PARENT / STUDENT FEEDBACK

JANUARY 2018

WELCOME TO YOUR LEAN DATA RESULTS

1   **Headlines:**
+ Top actionable **insights**

2   **Your data:**
+ Question by question **results**
+ A selection of customer **quotes**

3   **Just for fun:**
+ **Staff quiz** results: how well do you know your customer?

4   **Details on approach:**
+ **Methodology**: what we did
+ **Survey questions**: for you to re-use in future

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ON

OMIDYAR NETWORK

Delivered by:

LEAN DATA

TOP ACTIONABLE INSIGHTS
FROM SMS SURVEY WITH 1,265 STUDENTS & 1,447 PARENTS

1 Satisfaction & value prop

Among parents, your **Net Promoter Score is 62 which is excellent** (anything above 50 is considered very good). Your most satisfied parents value that they can see **improvements in their child's education** because of Shupavu291. Your least satisfied parents wish there was more content and more rewards/competition. **Students were also very happy** and gave an average score to Shupavu291 of 8.9/10

2 Social Impact

Parents and students were in unanimous agreement about the positive impact that Shupavu291 has on quality of life and grades. **98% of parents said their child's life "had improved a lot"; 97% of students said their grades had "improved" a lot because of Shupavu291**

3 Improvement suggestions

The **most common suggestions for improvement** among parents were more content / questions (18%), help with school fees (13%), and more rewards / competitions (10%). For students, the top three suggestions were more content (24%), more subjects (10%) – an additional 4% specifically mentioned agriculture, and 5% suggested more contact with teachers and friends

4 Income profile

Eneza is successfully reaching low income households: 45% live below the $3.10 world bank poverty line which is slightly lower than the average for Kenya of 53%. 73% of users live below $6.0 / day (2011 PPP)

AMONG PARENTS, ENEZA'S NET PROMOTER SCORE IS 62;
PROMOTERS SEE IMPROVEMENTS IN THEIR CHILD'S EDUCATION/LIFE

0

-50

50

-100

100

62

An NPS score above 50 is considered excellent.

NET PROMOTER SCORE (NPS)
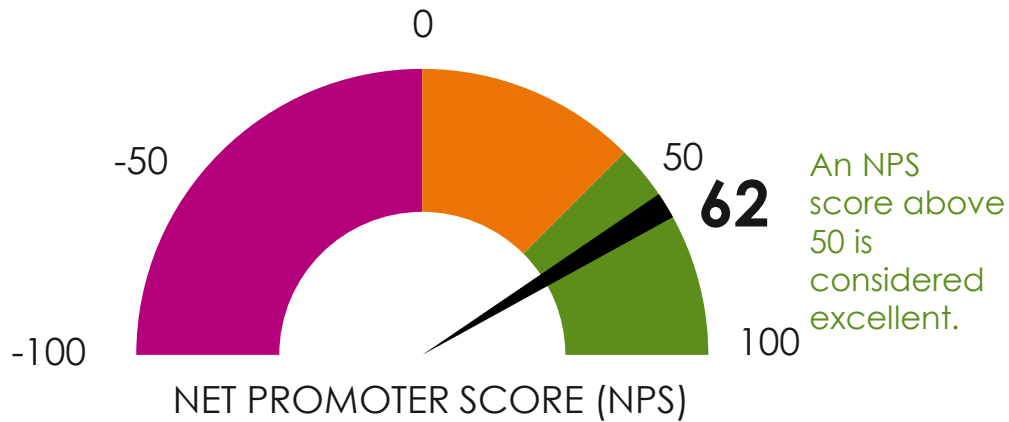
The NPS is a gauge of customer satisfaction. It asks the question "On a scale of 0-10, how likely are you to recommend Shupavu291 to a friend or colleague?" The "Net" score is calculated in the following way:

NPS = **% promoters** - **% detractors**

9-10 likely to recommend

0-6 likely to recommend

Anything above 50 in considered excellent. A negative score is considered poor. Apple, Amazon, and Netflix have net promoter scores of 66, 66 and 64 respectively. Eneza's score of 62 is excellent. Consider how to convert passives & detractors

We also ask respondents to explain their score, which yields insights on value proposition:

EMERGING THEMES

Promoters: 78%
9-10 likely to recommend

Love:
+ Observed improvement in education / life of child (61%)
+ Helpful (9%)
+ Grades improved (8%)

VALUE PROPOSITION DRIVERS

Passives: 6%
7-8 likely to recommend

Like:
+ Improved learning (56%)
+ Like questions & material (11%)

…but:
+ 8% had negative comments related to speed of response / inconvenience

Detractors: 16%
0-6 likely to recommend

Have complaints about:
+ Content – think there should be more (24%)
+ Want rewards/competition (7%)

DISSATISFACTION DRIVERS

STUDENTS GAVE AN AVERAGE SCORE OF 8.9/10
73% GAVE A SCORE 10/10

Q: If you were to rate Shupavu291 with a score of 0-10 , where 10 is very good, and 0 is very bad, what score would you give? Please reply with your rating number? (n = 80)

Average score = 8.9/10
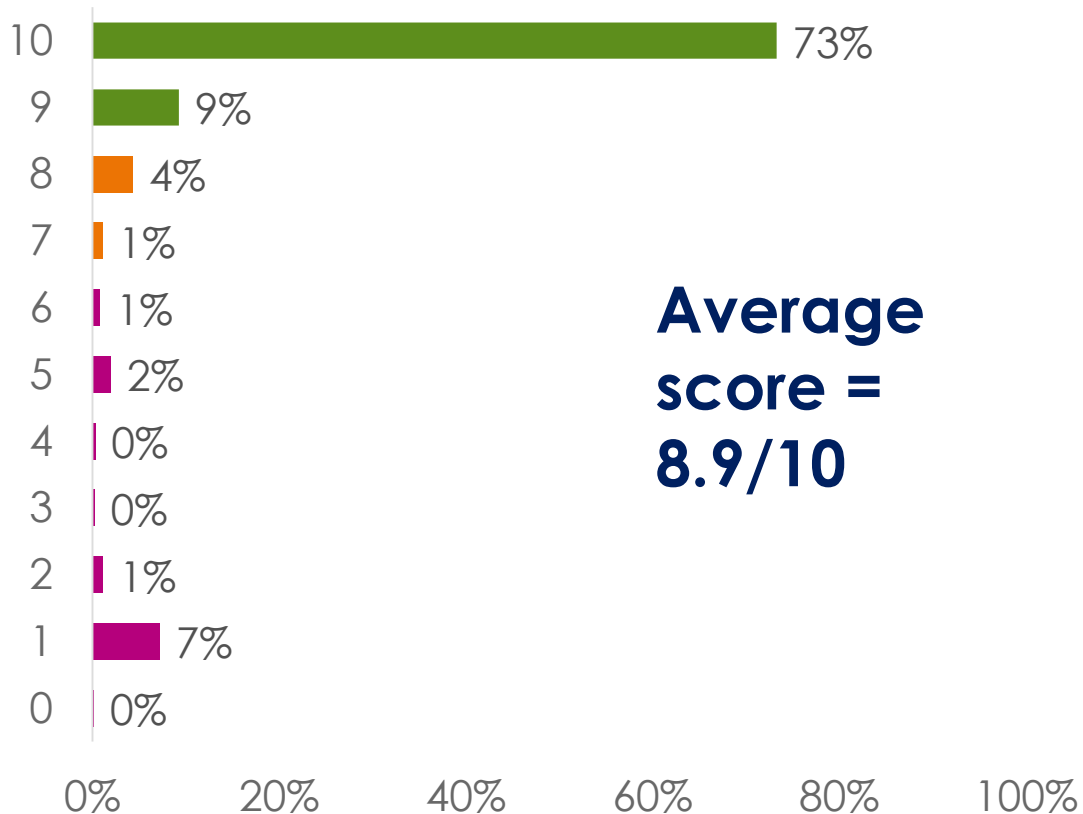
"I like shupavu 291,simple because it has made me busy and knew what i had not known first, it has also avoided me from bad peer groups!"
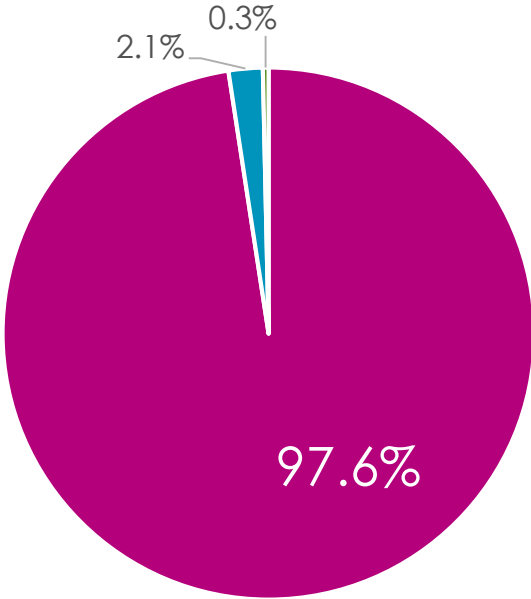
"I LIKE SHUPAVU BECAUSE IT EMPOWERS ME THANK YOU"

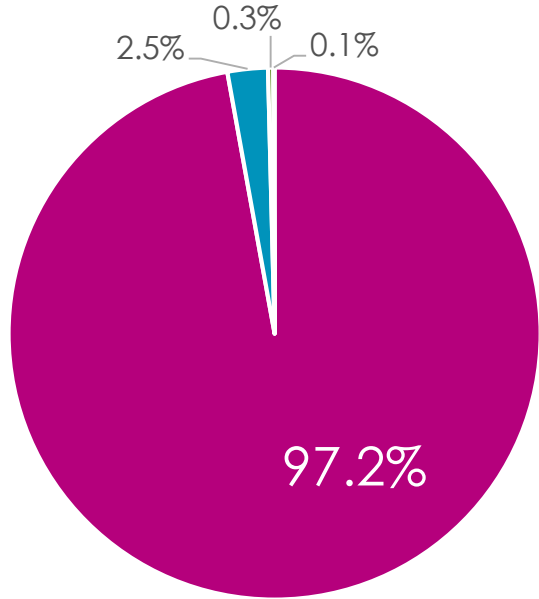*"when I ask questions I don't get answers…"*

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PARENTS & STUDENTS WERE IN AGREEMENT ABOUT THE POSITIVE IMPACT ENEZA EDUCATION HAS ON QUALITY OF LIFE & GRADES

Q: How has Shupavu291 changed your child's life? (n = 1,447)

Q: How have your grades changed because of Shupavu291? (n = 1,265)

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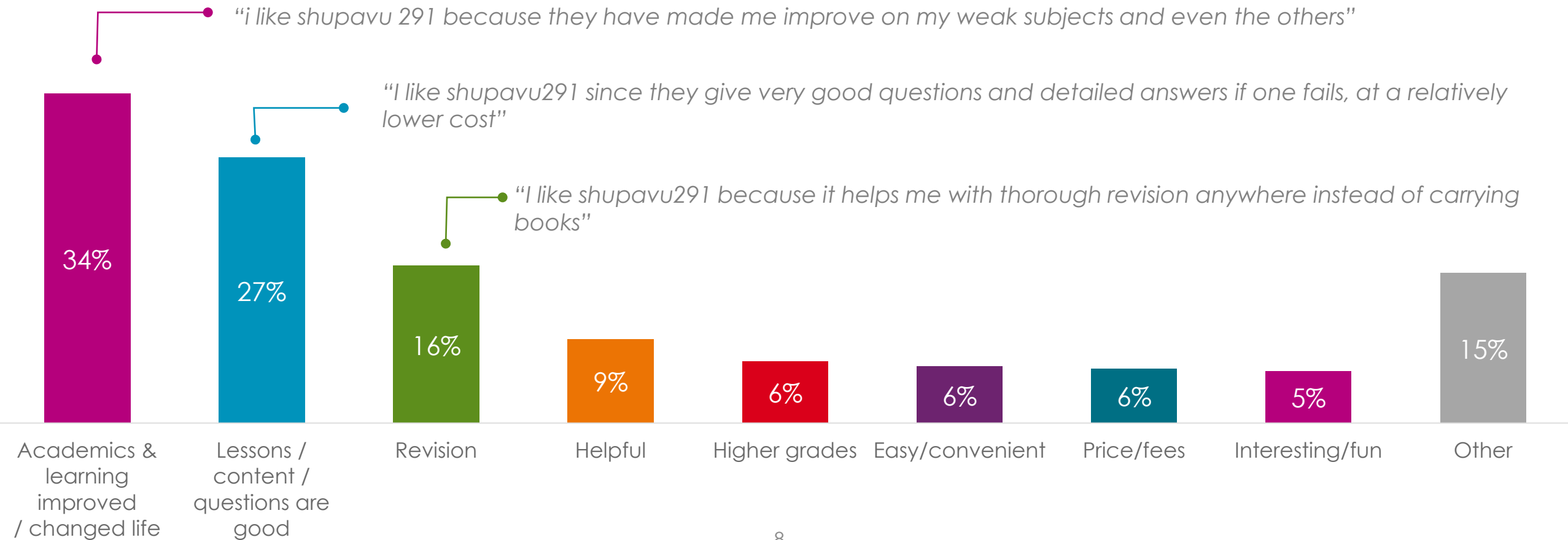# OVER HALF OF PARENTS OBSERVED IMPROVED LEARNING / SCHOOL PERFORMANCE

Q: Please explain how Shupavu291 has changed your child's life. Reply with your comment. For example; Since using Shupavu291 I have (your change).(n = 400*).
For 98% respondents who said their child's life had improved. Open ended, coded by Lean Data team:

"Since using Shupavu291 I have seen him improving in all subject and he is even the subject champion in some subject"

"Since my child noticed about shupavu291,he has been studying alot so that he can compete with others who appear top 10 and see where he's heading to…"

"i have noticed that my child had built a timetable and set some time for studying which is unusual am so grateful to shupavu"

"Since she was using shupavu she has improved from top 50 to top 10"

Improved learning/school performance	More serious/works harder	Grades improved	Changed life/got a lot/positive change	Saved money/time/stress	English Language	Other
54%	18%	16%	10%	4%	2%	4%

FOR STUDENTS, THE FAVOURITE THING ABOUT SHUPAVU291 IS THAT FEEL THEY LEARN & IMPROVE ACADEMICS

Q: What do you like MOST about Shupavu291? Reply with your comment. E.g. I like shupavu291 (enter your reason). (n = 400*) *Open ended, coded by Lean Data team:*

"i like shupavu 291 because they have made me improve on my weak subjects and even the others"

"I like shupavu291 since they give very good questions and detailed answers if one fails, at a relatively lower cost"

"I like shupavu291 because it helps me with thorough revision anywhere instead of carrying books"

Category	Percentage
Academics & learning improved / changed life	34%
Lessons / content / questions are good	27%
Revision	16%
Helpful	9%
Higher grades	6%
Easy/convenient	6%
Price/fees	6%
Interesting/fun	5%
Other	15%

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TOP SUGGESTIONS FOR IMPROVEMENT FROM PARENTS ARE:
MORE CONTENT, SPONSORSHIP OF FEES, AND REWARDS/COMPETITIONS

1
More questions / content

2
Sponsor fees

3
Rewards / com-petition

18% parents requested more content / questions

*"… if shupavu 291 increases a lot of **revision questions and also revision papers** to add on term one, two and three revision papers eg cats i think that would be great!"*

*"… Could **increase the number of questions** asked …"*

*"… If shupavu 291 could **add more revision questions** for students …"*

*"… I would like shupavu 291 to **add stories** time to the lessons because my children always ask for stories when going to bed so I kindly request …"*

13% parents wanted help with fees

*"… **If Shupavu291 did keep rewarding loyal students by lessening school fees** that would be great! …"*

*"… If Shupavu291 did the **sponsoring of children especially the needy and the poor**, that would be great! …"*

*"… Continue motivating students by **promising to pay fees** and such like motivations and even awarding airtime to those who do as instructed.."*

*"… If shupavu 291 could **help me with my child's school fees** it would be great…"*

10% suggested rewards / competition

*"… Shupavu291 **did award students every term** that would be great! …"*

*"… If shupavu291 did **recognized kids performance publicly** by giving some incentives, this will motivate other kids to join …"*

*"… could been **awarding gifts** to the most students who perform well …"*

*"… If Shupavu made the **announcement of their winners** public that would be great …"*

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TOP SUGGESTIONS FOR IMPROVEMENT FROM STUDENTS ARE:
MORE CONTENT, SUBJECTS AND CONTACT

1
More Content

2
More Subjects

3
Contact w teachers/ friends

24% students want more content

*"… Should make the lessons **more detailed and have more information** on its topics"*

*"… should add more **lessons** …"*

"… they should try to add **other subjects/options** such as daily revision papers …"*

10% had specific requests for more subjects; in addition to this; 4% specifically mentioned agriculture

*"… **you should add other optional subjects like computer studies** …"*

"… to give students ability to chose their subjects …"

"…Should Add More Subjects.."

"… ADDING the subject agriculture.."

5% suggested more contact with teachers and friends

*"… ensure you **respond to every answered question on time.** …"*

*"… Shupavu should be allowing students to **call live teachers …"***

"… when I ask questions I don't get answers …"

*"… should make a **revision groups** …"*

*"… if shupavu291 did create a **group discussion for active** users, that would be great! …"*

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FAVOURITE QUOTES (1/2)

POSITIVE IMPACT TESTIMONIALS

I would like to recommend shupavu291 because it has **enabled students and pupils to learn weak subjects and has controlled many from engaging in bad company** during this holiday - Parent

I like shupavu because is the only place where I can get free exam test, at my stage i can do wonder in any school test **thank you shupavu for your help GOD bless all.** – Student

Since using shupavu291 it has changed my changed my child's life by **making him to be the kid who always score the highest marks in the upper classes –** Parent

Their was a time when she was in form2 term two when she was sent for school fees, due to lack of school fees, I told her to keep on using shupavu291.when she went back to school to sat for end year form two exam, she managed to pass. Thank you shupavu 291

I like shupavu291 since they give **very good questions and detailed answers if one fails**, at a relatively lower cost - Student

I would recommend shupavu291 because it is **much cheaper** and it has really assisted the students in their revision second reason is that the students can read wherever they are and don't have to carry their books with them – Parent

I like shupavu291 because it helps me with **thorough revision anywhere instead of carrying books** - Student

I would like to say Thank you very much for allowing me to use your products. **May The Almighty God bless shupavu291 and the entire eneza education-** Student

Thank you so much Shupavu291 for the great help u've been in my studies and the rewards that have kept me motivated.- Student

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FAVOURITE QUOTES (2/2)

CONSTRUCTIVE CRITICISM / SUGGESTIONS

It could be good if you **form groups of students from different parts of the country** where people are free to join and also interact with their friends and be able to share ideas for better understanding. Thank you. - Student

if shupavu would **challenge us students by not giving us multiple choices at least one might try hard to think of the answers required**

If shupavu 291 would have paid back to school campaign fees,it would have attracted mass students and increase there academic performance

[To improve] If shupavu added agriculture and collect 10 bob after a week insteed of every day 1.43 bob
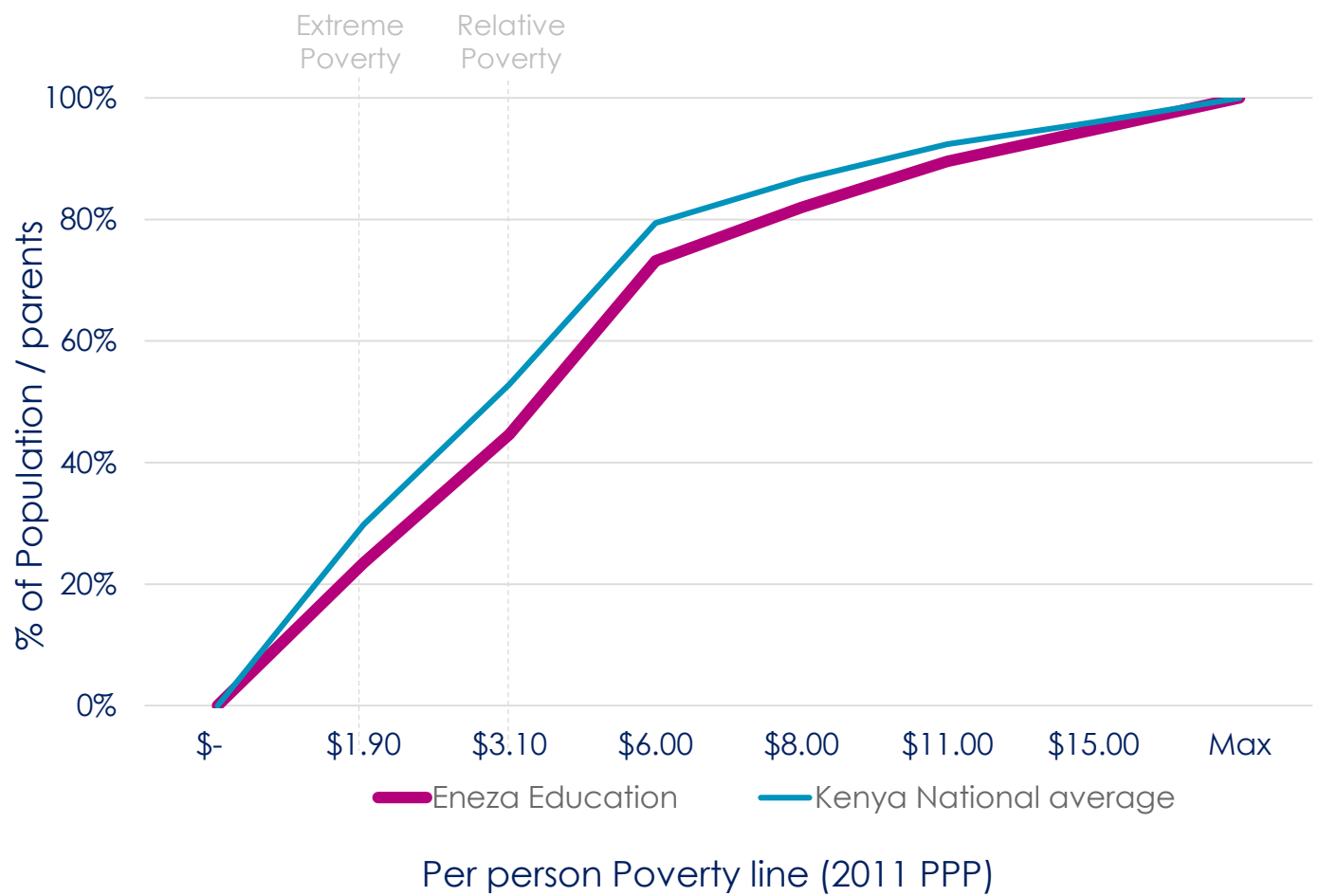
if shupavu291 liase with other networks like airtel, yu and telkom it will increase the number of its users

If Shupavu291 did include all other technical subjects taught in high school, that would be great!

If shupavu291 did **annual award** giving to active students it would motivate and that would be great

45% OF HOUSEHOLDS LIVE BELOW THE $3.10 POVERTY LINE
USING INTERNATIONALLY RECOGNIZED POVERTY LINES, 45% OF HOUSEHOLDS LIVE IN POVERTY COMPARED TO 53% OF THE POPULATION MORE BROADLY.


Extreme Poverty

Relative Poverty

% of Population / parents

Per person Poverty line (2011 PPP)

— Eneza Education　— Kenya National average

Analysis is based on **1,260 households** using Shupavu291

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This data suggests that Eneza Education is successfully reaching low income families, albeit a slightly lower proportion than the overall population distribution

WANT TO GEEK OUT?
Purchasing Power Parity (PPP) is an economic theory that compares different countries' currencies through a market "basket of goods" approach. According to this concept, two currencies are in equilibrium or at par when a market basket of goods (taking into account the exchange rate) is priced the same in both countries.

This useful tool which is maintained by the World Bank allows us to get a sense of whether and to what extent you are reaching some of the poorest people living in Kenya and also investigate how this compares across countries.
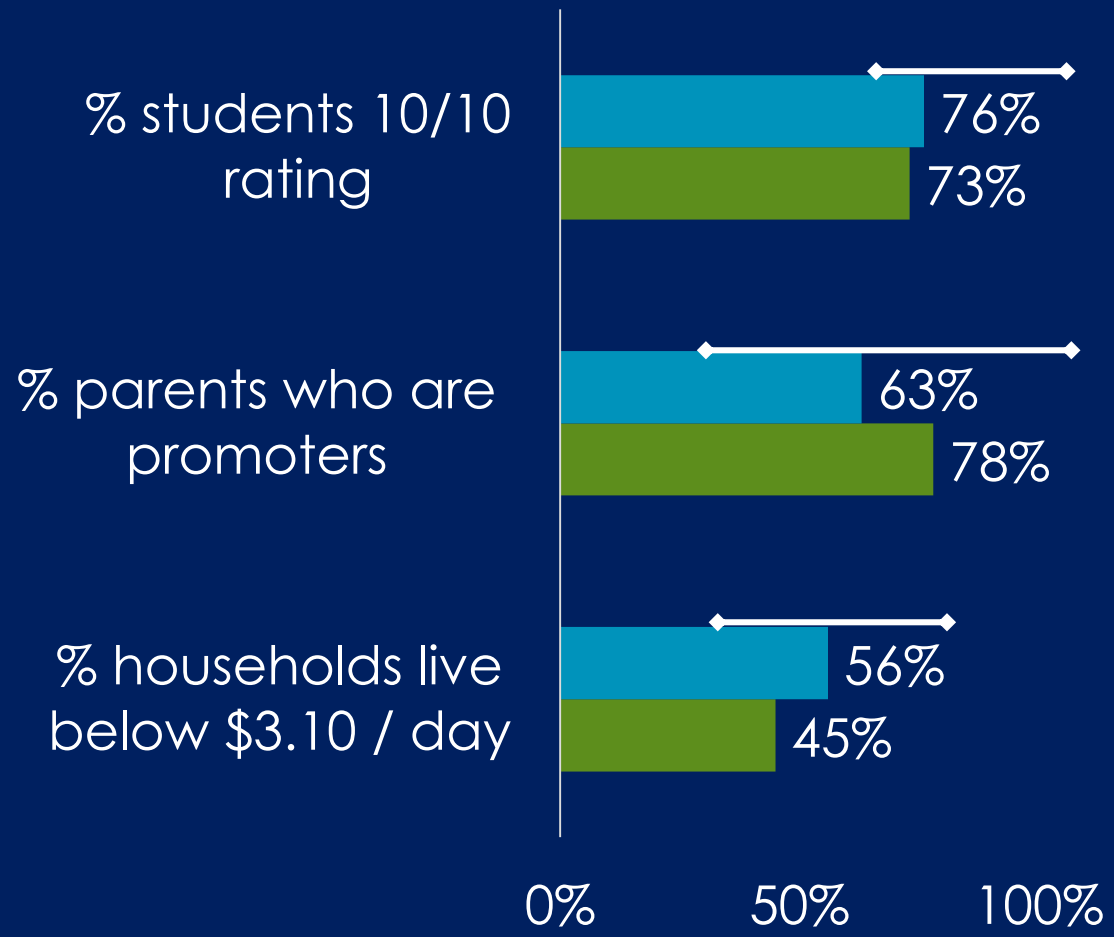
RECAP: WHAT WE DID

DATA WE COLLECTED FOR YOU

Parent SMS survey
December 2018
Overall quality of responses: HIGH

1,447

Student SMS survey
December 2018
Overall quality of responses: HIGH

1,265

Staff Predictions quiz
8-question online quiz to try to predict the answers from users

3

Total responses: **2,715**

ABOUT THE LEAN DATA SPRINT

What is this all about?
Omidyar Network has partnered with Lean Data – a data service created by Acumen – to gather high quality feedback and impact data from your customers. This data will allow both you and Omidyar Network to better understand your customer in order to help grow your business and generate greater social impact.

Who else took part?
Over 30 investees and grantees took part in the 2017 Lean Data Sprint

What types of data did we collect?
We collected comparable data on Customer Satisfaction and Social Impact across all participants of the Sprint. Your performance relative to the Sprint average will be shared with you later in year. Additional questions were added to surveys, based on the strategic priorities of the participating organizations

SURVEY SCRIPT

Method: SMS survey, distributed by Eneza team

+ **Students:**
+ "If you were to rate Shupavu291 with a score of 0-10 , where 10 is very good, and 0 is very bad, what score would you give? Please reply with your rating number"
+ "What do you like MOST about Shupavu291? Reply with your comment. E.g. I like shupavu291 (enter your reason)."
+ How have your grades changed because of Shupavu291?
+ What could Shupavu291 do better? Reply with your comments. E.g. Shupavu291 should add (enter your suggestion)
+ Is there anything else you would like to say to Shupavu291? Reply with your comment

+ **Parents**
+ On a scale of 0-10, how likely are you to recommend Shupavu291 to a friend or colleague, where 0 is 'Not Likely at all' and 10 is 'Extremely likely'? Please reply with your rating number
+ What specifically about Shupavu291 would make you to recommend it to a qualified friend or colleague? Reply with the reason you would recommend. E.g. I would recommend shupavu291 because (reason why).
+ What specifically about Shupavu291 made you to give it the score that you did? Reply with the reason. E.g. I rated Shupavu291 (rate number) because (reason why).
+ "What actions could Shupavu291 take to make you more likely to recommend them to a friend or colleague? Reply with what they could do.For example; If shupavu291 added (your suggestion), I would recommend to a friend."
+ How has Shupavu291 changed your child's life?
+ Please explain how Shupavu291 has changed your childâ€™s life. Reply with your comment. For example; Since using Shupavu291 I have (your change).
+ Please explain how Shupavu291 could have helped you differently. Reply with your comment. For Example; Since using Shupavu291 it has helped me (your reason)
+ What could Shupavu291 do better? Reply with your comment. For example; If Shupavu291 did (your recommendation), that would be great!
+ Including yourself, how many people live in your home? (Enter a number between 1-30)
+ How many rooms does your home have? (Not including bathrooms, toilets, storerooms, or garage). Enter a number between 1-20
+ What is the main source of lighting for your house? Reply with a number;
+ What is the highest school level that the female head of your home has completed? Reply with a number;
+ What occupation does the male head of the home work in? Reply with a number;

Any data that you don't see analysed in this deck, you can view in the Excel Analysis sheet that the Lean Data team shared with you

QUESTIONS?

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LEAN DATA

ON
OMIDYAR NETWORK