

60 \_ decibels



# Jaguza Tech Impact Performance Report

Uganda

September 2021



# Jaguza Tech



## Introduction

Jaguza Tech partnered with [60 Decibels](#), a tech-enabled impact measurement company, to listen to its customers. 60 Decibels interviewed 281 customers in Uganda to understand customer profiles, experience, and impact.

## About the 60dB Methodology

In August 2021, 60 Decibels' trained research assistants conducted 281 phone interviews with Jaguza Tech customers. Here is the breakdown of how we collected this data:

<b>Sampling</b>	Sampled randomly from a database of 467 unique customer contacts shared by Jaguza Tech
<b>Response rate</b>	77%
<b>Languages</b>	Luganda, Lunyakitara, Kiswahili
<b>Accuracy</b>	Confidence Level: c. 95% Margin of error: c. 5%*

## Contents

The indicators and insights presented in this report cover the following topics:

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# At a Glance



## Business Indicators

-14

Net Promoter Score, on a -100 to 100 scale

Customer satisfaction is low, and most are unlikely to easily recommend you to others. The low NPS is driven by a high percentage of [Detractors](#) and [Passives](#). However, almost all Passives do not have complaints and can easily be converted to [Promoters](#) to improve NPS.

12%

reported experiencing challenges with Jaguza Tech

Top challenges include poor connection, unresponsive reps and language barrier. Aim to understand, reduce, and address customer challenges as quickly as possible, to improve customer experience.

96%

reported 'no' to having a good alternative

This suggests that in the absence of Jaguza Tech, almost all customers would struggle to access a similar service. The high percentage here indicates a low degree of competition.

## Impact Indicators

36%

quality of life 'very much improved'

The top reported outcomes from 85% who reported improvements are:

- Ability to pay household expenses (60%)\*
- Improved farming outcomes (35%)\*
- Improved market access (17%)\*

84%

accessing service for the first time

First access provides insight into the degree to which Jaguza Tech is reaching an underserved market. The high percentage here implies the offering from Jaguza Tech is unique and differentiated.

36%

are low-income (live below \$ 1.90 / day)

Jaguza Tech is serving a higher proportion of low-income customers compared to the Ugandan national average of 34%.

\* % of those who reported improvements , not total customers



“The company provides hands-on training on cattle management. The tracking devices the company provides are also efficient at controlling cattle theft.”

- Male

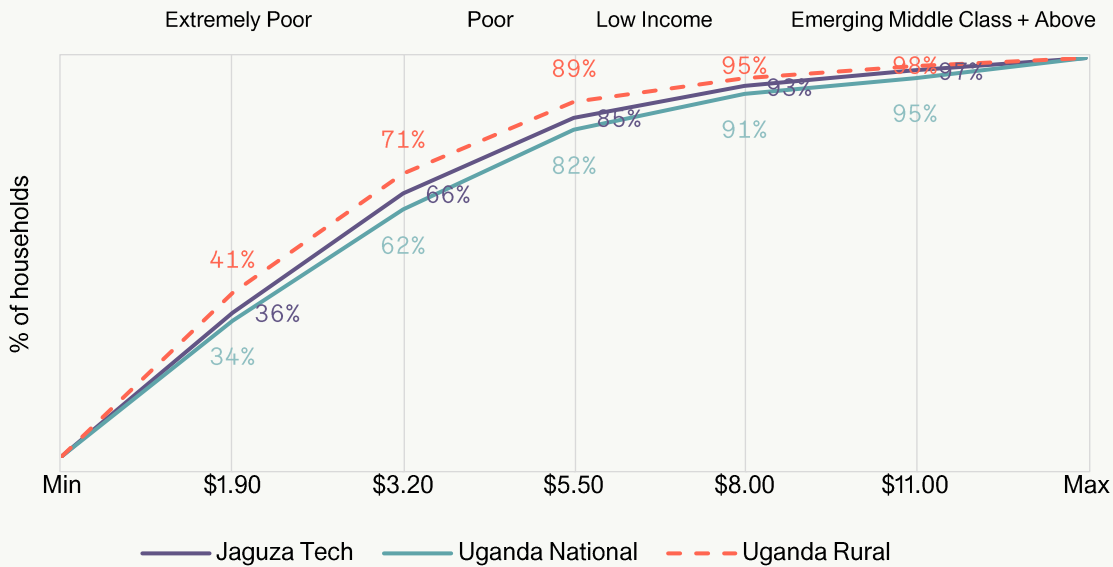
# Who is Jaguza Tech reaching?



Using the Simple Poverty Scorecard® we measured how the poverty profile of your customers' households compares to the Ugandan national average. Uganda is classified as a low-income country by the World Bank and using the \$1.90 line, about 36% of Jaguza Tech's customers are living in extreme poverty. This is slightly higher than the Uganda national average of 34% implying Jaguza Tech is serving a higher proportion of extremely poor customers than the national average.

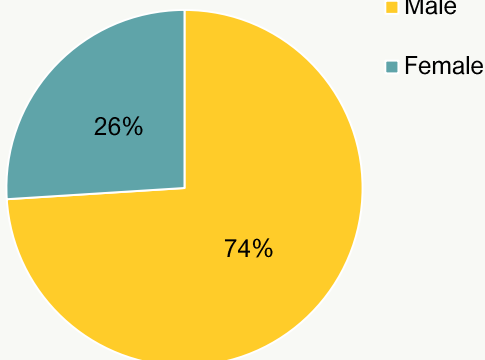
## Poverty Distribution of Jaguza Tech's Customer Households Relative to the Ugandan National Average

% living below \$X per person / per day (2011 PPP) (n = 281)

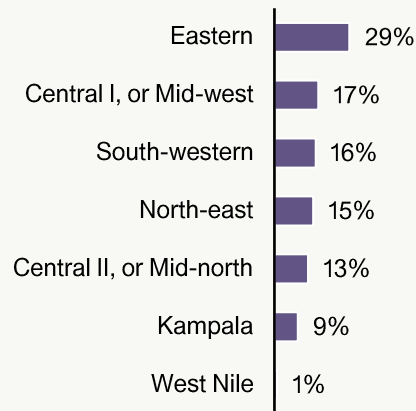


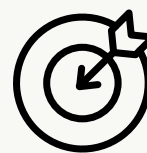
The majority of Jaguza Tech customers we spoke to were male with the highest proportion of customers in the Eastern region.

### Gender



### Location





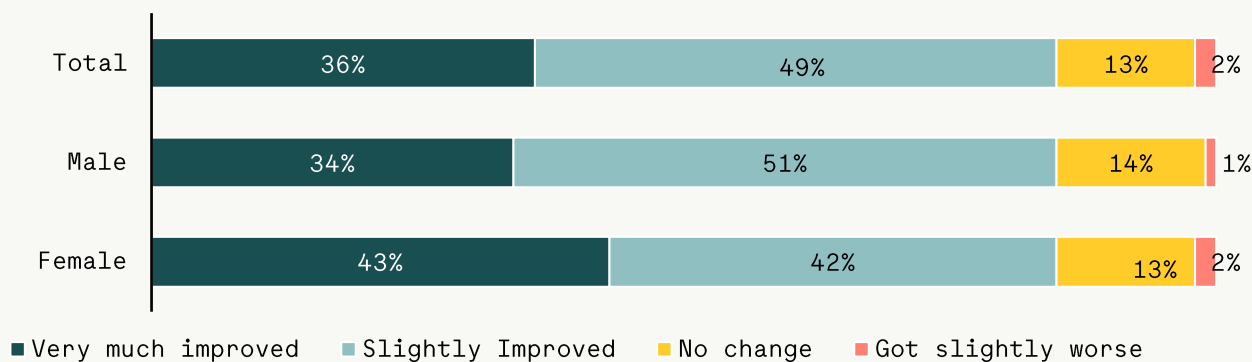
# What impact is Jaguza Tech having?

36% of customers reported significant improvements in their quality of life because of Jaguza Tech.

To gauge depth of impact, we asked customers to reflect on whether their quality of life has changed because of Jaguza Tech’s service. Overall, 85% said their quality of life had improved.

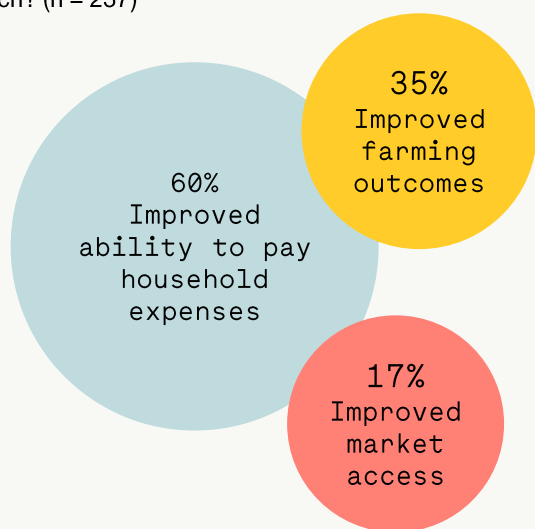
## Perceived change in quality of life

Q: Has your quality of life changed because of Jaguza Tech? (n = 281)



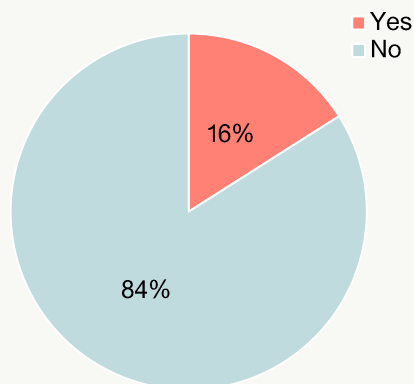
## Top Outcomes Reported

Q: How has your quality of life improved because of Jaguza Tech? (n = 237)



## First Access

Q: Before Jaguza Tech, did you have access to a product like Jaguza Tech provides? (n = 281)

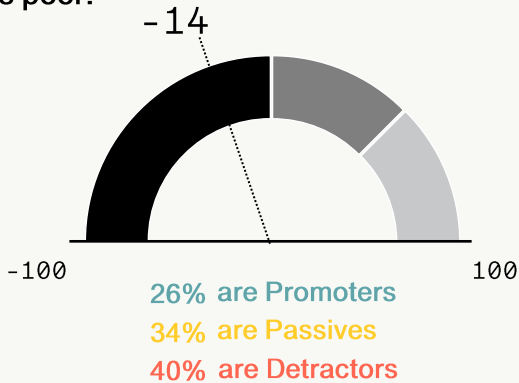


Note: % are of customers experiencing improvements, not total customers

# Are customers satisfied with Jaguza Tech?



Jaguza Tech's Net Promoter Score® of -14 is poor.



The NPS is used the world over to gauge customer loyalty. NPS is measured by asking customers to rate their likelihood to recommend a product or service to friends or family on a scale of 0 to 10.

The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

## What's driving customer satisfaction?

Promoters love:	Passives love:	Detractors would like to see:
<ol style="list-style-type: none"> <li>1. Good experience with app (25% of Promoters / 6% of all respondents)</li> <li>2. Improved skills and knowledge (22% of Promoters / 6% of all respondents)</li> <li>3. New skills and knowledge (22% of Promoters / 6% of all respondents)</li> </ol>	<ol style="list-style-type: none"> <li>1. Good experience with app (33% of Passives / 11% of all respondents)</li> <li>2. Good communication frequency (12% of Passives / 4% of all respondents)</li> <li>3. Good knowledge and skills (11% of Passives / 4% of all respondents)</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase trainings (22% of Detractors / 9% of all respondents)</li> <li>2. Access to credit (15% of Detractors / 6% of all respondents)</li> <li>3. Improved communication language (11% of Detractors / 5% of all respondents)</li> </ol>

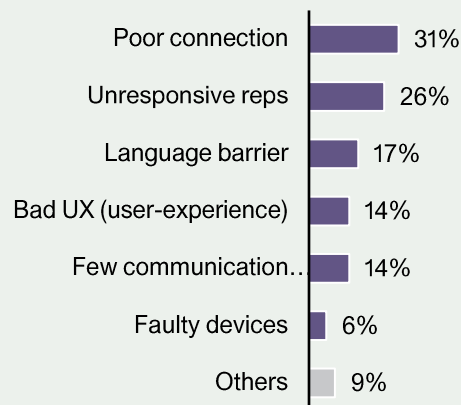


## Spotlight On: Challenges

The proportion of customers experiencing challenges helps the company understand the how easy or difficult the experience is for them.

Overall, 12% of customers reported facing challenges.

### Challenges (n = 35)



# How does Jaguza Tech Compare to the 60dB Benchmarks?



## About the 60dB Benchmarks

We have been collecting impact data for the past six years and we've heard from more than 150,000 beneficiaries. By asking the same questions in the same way across multiple projects, we're able to develop benchmarks to help put your data into context.

Impact Performance Benchmarks are the next leap forward for impact measurement. They provide an objective standard for comparable impact outcomes to understand and fuel performance.

Benchmarking is not just about hitting the average - the goal is to become a top performer. To make 'impact performance' as tangible as possible, we include the quintiles in which Jaguza Tech is ranked in the performance benchmark for each metric.

## Standard Outcome Metrics

### How Impactful?

36%

reported quality of life 'improved very much'



### Contribution

96%

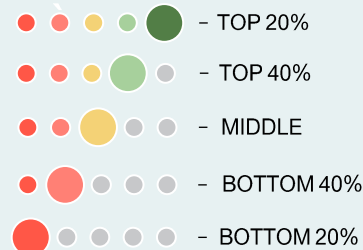
reported 'no' to having a good alternative



### 60dB Global Benchmark

The quintile assessment compares Jaguza Tech's performance with the 60dB Agriculture Benchmark comprised of 93 companies operating across more than 20 countries.

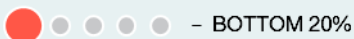
### Performance vs. Benchmark



### Net Promoter Score®

- 14

Net Promoter Score, on a -100 to 100 scale



### Challenges

12%

reported experiencing challenges





# Appendix

# Indicator Glossary



## Explaining the link between 60dB indicators and social impact.

### Quality of Life

How transformative or meaningful is your product/service to the general well-being of your customers? This indicator looks at depth of impact and is measured by the % of customers saying their quality of life has 'very much improved' because of access to your product/service (other options: 'slightly improved', 'no change', 'got slightly worse', 'got much worse').

### Net Promoter Score®

How satisfied are your customers with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured through asking customers to rate their likelihood to recommend your product/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').

### Contribution

How much choice do customers feel they have when they made the decision to purchase, use, connect to the product/service? This indicator looks at awareness of and access to alternatives in the market and gives us an idea of how critical the company is for providing access. This is measured through % of customers saying they could not easily find an alternative to the product/service.

### First Access

How many customers have access to a product/service like yours for the first time? This indicator helps us understand to what extent the company is reaching an underserved customer base. This is measured through % of customers saying 'no' to whether they were able to access a product/service like yours elsewhere before availing it from the company.

### Poverty Distribution

How does the poverty distribution of your customers compare to the national population? This indicator uses the Poverty Probability Index® to identify likelihood of your customers living below the poverty line. We use the World Bank international poverty lines of relative poverty: for lower-middle income countries, the line is at \$3.20 per person per day; for higher-middle income countries it is \$5.50 per person per day; and for high income countries it is as \$21.70 per person per day. It may be harder to reach a higher proportion of lower income customers in wealthier countries. That's why we compare your poverty reach against national poverty rates too. This gives context for looking at business model inclusivity.

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# Thank You For Working With Us!

Let's do it again sometime.

## Your Feedback

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

## Who We Are

### About 60 Decibels

[60 Decibels](#) is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 750+ researchers in 50+ countries, and have worked with more than 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most. Learn more about our work through [this fun video!](#)

## Get Involved

### Stay in Touch

Please feel free to reach out if you have any questions or would like to have a conversation!

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