address previous feedback (3%)	Other(3%)	Improve customer service efficiency (3%)	Improve product quality (6%)	Improve stove underside (2%)	Improve product capacity (6%)	Address previous feedback (3%)

Appendix

- Calculations & Definitions
- Social Media Content



“It has facilitated me in my work; instead of searching for candles and gasoline, I have this system. It is very helpful.” - Female, SHS

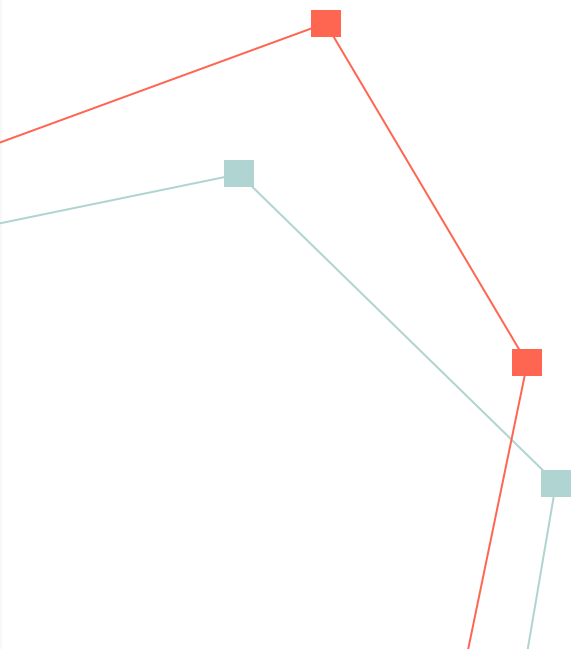
Calculations & Definitions

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

Metric	Calculation
Net Promoter Score[®]	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). 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 statement: Overall, [Company] 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.

Social Media Content

Strengthen your brand by showing you
#ListenBetter.



Why not share these findings with your team and partners?
This helps demonstrate you take impact measurement seriously.



Tweets, LinkedIn or WhatsApp messages to share publicly or with Partners and Staff

- 93% of energy beneficiaries in our BRILHO programme say the quality of their lives has improved since using the new energy product. "We are happy as a family to have energy at home that makes it easier for us to light the house at night, and we can charge our mobile phones at any time without having to go and charge them at the market." We #ListenBetter with @60_decibels
- SNV BRILHO programme companies are increasing energy access for families in Mozambique; 85% of customers are accessing clean cooking or solar home system products for the first time. We #ListenBetter with @60_decibels
- 85% of SNV BRILHO portfolio company customers see their average weekly spending on fuel for cooking reducing since accessing the cookstove. "We are saving charcoals and therefore I save more money which is being used for other expenses in the house, the stove also offers more heat, and I can now bath with hot water unlike before." We #ListenBetter with @60_decibels
- 75% of our SNV BRILHO portfolio companies' customers would recommend them to a friend or family member – that's a great sign for scale and growth.
- 13% of SNV BRILHO portfolio companies' customers have faced a challenge with their product or service – they're working on addressing these.

Thank You For Working With Us!



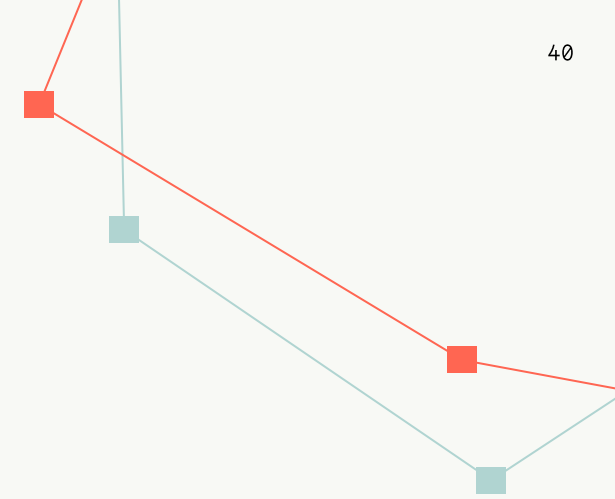
Funded by:



Implemented by:



Let's do it again sometime.



About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 1000+ trained Lean Data researchers in 70+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps customers listen more effectively and benchmark their social performance against their peers.

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

We are proud to be a Climate Positive company. 

Your Feedback

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

Acknowledgements

This study was commissioned by SNV as part of the activities under the BRILHO Programme, financed by the Governments of the United Kingdom (FCDO) and Sweden (Sida). Thank you to the SNV BRILHO team for the support and to the companies that agreed to be part of this study.

I have a reliable source of light.

My children can study at night.

I can now save more.

I am able to

> cook

> at

> night

and do house chores
unlike before.

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