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# Aqua Clara Impact Performance Report

Kenya

August 2021

# Aqua Clara



## Introduction

Aqua Clara partnered with [60 Decibels](#), a tech-enabled impact measurement company, to listen to its customers. 60 Decibels interviewed 275 customers in Kenya to understand customer profiles, experience, and impact.

## About the 60dB Methodology

In August 2021, 60 Decibels’ trained research assistants conducted 275 phone interviews with Aqua Clara’s customers. Here is the breakdown of how we collected this data:

Sampling	Sampled randomly from a database of 1,285 customer contacts shared by Aqua Clara
Response rate	78%
Language	Kiswahili
Accuracy	Confidence Level: c. 95%; Margin of error: c. 5%

## Contents

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

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# At a Glance



## Business Indicators

50

Net Promoter Score, on a  
-100 to 100 scale

The Net Promoter Score® (NPS) — a common gauge of satisfaction and loyalty — of 50 is good. Promoters love the quality and Detractors complain about reliability.

16%

reported experiencing challenges  
with Aqua Clara

Aim to understand, reduce, and address customer challenges as quickly as possible, to improve customer experience

91%

reported 'no' to having a  
good alternative

This suggests that in the absence of Aqua Clara, 9 in 10 customers would struggle to access a similar service. A high percentage here indicates a low degree of competition.

## Impact Indicators

96%

quality of life 'very much  
improved' or 'slightly  
improved'

The top reported outcomes are:

- Access to clean drinking and cooking water (78%)\*
- Prevention of common diseases (32%)\*
- Reduced need to boil water (27%)\*

86%

accessing service for the  
first time

First access provides insight into the degree to which Aqua Clara is reaching an underserved market.

34%

are low-income (live  
below \$ 3.20 / day)

Aqua Clara is serving a lower proportion of low-income customers compared to the Kenyan national average.



Credit: AquaClara

“The water they provide is clear, clean and tastes good and the filters are very easy to use.”

- Female

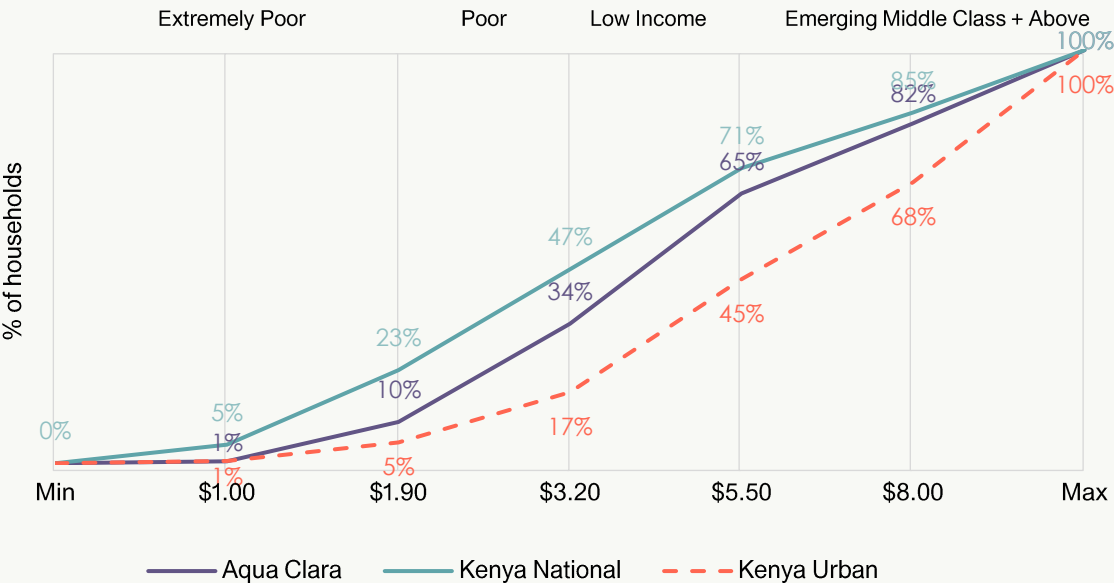
# Who is Aqua Clara reaching?



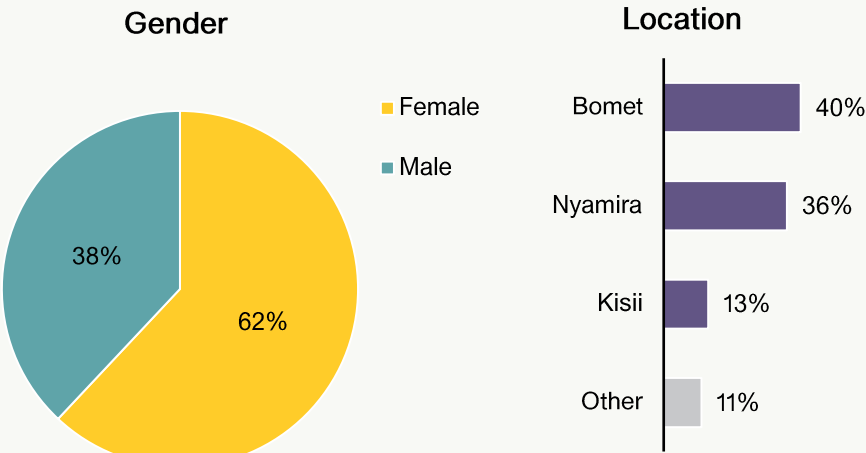
Using the Poverty Probability Index® we measured how the poverty profile of your customers' households compares to the Kenyan national average. Kenya is classified as a low-middle income country by the World Bank and using the \$3.20 line about a third of Aqua Clara's customers are living in poverty. This is lower than the Kenya national average implying Aqua Clara is serving relatively wealthier customers.

## Poverty Distribution of Aqua Clara's Customer Households Relative to the Kenyan National Average

% living below \$X per person / per day (2011 PPP) (n = 270)



Aqua Clara is serving roughly 1.6x more female customers than male customers. The customers we spoke to are concentrated in Bomet and Nyamira counties.



# What impact is Aqua Clara having?

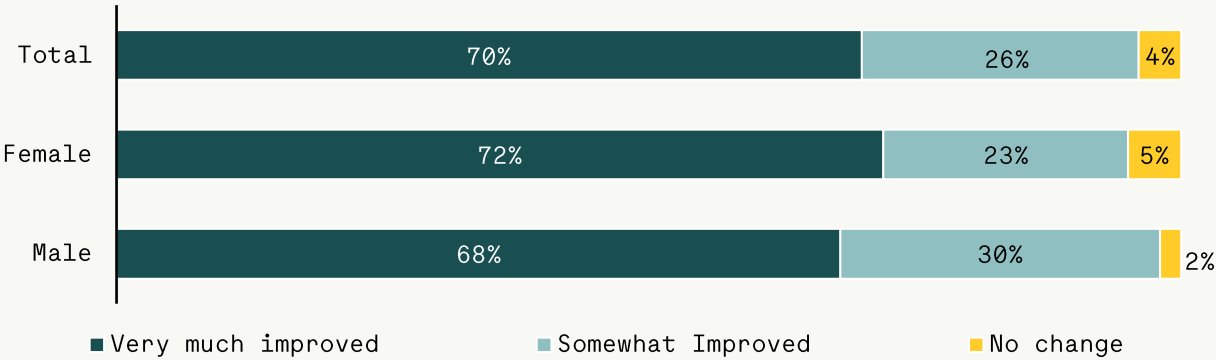


70% of customers reported significant improvements in their quality of life because of Aqua Clara.

To gauge depth of impact, we asked customers to reflect on whether their quality of life has changed because of Aqua Clara’s service. Overall, 96% said their quality of life had improved.

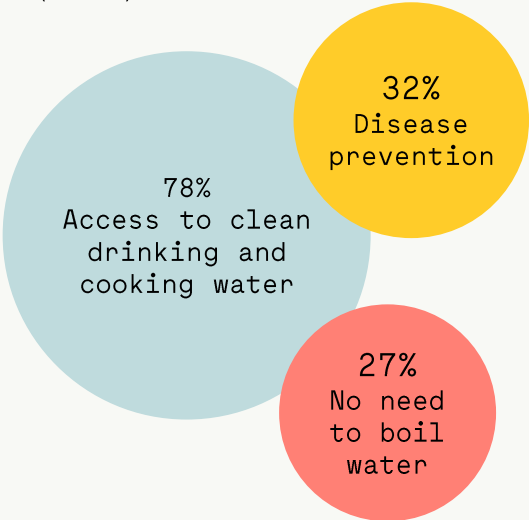
## Perceived change in quality of life

Q: Has your quality of life changed because of Aqua Clara? (n = 275)



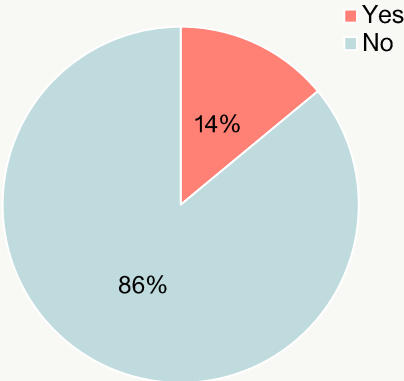
## Top Outcomes Reported

Q: How has your quality of life improved because of Aqua Clara? (n = 264)



## First Access

Q: Before Aqua Clara, did you have access to a product like Aqua Clara provides? (n = 275)



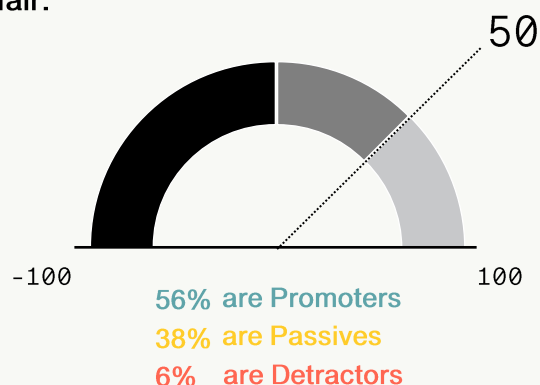
Note: % are of customers experiencing improvements, not total customers



# Are customers satisfied with Aqua Clara?



Aqua Clara's Net Promoter Score® of 50 is fair.



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

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

## What's driving customer satisfaction?

### Promoters love:

1. Good product quality (76% of Promoters / 43% of all respondents)
2. Easy of use (17% of Promoters / 10% of all respondents)
3. Affordable price (14% of Promoters / 8% of all respondents)

### Passives love:

1. Good product quality (44% of Passives / 16% of all respondents)
2. Access to clean water (38% of Passives / 14% of all respondents)
3. Ease of use (28% of Passives / 11% of all respondents)

### Detractors would like to see:

1. A more reliable product (35% of Detractors / 2% of all respondents)
2. Reduced price (29% of Detractors / 2% of all respondents)
3. Better customer service (24% of Detractors / 2% of all respondents)

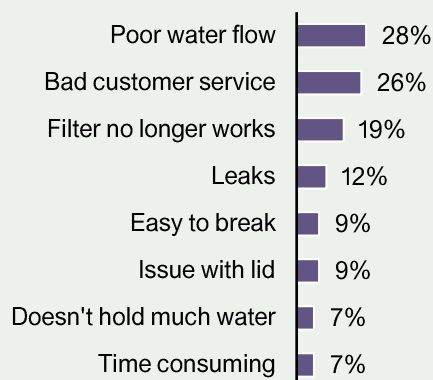


## Spotlight On: Challenges

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

Overall 16% of customers reported facing challenges.

### Challenges (n = 43)



# How does Aqua Clara Compare to the 60dB Benchmarks?



## About the 60dB Benchmarks

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

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

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

## Standard Outcome Metrics

### How Impactful?

70%

reported quality of life 'improved very much'

● ● ● ● ● - TOP 20%

### Contribution

91%

reported 'no' to having a good alternative

● ● ● ● ● - TOP 40%

### 60dB Global Benchmark

The quintile assessment compares Aqua Clara's performance with the 60dB Global Benchmark comprised of 412 companies, across multiple sectors including energy, agriculture, financial inclusion, education, and healthcare.

### Performance vs. Benchmark

● ● ● ● ● - TOP 20%  
 ● ● ● ● ● - TOP 40%  
 ● ● ● ● ● - MIDDLE  
 ● ● ● ● ● - BOTTOM 40%  
 ● ● ● ● ● - BOTTOM 20%

### Net Promoter Score®

50

Net Promoter Score, on a -100 to 100 scale

● ● ● ● ● - MIDDLE

### Challenges

16%

reported experiencing challenges

● ● ● ● ● - TOP 40%



# Appendix

# Indicator Glossary



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

### Quality of Life

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

### Net Promoter Score®

How satisfied are your customers with you and your product/service, and how loyal are they to you? The Net Promoter Score is used the world over as a proxy for gauging this. This indicator is important for understanding customer experience and gathering feedback. It is measured through asking customers to rate their likelihood to recommend your product/service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('promoters') minus the % of customers rating 0 to 6 out of 10 ('detractors').

### Contribution

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

### First Access

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

### Poverty Distribution

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

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# Thank You For Working With Us!

Let's do it again sometime.

## Your Feedback

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

## Who We Are

### About 60 Decibels

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

## Get Involved

### Stay in Touch

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

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