

# SokoFresh

Kenya



# Welcome To Your 60dB Results

We enjoyed hearing from 200 of your cold storage solution customers in Kenya – they had a lot to say!

## Contents

### Headlines

- 03 / Performance Snapshot
- 04 / Top Actionable Insights
- 05 / Customer Voices

### Detailed Results

- 08 / Deep Dive Into Key Questions

### Appendix

- 36 / Calculations and Definitions
- 37 / Summary of Collected Data

# SokoFresh Performance Snapshot

SokoFresh is outperforming 60 Decibels Energy & Agriculture Benchmarks for reaching unserved populations. Customer satisfaction is fair but is impacted by customer challenges which is an area for focus.

<div>Profile</div> <div>0.74</div> <div>Inclusivity Ratio</div> <div><div>Energy</div><div>Agri</div></div>	<div>Impact</div> <div>41%</div> <div>quality of life 'very much improved'</div> <div><div>Energy</div><div>Agri</div></div>	<div>What Impact</div> <div><ul style="list-style-type: none"><li>32% mention an increase in income</li><li>24% can now afford food</li><li>20% can afford education</li></ul></div> <div><div>Energy</div><div>Agri</div></div>	<div>Contribution</div> <div>74%</div> <div>first time accessing service provided</div> <div><div>Energy</div><div>Agri</div></div>	<div>Customer Voice</div> <div>"SokoFresh knows how to identify a good market for the avocados I sell. Through them, I have learned where my niche market is, and the right season to sell the avocados." – Male, 60</div> <div>Data Summary</div> <div>Company Performance: SokoFresh cold storage customer phone interviews in July 2022 in Kenya.</div> <div>Quintile Assessment compares Company Performance with 60dB Energy and Agriculture Benchmarks, comprised of 120 companies, 35 countries, and 51k customers in Energy, and 128 companies, 28 countries, and 45k customers in Agriculture. Full details can be found in <a href="#">Appendix</a>.</div> <div>Performance vs. 60dB Benchmark</div> <div><div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div><div>TOP 20%</div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div> <div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div> <div>TOP 40%</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div> <div>MIDDLE</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div> <div>BOTTOM 40%</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div><div><div></div><div></div><div></div><div></div><div></div></div><div></div><div></div><div></div><div></div><div></div></div> <div>BOTTOM 20%</div> <div><div></div><div></div><div></div><div></div><div></div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
<div>Net Promoter Score®</div> <div>32</div> <div>on a -100 to 100 scale</div> <div><div>Energy</div><div>Agri</div></div>	<div>Challenges</div> <div>19%</div> <div>report challenges: 79% not resolved</div> <div><div>Energy</div><div>Agri</div></div>	<div>Customer Effort Score</div> <div>3.0</div> <div>on a scale of 1 to 5</div> <div><div>Energy</div><div>Agri</div></div>	<div>Access to Alternatives</div> <div>92%</div> <div>report no access to a good alternative</div> <div><div>Energy</div><div>Agri</div></div>	

# Top Actionable Insights

SokoFresh is doing a great job at reaching unserved customers who don't have access to alternatives. A focus on customer challenges, issue resolution, and customer service would likely result in improved impact and satisfaction.

## Headline

## Detail & Suggested Action



### Going Great:

For those customers engaged in income generation, nearly all have seen their incomes increase

77% of customers engaged in income generation (97%) have seen their incomes increase because of access to the SokoFresh services. Customers love the quick delivery of payments and cutting out the middleperson to sell their goods.

**An idea:** Using positive customer quotations and feedback in marketing and sales materials may be very effective to showcase benefits real customers experience and value.



### Area For Improvement:

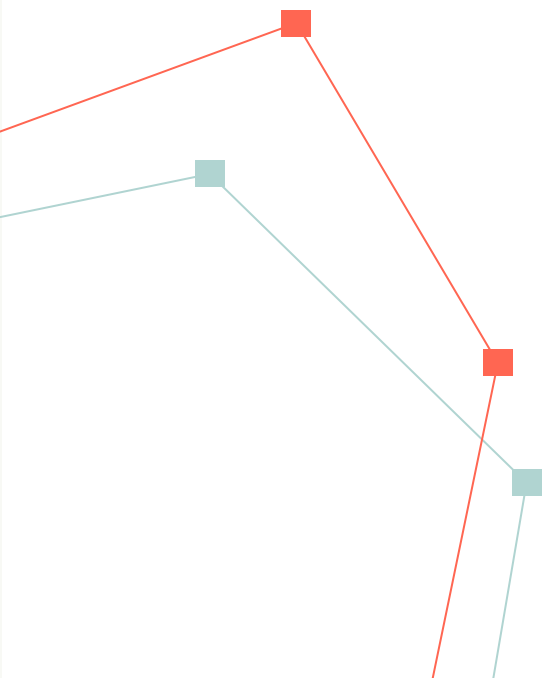
Challenges and customer service is a key area of improvement

19% of customers said they'd experienced challenges using SokoFresh services and 79% of these customers hadn't had their issue resolved. The NPS for customers with unresolved challenges is -15 relative to 41 for those with no challenges. One of the top suggestions for improvement was around improved customer service and the Customer Effort Score is 3.0 for those with issues.

**A recommendation:** A full review of the challenges that customers are facing will be critical to understanding how to address these for existing and future customers. Over a quarter of those with challenges said that their issue was around company dishonesty. This could have a big impact through word of mouth on adoption of SokoFresh services. A review of your issue resolution and customer service practices could help build trust and improve satisfaction and impact.

# Customer Voices

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



## Impact Stories

89% shared how SokoFresh’s cold storage solution had improved their quality of life

“After selling the avocados through SokoFresh, I was able to buy a water pump. There is now water supply in my whole house.” – Male, 40

“I used the earnings I got after working with SokoFresh to pay school fees and buy uniforms for my children before they went to school.” – Female, 60

“The food we eat and the clothes we wear are much better now because of the extra money that I make courtesy of SokoFresh.” – Male, 30

“My customers find fresh and healthy produce; it no longer rots. I make very good money and I can take care of my family.” – Female, 30

“I am happy because I have no stress when it comes to solving money problems. I can easily take care of myself and my family's needs with the money I earn from selling to SokoFresh.” – Male, 30

“I can afford to hire workers to do most of the work while I focus on other aspects of the business. This has as well given me time to relax and rest.” – Female, 40

## Opinions On SokoFresh Value Proposition

42% were Promoters and were highly likely to recommend

“The ability to pay a reasonable price to cool my produce and access to the market that the company has given me for my products on many different occasions.” – Male, 38

“Compared to working with middlemen, SokoFresh buys at a good price and pays you instantly on your phone.” – Female, 28

## Opportunities For Improvement

39% had a specific suggestion for improvement

“They should improve on their communication and be consistent when following up on farmers and their produce.” – Male, 53

“I would request that these cooling facilities be brought closer to the village, where most of the farms are for ease of storage.” – Female, 42





## Who Are You Reaching?

- Demographics & income profile
- Share of customers accessing for first time
- Availability of alternatives in market



## What Impact Are You Having?

- Financial impact
- Productive use
- Impact on quality of life



## How Can You Improve?

- Net Promoter Score & drivers
- Suggestions for improvement



## Deep Dive on Gender

- Profile
- Satisfaction & Gender Experience Ratio
- Impact
- Barriers

“My produce remains fresh in SokoFresh coolers as I find a market, and the percentage of spoiled produce has really gone down.” – Female, 31

# Customer Profile: Demographics

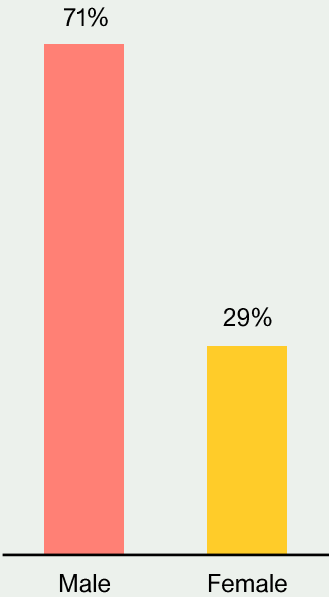
SokoFresh appears to be serving a relatively homogenous customer base. There is a narrow degree of variability in demographics; most customers are male and live in a rural area.

A typical SokoFresh customer is a 51-year-old male, living in a rural area, in a household with 4 members.

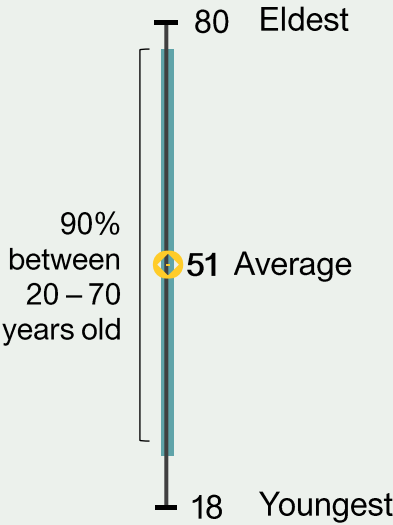
## About the SokoFresh Customers We Spoke With

Data relating to customer characteristics (n = 200)

### Gender



### Age



### Household Size

4.4 Average size

### Location

- 73% rural (village or countryside)
- 27% peri-urban (town)
- 0% urban (city)

### Region

- Murang'a (45%)
- Kiambu (19%)
- Embu (18%)
- Meru (12%)
- Other (7%)



# Customer Profile: Income Inclusivity

Compared to the national average, SokoFresh is serving a relatively wealthier customer base.

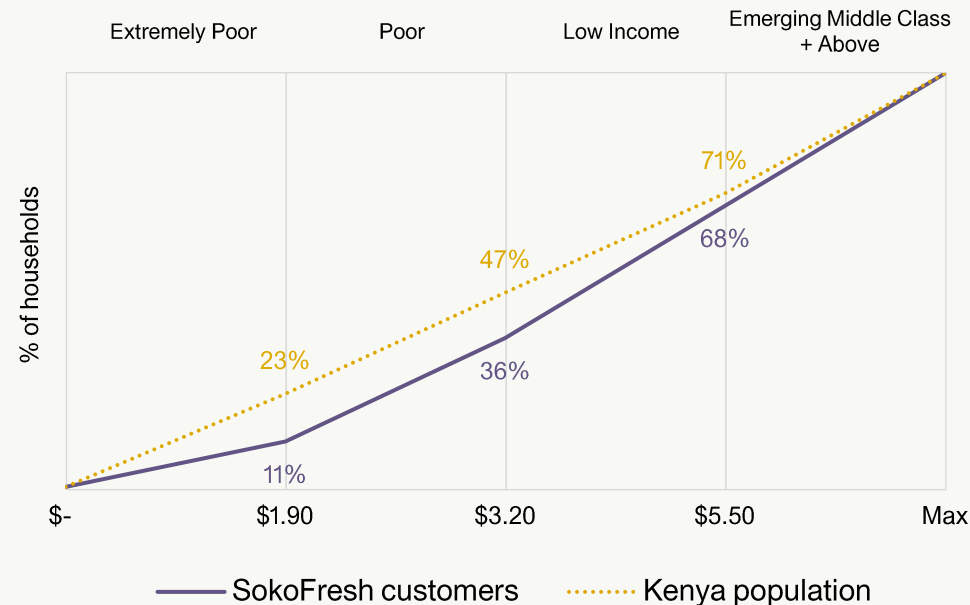
Using the **Poverty Probability Index®**, we measured how the income profile of your customers compares to the Kenya national population.

Kenya is classified as a lower-middle income country by the World Bank meaning that those living below \$3.20/day are considered to be in poverty. 36% of SokoFresh customers live below the poverty line compared to the Kenya national population of 47%.

SokoFresh's Inclusivity Ratio is 0.74 which is lower than the 60 Decibels Energy Benchmark of 0.77 and Agriculture benchmark of 1.18.

## Income Distribution of SokoFresh Relative to Kenya Average

% living below \$xx per person / per day (2011 PPP) (n = 199)



## Inclusivity Ratio

Degree that SokoFresh is reaching low-income customers in Kenya

0.74

- ● ● ● ● - Energy
- ● ● ● ● - Agriculture

We calculate the degree to which you are serving low-income customers compared to the general population. 1 = parity with national population ; > 1 = over-serving; < 1 = under-serving.

See Appendix for calculation.

# Customer Profile: First Access

Almost 4 in 5 customers are accessing a service like SokoFresh for the first time. Most customers could not easily find a good alternative.

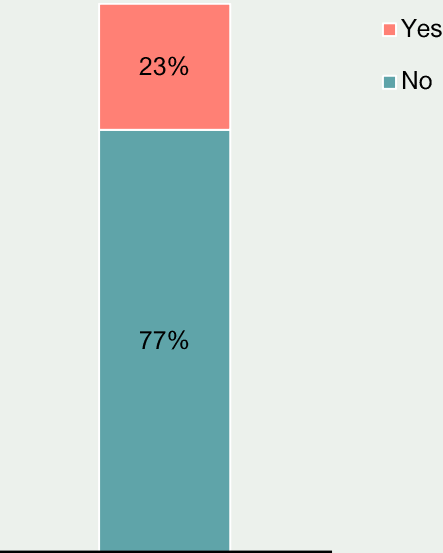
The high percentage of customers (77%) who are accessing services like these for the first time suggests that SokoFresh is reaching an under-served customer base.

Availability of alternatives provides insight into the competitive landscape and the degree to which SokoFresh is providing a scarce service.

The 92% of customers who could not easily find a good alternative is above the 60 Decibels Energy Benchmark of 72% and Agriculture Benchmark of 66%.

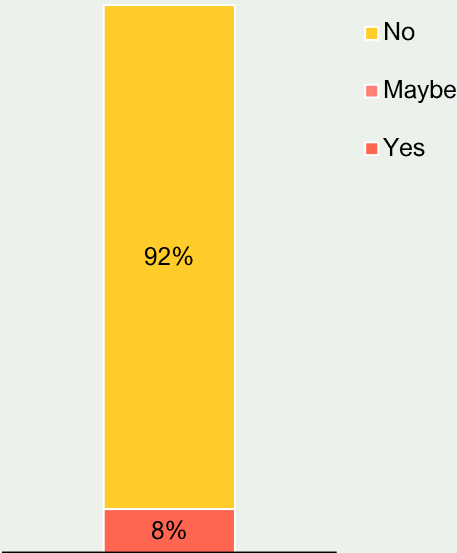
## First Access

Q: Before SokoFresh, did you have access to services like SokoFresh provides? (n = 142)



## Access to Alternatives

Q: Could you easily find a good alternative to SokoFresh? (n = 135)



# Customer Profile: Non-use

1 in 5 made the decision to stop using services, and 1 in 10 experienced extenuating factors such as fruit trees sickening.

Customers were asked to explain – in their own words – the reason they are not using SokoFresh services.

The top reasons are shown on the right.

Some customers also mentioned:

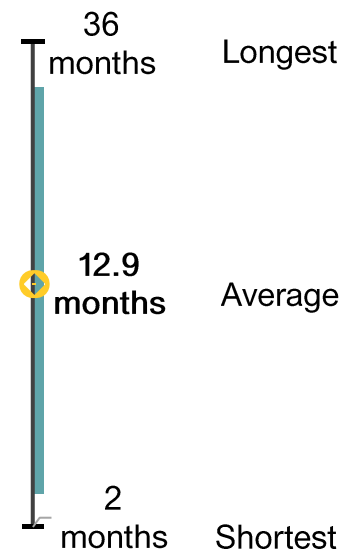
- Company dishonesty (14%)
- Poor communication (12%)
- Poor production ( 5%)
- Poor harvest technique (3%)

This group of respondents were not asked other questions throughout this deck such as customer satisfaction, quality of life, challenge rate – as this focused on active customers.

A third of respondents were not using SokoFresh services. The majority reported SokoFresh had stopped servicing them.

## Last Engagement Duration (in months)

Q: When did you stop using SokoFresh services? (n = 58)



## Top Reasons

Q: Why did you stop using SokoFresh's cold storage solutions? (n = 58) Open-ended, coded by 60 Decibels.

53%

**mentioned poor follow-up**

“SokoFresh came only one time after that; they never called or came. I now sell to other companies and brokers.” - Male, 50

22%

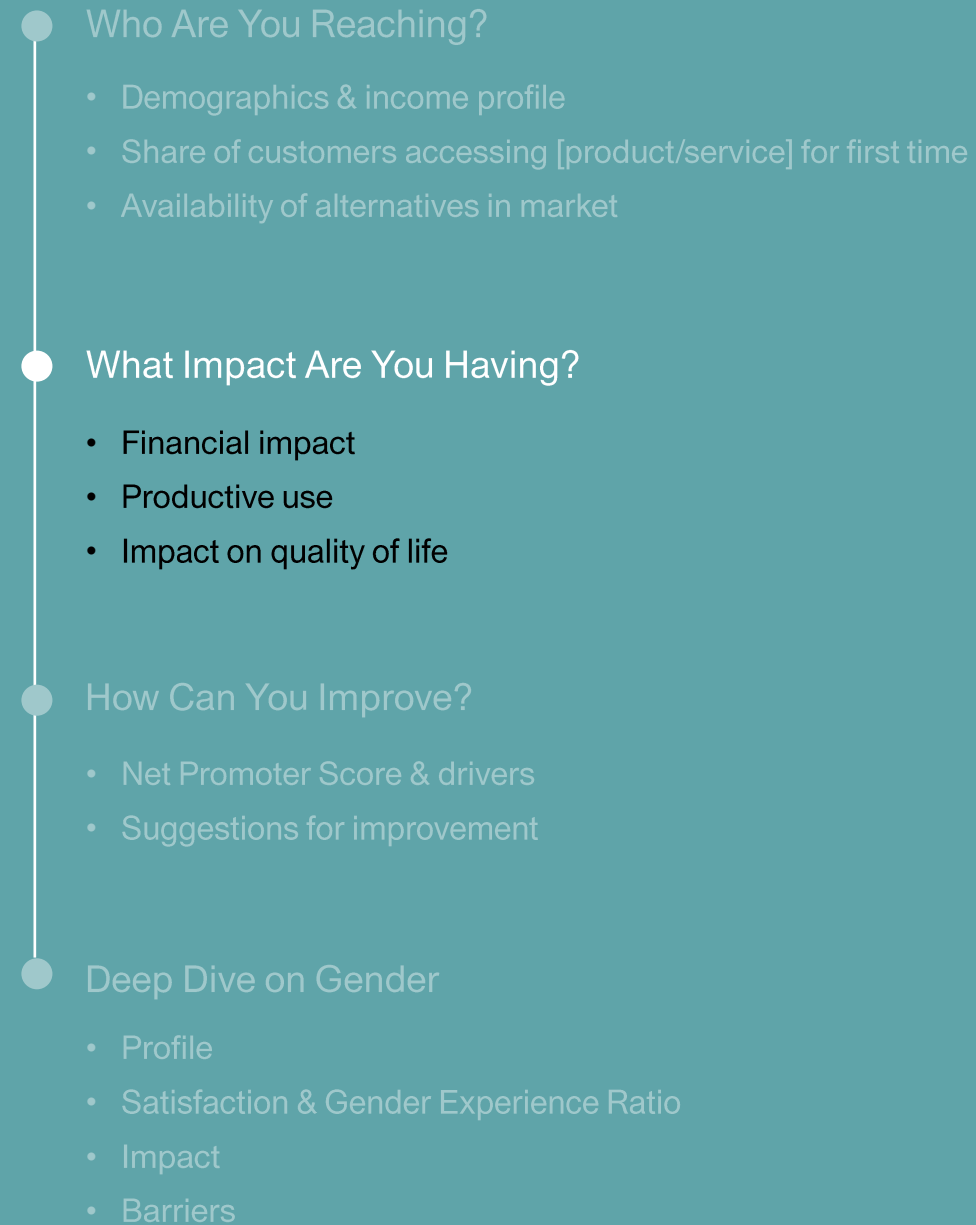
**reported delayed pick up/purchase**

“They lied to us. They only came once and never showed up again. We have been selling our avocados to brokers.” - Female, 54

21%

**talked about poor price received**

“Their change in prices. They started buying at a good price, but then with time, changed the prices to very low.” - Male, 35



“My income has improved tremendously since I started cooling my produce because I have very few losses. I successfully sell almost 95% of my produce. I am now able to keep my children in good schools, and we live well now.” – Male, 50

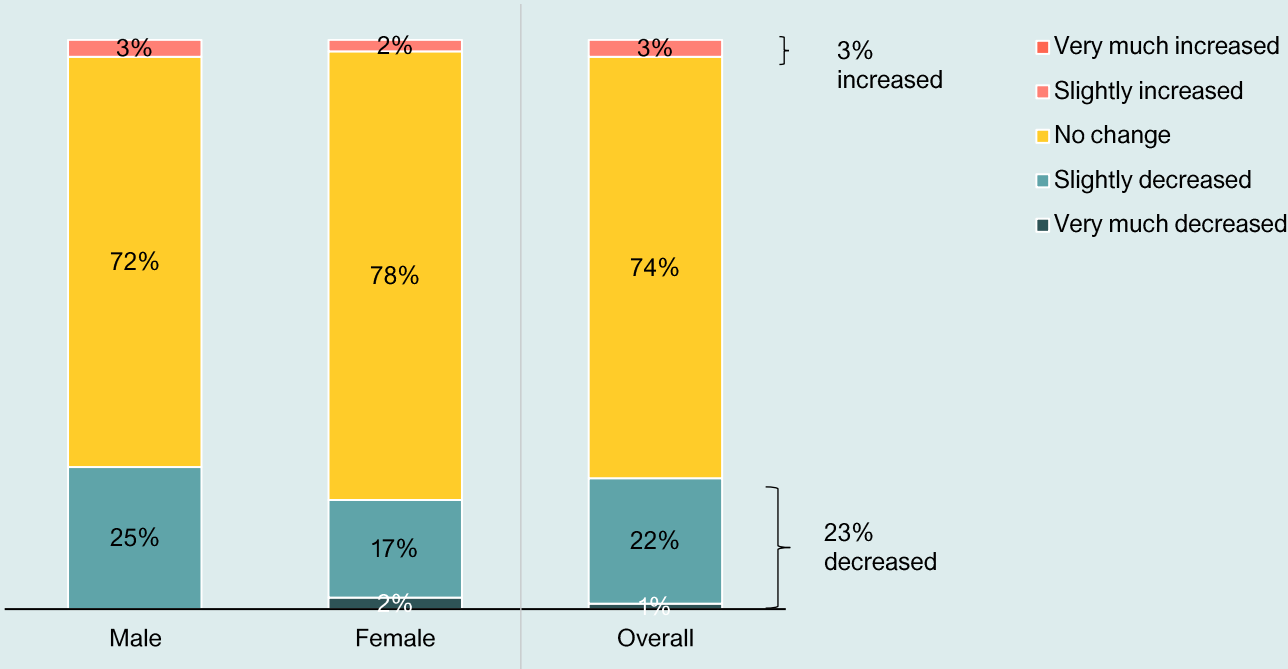
# Financial Impacts (1/2)

A small but important 3% of customers have seen their spending increase.

The majority of customers have seen no change in their energy spending since using the SokoFresh services.

## Expenditure on Lighting

Q:Has your average weekly spending on energy changed since having the [product/service]? Please include any payments made for the [product/service]. Has it: (n = 142)



## Financial Impacts (2/2)

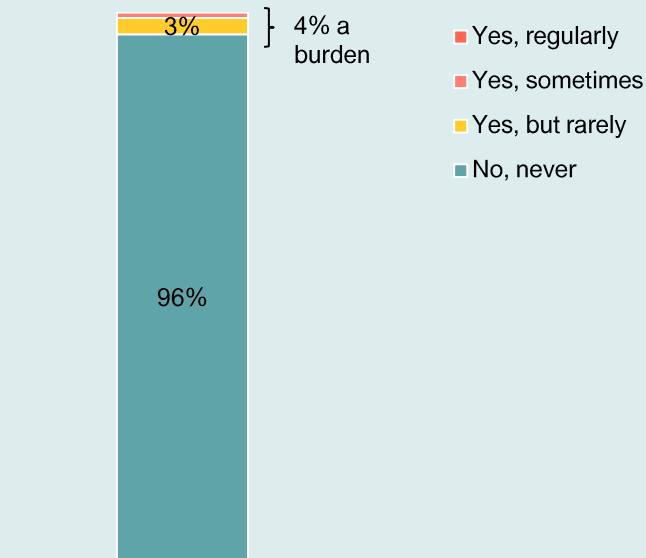
SokoFresh's customer do not make payments in the traditional sense, but instead receive payment based on their produce that SokoFresh purchase. This question was included because it is a core 60 Decibels indicator and of interest to Acumen. It may provide some insight into the payment process and relationship between SokoFresh and customers.

Customers who have experienced challenges with SokoFresh are more likely to reduce their household food consumption (12%) compared to those who did not experience any challenges (3%). Rates were the same for male and female customers.

A small but important 4% of customers have had to reduce their food consumption because of payments related to the SokoFresh services. This may signal that SokoFresh's price point is affordable to the majority of their customer base.

### Consumption Cutback Frequency

Q: Do you have to reduce your households' food consumption to make repayments where you didn't have to before? Would you say: (n = 140)





# Productive Use

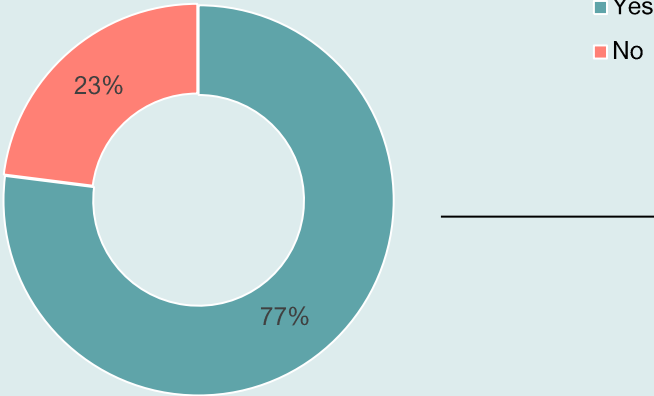
We asked customers whether they used SokoFresh services for income generation – whether it supports their income-generating activities – and if they had seen any change in their income as a result of this.

Peri-urban customers are more likely to be using SokoFresh for income generation (94%) compared to those living in rural areas (68%).

Three-quarters of customers use SokoFresh services for income generation. Almost all of them have seen their income increase as a result.

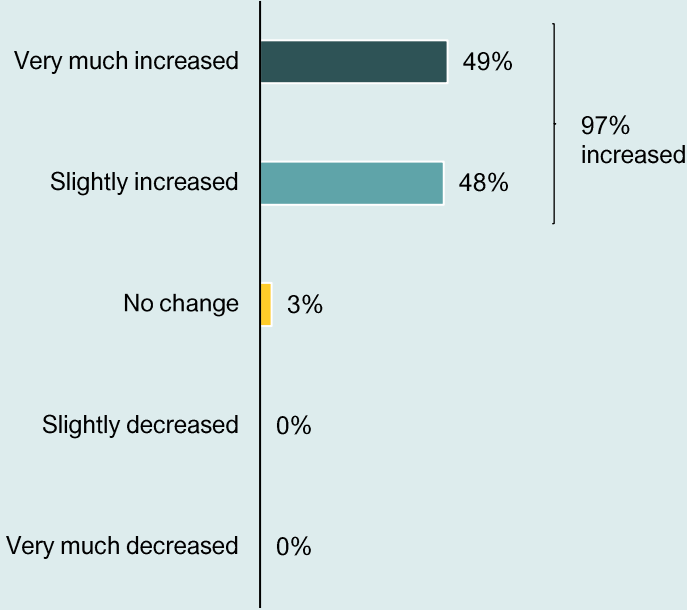
## Type of Usage

Q: Do you use the SokoFresh [product/service] for income-generation? (n = 142)



## Change in Income

Q: Because of the SokoFresh [product/service] have you seen any change in your income/ money earned? Has it: (n = 109)



# Impact Performance: Quality of Life

To gauge depth of impact, customers were asked to reflect on whether their quality of life has changed because of SokoFresh’s services.

In total, 89% said their life had improved.

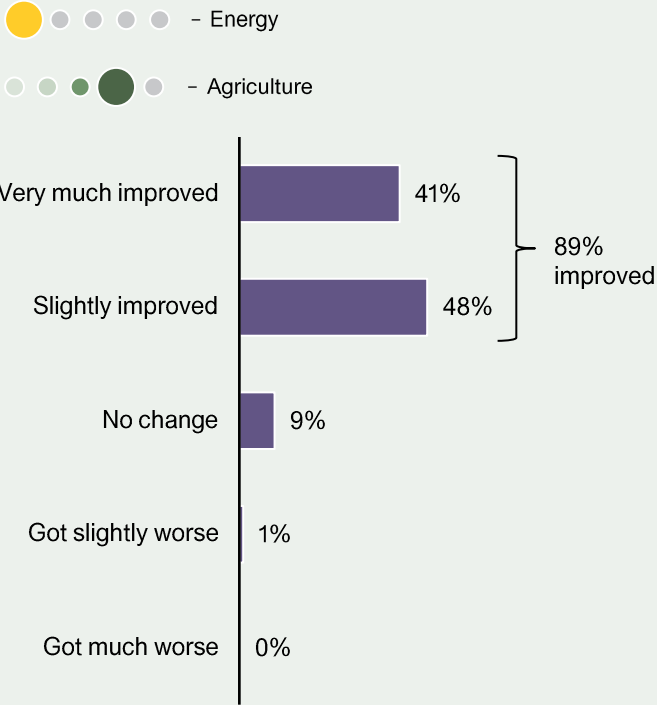
Customers accessing services like SokoFresh for the first time are more likely to report ‘very much improved’ quality of life (50%) compared to those with prior access (12%).

Customers who see quality of life improvements (89%) are more likely to be Passives or Promoters, compared to those who don’t see quality of life improvements and who are more likely to be Detractors (9%). See page 21 for more on the Net Promoter Score which this refers to.

41% of customers say their quality of life has ‘very much improved’. This is lower than the 60 Decibels Energy Benchmark of 52%.

## Perceived Quality of Life Change

Q: Has your quality of life changed because of SokoFresh’s [product/service]? (n = 142)



### Very much improved:

“I make good money working with SokoFresh; hence I am able to take my children to better schools and this makes me very happy.” – Male, 39

### Slightly improved:

“This fruit selling business through SokoFresh has helped me earn more money to help me pay for my health fund. I can now go for regular check-ups.” – Female, 55

### No change:

“The profit margin is too little to make a reasonable impact in my quality of life.” – Male, 73

# Quality of Life: Top Outcomes

Customers were asked to describe – in their own words – any changes they were experiencing because of SokoFresh.

The top outcomes are shown on the right.

Others included:

- Increased investment (22%)
- Afford household bills (14%)

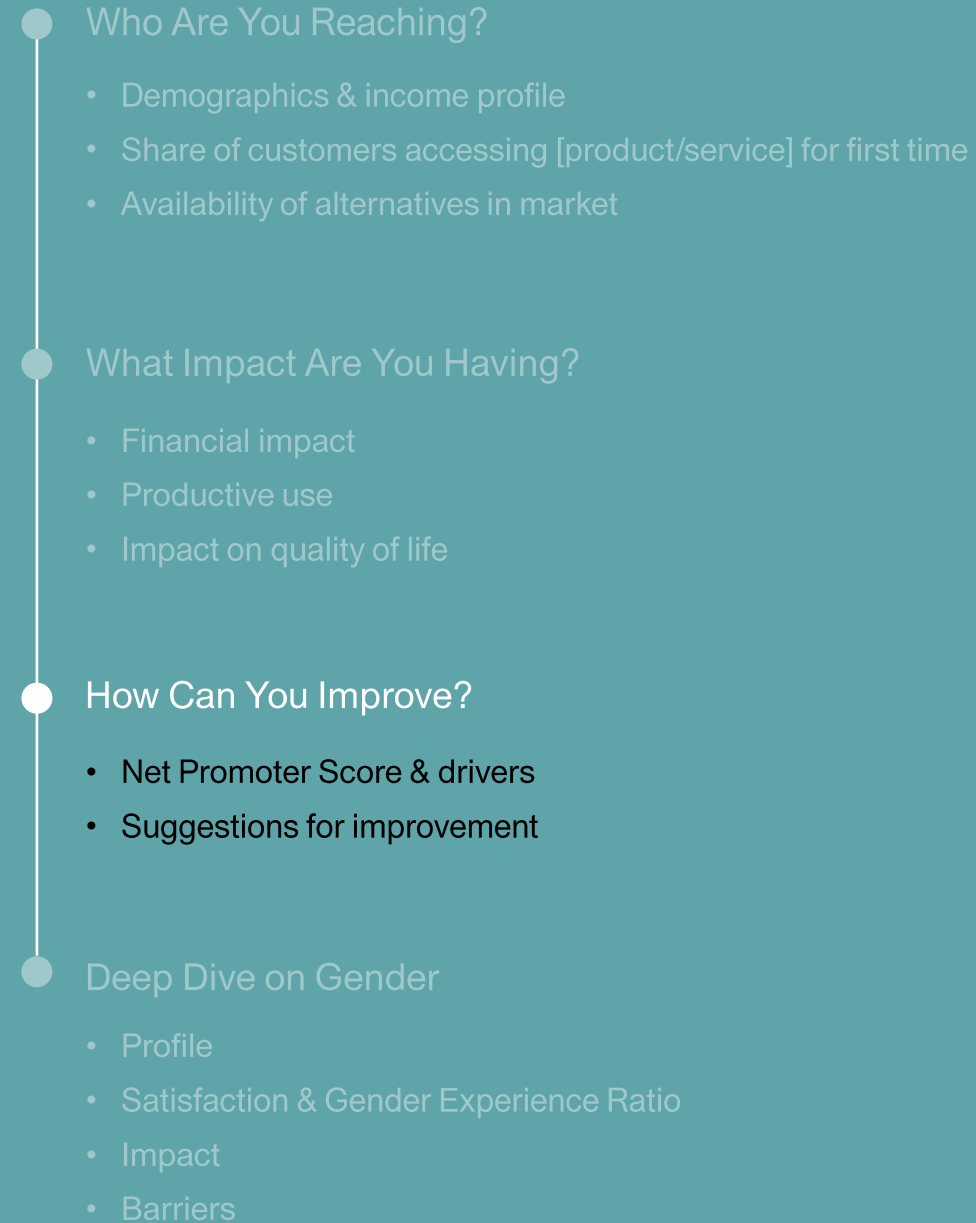
1% customers who see worse quality of life, talked about poor customer experience and decreased income.

Customers talk about increased income and the ability to afford food and education because of SokoFresh.

## Three Most Common Self-Reported Outcomes for 89% of Customers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 127). Open-ended, coded by 60 Decibels.

35%	mentioned <b>increased income</b> (32% of all respondents)	“Because of SokoFresh I have been able to produce more and sell more without a lot of losses. This has stabilised my income and I have been able to fix some of my money issues.” – Male, 51
24%	talked about the ability to <b>afford food</b> (21% of all respondents)	“Our lives have changed since 2020 when I started working with SokoFresh. We can afford to eat good food and have a decent house. If I can be honest with you, we have added weight.” – Female, 50
22%	reported increased ability to <b>afford education</b> (20% of all respondents)	“The income I got helped me top up the school fees balance for my children. My children are now set for the next term.” – Male, 34



“Once I sell through SokoFresh,  
I am paid on that very day.  
There are no payment delays;  
they have given me a consistent  
market where I can be sure I  
will earn something in that  
season.” – Male,38

# Customer Satisfaction: Net Promoter Score®

SokoFresh has a Net Promoter Score® of 32. This is shaped by 2 in 5 customers being Passives. Looking to convert them to Promoters will help with this.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

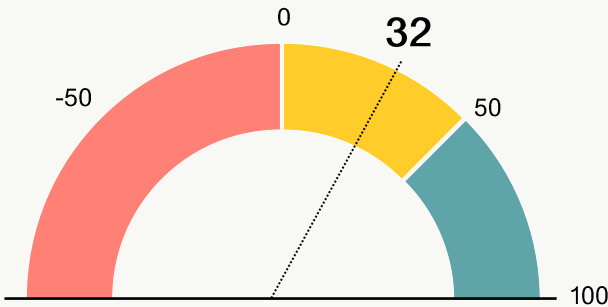
Asking respondents to explain their rating provides insight into what they value and what creates dissatisfaction. These details are on the next page.

## Recommendation

NPS is a helpful metric to track over time to detect subtle changes in customer satisfaction. Companies looking to improve their NPS set a target of increasing NPS by 7 points over 12 months, on average.

## Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend the SokoFresh [product/service] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 142)



NPS = % Promoters — % Detractors

9-10 likely to recommend      0-6 likely to recommend

## NPS Benchmarks



60dB Global Benchmark	43
500+ companies	
60dB Eastern Africa average	41
156 companies	
60dB Energy Benchmark	50
120 companies	
60dB Agriculture Benchmark	30
45 companies	

# NPS Drivers

Promoters and Passives value the market access SokoFresh provides. Detractors want to see an increases in price for their goods, and improved harvesting methods and post-sale follow up.

42% are Promoters : )

They love:

- 1. Price received  
(42% of Promoters / 18% of all respondents)
- 2. Improved farming efficiency  
(40% of Promoters / 17% of all respondents)
- 3. Timely payment  
(30% of Promoters / 13% of all respondents)

“SokoFresh’s buying price is good if you compare it with other companies and even with middlemen, and they pay immediately.” – Male, 73

Tip:  
Highlight the above value drivers in marketing.  
Promoters are powerful brand ambassadors — can you reward them?

48% are Passives : \

They like:

- 1. Improved farming efficiency  
(44% of Passives / 21% of all respondents)
- 2. Increased access to markets  
(31% of Passives / 15% of all respondents)

But complain about:

- 1. Price received  
(22% of Passives/ 11% of all respondents)

“I have increased my lands, and I now produce fruits and other produce on a large scale, and the company always readily markets for me.” – Female, 37

Tip:  
Passives won’t actively refer you in the same way that Promoters will.  
What would it take to convert them?

10% are Detractors : (

They want to see:

- 1. Improved price received  
(43% of Detractors / 4% of all respondents)
- 2. Improved harvesting method  
(29% of Detractors / 3% of all respondents)
- 3. Improved post-sale follow-up  
(14% of Detractors / 1% of all respondents)

“I would say that their buying rates are lower than those of most buyers. They buy in huge numbers, but they should improve their pricing.” – Male, 40

Tip:  
Negative word of mouth is costly.  
What’s fixable here?



# NPS by Segment

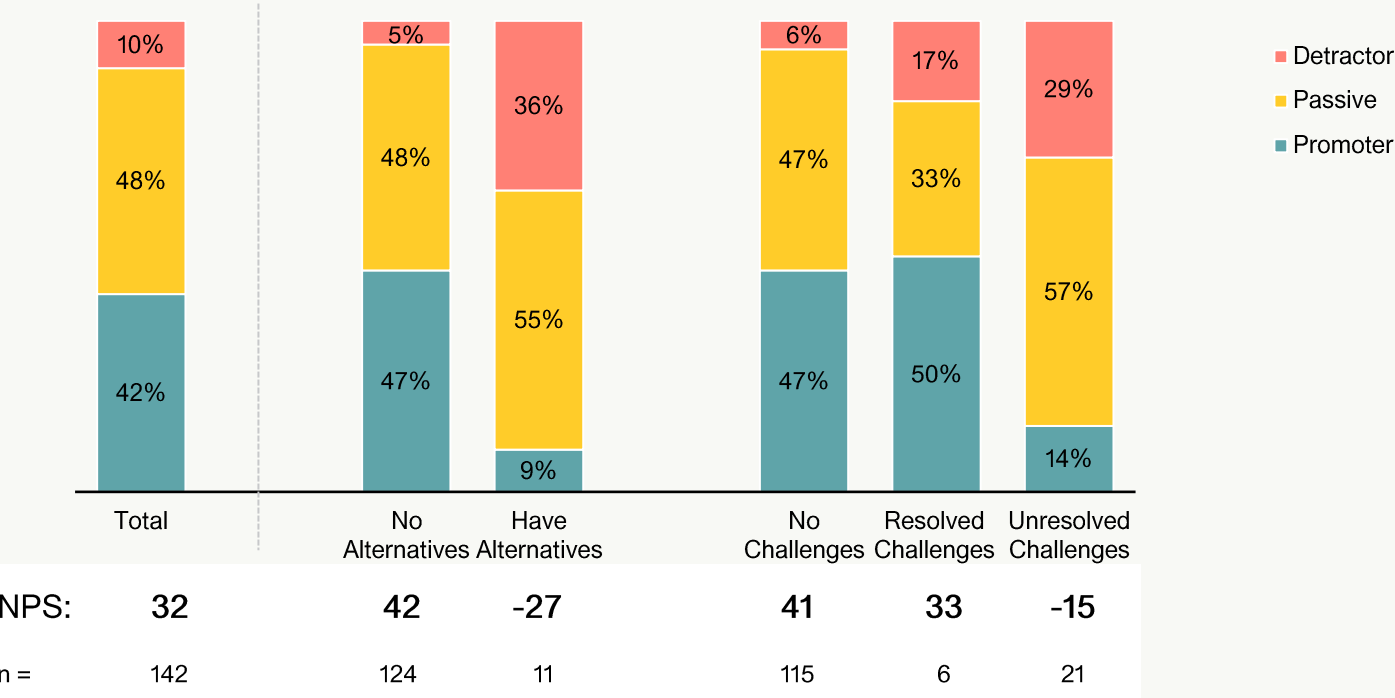
The NPS of customers with no access to alternatives is nearly double that of customers with options.

The NPS of customers with unresolved challenges is significantly lower (-15) than those whose issues have been resolved (33) or with no issues (41).

By focusing on reducing and resolving challenges customers face, SokoFresh can increase customer satisfaction and over time, the Net Promoter Score.

## Net Promoter Score by Segment

Q: On a scale of 0 to 10, how likely are you to recommend the SokoFresh [product/service] to a friend or family member, where 0 is least likely and 10 is most likely?  
(n = 142)



# Customer Challenges & Customer Service

1 in 5 customers have experienced challenges with using SokoFresh services. Of these, 4 in 5 have not had their issues resolved.

Of the 19% who experienced challenges, 79% said that their challenge had not yet been resolved (21% of total customers).

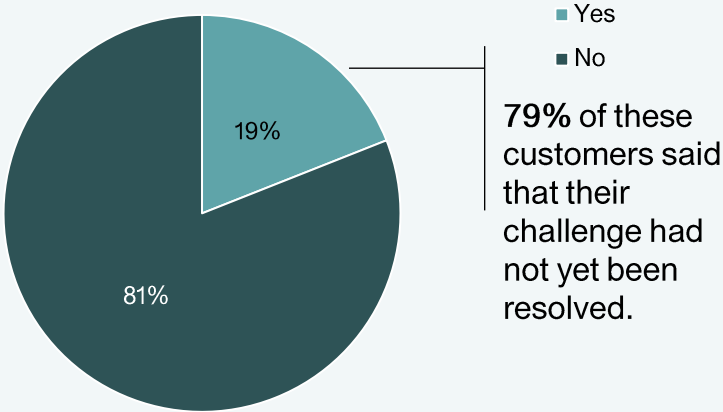
Unresolved challenges can encourage negative word-of-mouth and detract from positive impact. The next page shows the most common issues experienced.

Customers who have experienced a challenge are asked about 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.

SokoFresh has a CES of 3.0 out of 5. There are varied views amongst customers around the experience they trying to have their issue handled.

## Proportion of Customers Reporting Challenges

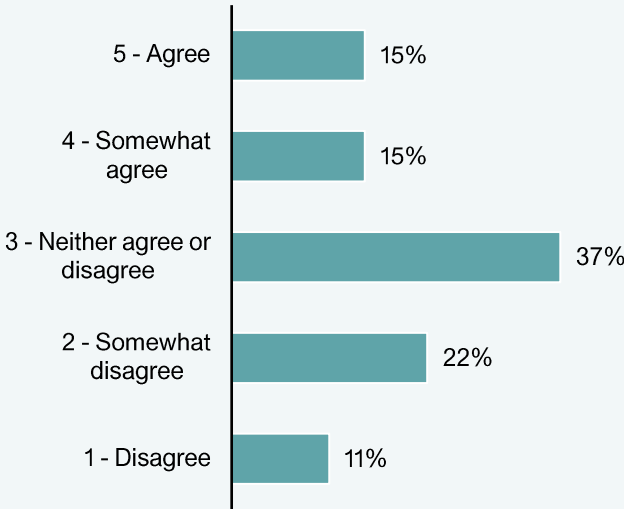
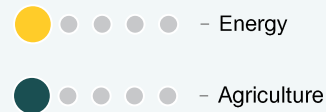
Q: Have you experienced any challenges using SokoFresh [product/service]? (n = 142)



79% of these customers said that their challenge had not yet been resolved.

## Customer Effort Score

Q: How do you feel about the statement? Overall, SokoFresh made it easy for me to handle my issue. Do you: (n = 27)



# Customer Challenges: 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/services.
- 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.

Top challenges experienced are company dishonesty, poor harvest methods, and poor prices received.

## Most Common Issues for 19% of Customers Who Say They've Experienced a Challenge

Q: Please briefly explain the challenge you have faced. (n = 27). Open-ended, coded by 60 Decibels.

26%	mentioned <b>company dishonesty</b> (4% of all respondents)	"SokoFresh said they would come to get the fruits but never showed up. They took a while to come, and it messed with our schedule. It took them 2 months to come, I had to sell my fruit to local brokers." - Female, 37
26%	talked about <b>poor harvest methods</b> (4% of all respondents)	"SokoFresh picks all the avocados from the tree, then they pick the best of what they want; after that, they leave the rejects on the ground for no one to know what to do with them. That is not good, though I have told them, and they said they will not do that next time." - Male, 33
22%	reported <b>poor price received</b> (3% of all respondents)	"The buying price sometimes goes down from what we had agreed on. The price we started with was good, but now it keeps depreciating." - Male 58

# Closing Thoughts

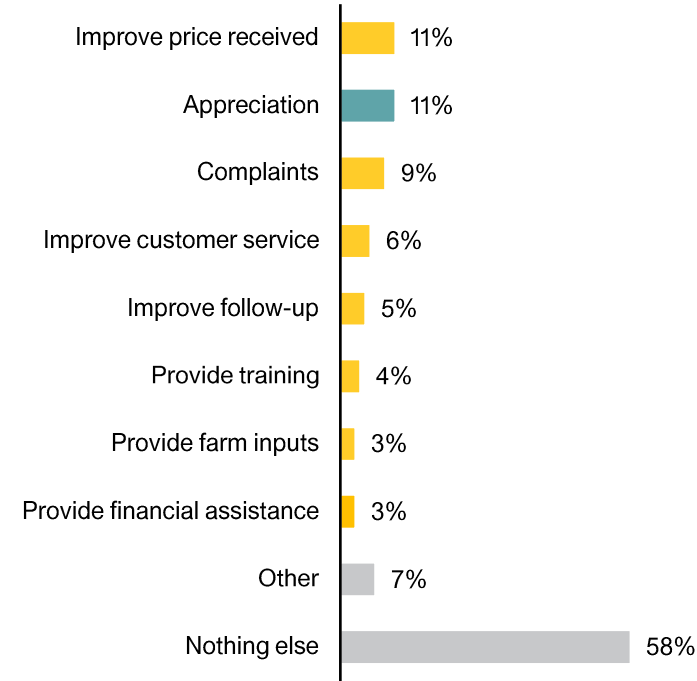
At the end of the interview, we asked, as we always do, if there is anything else the customer would like to share. This question was asked to all those interviewed.

While almost three in five customers did not have anything else to add, 39% had specific suggestions for improvements as shown in the chart to the right.

Improvements in price received for goods, customer service, and follow-up are the most common suggestions for improvement.

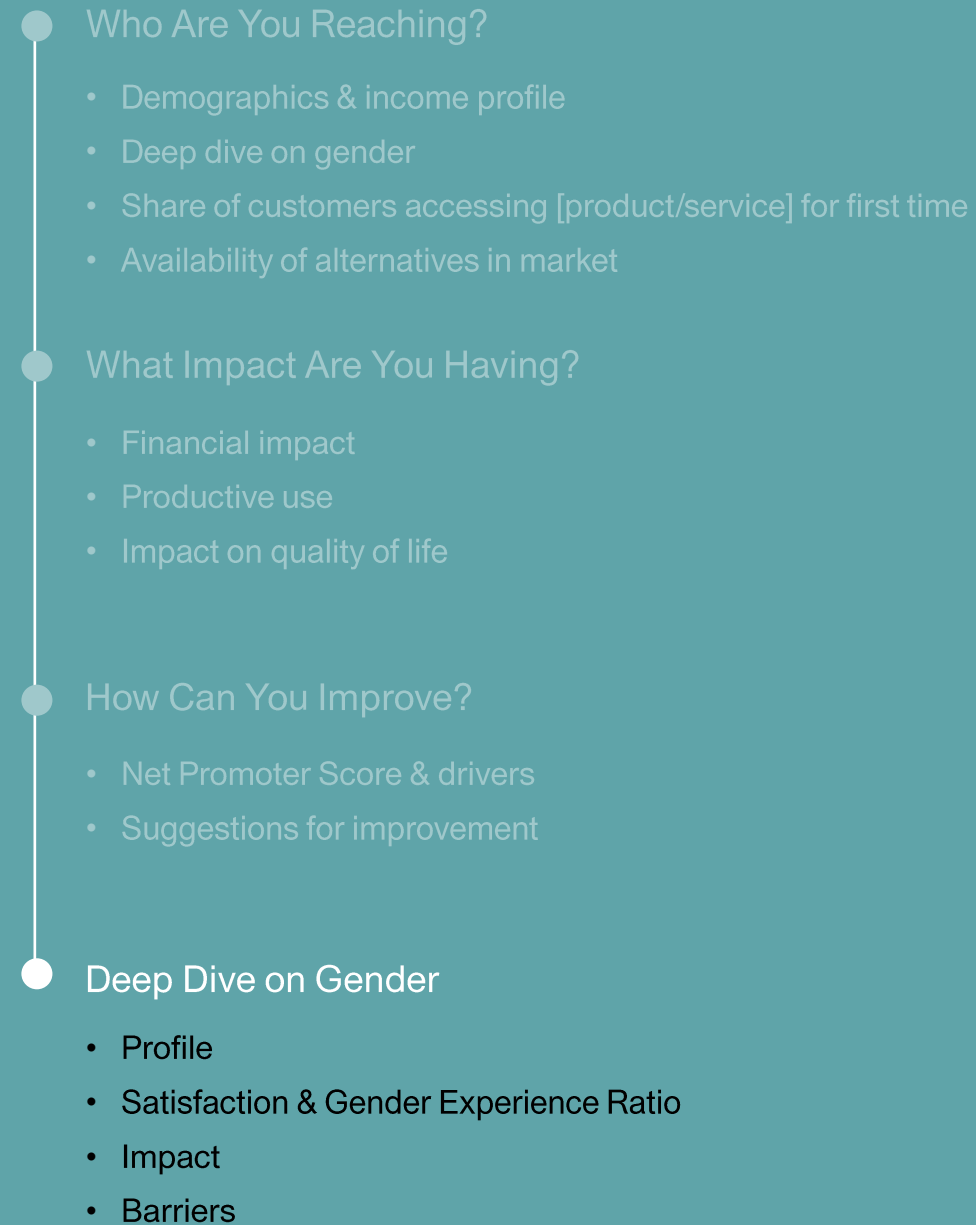
## Closing Thoughts

Q: Is there anything else you'd like to share related to the topic we've been discussing? (n = 200).  
Open-ended, coded by 60 Decibels.



“They should have competitive prices for me to consider working with them.”  
– Male, 55

“From the time SokoFresh came to our area, our lives have really improved for the better. It is not only me alone; even the local women in the village have found a source of income. We no longer have to deal with middlemen who are very rough, buy at bad prices, and don't buy everything they pick from the trees.” – Female, 38



“I can afford to take care of myself and have built a house. It is small but very modern and nice. I love my life, and I am grateful to SokoFresh for this.” – Female, 25

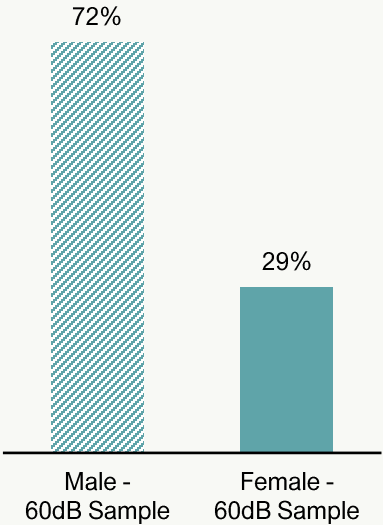
# Profile: Gender Deep-Dive

Women are more likely to live in poverty, and to be accessing cold storage solutions for the first time. Women are more likely to say they have no access to good alternatives available to them.

## 60dB Sample Breakdown

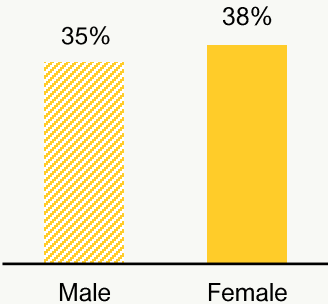
n = 143 Male; 57 = Female

60 Decibels did not receive customer gender data from SokoFresh. We are unable to compare our sample to SokoFresh's customer base.



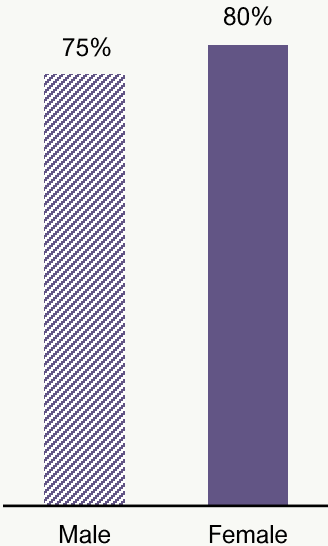
## Living in Poverty

% living below \$3.20 / day, 2011 PPP



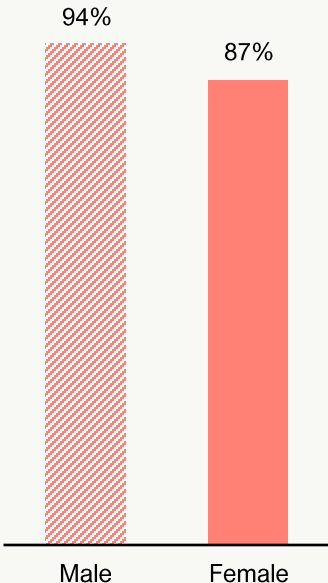
## First Access

% reporting 'no prior access' to product/service



## No Easy Access to Good Alternatives

% reporting 'no' to access to good alternatives to product/service





# Satisfaction: Gender Deep-Dive

The Net Promoter Score for men and women is similar, even though a higher proportion of male customers have experienced challenges. Female customers are less likely to have had any issues resolved though.

As we saw overall, challenge rates affect NPS.

NPS for women, for those:

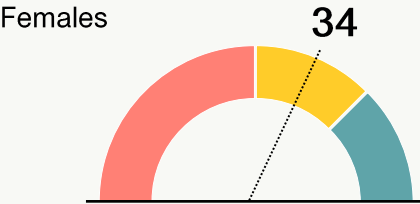
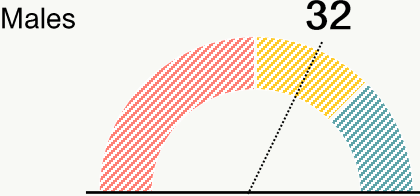
- who have had no challenges: 37
- who have experienced challenges: 20
- who have experienced challenges but they are now resolved: 50
- with unresolved issues: 0

NPS for men, for those:

- who have had no challenges: 44
- who have experienced challenges: -9
- who have experienced challenges but they are now resolved: 25
- with unresolved issues: -17

## Net Promoter Score® (NPS)

Q: On a scale of 0 to 10, how likely are you to recommend the [Company] [product/service] to a friend or family member, where 0 is least likely and 10 is most likely? (n = 142)

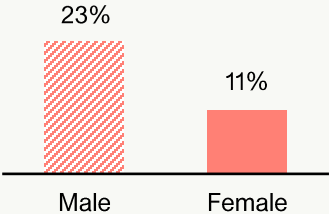


NPS = % Promoters — % Detractors

9-10 likely to recommend      0-6 likely to recommend

## Challenge Rate

% reporting challenges (n = 27)



# Experience: 60 Decibels

## Gender Experience Ratio

The 60 Decibels Gender Experience Ratio provides insight into the experiences of male and female customers in their interaction with a company.

- The range is -1 to 1.
- A score of 0 suggests parity of the experience of male and female customers.
- A negative score suggests more positive impact for men, relative to women.
- A positive score suggests more positive impact for women, relative to men.

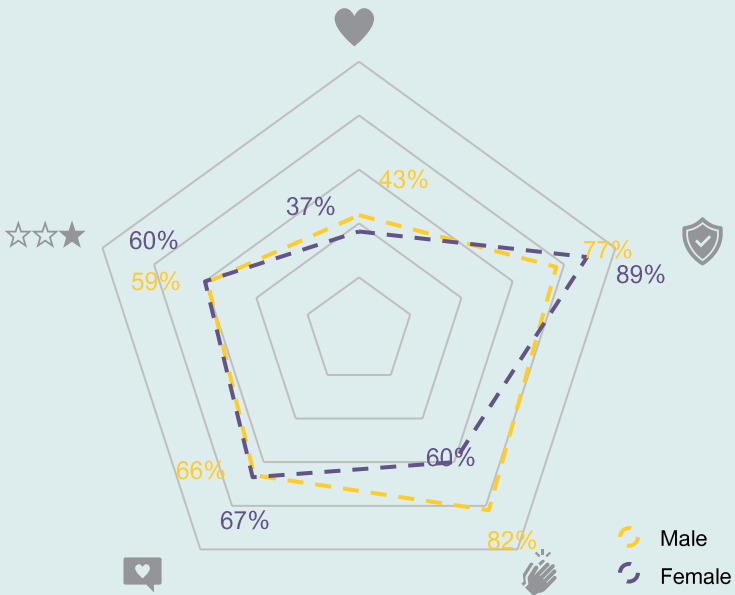
### Food for Thought

Is there more education female users need at sign up to experience fewer issues?

SokoFresh’s male customers are having more positive interactions and experiences with the company than female customers – particularly when it comes to issue resolution.

### 60 Decibels Gender Experience Ratio (Gender ER)

The degree to which male and female customers’ experiences are similar.



-0.05

	n =	Male 143	Female 57
Quality of Life % 'very much improved' quality of life		43% ↑	37%
Ease of use % customers with no challenge experience		77%	89% ↑
Issue Resolution % customers whose challenges have been resolved		82% ↑	60%
NPS Customer likelihood to recommend the company		32	34 ↑
Customer Effort Score (CES) Customer service rating		3.0 →	3.0 →

Note: NPS and CES have been converted to a 0-100% scale so all indicators on the chart are in the same unit of measurement.

# Impact: Gender Deep-Dive

## Example Impact Stories from Women

“So far, my profits have doubled, and my life has changed a lot. Like we renovated our old house, something that I had wanted to do for so long and I could not [do before] because of financial constraints.”

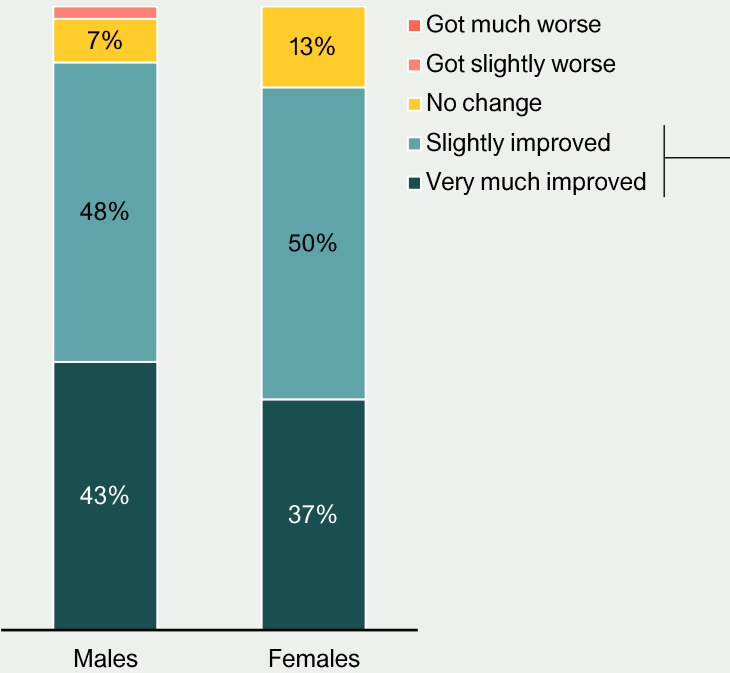
“I have been able to buy meat for my family at least once a week. I couldn’t afford this before”

“I was able to raise fees to take my son to high school thanks to SokoFresh, who bought all the mangoes I had in that season.”

A similar proportion of men (91%) and women (87%) report improved quality of life. Women’s top outcomes speak more to spending impact within the household whereas men speak more about business growth.

### Perceived Quality of Life Change

Q: Has your quality of life changed because of SokoFresh’s cold storage solution? (n = 142)



### Top Quality of Life Outcomes

Q: Please explain how your quality of life has improved (n = 127). Open-ended, coded by 60 Decibels.

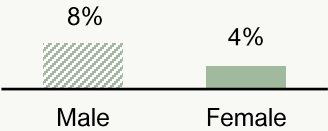
	Men	Women
Most common positive outcome	36% increased income	35% increased income
2 <sup>nd</sup> most common	22% increased investment	33% can afford food
3 <sup>rd</sup> most common	20% can afford education	28% can afford education

# Barriers for Female Customers (1/2)

Aside from overcoming barriers related to distance or location to access SokoFresh’s service, men and women have similar experiences. However, 5% more of men had access to the digital technology needed to access the service.

## Did you have to over come barriers related to...

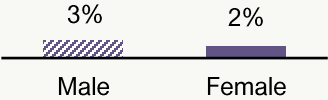
...distance or location to access SokoFresh’s service?  
% reporting yes



...timing of operational hours in order to access SokoFresh’s service?  
% reporting yes

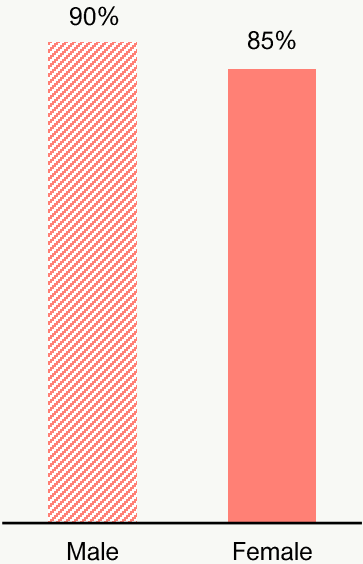


...access information about SokoFresh’s service?  
% reporting yes



## Did you have access to...

...the digital technology needed to enable you access this SokoFresh’s service?  
% reporting yes



# Barriers for Female Customers (2/2)

Customers who experienced barriers were asked to describe – in their own words – the ways in which they overcame them.

The top outcomes for women are shown on the right.

One female customer could not overcome the barrier. She did not have a smartphone and so was unable to overcome having the digital technology needed to access SokoFresh. She had to be reliant on SokoFresh showing up to her farm.

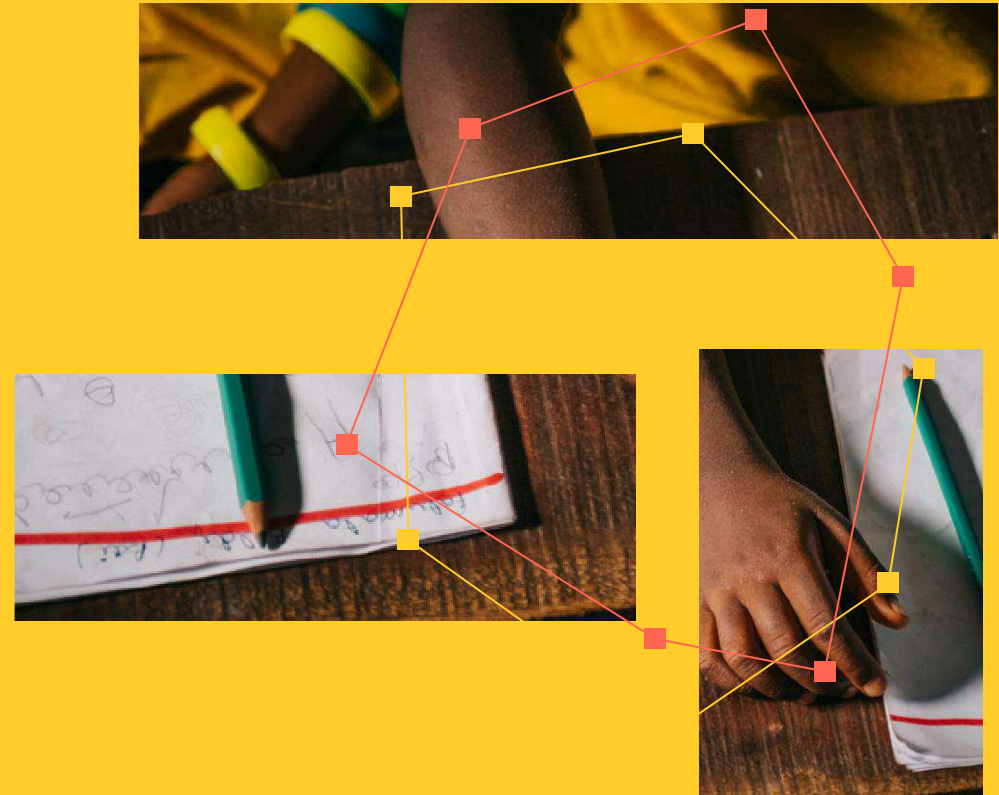
Female customers mention hiring a vehicle, using a mobile phone, and returning with the produce as the top ways of overcoming the barriers they faced.

## Three Most Common Self-Reported Outcomes for 3% of Customers Who Say They Overcame a Barrier

Q: If you did have to overcome any of the barriers mentioned, how did you do so? . (n = 5). Open-ended, coded by 60 Decibels.

40%	mentioned <b>hired a vehicle</b> (1% of all respondents)	“I live quite far from where the cooling facility is, and I had to hire transportation to take my products for cooling.” – Female, 42
40%	talked about <b>using a mobile phone</b> (1% of all respondents)	“Since it was easier to check the services they offer online, I had to purchase a smartphone to get more information.” – Female, 55
20%	reported <b>returning with the produced</b> (1% of all respondents)	“There are times that I have gone to store my produce and I have found that they have closed. When I get back home from work and then take the farm produce for storage, sometimes I am very late. I have to return the product.” – Female, 31

# Appendix



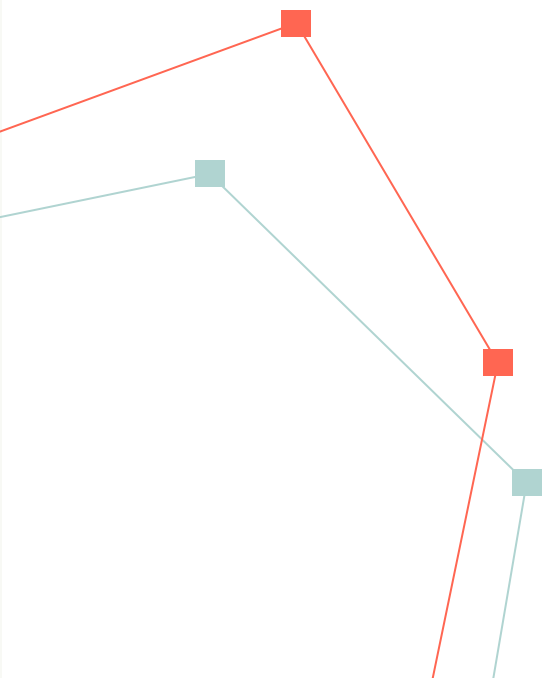
# Calculations & Definitions

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'.
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 &amp; \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$
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.



# Summary Of Data Collected



200 phone interviews completed in August 2022.

Methodology

Survey mode	Phone
Country	Kenya
Languages	English, Swahili
Dates	August 2022
Sampling	Random sample of 200 SokoFresh customers who registered for cold storage solution services. Sampled from full customer database shared by SokoFresh.
Response rate	73%
Average time p/interview	15 mins
Responses Collected	
Customers	200

Sampling	% sample	% population
% female	29%	data not provided
Accuracy		
Confidence level		~85%
Margin of error		~5%
Research Assistant Gender		
Female	4	
Male	0	

# Thank You For Working With Us!

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 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 clients 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](https://60decibels.com).

We are proud to be a Climate Positive company. 

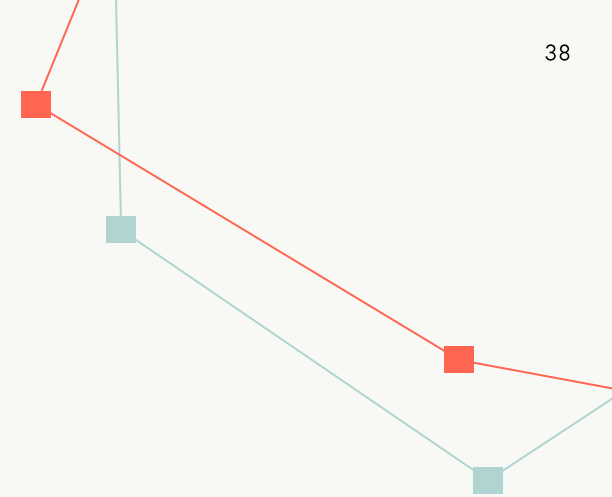
## Your Feedback

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

## Acknowledgements

Thank you to Denis Karema and Stephen Gatingima at SokoFresh for their support throughout the project.

This work was generously sponsored by Acumen.



SokoFresh offers good prices and pays immediately.

My produce is always fresh for the market.

SokoFresh connects me to the market.

SokoFresh cooling  
storage rates are

>very fair

>and

>super affordable.

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