

SNV BRILHO Programme

Lean Data Insights
Aggregate Report: Round 2

Mozambique



Welcome To Your 60dB Results

We enjoyed hearing from 401 customers of 13 of your SNV BRILHO programme portfolio companies in Mozambique for round 2 – they had a lot to share!

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Project Overview

The group of customers we spoke to in this round (2) is different from who we spoke to in the last study: Round 1 in January and February 2023

Company results have been anonymised throughout the report to enable sharing. Companies are displayed as Company 1 to 13.

Methodology overview:

- Survey method: Phone interviews
- Average response rate: 66%
- Average survey length: 17 minutes
- Languages: Portuguese, Changana, Cisena, and Makua

In September and October 2023, we completed interviews with 401 customers of 13 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

Report Guide

SNV Portfolio Average: We calculated the average by equally weighting each company's 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.

Company level metrics: The sample at a company level is small and hence these results are not statistically robust at a company-level, but are at the programme level.

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

60dB Global Energy Benchmark

- Companies: 143
- Projects: 166
- Respondents: 41,200+
- Countries: 30

60dB SHS Benchmark

- Companies: 57
- Projects: 69
- Respondents: 16,600+
- Countries: 24

60dB Cookstove Benchmark

- Companies: 19
- Projects: 20
- Respondents: 7,400+
- Countries: 9

List of Companies

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

Executive Summary

1 SNV BRILHO portfolio companies are reaching customers who previously did not have access.

Prior to purchasing SNV BRILHO portfolio company products, 91% of customers did not have access to a solar home system or improved cookstove. This is similar to results from Round 1, where First Access was 85%. Additionally, 72% of customers could not easily find a good alternative to the offered product or service. Customers primarily use the product for household use, with 5% using for income-generating activities.

2 The portfolio Net Promoter Score (NPS) of 72 is very good.

This is consistent with the NPS of 71 in Round 1. The portfolio NPS exceeds the 60 Decibels Energy Benchmark (72 vs 49) and all 13 companies outperform the 60 Decibels Benchmark, with the highest-performing company with a score of 90. Main drivers for high satisfaction include quality of the product, improved lighting, cleaner cooking, and an affordable price.

3 Almost all customers have seen their quality of life improved.

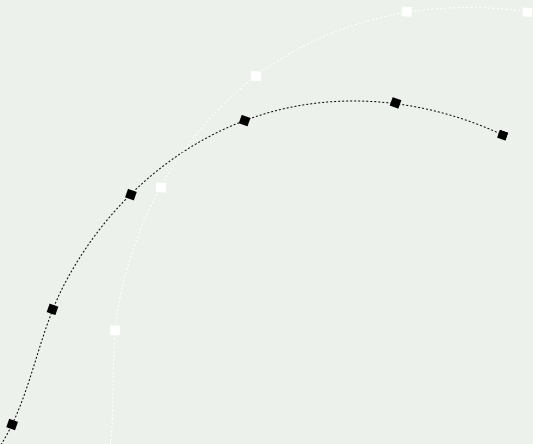
97% of customers say their energy product or service has improved their quality of life, and 73% say it has significantly improved, which is above the 60 Decibels Energy Benchmark of 53%. These results are higher than the previous study (56% 'very much improved'). Female customers are slightly more likely to say their quality of life has 'very much improved' than male customers (77% vs. 71%).

4 Companies play an important role in enhancing customer safety and security while also lowering fuel expenses

9 in 10 customers note an improvement in their feelings of safety at home or in their businesses, attributing it to the products and services offered by SNV BRILHO's portfolio companies. 4 out of 5 customers credit these products and services for reduced fuel spending. **Outcomes for clients who mentioned they have 'very much improved' their safety and security are higher in this study than in the previous year (86% and 87% vs 74% and 75%, respectively).**

5 15% of customers have encountered challenges with their product or service.

This is consistent with the outcomes of Round 1 (13% Customer Challenge Rate). The primary challenges reported include poor product quality and recharging issues for SHS products. 56% of issues remain unresolved.



Performance Snapshot: SNV BRILHO Portfolio

The SNV BRILHO portfolio companies excel in 4 out of 6 metrics compared to the 60 Decibels Energy Benchmarks. Most of these metrics show improvement from the previous round.

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

- First Access
- Quality of Life
- Satisfaction (NPS)
- Ease of Use

There is room for improvement in:

- Access to Alternatives
- Customer Service (CES)

Legend

> : Higher than 60dB Energy Benchmark

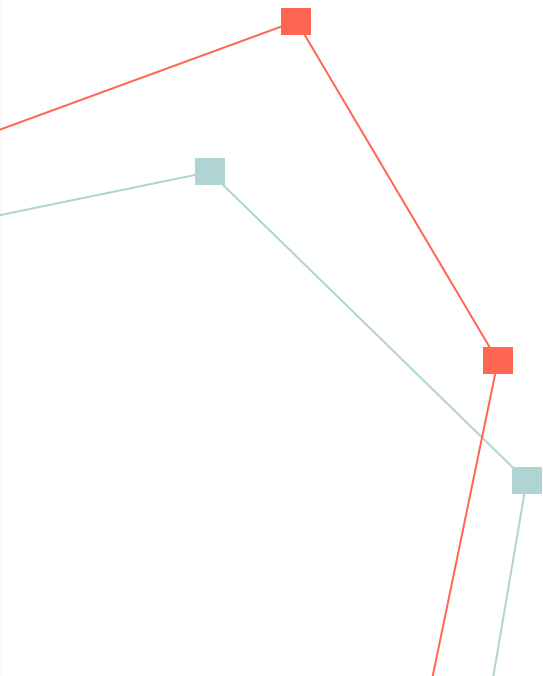
< : Lower than 60dB Energy Benchmark

= : On par with 60dB Energy Benchmark (±5%)

Metric	SNV BRILHO Round 1: Mar 2023	SNV BRILHO Round 2: Nov 2023		60dB Energy Benchmark
First Access % accessing product for the first time	85%	91%	>	80%
Access to Alternatives % with no easy access to good alternatives	70%	71%	<	77%
Quality of Life % 'very much improved' quality of life	56%	73%	>	53%
Customer Satisfaction (Net Promoter Score®) on a scale from -100 to 100	71	72	>	49
Ease of Use % not experiencing challenges	87%	85%	>	69%
Customer Service (Customer Effort Score) on a scale from 1 to 5	3.00	2.50	<	3.23

Customer Voices

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



Impact Stories

97% shared how SNV BRILHO portfolio companies' products and services had improved their quality of life

“For us, the major change is notable in our finances. We used to spend roughly 120 meticals per week on batteries alone and sometimes they wouldn't even last for a week. With the panels we are only paying 250 mts and the energy is guaranteed for the entire month.”
- Male, SHS

“I say it's improved because the charcoal takes longer to ignite, and the amount it uses is very little, there's no waste.” - Male, ICS

“I can say we have light in almost every crucial part of the house, this brings safety and security in the house.” Male, SHS

“I've started to reduce my spending on coal and as a result, I have more money left over to cover other household needs.” - Female, ICS

“[The solar home system] has improved the quality of my life because the panel helps me a lot to light up my home and my grocery store. Now I can charge my phone and I no longer stay in the dark without charging my phone.” - Female, SHS

“[My quality of life] has improved because I have electricity at home, animals like snakes and others no longer come into the house.” - Female, SHS

Opinions On Portfolio Companies' Value Proposition

77% were Promoters and highly likely to recommend

“The stoves are very resistant. They are very economical and save a lot on charcoal. They do not delay in lighting up and because they do not take out smoke I can cook inside the house.” - Female, ICS

“Good solar energy, good payment method, good battery charge durability, good lamps, that's why I recommend it to other people to buy.” - Male, SHS

“The stove saves on charcoal, I used to stay one week with one sack of charcoal but now I go for more than a month.” - Female, ICS

Challenges Experienced

15% experienced challenges with SNV BRILHO portfolio companies

“When I recharge, I have to call the agent and it has been costing me. When it's night I can't recharge because the agents don't work at night.” - Male, SHS

“It takes long for me to receive the voucher code after making the payment. I paid and they still said I had a debt.” - Male, SHS

“I used the cooker for two weeks, and a crack appeared where the ashes are and then it went bad, and I can no longer use it.” - Female, ICS

Customer Profile

- Demographics
- First Access
- Access to Credit
- Access to Alternatives



“[The SHS is] a good alternative for energy; they offer great illumination, and I can charge my phone.” - Male, SHS

Demographics

Company 12 has the highest proportion of female customers at 90%, while Company 4 has the lowest, with no female customers.

Female reach is slightly lower than the preceding round, at 44%. Note, this is the registered customer and the respondent we spoke to, but often there will be other 'users' in the household too.

Nearly 2 in 5 customers we spoke to are female.

Profile of SNV BRILHO Portfolio Company Customers

Data relating to customer characteristics (n = 401)

Company	SNV Portfolio	SHS								ICS				
		1	2	3	4	5	6	7	8	9	10	11	12	13
% Female	38%	33%	47%	36%	0%	13%	3%	31%	41%	52%	42%	68%	90%	39%

First Access

4 in 5 customers are accessing an energy or cooking product or service like the one they purchased from SNV BRILHO portfolio companies for the first time.

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

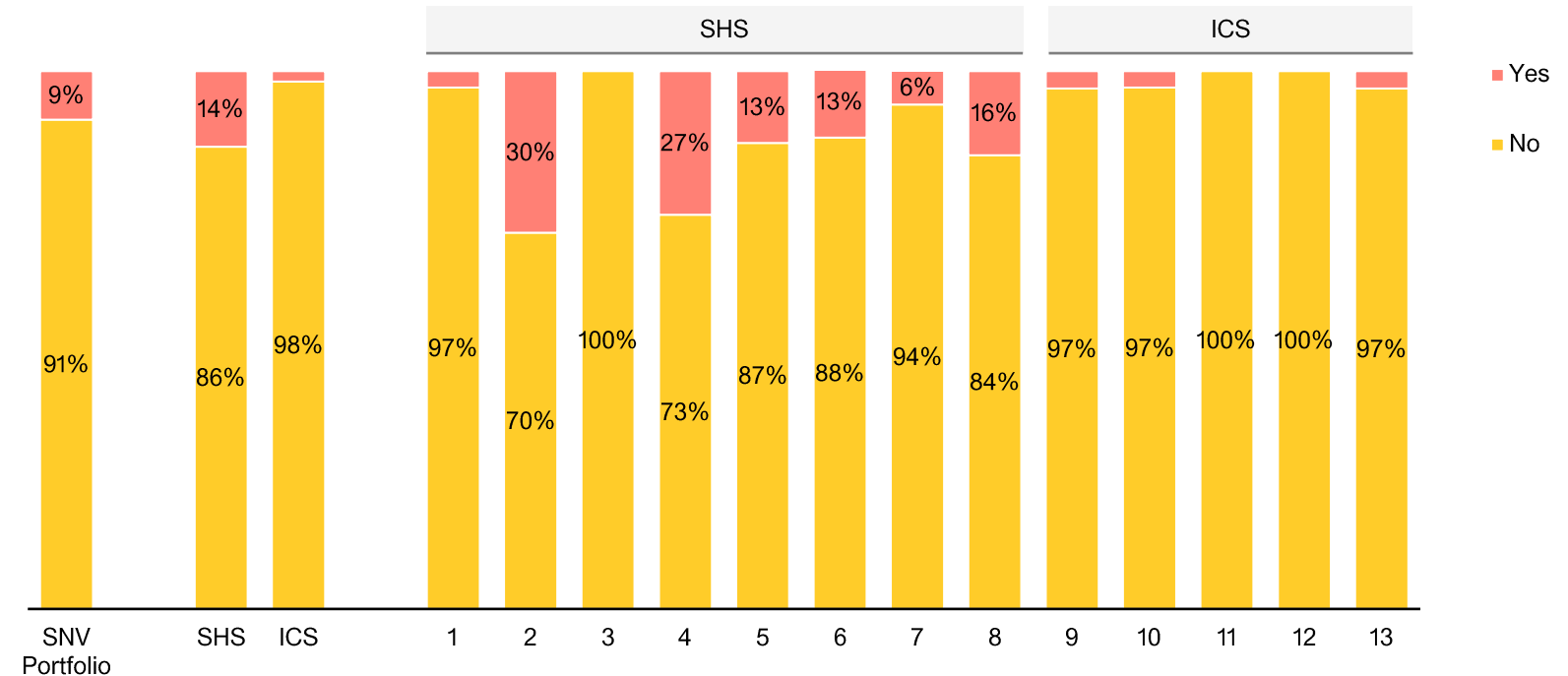
For reference, these are the relevant 60dB Energy Benchmarks:

(% accessing for the first time)

- Energy: 80% (143 companies)
- Cooking: 84% (19 companies)
- SHS: 77% (57 companies)

First Access by Company

Q: Before [Company], did you have access to a [product / service] like this before? (n = 401)



Access to Credit

Nearly two-thirds report that the product purchased was their first access to credit. A similar proportion mention they have not fallen behind on credit repayments.

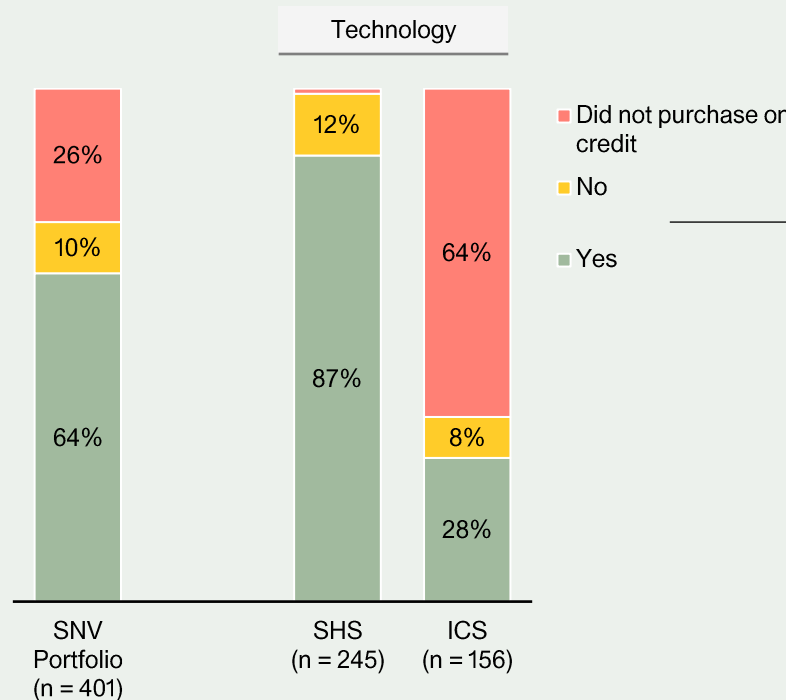
A third of customers who accessed their product on credit, have fallen behind on making payments at some point. This may be a sign of over-indebtedness. This is higher for SHS customers (2 in 5 fallen behind) than ICS customers (less than 1 in 10).

SHS customers, at 87%, are more likely to report first access to credit for purchasing the energy product on financing compared to ICS customers at 28%.

Among customers reporting first-time access to credit, ICS customers are less likely to report falling behind on repayments (96%) compared to SHS customers (59%).

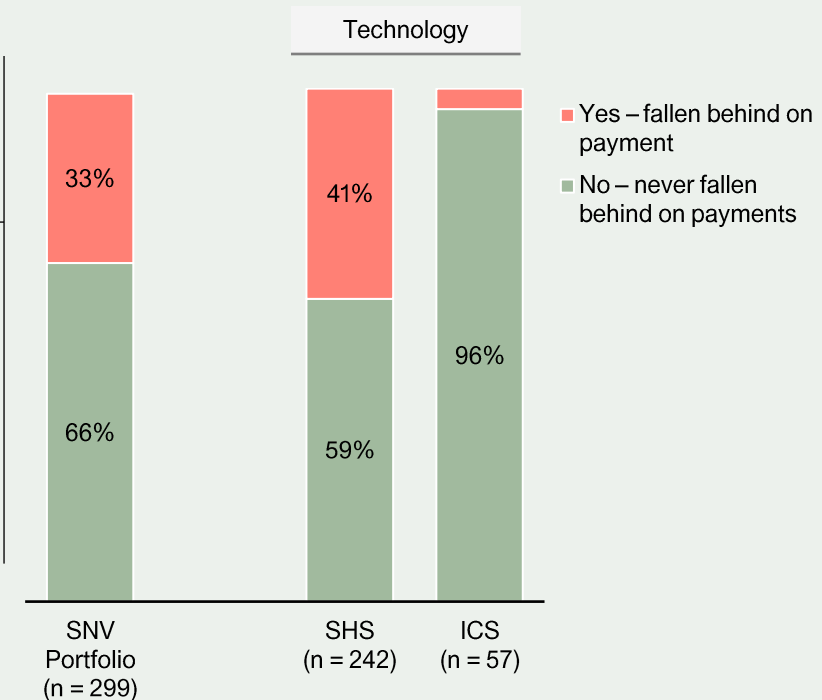
First Access to Credit

Q: Was this [product/service] your first access to credit?
(n = 401)



Credit Repayment

Q: During the payment period have you, on at least one occasion, fallen behind on making payments?
(n = 299)



Access to Alternatives

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.

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

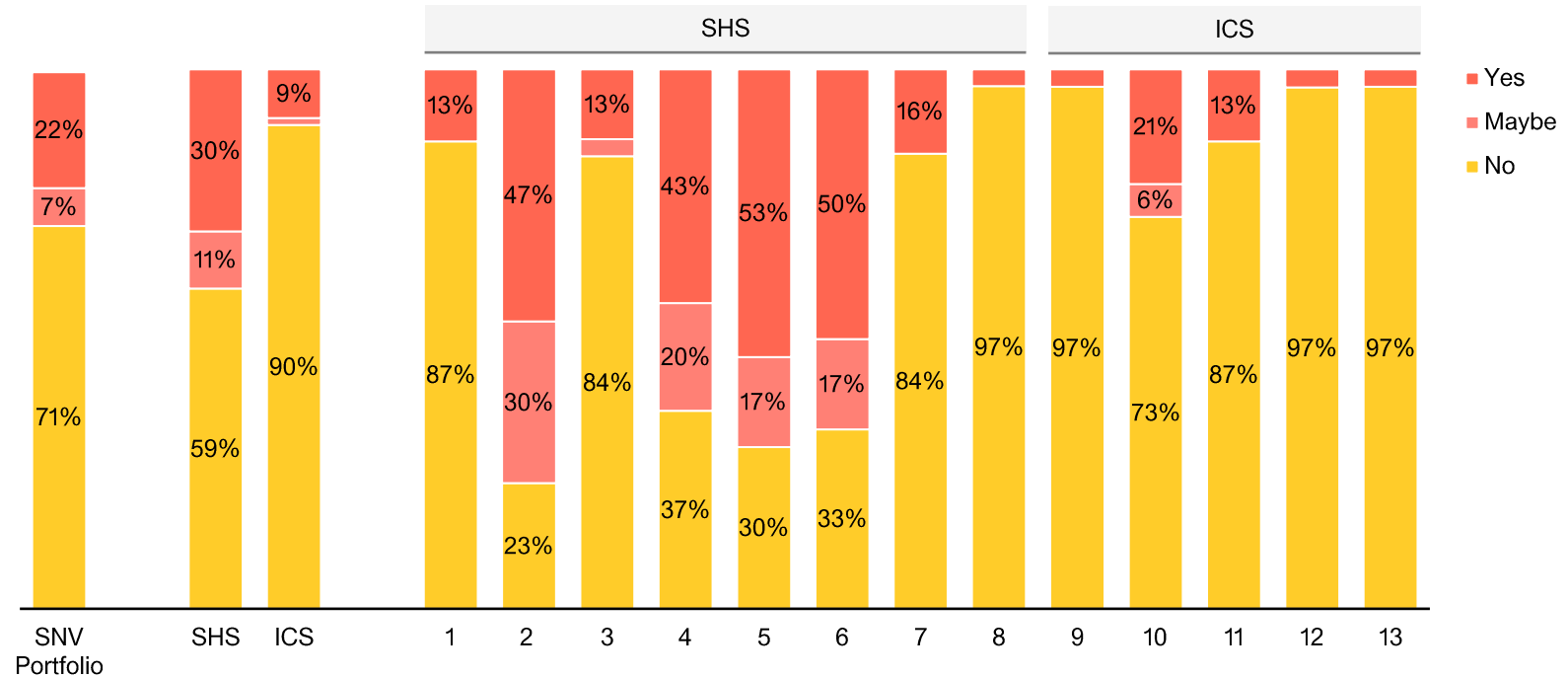
(% reporting no good access to alternatives)

- Energy: 77% (143 companies)
- Cooking: 85% (19 companies)
- SHS: 68% (57 companies)

Nearly three-quarters of customers 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 = 401)



Cooking & Lighting Habits

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



Credit: SNV

“Life is much better [now], before we had to sleep very early, [now] we are more comfortable and can also receive visitors at night.” - Female, SHS

Previous Sources: SHS Customers

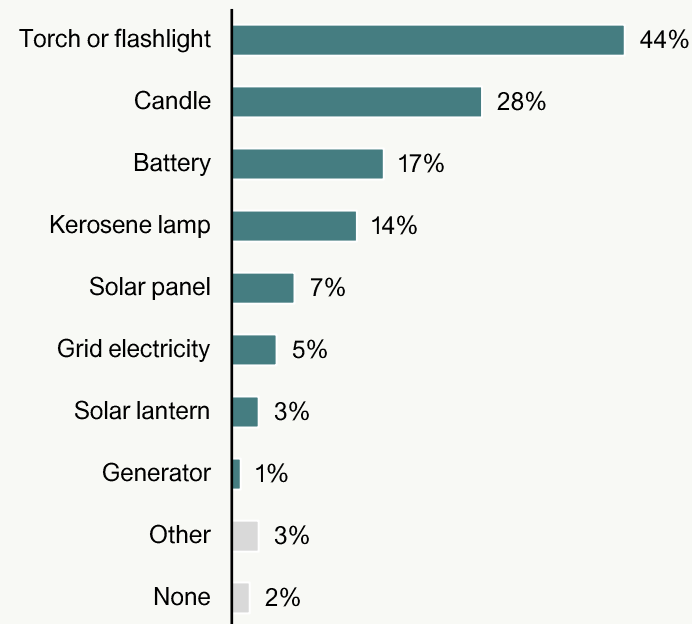
We asked SHS customers what they used for lighting before purchasing a product from the SNV BRILHO portfolio companies.

“The lighting in my house has improved a lot, my house now lights up the entire yard at night and I carry my cell phone too.” - Female, SHS

Nearly half of SHS customers used torches/flashlights for lighting before purchasing the SNV BRILHO portfolio company solar home systems.

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 = 245)



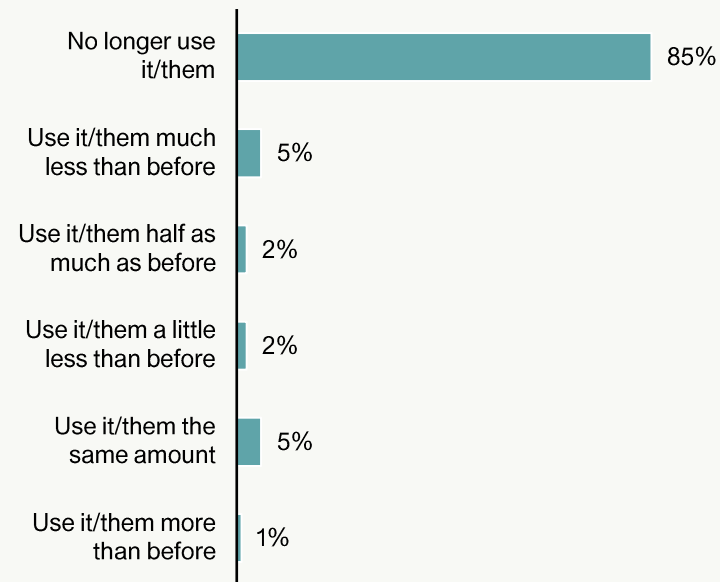
Change in Previous Sources of Lighting

Of those who have changed their lighting source, 96% are using their prior sources less because the solar home system meets all their needs.

More than 4 in 5 SHS customers have discontinued the use of their previous sources of lighting and energy due to the SNV BRILHO portfolio company product.

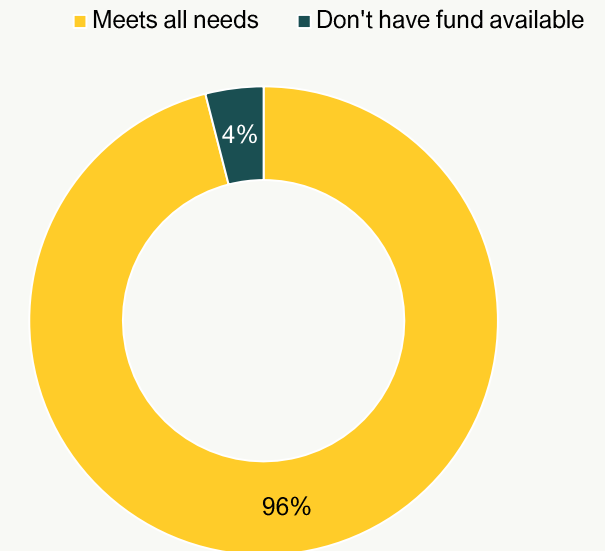
Change in Lighting Source

Q: Because of [Company] [product/service], has your usage of [answer before] changed? Do you now: (n = 245)



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 = 228)



Previous Sources: ICS Customers

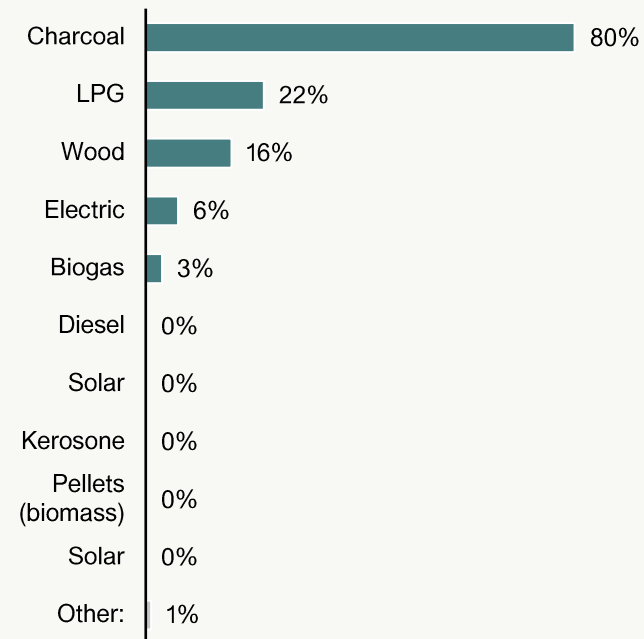
We asked customers who use ICS products what sources of fuel they used for cooking before purchasing a product from an SNV BRILHO portfolio company.

“This stove has saved me money when it comes to having a fire for cooking and other purposes.”
- Male, ICS

4 in 5 ICS customers used charcoal as their main source of cooking fuel prior to their ICS purchase.

Previous Cooking Fuel: ICS Customers

Q: What sources of energy or fuel were you using for cooking before [product/service]? (n = 156)



Change in Previous Sources of Cooking Fuel

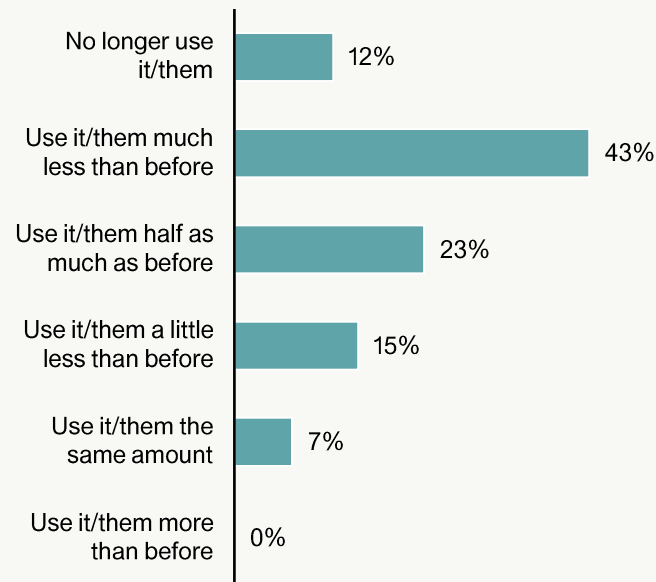
12% of ICS customers have completely stopped using their prior primary fuel source.

98% of ICS customers who are using less of their prior cooking fuel say that the SNV BRILHO portfolio company product 'meets all needs'.

More than half of ICS customers now use significantly less fuel because of the SNV BRILHO portfolio company product.

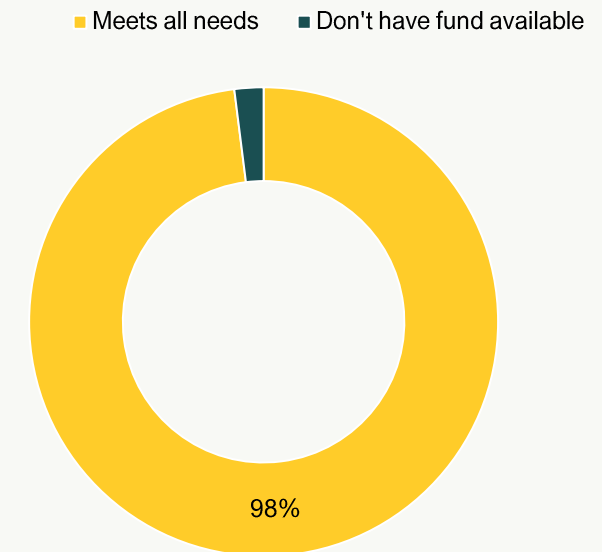
Change in Cooking Fuel

Q: Because of [Company] [product/service], has your usage of [answer before] changed? Do you now: (n = 156)



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 = 143)



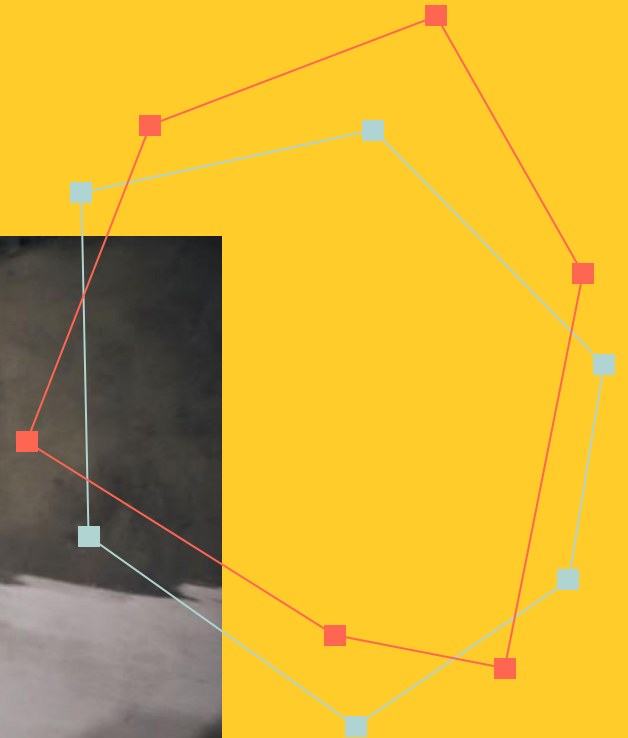
Impact Performance

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



Credit: SNV

“I am producing faster than before, the faster I can make my plates the faster I sell meaning that more money is coming into the business.”
- Female, ICS



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, 97% say their life has improved.

Female customers are more likely to report significant improvements in their quality of life (77%) than male customers (71%).

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

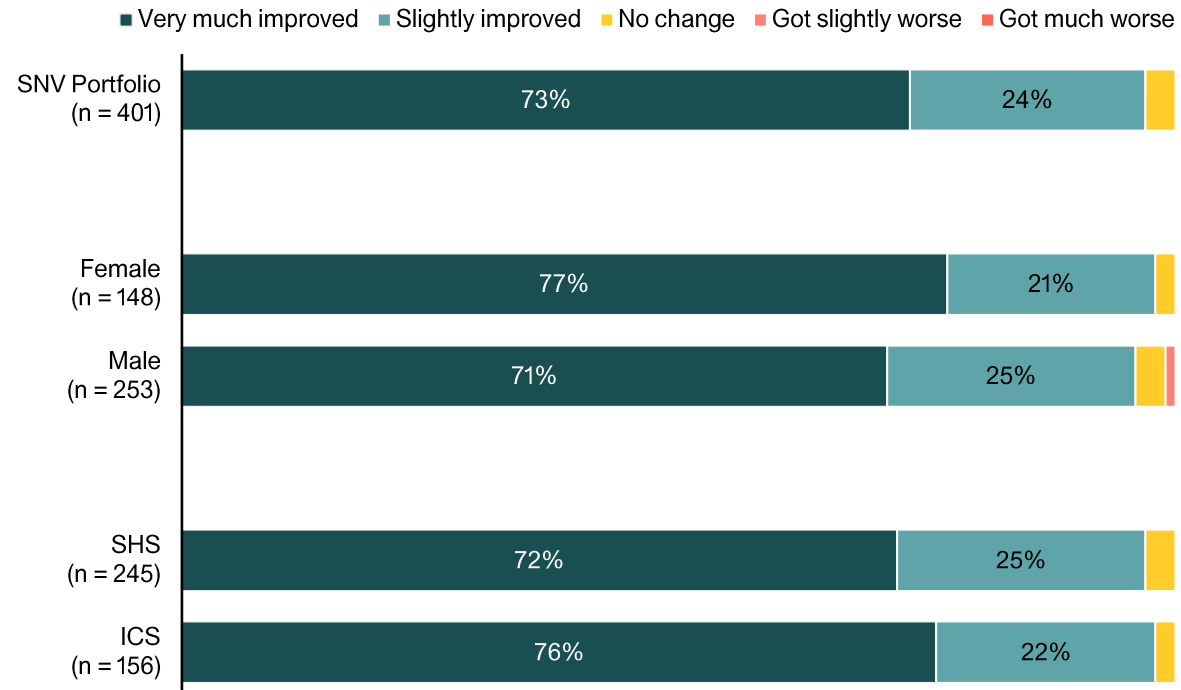
(% reporting 'very much improved')

- Energy: 53% (143 companies)
- Cooking: 45% (19 companies)
- SHS: 68% (57 companies)

Nearly three-quarters of customers see a significant improvement in their quality of life because of the SHS or ICS. This is above the 60 Decibels Energy Benchmark of 53%.

Quality of Life by Gender and Technology

Q: Has your quality of life changed because of [company] [product/service]? (n = 401)



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.

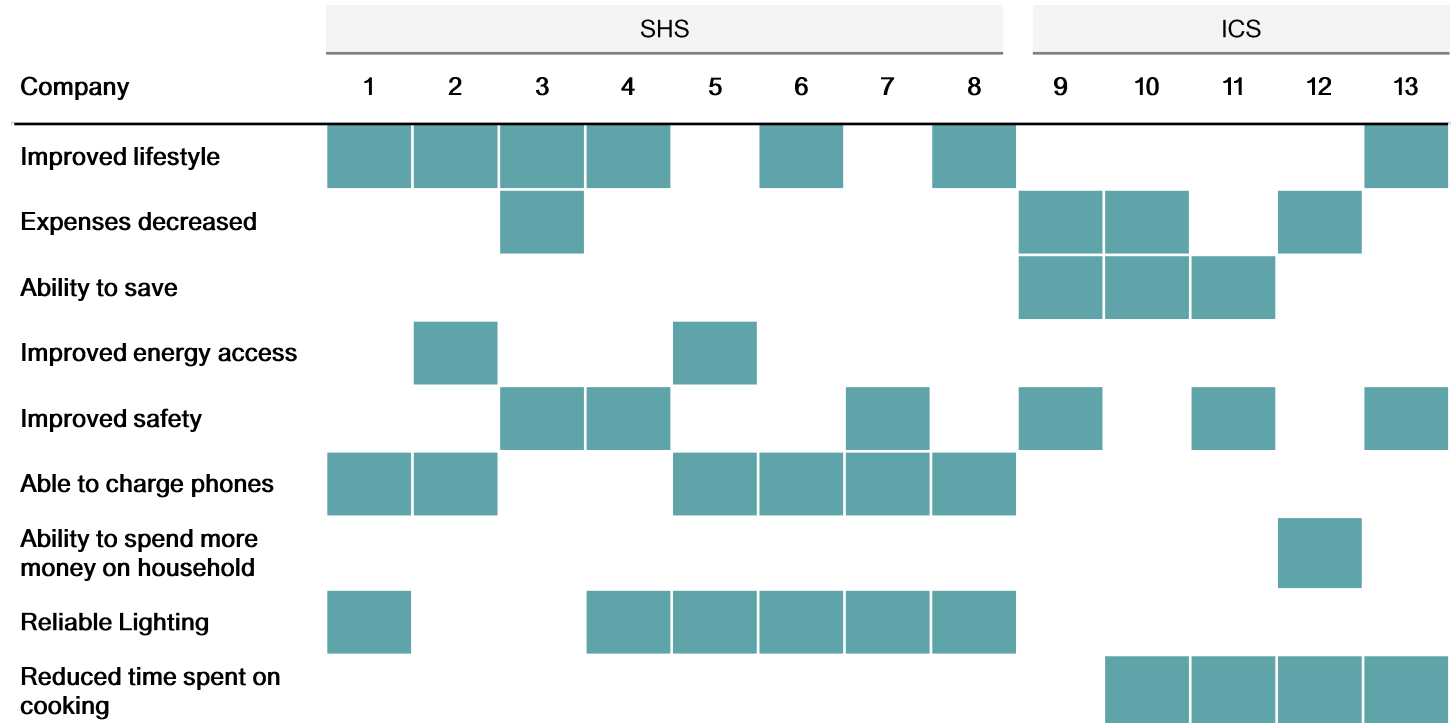
Among those who reported no change in their quality of life (3%), the primary reasons were associated with the product ceasing to function, an unreliable energy source, and having previously owned a similar product.

Only one respondent indicated a decline in their quality of life, attributing it to the product being too expensive.

Improved lifestyle, improved safety, having access to reliable lighting, and reducing time spent on cooking are the most common outcomes mentioned by customers who say their quality of life has improved.

Quality of Life Top Outcomes Experienced by 97% Who Report Improvements

Q: How has your quality of life improved? Open-ended, coded by 60 Decibels. (n = 389)



Safety

The majority of customers say their sense of safety at home or in their businesses since adopting the SHS or ICS product has 'very much improved'

Customers without prior access to SHS or ICS (87%) are more likely to say how safe they feel has 'very much improved' compared to those with prior access (72%).

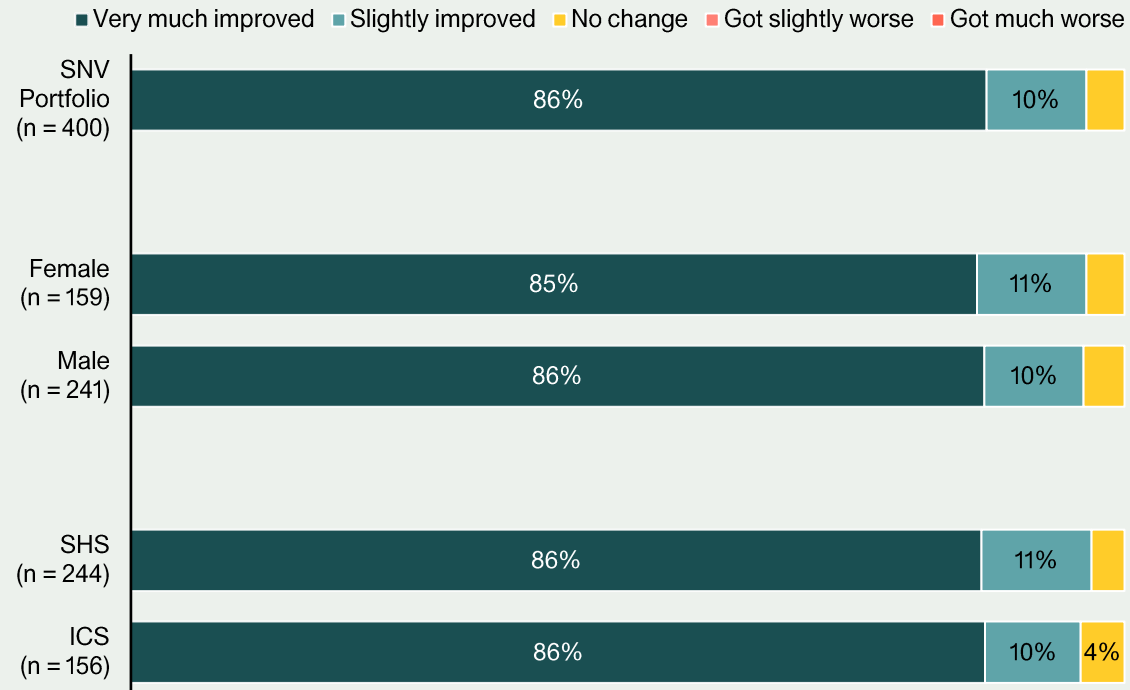
Similarly, a higher proportion of customers without access to alternatives report their safety having 'very much improved' (92%) compared to those who can easily access a good alternative (69%).

Customers that experience challenges are less likely to report improvements in their safety (82%) than those who don't experience any challenges (99%).

"The panels have provided me with this great privilege of having light in the house, with this I and my family feel much more safe and secure." - Male, SHS

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:



Security

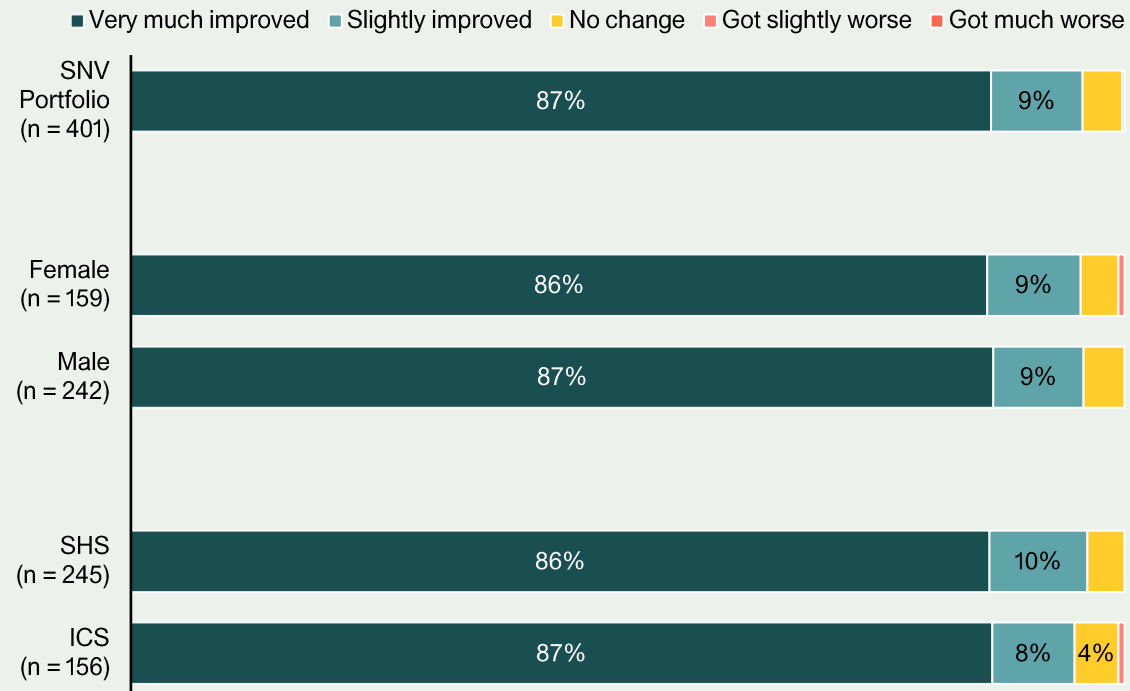
The majority of customers say their sense of security regarding the assets in their homes or businesses since adopting the SHS or ICS product has 'very much improved'

Customers accessing the product for the first time are more likely to report the security of their assets as 'very much improved' (88%), compared to customers with prior access (75%).

"I think the major benefit of this product is that it doesn't emit any smell nor gas that could lead to chronic diseases, making it a more secure and safe stove to use compared to gas or charcoal."
- Male, ICS

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:



Fuel Spending

Near 4 in 5 customers experience a decrease in weekly spending on fuel since acquiring the product or service.

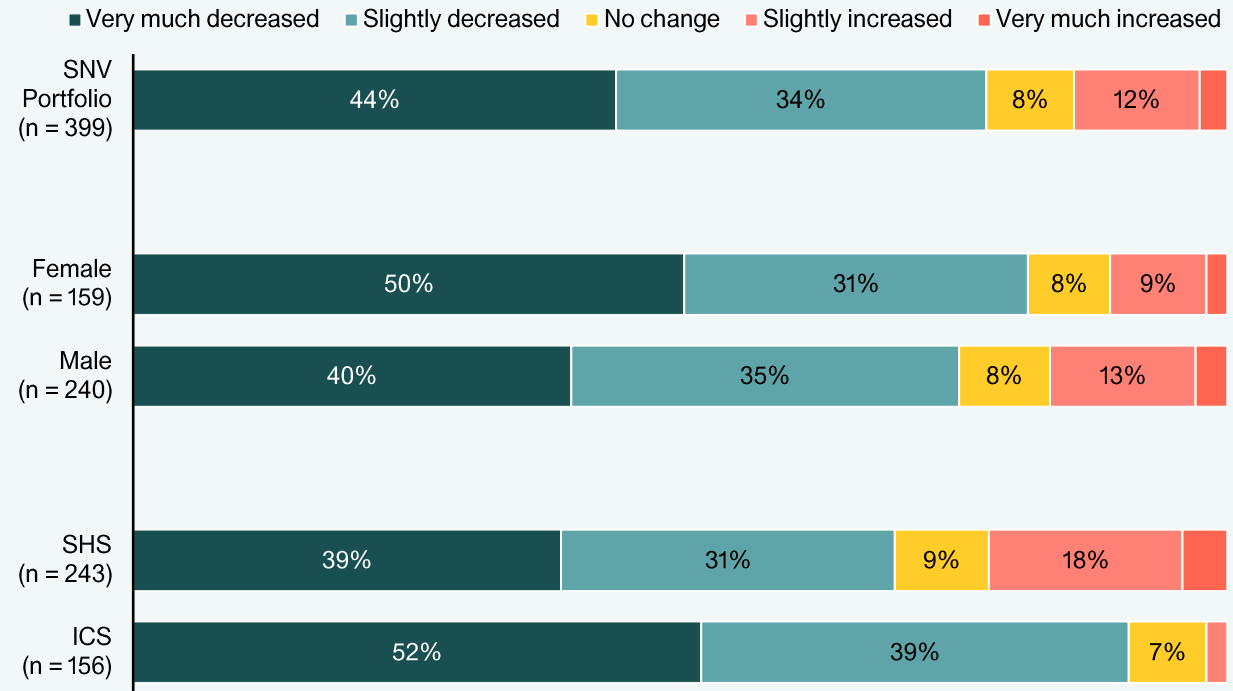
ICS customers are more likely to say their fuel spending has 'very much decreased' (52%) than SHS customers (39%).

Similarly, a higher proportion of female customers mention a significant decrease in their weekly spending on fuel (50%), compared to male customers (40%).

"I have light everyday and electricity at home. I would spend a lot having to buy batteries every two weeks." - Male, SHS

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]?



Productive Use

On average, 5% of customers use their product or service for income-generating activities, either in their business or at home.

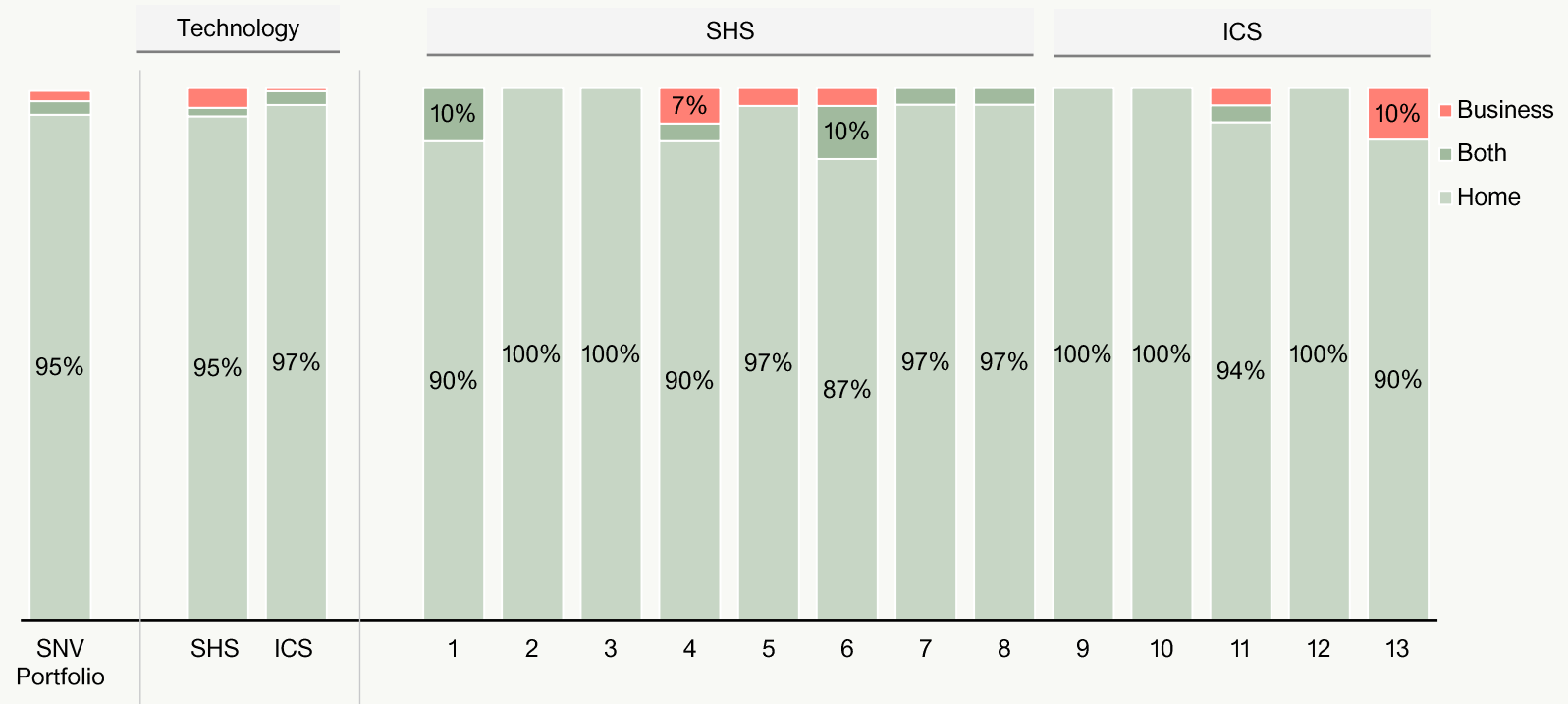
77% of customers using ICS or SHS products for productive use say their business has evolved because of the product.

Among the 5% of customers who use the products to generate income, the majority focus on food and beverage businesses, like small restaurants, and groceries shops, among others. Within this segment, 42% acknowledged that the progress of their business was due to increased productivity, while 37% attributed it to a rise in sales.

“I have a stall in my backyard, and because I have energy I was able to buy a freezer and sell several basic necessities.” - Male, SHS

Business or Home

Q: Are you using your [company] [product/service] in your home and/or your business? (n = 401)



Over-indebtedness

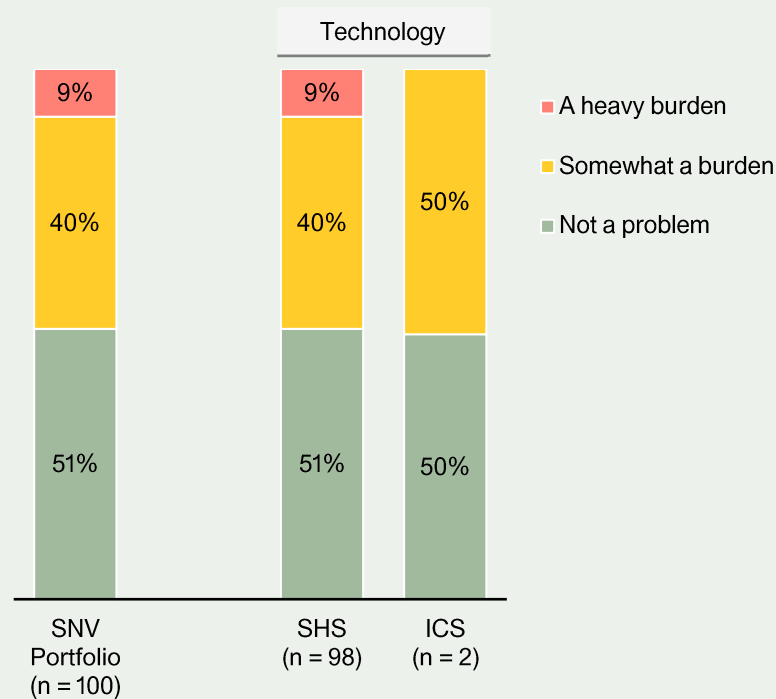
9% of customers who purchased on credit told our research team that repayments are 'a heavy burden'.

SHS customers are more likely to find repayments a heavy burden than ICS customers.

14% of customers have had to reduce their household's food consumption at some point: regularly, sometimes, rarely, to be able to make payments. This is a sign of over-indebtedness.

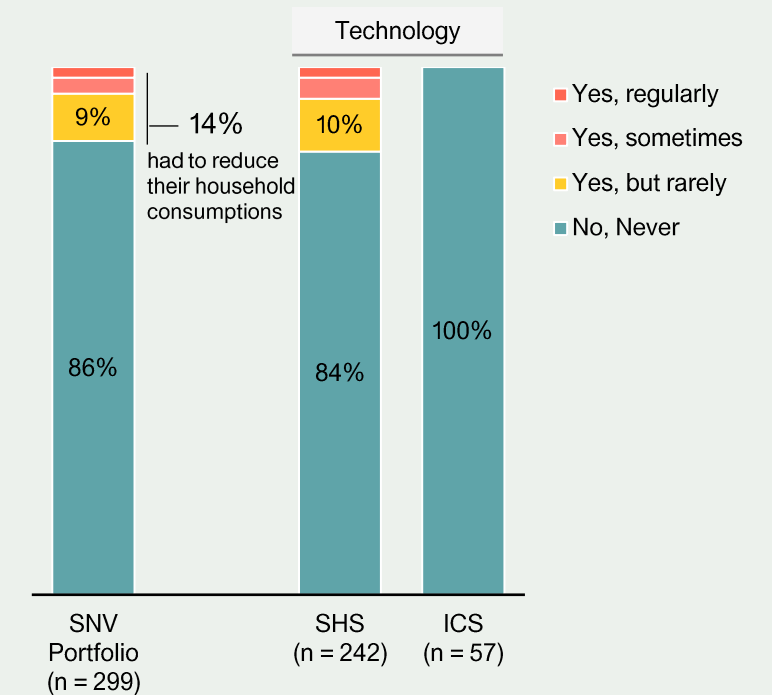
Payment Burden

Q: Thinking about the [product/service] payments, are they a heavy burden, somewhat of a burden, or not a problem?
(n = 101)



Household Food Consumption

Q: Have you had to reduce your households' food consumption to make payments where you didn't have to before? Would you say: (n = 298)



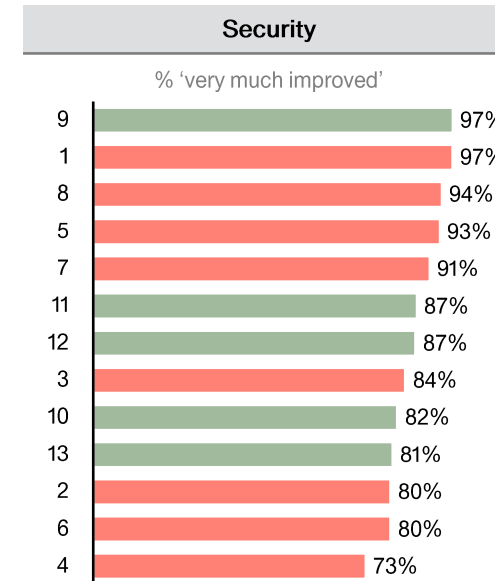
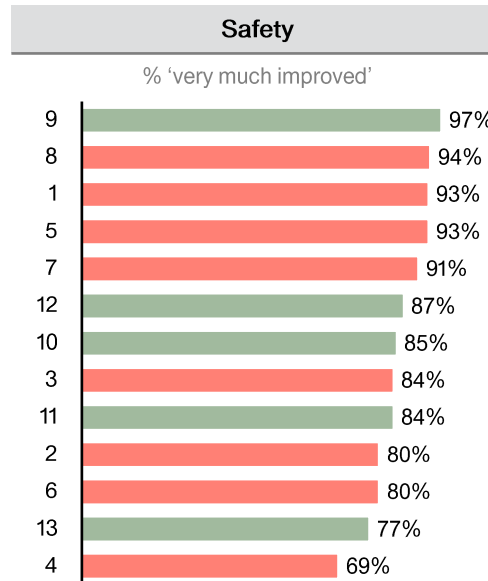
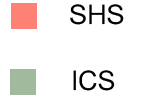
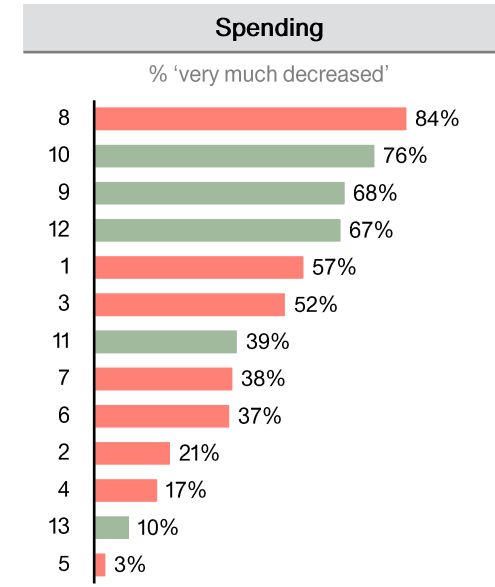
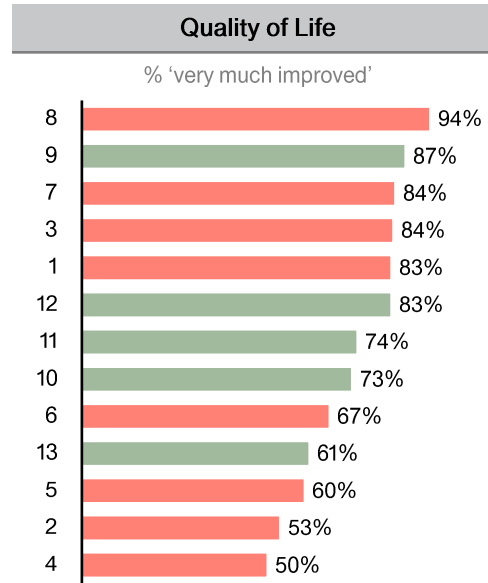
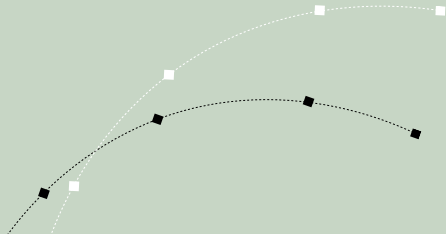
Ranked Performance

We ranked companies under each impact area.

Companies 8 and 9 excel in all four metrics. Additionally, Company 8 was the top performer in Safety and Security metrics during Round 1.

ICS companies such as 10, 9, and 12 perform better in the expenditure category; a higher proportion of customers reduce their energy spending.

Company 4 is usually amongst the worst performers.



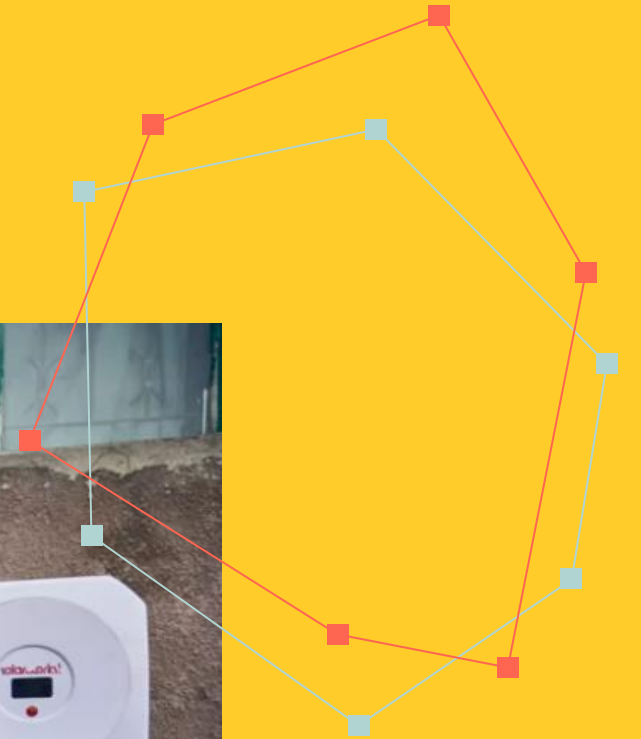
Customer Experience

- Challenges Experienced
- Net Promoter Score®
- Repayment Burden
- Ranked Performance
- Closing Thoughts



Credit: SNV

“I've saved more money than I used to, because I no longer buy cells to light up the house.” - Female, SHS



Challenges Experienced: Overview

As compared to other 60 Decibels metrics, a lower rate means better performance.

There is significant room for improvement in companies 8, 4, and 64 all of which have challenge rates of 30% or above. The next page shows the most common issues experienced.

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

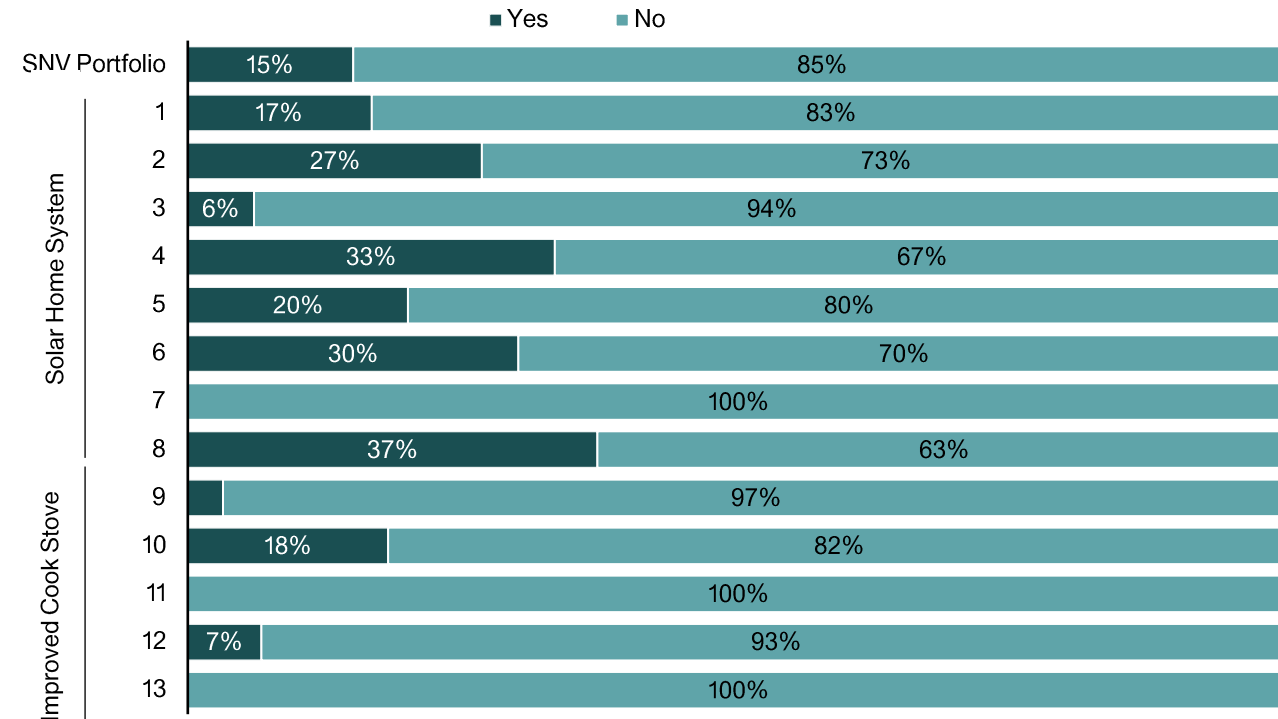
(% reporting challenges)

- Energy: 31% (143 companies)
- Cooking: 26% (19 companies)
- SHS: 30% (57 companies)

On average, 15% of customers encounter challenges when using our product, outperforming the 60 Decibels Energy Benchmark, which stands at 31%.

Customers Reporting Challenges

Q: Have you experienced any challenges with using [company] [product]? (n = 401)



Issue Resolution

Among the 15% who faced challenges, 56% have not had them resolved (9% of total customers).

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.

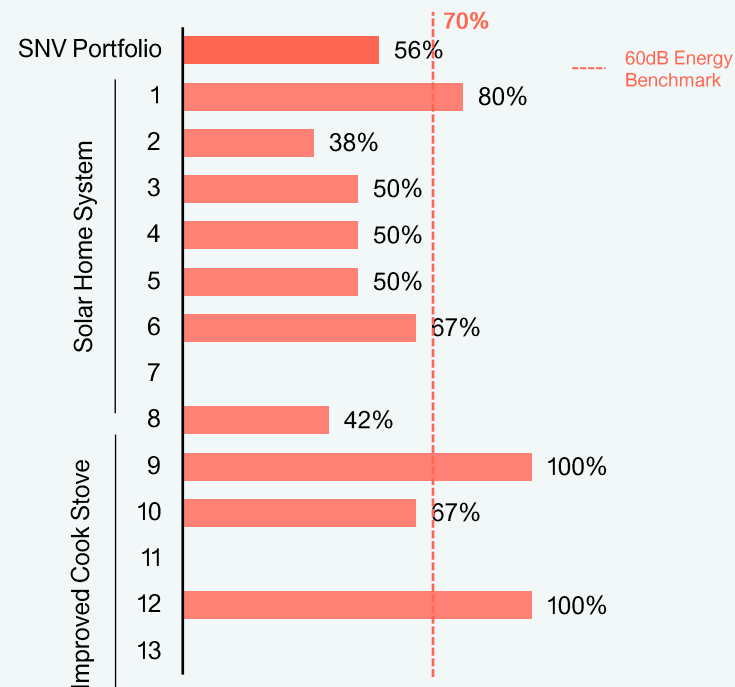
For reference, these are the relevant 60dB Energy Benchmarks:

	Unresolved Challenges	CES	# of Companies
Energy	70%	3.23	143
Cooking	79%	3.25	19
SHS	66%	3.30	57

Over 50% of customers facing challenges have not had their issues resolved.

Unresolved Challenges

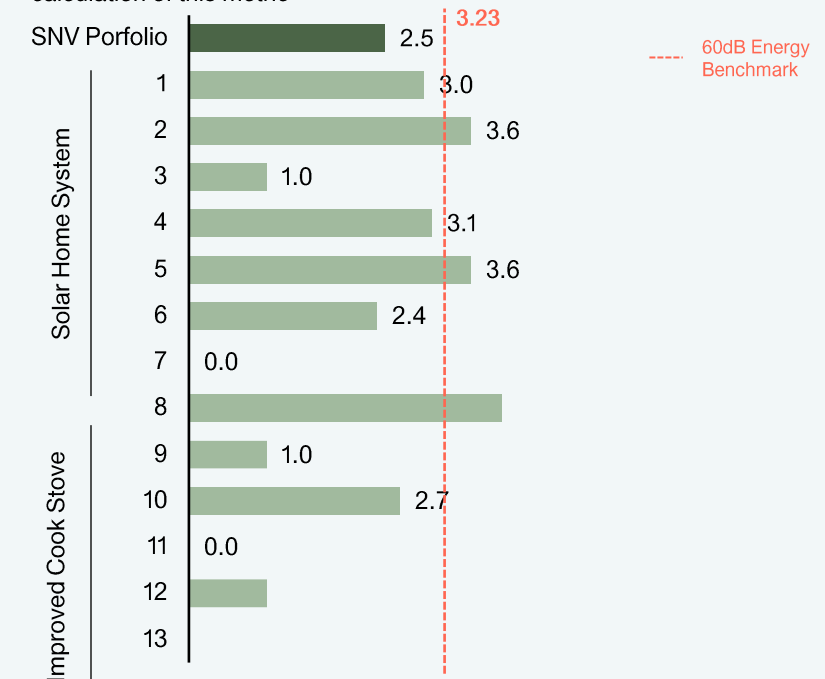
Q: Has the challenge been resolved? (% 'no', n = 61)



Note: Customers from companies 7, 11, and 13 reported no challenges.

Customer Effort Score

Q: How do you feel about the statement? Overall, [company] made it easy for me to handle my issue. (n = 60). Please refer to the [Appendix](#) for additional information on the calculation of this metric



Net Promoter Score: Overview

The 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 13 companies are above the 60 Decibels Energy Benchmark of 49.

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

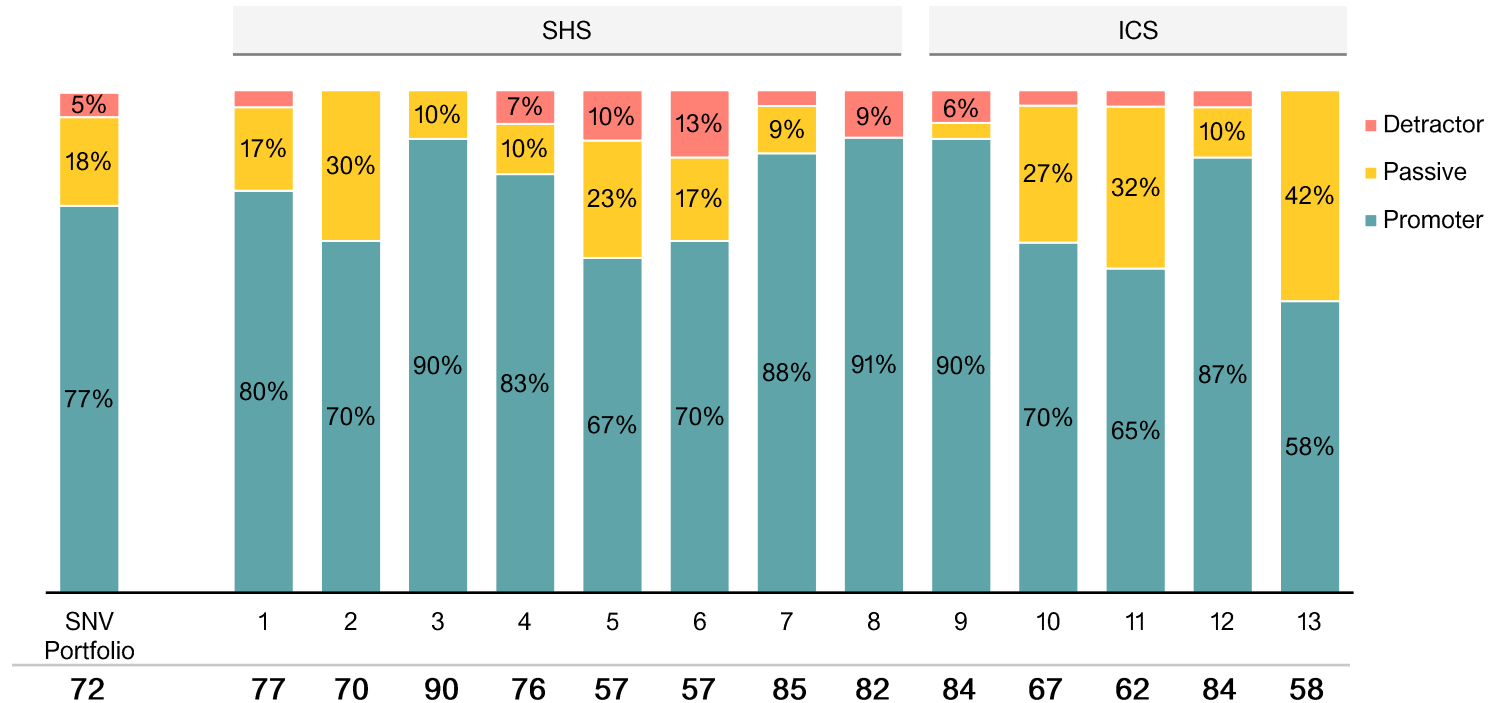
(% Promoters - % Detractors, from -100 to 100)

- Energy: 49 (143 companies)
- Cooking: 54 (19 companies)
- SHS: 59 (57 companies)

The Net Promoter Score® (NPS) of companies in the SNV BRILHO portfolio is 73. NPS for companies ranges from 57 to 90, with Company 3 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 = 401)



Net Promoter Score: Segments

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

NPS for customers with unresolved challenges (21) is lower than for those with resolved challenges (59), which is lower than for those with no challenges (79).

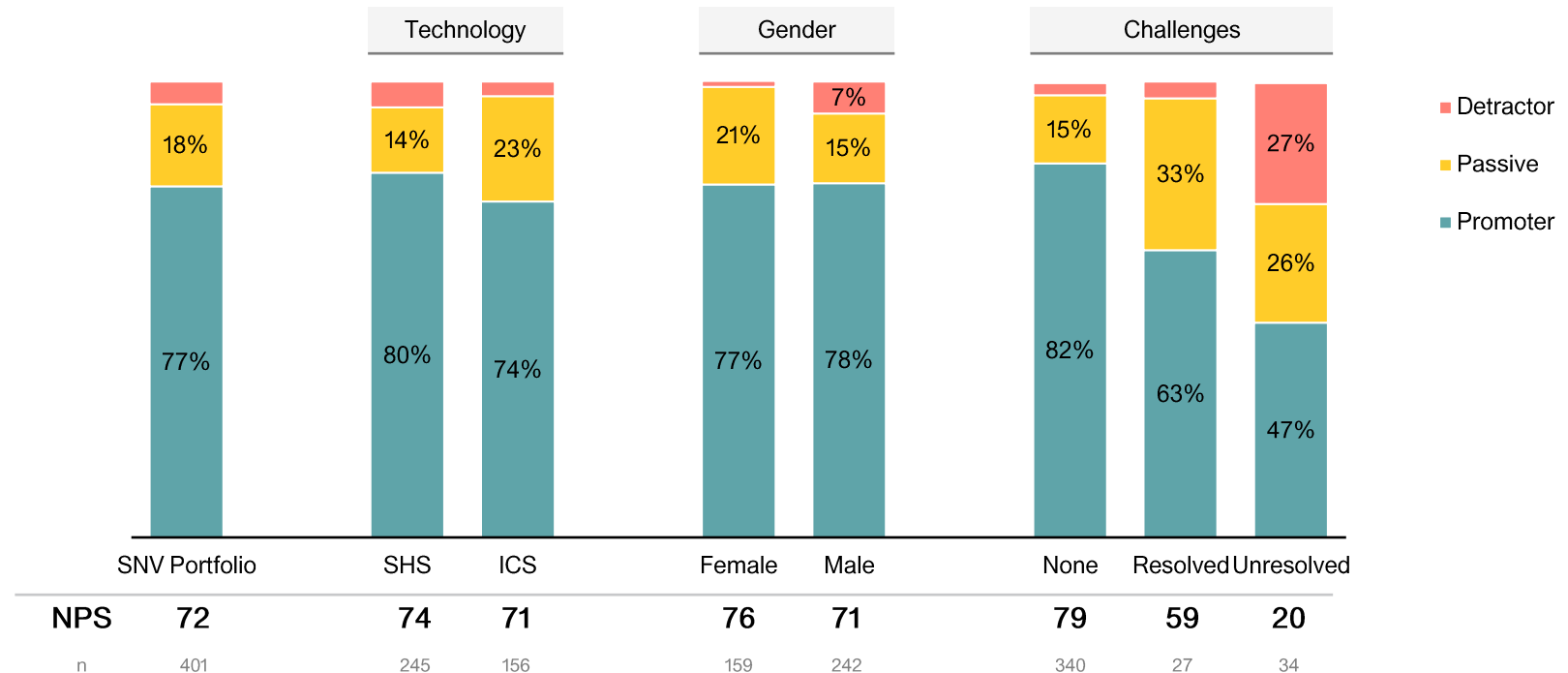
Customers who report 'very much improved' quality of life are more likely to be Promoters (87%) than those who say 'slightly improved' (56%), or experienced 'no change' (9%).

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

SHS customers are slightly more satisfied than ICS customers. The customer issue resolution 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?



Net Promoter Score: Drivers

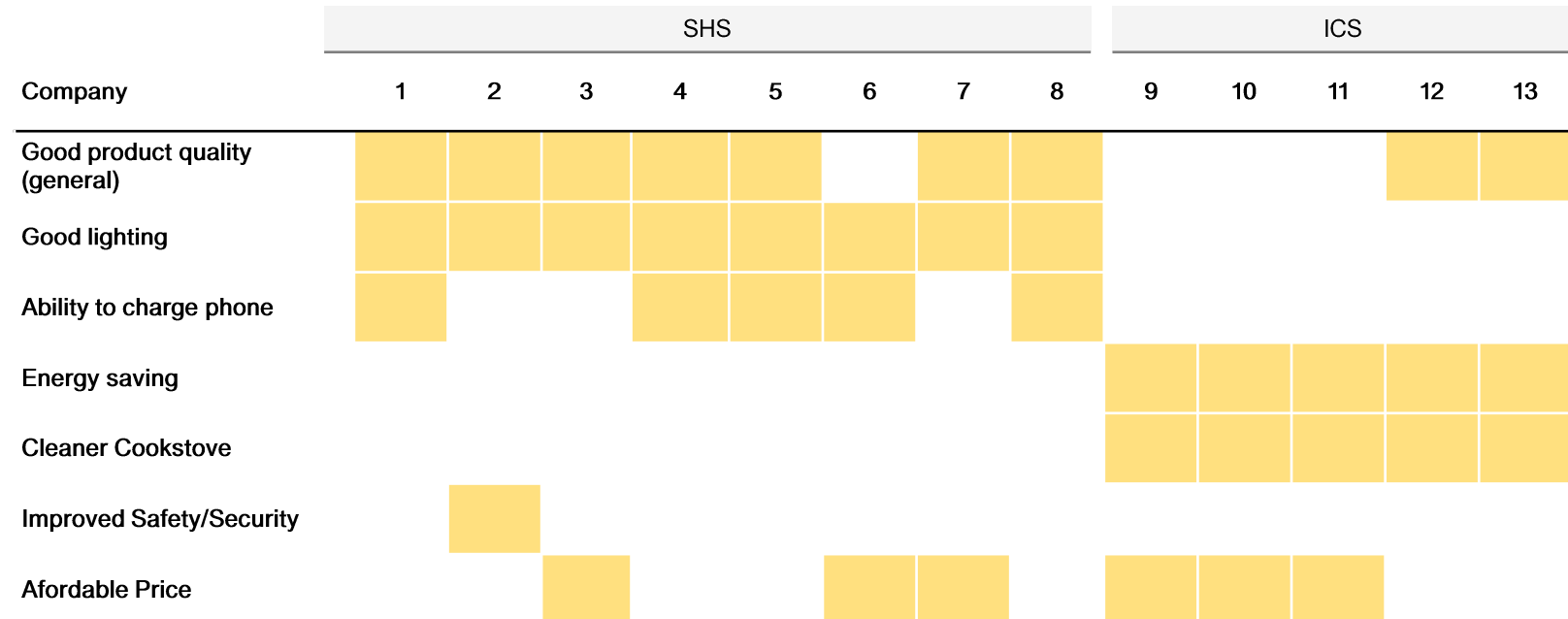
Of the 5% of Detractors, their main drivers were related to:

- Bad product quality
- Poor customer service
- Expensive pricing

We coded customers' qualitative responses to identify common themes. The most common drivers include quality of the product, improved lighting, cleaner cooking, and an affordable price.

Most Common Drivers for 77% 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 = 311).
Open-ended, coded by 60 Decibels.

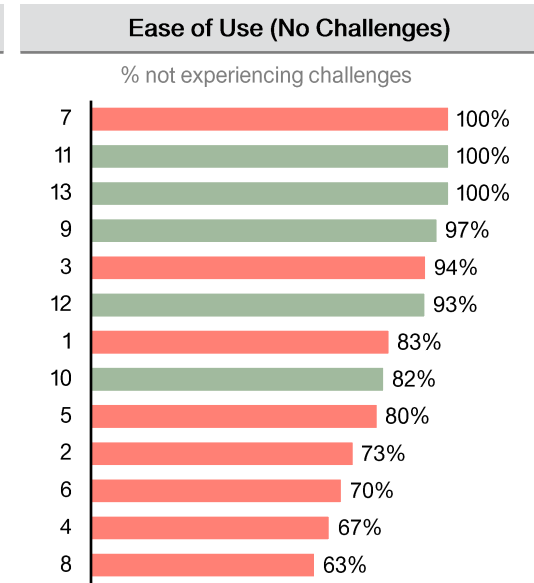
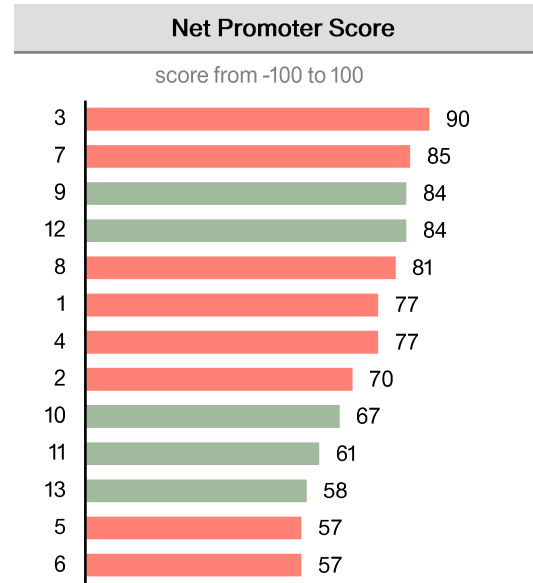
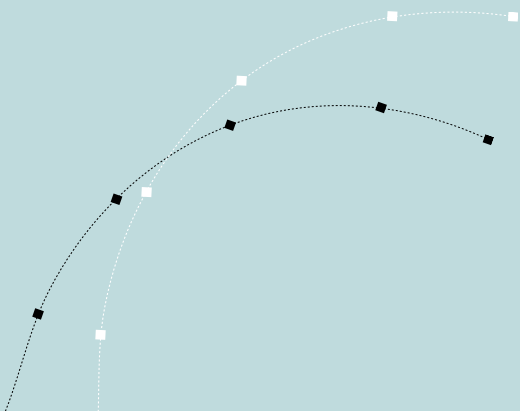


Ranked Performance

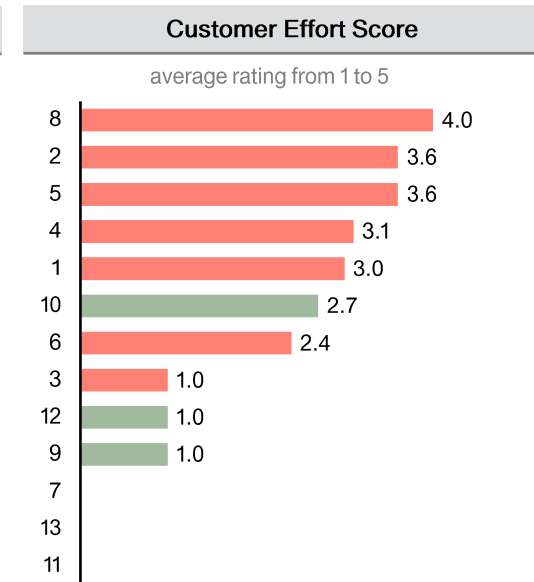
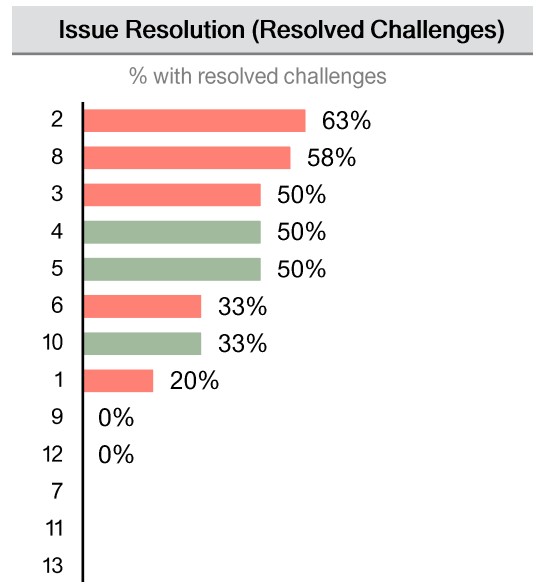
We ranked companies for the experience metrics in this section.

Among those companies where customers faced challenges, Companies 2 and 8 stand out as top performers in terms of Issue Resolutions and CES.

There are no consistent outcomes for these metrics in relation to Round 1.



SHS
ICS



Note: Customers from companies 7, 11, and 13 reported no challenges.

Closing Thoughts: SHS

SHS customers most commonly suggested improvements in the payment process, customer service, and issue resolution.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n =202). Open-ended, coded by 60 Decibels.

Company	1	2	3	4	5	6	7	8
% who provided suggestions	0%	22%	12%	63%	26%	35%	4%	3%
Most common suggestion	-	Improve payment process (19%)	Improve customer service (4%)	Improve payment process (32%)	Improve payment process (13%)	Improve payment process (22%)	Improve payment process (4%)	Improve customer service (3%)
Second most common suggestion	-	Improve customer service (4%)	Improve payment process (4%)	Improve customer service (21%)	Improve customer service (9%)	Improve issue resolution (13%)		
Third most common suggestion	-	Improve reliability of product (4%)	Improve issue resolution (4%)	Improve issue resolution (16%)	Improve product quality (9%)			

Closing Thoughts: ICS

Improving customer service and product quality were the most common suggestions shared by ICS customers.

Closing Thoughts

Q: Is there anything else you'd like to share related to what we've been talking about? (n = 87). Open-ended, coded by 60 Decibels.

Company	9	10	11	12	13
% who provided suggestions	19%	30%	40%	8%	28%
Most common suggestion	Improve customer service (7%)	Improve product quality (26%)	Improve product quality (30%)	Improve product quality (4%)	Improve payment process (14%)
Second most common suggestion	Improve reliability of product (6%)	Improve reliability of product (4%)	Improve customer service (10%)	Improve issue resolution (4%)	Improve product quality (14%)
Third most common suggestion	Improve product quality (6%)				

Appendix

- Calculations & Definitions
- Social Media Content



Credit: SNV

“The stove has helped us save a lot on our spending on charcoal, so we have a little bit of extra money. The stove also cooks faster than the other traditional stoves, this permits one to have extra time to run other errands.” - Female, ICS

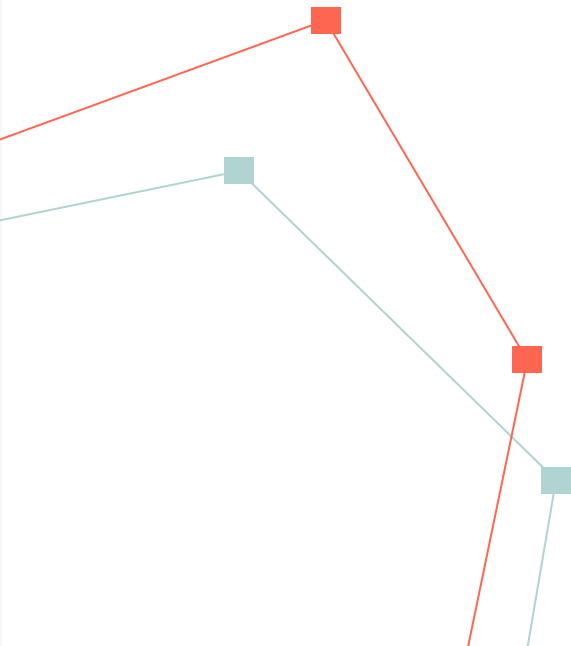
Calculations & Definitions

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

- 78% of SNV BRILHO portfolio company customers see their average weekly spending on fuel for cooking reducing since accessing the cookstove. “The stove has helped us save a lot on our spending on charcoal, so we have a little bit of extra money.” We #ListenBetter with @60_decibels
- SNV BRILHO programme companies are increasing energy access for families in Mozambique; 91% of customers are accessing clean cooking or solar home system products for the first time. We #ListenBetter with @60_decibels
- 77% 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.
- 97% of energy beneficiaries in our BRILHO programme say the quality of their lives has improved since using the new energy product. “It has made cooking easier and faster. I do not have to spend a lot of time on the stove. The stove is a time-saver and very convenient.” We #ListenBetter with @60_decibels
- 15% 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!



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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 1,200+ trained Lean Data researchers in 80+ 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 feel secure at my tuck-shop and at home.

I save more money now.

Now that I have energy, I feel very safe.

The stove helped reduce

> the

> amount

> we

are spending on charcoal.

Kat Harrison

Prithvi Alur

Daniel Field

Hellen Alvarado

Kimutai Keneth

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