

Bayer Foundation

Aggregate Insights








Overview

Bayer Foundation has partnered with 60 Decibels to measure the impact of 5 of its grantees working in health and agriculture across Africa. This report contains insights from these studies.

Note on analysis:

- 1. To negate the effect of varying sample sizes, each grantee has been assigned an equal weight when calculating the Aggregate average.
- 2. We have included the relevant 60dB sector benchmarks throughout. We have compared grantees to their respective sector benchmarks.
- 3. We checked for gender differences and have called them out where statistically significant.

We spoke with 1,216 respondents engaging with 5 of Bayer Foundation’s grantees in August-November 2022.

| | Grantee | Country | Respondent Type | Research Mode | Sampling | Sample Size |
|-------------|--|------------|-----------------------------------|---|--------------------------------|-------------|
| Agriculture |  (KCEP*) | Kenya | Farmer | Phone | Random | 276 |
| |  | Senegal | Farmer | Phone | Random | 279 |
| Health |  | Senegal | Beneficiary | Phone | Random | 277 |
| |  | Madagascar | Beneficiary | In-person by Capsule Agency [third-party] | Door-to-door eligibility check | 106 |
| |  | Uganda | Community Healthcare Worker (CHW) | Phone | Random | 278 |

*The farmers interviewed for the PULA study primarily worked with their Kenya partner KCEP. Farmers were asked questions only about PULA-powered services.

Welcome To Your 60dB Results

We enjoyed hearing from 1,216 respondents in Kenya, Madagascar, Uganda, and Senegal – they had a lot to say!

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Top Insights: Overview

1

Grantees are providing products or services that most respondents did not have access to before.

84% of respondents did not have prior access to the offering before engaging with their grantee and 77% say they cannot find a good alternative. This suggests that not only are Bayer Foundation grantees reaching underserved respondents, but they are also operating in a market where their offering is relatively unique and scarce. These results are worth sharing in marketing materials!

See pages [12](#) and [13](#).

2

Grantees have contributed to improvements in overall quality of life and aided respondent recovery from shocks.

94% of respondents say their quality of life has improved with 60% reporting significant improvements. Top quality of life outcomes vary by grantee but increased ability to afford household expenses, improved ability to afford education and increased savings recur as top outcomes for two or more grantees. Over a third of respondents have experienced a negative shock to their livelihood and 71% say their involvement with their grantee has had a positive effect on their recovery.

See pages [15](#), [16](#), [17](#), and [18](#).

3

The average Net Promoter Score of 55 is excellent but there is a large variance among grantees. This rating can be further improved by resolving challenges.

The average NPS for respondents who did not experience a challenge is 55 which is significantly higher than the NPS for respondents facing issues (41). Are there ways in which Bayer Foundation can support its grantees to effectively resolve issues?

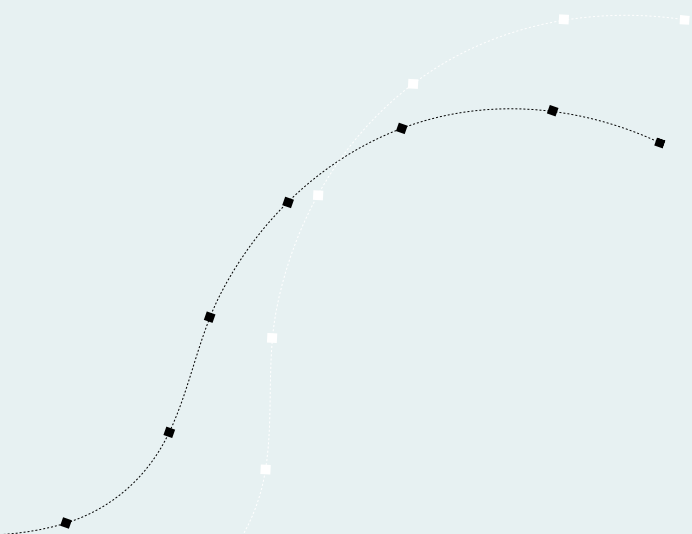
See pages [26](#) and [28](#).

4

The average performance of grantees outperforms 60dB Africa benchmark across all metrics.

Our Africa benchmark consists of companies from various sectors. The Bayer Foundation average performance of grantees falls in the top 40% of our 60dB Africa benchmark across market contribution, impact and satisfaction metrics.

See page [6](#).



Top Insights: Sector, Company & Gender



Sector

- 94% of farmers report improvements in their way of farming because of the support they received from their grantee (myAgro or PULA). This has resulted in increased yield which has in turn enabled them to earn more money from their farming.
- 96% of health beneficiaries say the health in their household has improved after interacting with their grantee (PATH or mTomady). 75% also report that the quality of health service they receive is better than what they had access to before.
- The majority of farmers rate the price offered by their grantee positively ('fair', 'good' or 'very good'). All health beneficiaries rate the value offered positively.



Company

- PATH beneficiaries are more likely to have alternatives to the sensitization program compared to respondents of other grantees.
- PULA farmers are more likely to experience a negative shock to their livelihood relative to others. On average, 71% of respondents say their grantee had a positive effect on their recovery from shock. PATH (44%) can further support its beneficiaries to boost their recovery.
- PATH and myAgro have done an excellent job of keeping their challenge rates low. Despite this, their NPS is relatively lower compared to other grantees. Digging into issues experienced by Detractors and improving the satisfaction of Passives can lead to higher satisfaction ratings.

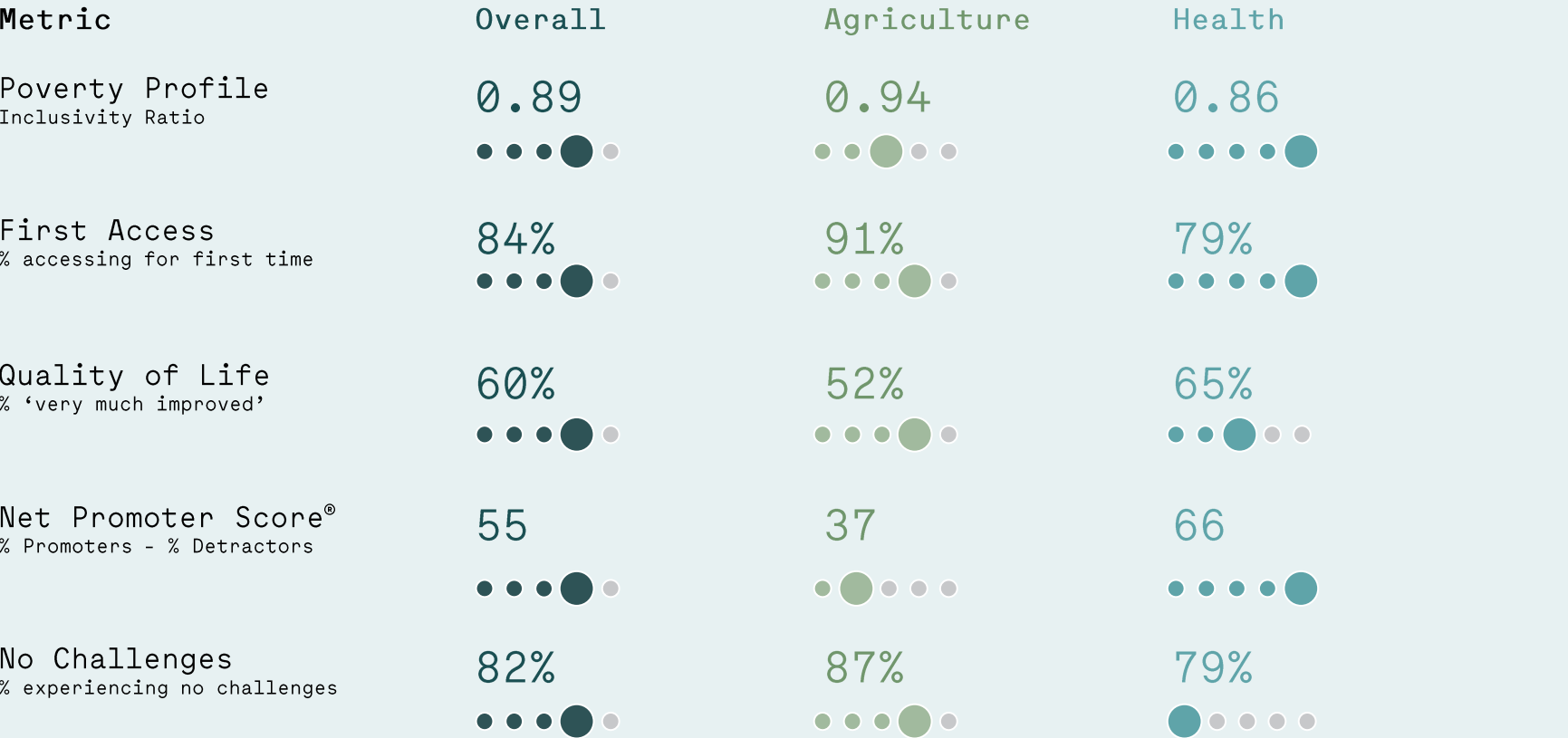


Gender

- Female respondents are less likely to have available alternatives to the grantees' offering compared to males.
- Female respondents experience a higher positive impact on their quality of life with 66% reporting 'very much improved' compared to 56% of male respondents.
- Female respondents are more likely to say that their involvement with their grantee had a positive effect on their recovery from a negative livelihood shock compared to male respondents (78% vs. 66%).
- There is higher satisfaction among female respondents relative to male respondents (NPS 65 vs. 37).

Performance Snapshot: Overview

Grantees are doing a great job at reaching low-income, underserved customers and improving their quality of life.



Data Summary

Quintile Assessment compares the grantees' average with the relevant 60dB sector benchmarks:

| Column | Overall | Agriculture | Health |
|-------------------------|----------------------|--------------------|--------|
| Corresponding Benchmark | Africa (all sectors) | Farmer as Customer | Health |
| No. of companies | 336 | 45 | 28 |
| No. of respondents | 150,651 | 12,239 | 11,254 |

Performance vs. 60dB Benchmark

- TOP 20%

- TOP 40%

- MIDDLE

- BOTTOM 40%

- BOTTOM 20%

Performance Snapshot: Gender Difference

On average, women experience a higher impact and satisfaction with the services offered by grantees.

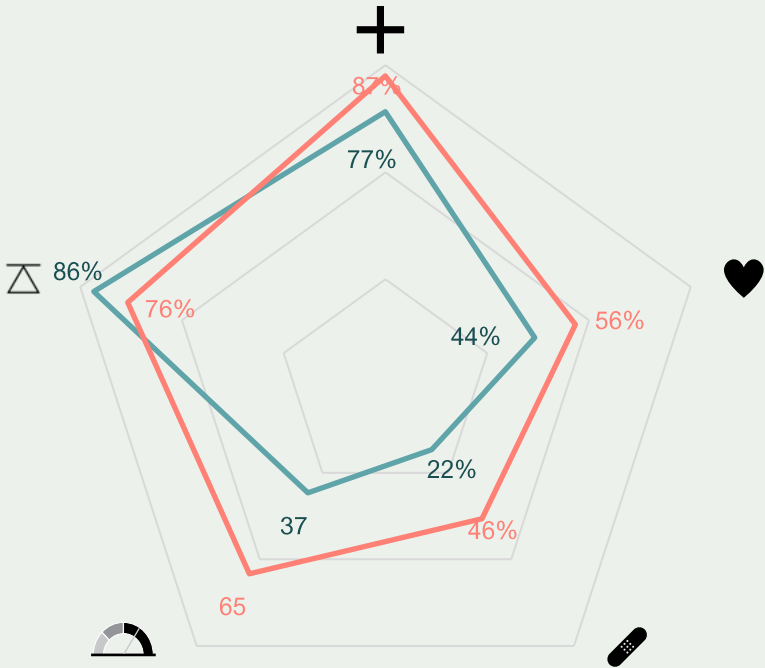
All key metrics reported to the right have statistically significant differences by gender.

Women experience higher satisfaction despite also being more likely to face challenges. This may be partially driven by them gaining first time access to a service via the grantees and not having access to other alternatives (13).


Note on analysis:


Throughout this report, we have checked for gender differences at the respondent-level: grantees have not been weighed equally. This is to help Bayer Foundation understand its Aggregate’s overall gender impact while being mindful of each grantee’s individual female reach.


Trends by Gender





Key


 Male
n = 585


 Female
n = 631

 First Access
% accessing for first time

 Quality of Life
% 'very much improved'

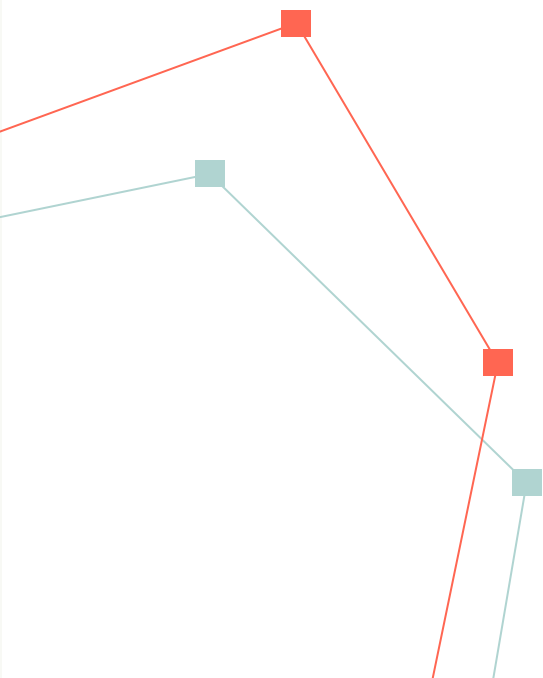
 Recovery from Shock
% 'significant positive effect'

 Net Promoter Score®
% Promoters - % Detractors

 No Challenges
% experiencing no challenges

Respondent Voices

Here are some respondent voices that stood out.



Impact Stories

“Now I can sell a higher amount of crops thanks to the great production. I have a higher income to take care of my family.” - Female, myAgro

“Using the advice of Community Champions has been beneficial to me. My children are no longer getting sick as they did in the past.” - Male, PATH

“In terms of health, when someone is sick at home, I don't worry about money. I go to the Salfa hospital because medicine is already taken care of and the expenses at the hospital as well.”
- Female, mTomady

“I now farm with peace of mind knowing that I can be compensated in the event of a failed yield.”
- Female, PULA

“Since I started with myAgro I can save money because my production is good and thanks to the sales, I built my house.” - Male, myAgro

“I have gained knowledge that can help me treat people and am proud of that. The incentives I get help me purchase food for my family and pay school fees.”
- Male, Living Goods

Opinions for Value Proposition

“Living Goods are treating us well by giving us free medicine and incentives based on one's performance. They also give us protective gears like soaps and aprons.” - Female, Living Goods

“The talks were conducted in a very friendly atmosphere and the explanations were clear.”
- Female, PATH

“Their insurance is a very great form of security since we have irregular rainfall patterns in my area.”
- Femela, PULA

Opportunities For Improvement

“They need to educate more because some people don't know how it works. It should also spread its services throughout Madagascar.”
- Female, mTomady

“Personally, I still don't understand how the insurance services offered by PULA work.” - Female, PULA

“myAgro could give us machines and money too. They could also give a good amount of fertilizer and many more seeds.” - Male, myAgro

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“Now I don't buy medication
and I've cut on medical
visits. This saves me
money.” – Male, PATH

Demographics

To understand the profile of the respondents, we ask questions pertaining to their demographic details. The summary is on the right.

52% of the respondents we spoke to were female. On average, respondents were 45 years old and had interacted with their respective grantee for over 2 years.

Demographic Profile of Respondents

Data relating to respondent characteristics (n = 1,216)

| | | Agriculture | | Health | | |
|----------------------------------|-----------------|-----------------|---------------------|-------------------|-------------------------|--------------------------|
| | Total / Average | PULA (Kenya) | myAgro (Senegal) | PATH (Senegal) | mTomady (Madagascar) | Living Goods (Uganda) |
| Sample Size (n) | 1,216 | 276 | 279 | 277 | 106 | 278 |
| Female (proportion) | 52% | 47% | 24% | 31% | 78% | 95% |
| Avg. Age (in years) | 45 | 47 | 47 | 43 | 38 | 44 |
| Avg. Tenure (in years) | 2.3 | 1.8 | 2.6 | 0.3 | 0.85 | 4.9 |
| Avg. Household Size (members) | 9 | 6 | 10 | 13 | 6 | 7 |

Income Inclusivity

The Inclusivity Ratio shows the degree to which companies are reaching low-income customers in their countries of operation. This allows us to compare income inclusivity across countries.

A ratio above 1 means that a company is serving a higher proportion of low-income customers relative to the national average. A ratio below 1 means a company is reaching a lower proportion.

For reference, these are the relevant 60dB benchmarks for the Inclusivity Ratio:

- > Africa: 0.75

(336 companies)
- > Agriculture: 1.10

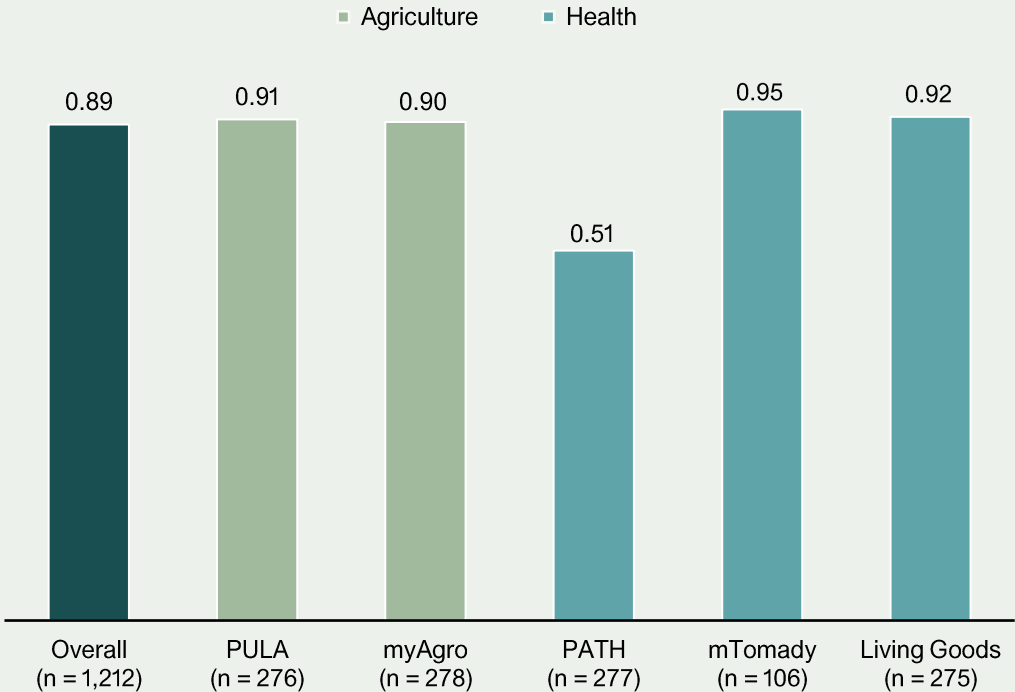
(45 companies)
- > Health: 0.35

(28 companies)

Compared to the countries' populations, grantees are serving slightly more well-off respondents.

Inclusivity Ratio

Degree to which grantees are reaching lower-income populations.



First Access

84% of respondents did not have access to offering before working with grantees. This is in the top 40% of the 60dB Africa benchmark.

The high percentage of respondents accessing the offering for the first time suggests that grantees are reaching an under-served customer base.

PATH beneficiaries are significantly more likely to have had prior access to a similar sensitization program.

For reference, these are the relevant 60dB benchmarks:

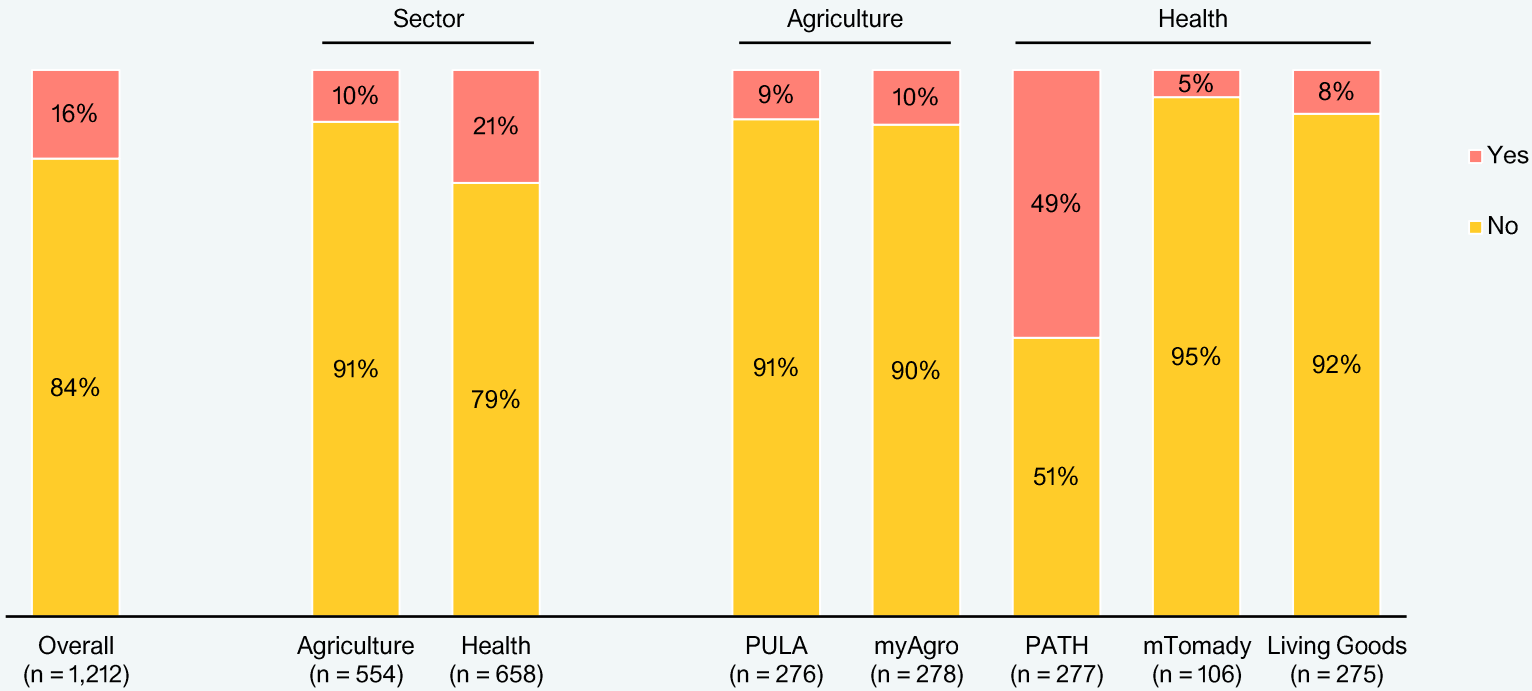
- > Africa: 71%
(336 companies)
- > Agriculture: 80%
(45 companies)
- > Health: 52%
(28 companies)

Gender Insight

Women are more likely to be accessing the offerings for the first time (87%) compared to men (77%).

First Access

Q: Before [Company], did you have access to a [product / service] like provides?



Access to Alternatives

77% of respondents say they could not easily find a good alternative to the products and services they now have. This falls in the middle of the 60dB Africa benchmark.

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

PATH beneficiaries are significantly more likely to have access to alternatives to the awareness program.

For reference, these are the relevant 60dB benchmarks:

- > Africa: 79%
(336 companies)
- > Agriculture: 81%
(45 companies)
- > Health: 46%
(28 companies)

Gender Insight

Women are more likely to not have access to good alternatives (81%) compared to men (68%).

Access to Alternatives

Q: Could you easily find a good alternative to [Company] [offering]?

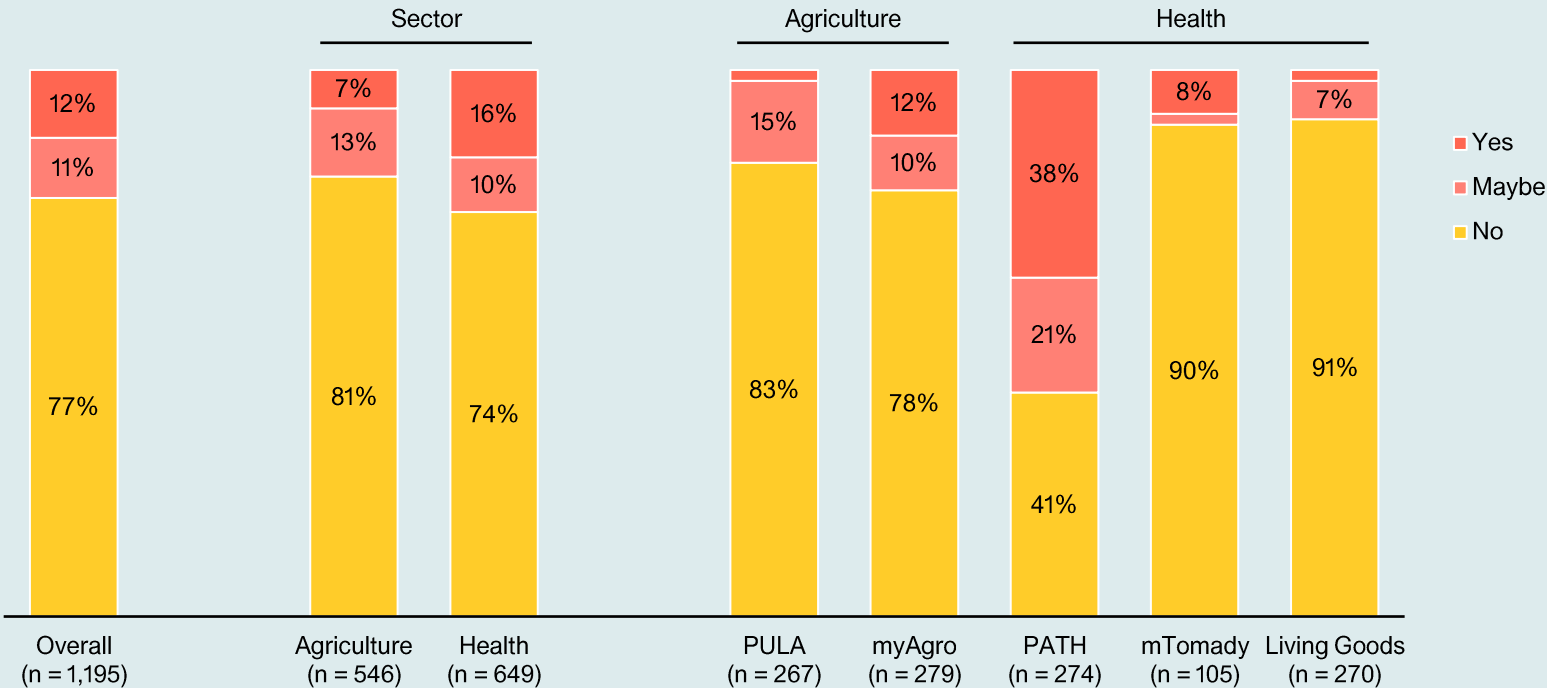


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“I am now keen on using the right type and amount of fertilizer on my large piece of land.”
- Female, PULA

Quality of Life: Overview

CHWs working with Living Goods are significantly more likely to report ‘very much improved’ quality of life compared to beneficiaries of other grantees.

Grantees outperform for 'very much improved' quality of life against their respective benchmarks:

- > Africa: 49%
(597 companies)
- > Agriculture: 40%
(41 companies)
- > Health: 45%
(28 companies)

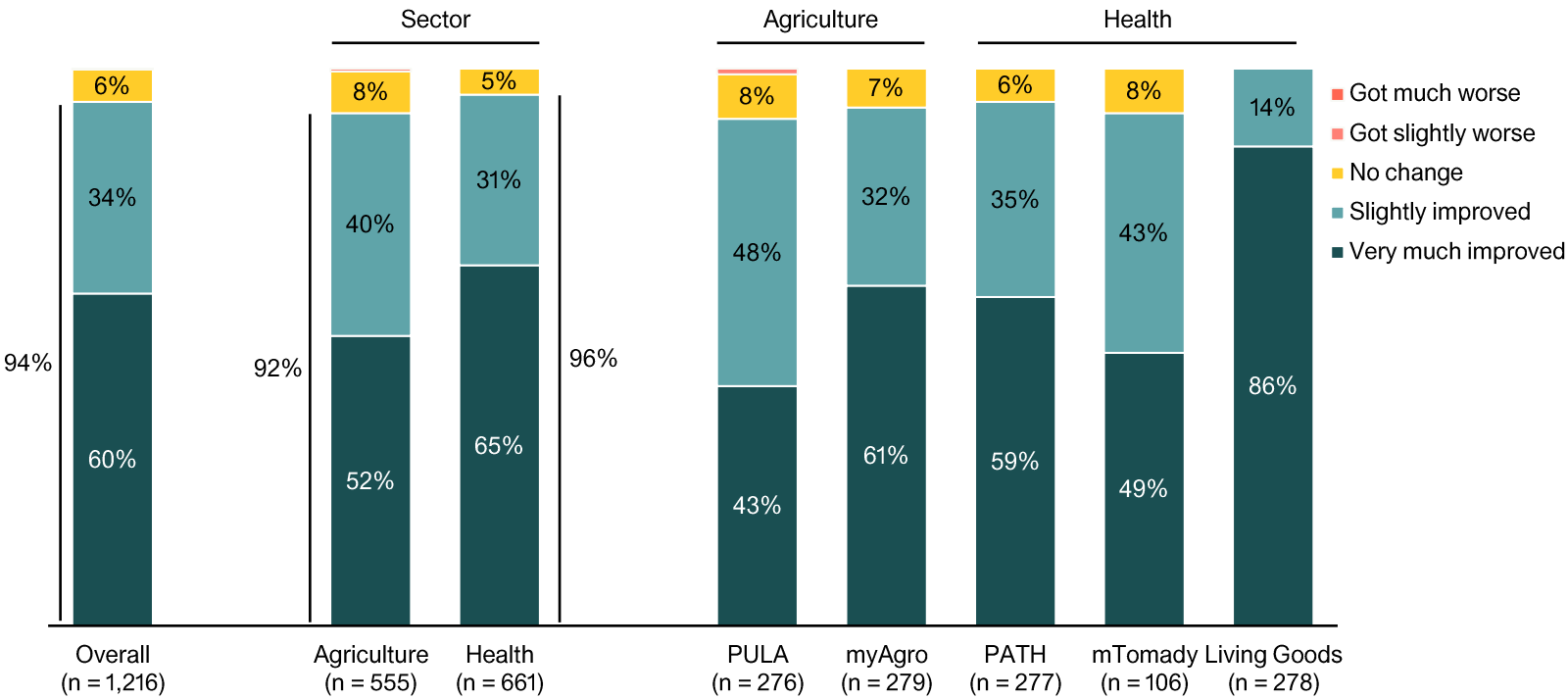
Gender Insight

Women are more likely to mention ‘very much improved’ (66%) quality of life compared to men (56%).

94% of respondents report improved quality of life, with 60% reporting significant improvements.

Quality of Life

Q: Has your quality of life changed because of [Company]?



Quality of Life: Top Outcomes

Asking respondents to elaborate on the reasons for the reported quality of life improvement and the outcomes they are experiencing allows us insight into the key areas of life that grantees have been able to impact.

Increased ability to afford household expenses and improved savings are the most common outcomes and mentioned by the respondents of 3 out of the 5 grantees.

- #1 Outcome
- #2 Outcome
- #3 Outcome

When we look at the respondents open-ended responses, we discover the top three reasons why they say their quality of life has improved.

Top Outcomes For Respondents Who Say Quality of Life Improved

Q: How has it improved? Open-ended data, coded by 60 Decibels. (n = 1,147)

| Outcomes | PULA (n = 253) | myAgro (n = 259) | PATH (n = 260) | mTomady (n = 97) | Living Goods (n = 278) |
|--|-------------------|---------------------|-------------------|---------------------|---------------------------|
| Improved access to food | 44% | | | | |
| Increased crop production | | 48% | | | |
| Reduced disease incidence | | | 43% | | |
| Reduced medical expenses | | | | 57% | |
| Increased ability to afford household expenses and bills | 33% | | | 20% | 49% |
| Increased income | | 41% | | | |
| Improved productivity | | | 40% | | |
| Improved family health | | | | 21% | |
| Improved ability to afford education | 40% | | | | 21% |
| Improved savings | | 29% | 35% | | 18% |

Shocks Experienced: Overview

35% of all respondent households report experiencing a significant negative shock to their livelihood in the past year.

Understanding the degree to which respondents face significant negative events that affect their ability to manage their livelihood is key to enabling grantees to assess the effort needed to support respondents.

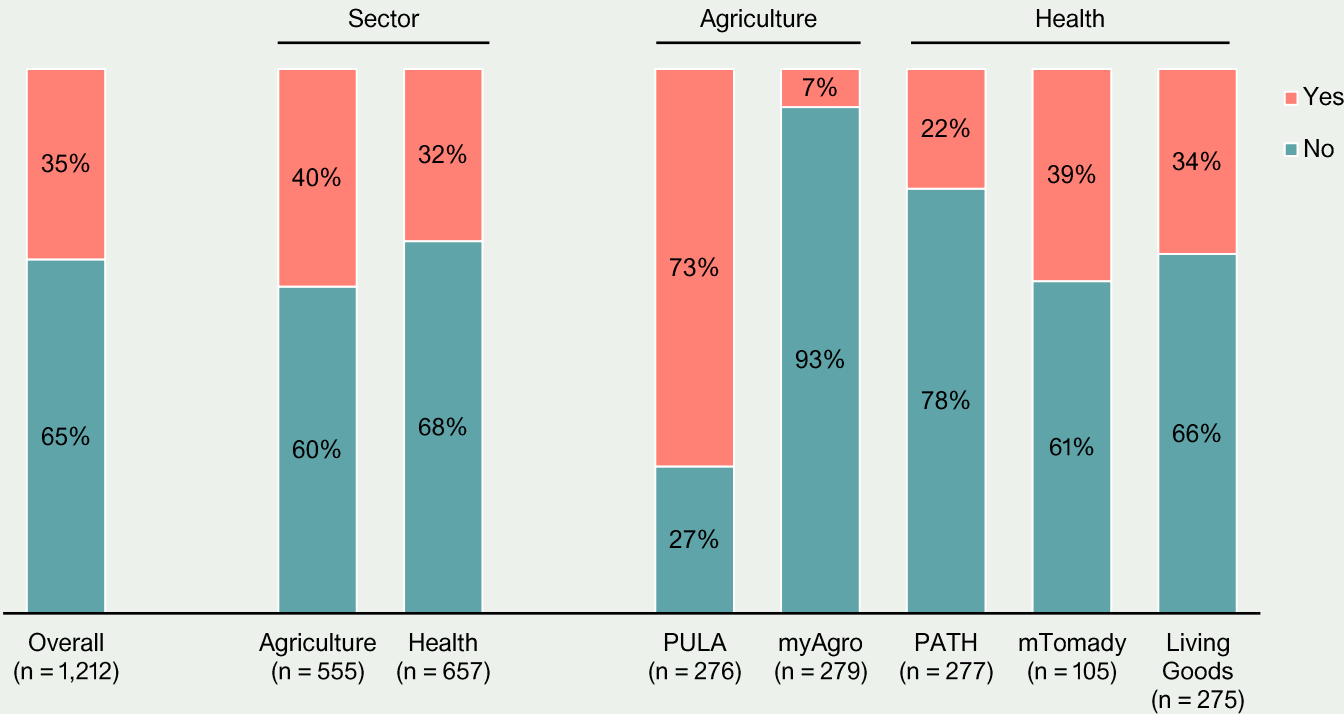
PULA farmers are significantly more likely to report shocks while myAgro farmers are least likely across all grantees. This might be driven by the nature of the business. myAgro farmers are trained on climate-smart practices which mitigate the effect of a shock while PULA farmers are insurance-takers whose payout matures post-shock.

Gender Insight

Women are more likely to report experiencing negative shocks (38%) compared to men (30%).

Shocks Experienced by Household

Q: In the last 12 months, did your household experience a significant event that negatively affected your ability to manage your livelihood?



Shocks Experienced: Impact on Recovery

71% of respondents who faced a significant negative event in the past year say their involvement with their grantee has had a positive effect on their recovery.

CHWs working with Living Goods are significantly most likely to report a positive effect on their recovery compared to respondents interacting with other grantees.

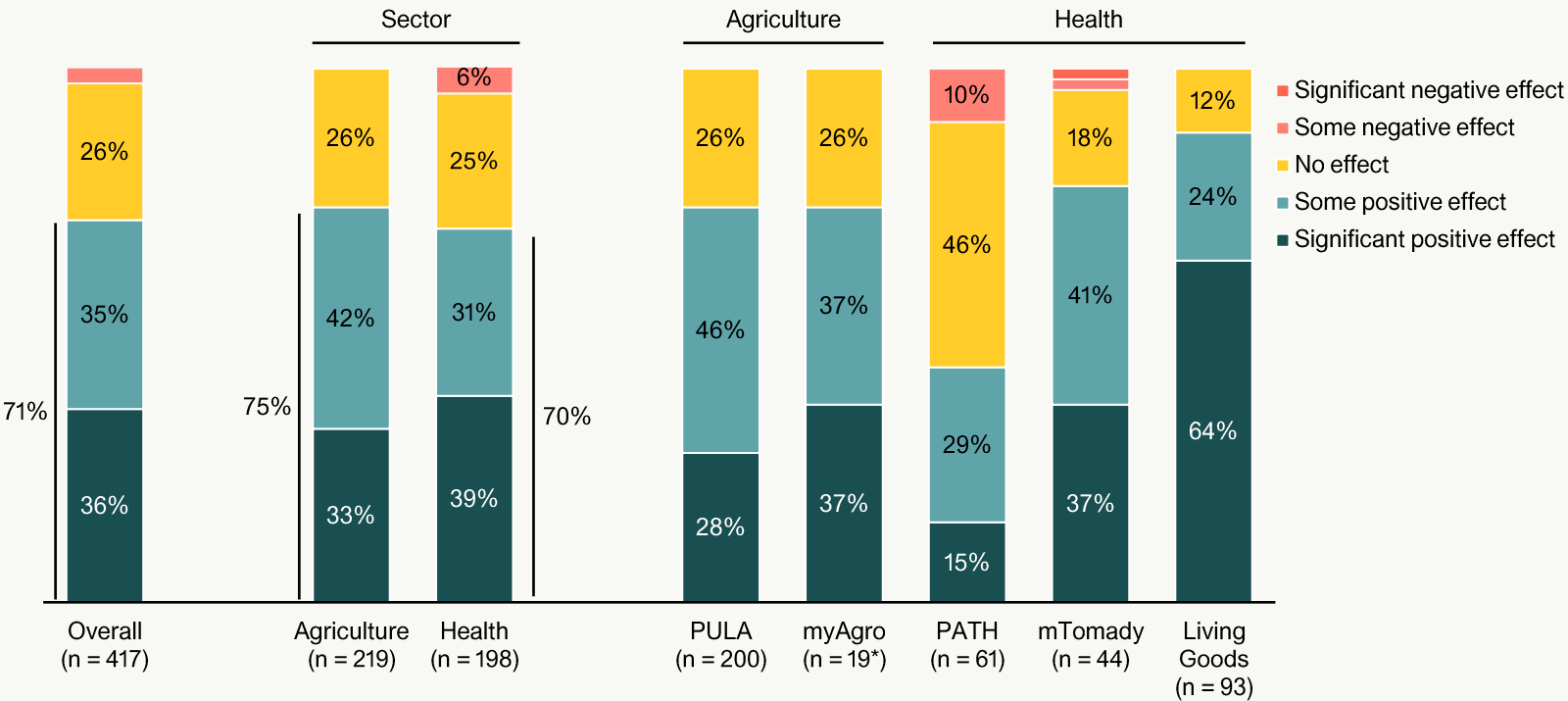
Respondents who report ‘significant positive effect’ are more likely to report ‘very much improved’ quality of life.

Gender Insight

Women are more likely to say their engagement with their grantee had a positive effect on their recovery (78%) relative to men (66%).

Company Effect on Household Recovery

Q: Did your involvement with the [Company] have an effect on your recovery?



*myAgro has a small sample size

Agriculture Deep Dive: Way of Farming

Farmers who report ‘very much improved’ way of farming are more likely to report that their quality of life has ‘very much improved’.

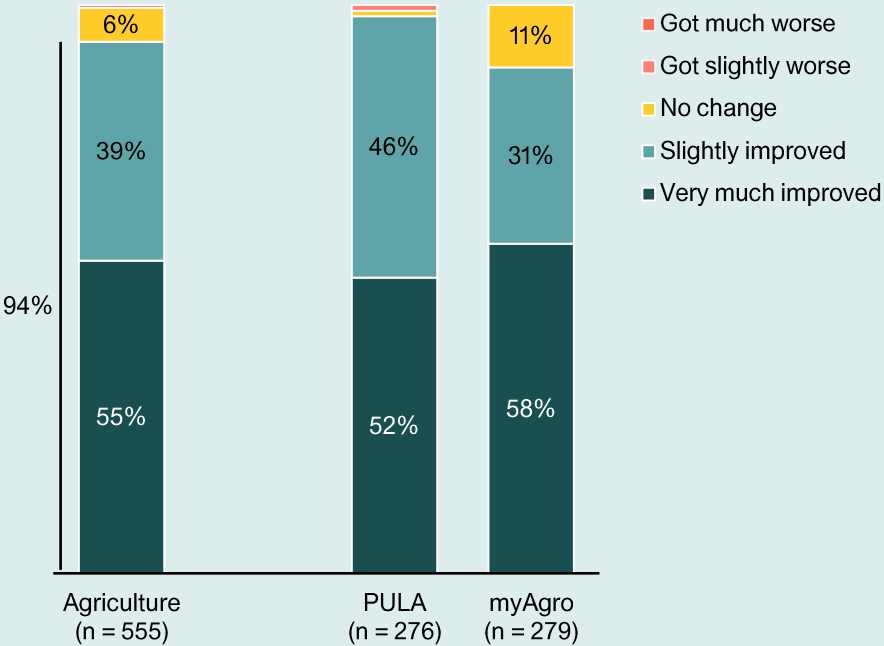
Farmers with longer tenure with grantees are more likely to report an improved way of farming, suggesting that impact deepens over time. 67% of farmers with more than 2 years of interaction report ‘very much improved’ way of farming compared to 48% farmers with a tenure of 2 years or less.

94% of farmers report improvements in their way of farming because of grantee support, with 55% reporting significant improvements.

Way of Farming

Q: Has your way of farming changed because of [Company]? Has it:

● ● ● ● ● - TOP 40% in 60dB ‘Farmer as Customer’ Benchmark



Very much improved:
“I now plant maize and beans separately and this has increased my yield and made spraying pesticides easier.”
- Female, PULA

Slightly improved:
“Getting the fertilizers early and following instructions on how to use them allows me to sow early and have a good harvest.”
- Male, myAgro

Agriculture Deep Dive: Productivity & Output

Improved way of farming has enabled higher production and improved productivity of the same land.

72% of farmers with a tenure of longer than 2 years report ‘very much increased’ crop production compared to 44% of farmers with 2 years or less.

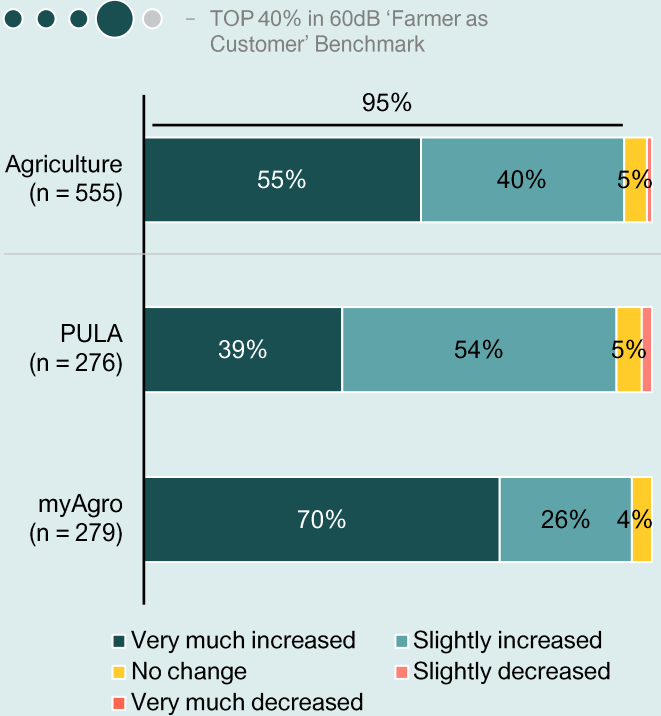
However, less tenured farmers are more productive on their land; they are more likely to report they increased production while planting ‘same land’ compared to their more tenured counterparts (76% vs. 68%).

Farmers with ‘very much increased’ crop production also experience ‘very much improved’ quality of life.

95% of farmers report an increase in crop production. 73% of this group realized the increase without planting additional land, suggesting an increase in productivity.

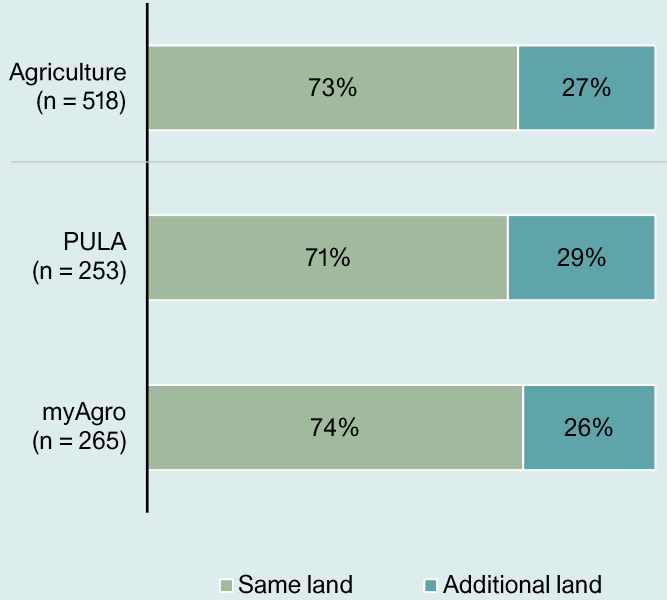
Impact on Crop Production

Q: Q: Has the total production from crops changed because of [Company]? Has it:



Reasons for Increase in Production

Q: Was this increase because you planted additional land or was it from the same amount of land?



Agriculture Deep Dive: Earnings

62% of farmers with more than 2 years of engagement with grantees are more likely to report ‘very much increased’ earnings compared to 39% of farmers with 2 years or less.

myAgro farmers are more likely to report ‘very much increased’ earnings compared to PULA farmers. This is likely driven by myAgro farmers also experiencing more significant increases in production.

Gender Insight

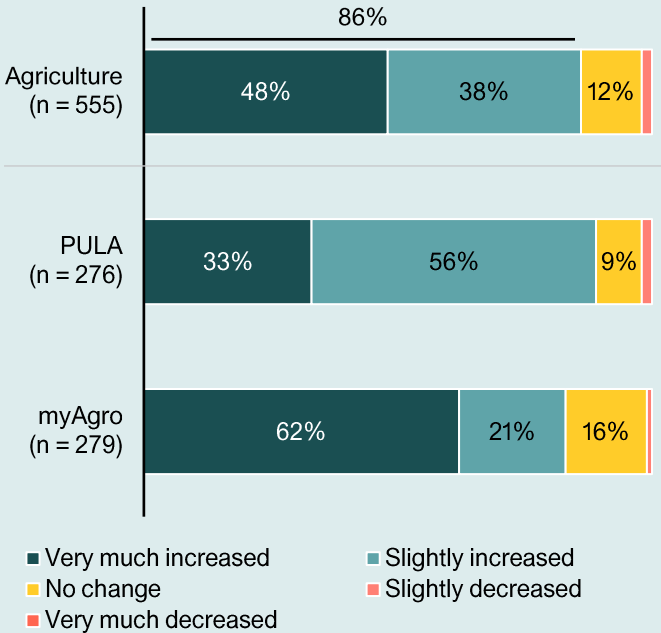
Male farmers are more likely to report ‘very much increased’ earnings (52%) compared to female farmers (40%).

Increased production has boosted the volume sold and thereby led to an increase in money earned from crops for 86% of farmers.

Impact on Crop Earnings

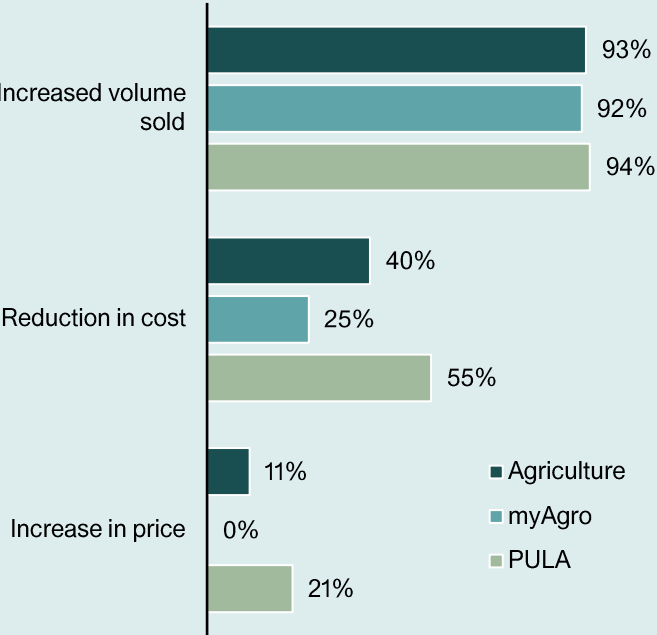
Q: Q: Has the money you earn from crops changed because of [Company]? Has it:

● ● ● ● ● - TOP 20% in 60dB ‘Farmer as Customer’ Benchmark



Reasons for Increase in Earnings

Q: What were the main reasons for the increase in money earned? Select all that apply:



Health Deep Dive

95% of beneficiaries have experienced improvements in the health of their household or business members. 75% say they currently receive better quality health service.

69% beneficiaries report significant improvement in the health of their household or business members.

Beneficiaries who report ‘very much improved’ health in the household are also more likely to report ‘very much improved’ quality of life.

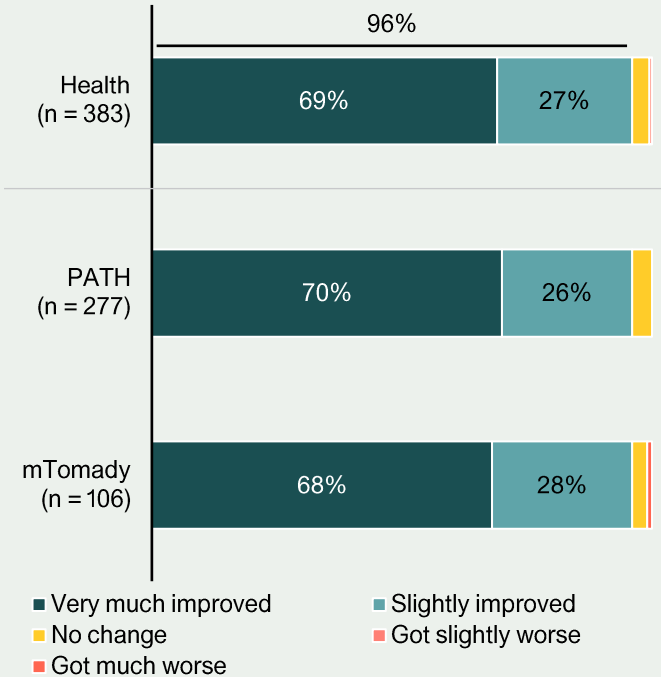
mTomady beneficiaries are significantly more likely to report accessing better quality health service since interacting with the grantee compared to PATH beneficiaries. This may be a result of the business model—mTomady links beneficiaries to treatment centres while PATH primarily focuses on sensitization.

Gender Insight

Women are more likely to report they now receive better quality healthcare (75%) compared to men (61%).

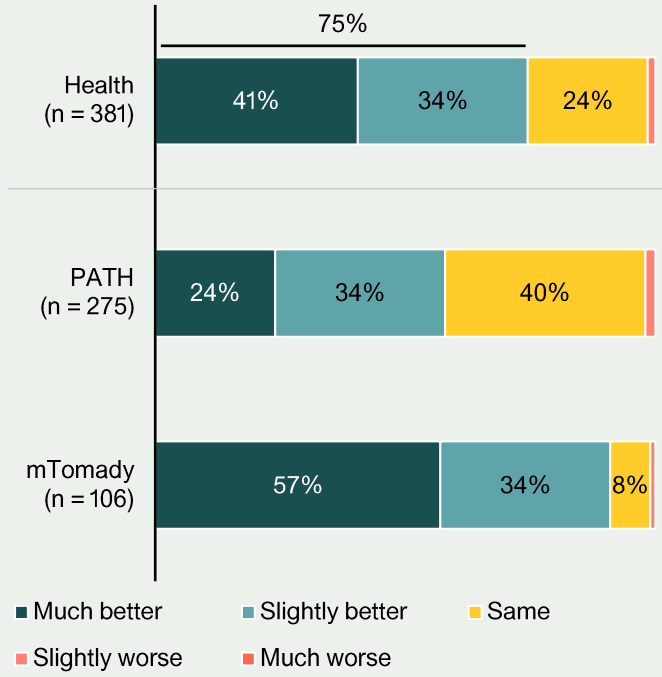
Change in Household Health

Q: Have you noticed a change in the health of household / business members because of the [Company]?



Change in Quality of Health Services

Q: Is the quality of the health service you receive better or worse than before you started interacting with [Company]?



*Living Goods was excluded from this section because we did not speak with end beneficiaries.

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“Living Goods provides good incentives, and the training is good compared to other health institutions.”
– Female, Living Goods

Challenge Experience

The Capsule Agency (third-party) who ran in-person data collection for mTomady did post survey debriefs where beneficiaries further delved into their experience. 84% of beneficiaries spoke about challenges in these informal discussions.

For reference, these are the relevant 60dB benchmarks:

- > Africa: 26%
(336 companies)
- > Agriculture: 27%
(45 companies)
- > Health: 15%
(28 companies)

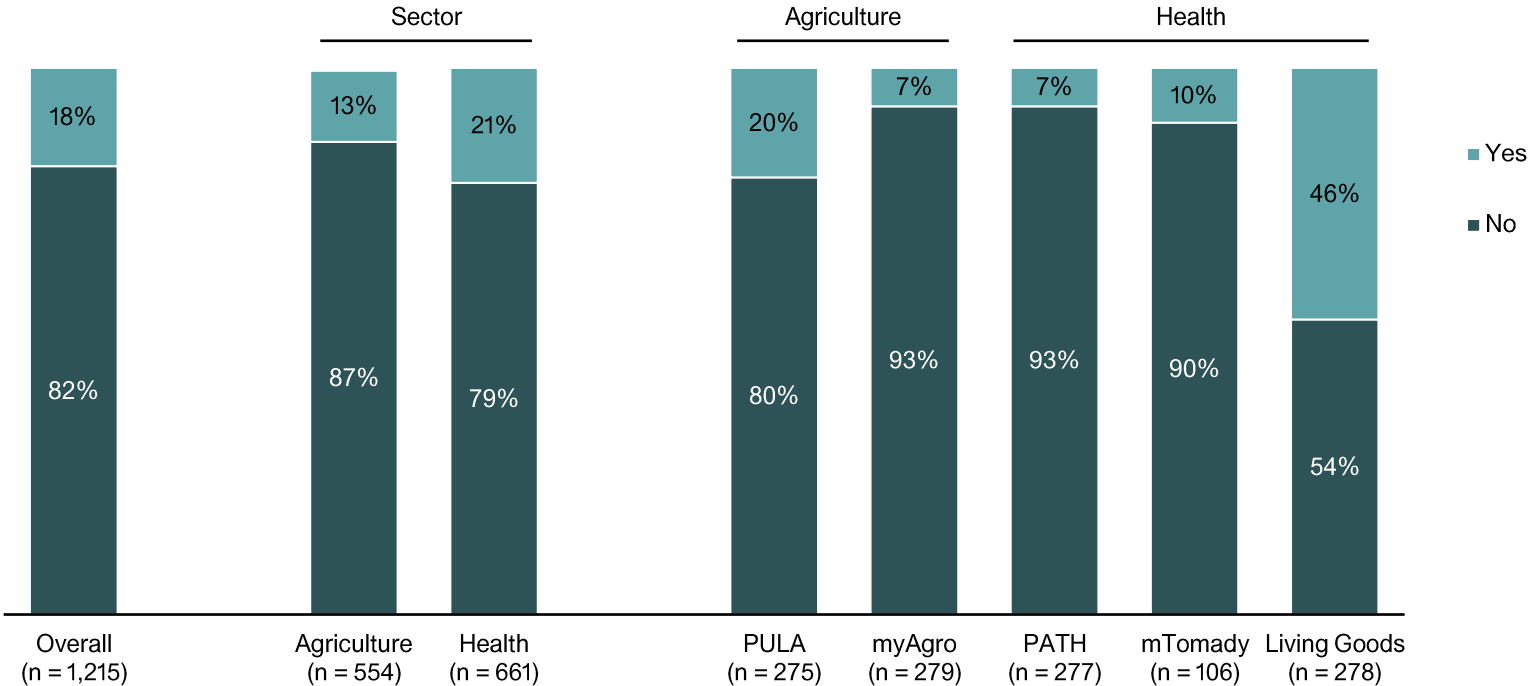
Gender Insight

Women are more likely to report challenges (24%) compared to men (14%).

82% of all respondents have not faced a challenge. This is in the top 40% of 60dB’s Africa benchmark.

Respondents Reporting Challenges

Q: Have you experienced any challenges with the [Company]’s service?



Challenge Experience: Top Challenges

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

- **Technical fault** - there is something wrong with the offering.
- **Mismatched expectations** - the respondent says the product/service isn't working because they expected it to work differently but it is working as intended.
- **Misuse** - the respondent isn't using the product properly; often not deliberately but through lack of awareness / training.

When we look at the respondents' open-ended responses, we discovered the top three challenges experienced.

Top Challenges from Respondents Who Report Challenges

Q: Can you please describe these challenges? Open-ended, coded by 60 Decibels. (n = 231)




| | | #1 Challenge | % | #2 Challenge | % | #3 Challenge | % |
|-------------|---------------------------|--------------------------------|-----|------------------------------|-----|--------------------------------------|-----|
| Agriculture | PULA (n = 54) | Non-compensation for crop loss | 54% | Lack of / poor communication | 17% | Poor product knowledge / explanation | 17% |
| | myAgro (n = 20) | Late delivery | 55% | Poor quality seeds | 15% | High inputs price | 15% |
| Health | PATH (n = 18) | Language barrier | 39% | Unclear presentation | 39% | Mosquito nets issues | 17% |
| | mTomady (n = 11) | Lack of SIM card | 36% | Limited diseases coverage | 18% | Service no longer available | 18% |
| | Living Goods (n = 128) | Smartphone / app issues | 59% | Poor patient behavior | 20% | Shortage of drugs / medicine | 11% |

Net Promoter Score: Overview

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

Living Goods has the highest NPS (77) while myAgro has the lowest (8).

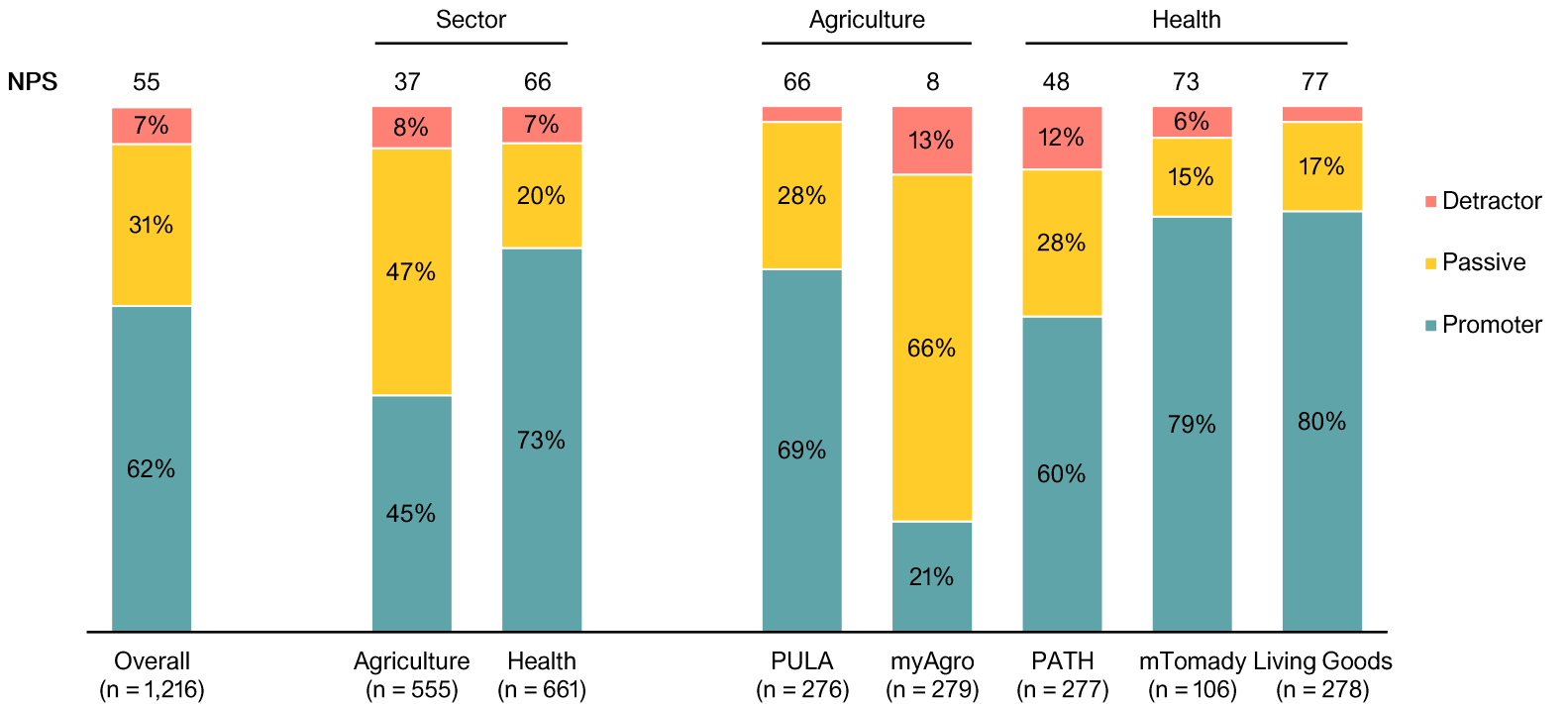
For reference, these are the relevant 60dB benchmarks:

- > Africa: 44 (675 companies) 
- > Agriculture: 42 (45 companies) 
- > Health: 41 (28 companies) 

On average, grantees have a Net Promoter Score of 55, which is excellent and higher than the 60dB Africa benchmark.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend the [Company]’s service to a friend or family member where 0 is not at all likely and 10 is extremely likely?



Net Promoter Score: Top Drivers

To understand the top drivers for respondent satisfaction, we asked Promoters the factors that would cause them to recommend the grantee’s offering to another person. The top themes are to the right.

Farmers mention increased yield as one of the top drivers for satisfaction while health beneficiaries report gaining access to some type of drugs / medical equipment.

Top Value Drivers Reported by ‘Promoters’

Q: What specifically about [Company] would cause you to recommend? Open-ended data, coded by 60 Decibels. (n = 722)

| | | Driver #1 | % | Driver #2 | % | Driver #3 | % |
|-------------|---------------------------|--|-----|-----------------------------------|-----|------------------------------|-----|
| Agriculture | PULA (n = 191) | Good agronomy tips | 76% | Access to crop insurance | 30% | Increased yield | 15% |
| | myAgro (n = 59) | Increased yield | 53% | Access to good quality fertilizer | 46% | Access to good quality seeds | 20% |
| Health | PATH (n = 165) | Effective advice on prevention of diseases | 81% | Clarity of the presentations | 22% | Access to mosquito nets | 13% |
| | mTomady (n = 84) | Reduced medical expenses | 75% | Friendly representatives | 16% | Access to medicines | 14% |
| | Living Goods (n = 223) | Provision of free and high-quality drugs | 45% | Good and free training | 42% | Provision of good incentives | 30% |

Increased yieldAccess to drugs / medical equipment

Net Promoter Score: Segments

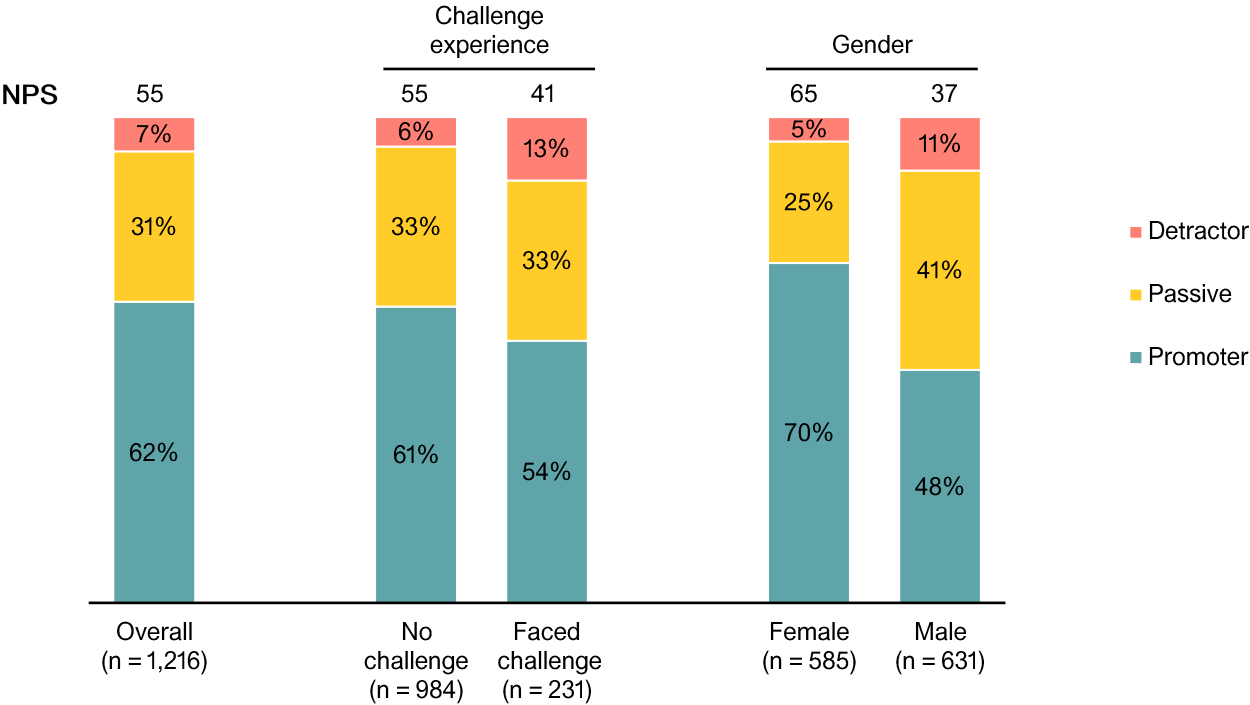
Resolving respondent challenges can help boost NPS.

Women report higher satisfaction compared to men. This may be driven by women being less likely to have alternatives to the grantees’ offering and experiencing higher impact outcomes.

The NPS for respondents facing a challenge is lower compared to that one for those not facing one.

Net Promoter Score® (NPS) by Segment

Q: On a scale of 0-10, how likely are you to recommend the [Company]’s service to a friend or family member where 0 is not at all likely and 10 is extremely likely?



Price and Value Perception

36% of farmers consider agriculture grantees' prices to be 'very good' or 'good'. 96% of health beneficiaries would rate the value offered by health grantees as 'very good' or 'good'.

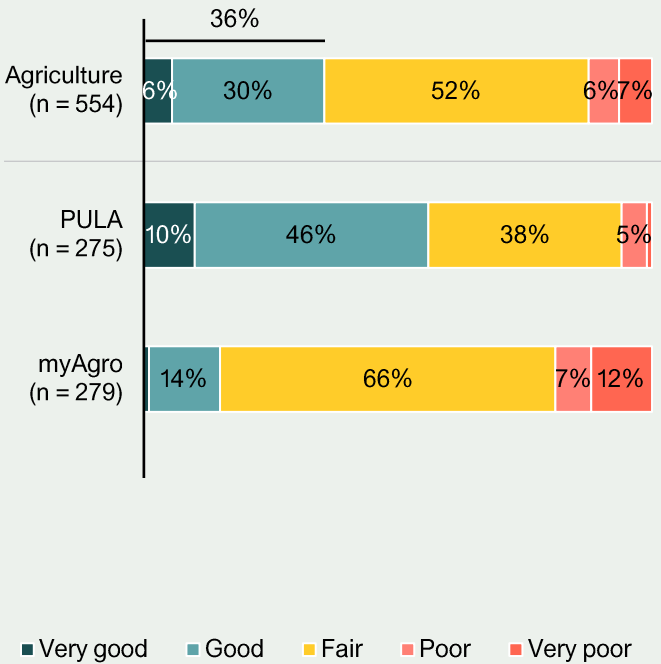
PULA farmers are more likely to rate the price offered as 'very good' or 'good' (56%) compared to myAgro farmers (15%).

Beneficiaries who report that the value offered by health grantees support is 'very good' are more likely to report 'very much improved' quality of life and health in the household.

Gender Insight
Women are more likely to rate the price / value offered by their grantee as 'very good' (56%) compared to men (29%).

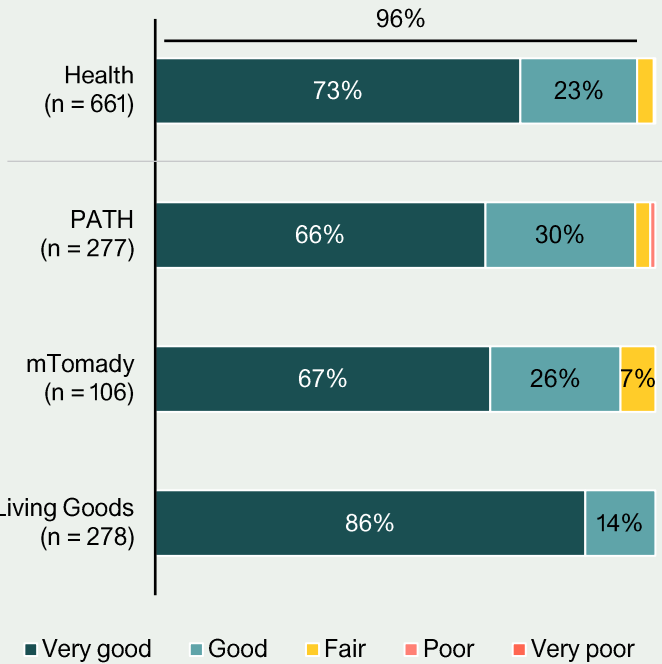
Price Perception

Q: How do you rate the price offered by [Company]?
(n = 554)



Value Perception

Q: How do you rate the value offered by [Company]? (n = 661)



Suggestions for Improvement

We asked respondents an open-ended question about their suggestions to help their respective grantees improve. The top responses are on the right. Actioning these can help boost respondent satisfaction and increase customer loyalty.

Food for Thought
What support can Bayer Foundation offer grantees to help them action these recommendations?

When we look at the respondents’ open-ended responses, we discovered the top three recommendations for improvement.

Top Suggestions for Improvement from Respondents

Q: What about [Company] can be improved? Open-ended, coded by 60 Decibels. (n = 1216)

| | | #1 Suggestion | % | #2 Suggestion | % | #3 Suggestion | % |
|-------------|---------------------------|---|-----|--|-----|--|-----|
| Agriculture | PULA (n = 276) | Offer more services such as market linkage, financial support, irrigation equipment, etc. | 11% | Increase training / product explanation | 9% | Reduce premiums | 8% |
| | myAgro (n = 279) | Make services more affordable | 57% | Provide more seeds and fertilizer | 20% | Ensure timely delivery | 14% |
| Health | PATH (n = 277) | Increase frequency of awareness | 15% | Provide nets, medicine, and other health equipment | 11% | Increase the number of Community Champions | 9% |
| | mTomady (n = 106) | Increase amount covered | 23% | Resume services | 21% | Remove treatment limits | 11% |
| | Living Goods (n = 278) | Diversify training topics | 17% | Have more frequent trainings | 11% | Increase training transport allowance | 7% |

“Income from the sale of
the farm produce helps
me take care of
household needs
including bills and
other house expenses.”
– Male, PULA

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 Farmer loyalty. It is measured through asking Farmers 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 Farmers rating 9 or 10 out of 10 ('Promoters') minus the % of Farmers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'. |
| Inclusivity Ratio | <div>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off Farmers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$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:</div> <div>$\sum_{x=1}^3 \frac{([Company] Poverty Line \\$x)}{(Country Poverty Line \\$x)} / 3$</div> |

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 1,000+ 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.

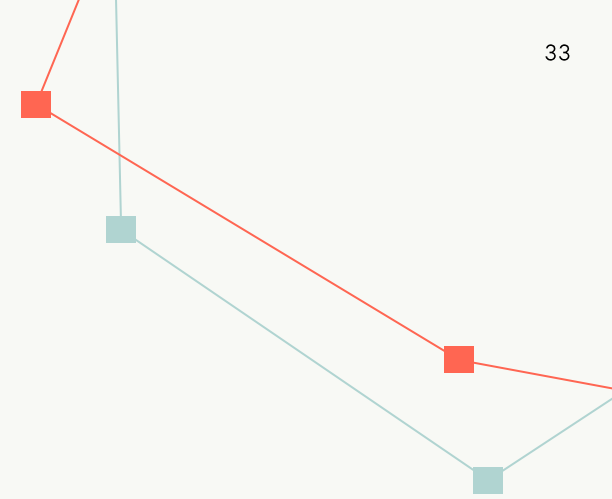
We are proud to be a Climate Positive company. 

Your Feedback

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

Acknowledgements

Thank you to Stefan Wilhelm and Peng Zhong at Bayer Foundation for their support throughout the project.



Malaria and other diseases such as
COVID-19 are disappearing in our
community thanks to the orientation
by the Community Champions.

With the income from
the sale of surplus
produce, I am able to

> pay school fees

> pay for household
bills and

> my expenditures on
food have reduced

because of the
increased yields.

Ramiro Rejas

ramiro@60decibels.com

Aayushi Kachalia

aayushi@60decibels.com

John Waitathu

john.waitathu@60decibels.com