Solar Sister Agent Insights

SNV Results Based Financing Rural Solar Market Development Programme in Tanzania

September 2020

This brief shares the results of 60 Decibels Lean Data research with Solar Sister agents covered under the SNV RBF programme in Tanzania. The report shares insights on agent profile & access, impact, experience & satisfaction and the standard 60 Decibels COVID-19 related indicators. It also shows how the company is performing relative to other companies participating in the SNV RBF. All the data in this report relates only to data collected in this round of verification.

Solar Sister Average NPS: 63
SNV RBF Agents Benchmark NPS: 29

Solar Sister is overperforming the benchmark relative to other companies participating in the SNV RBF programme.

Benchmarking impact performance

Solar Sister results

Sample size: 51

- living below the relative poverty line ($3.20)*
  57%
- 75% accessing work for the first time
  42%
- 96% say Solar Sister’ compensation is better compared to alternatives
  74%
- 16% perceived quality of life has very much improved
  31%
- 93% rate their pay and benefits to be ‘very good’ or ‘good’
  75%
- 63 Net Promoter Score®
  29
- 65% experienced no challenges working for Solar Sister
  58%
3.3 Effort Score

*sample size was too small to measure income profile
Agent profile

- **Average age:** 38 years old, ranging from 20 to 63
- **Gender:** 80% female, 20% male
- **Average tenure with company:** 2.9 years
- **Household size:** 5.4
- **Head of household gender:** 65% male, 35% female. 88% said the household head choice was based on being a primary income earner, 2% said primary decision maker, 10% reported it was due to custom.
- **Education level:** 0% have no education, 73% are educated to primary school level, 24% to lower secondary, 0% to upper secondary, 4% to tertiary level (university)

Acquisition & motivation

- **First access:** 75% were not working before they started working at Solar Sister.
- **Acquisition channel:** 65% heard from company representatives/staff, 27% heard about Solar Sister from friends and family, 6% from other agents and 2% heard from the radio.
- **Motivation:** The top reasons mentioned to want to work for Solar Sister are desire to earn an income, ability to help others/society and Solar Sister’s quality products.

Pay & compensation

- **Pay and benefits rating:** 92% of agents believe the pay and benefits they receive is ‘very good’ or ‘good’. 2% believe it is ‘very poor’ or ‘poor’.
- **Fairness of pay:** 88% perceive the reward they receive for their work to be fair.
- **Comparison to alternatives:** 96% reported that the income they earn is better compared to a local comparable job, 2% said it was similar and 2% could not think of a comparable job.
- **Change in money earned:** 92% of agents reported that the money they earned had increased because of working with Solar Sister, 2% reported a decrease and 6% said there was no change.
Experience & satisfaction

- Agent satisfaction and loyalty: The average Net Promoter Score\textsuperscript{(NPS)} for Solar Sister agents is 63. The NPS is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. NPS is a helpful metric to track over time to detect changes in satisfaction.

- Challenges: 35\% of agents reported experiencing challenges working at Solar Sister mainly around lack of transportation, reduced market share due to competitor companies and lack of products requested by customers.

- Issue resolution: 61\% of agents who have faced challenges said that their challenge has not yet been resolved (22\% of all agents interviewed).

- Effort Score: The average Effort Score is 3.3 out of 5. This score indicates how easy agents feel it is to get an issue handled. 5 is the highest and best score, 1 is the lowest.

- Retention: 100\% believe they will be working with Solar Sister in one year’s time.

**Impact & agency**

- Change in standard of living: 94\% reported that their ability to afford a decent standard of living had improved because of their salary and benefits. 0\% reported that it had become worse while 6\% said that there was no change.

- Quality of life: To gauge depth of impact, agents were asked to reflect on whether their quality of life has changed because of their job. 16\% say their quality of life ‘Very much improved’, 78\% say their quality of life is ‘slightly improved’, 6\% say ‘no change’, and 0\% of agents said that their quality of life had ‘got slightly worse’. The top outcomes for those whose lives had improved were ability to provide for their family and pay their expenses (75\%), ability to earn an income (54\%) and purchase of an asset (15\%).

- Family decisions: 16\% of agents reported that their contribution in family decisions had become ‘much more active’ since working for Solar Sister. 61\% reported slightly more active while 0\% reported less active participation and 29\% said ‘no change’.

**Gender & inclusiveness**

- 80\% female, 20\% male
- Male agents were more likely to report that their compensation is ‘very much better’ compared to alternatives (90\%), compared to female agents (78\%).
- Female agents were more likely to ‘strongly agree’ that they had the tools and resources required to do their job well (32\%) than male agents (10\%).
- Male agents were more likely to ‘strongly agree’ that they get the support and training they need (50\%), compared to female agents (37\%).
- Female agents were more likely to report that their quality of life had ‘very much improved’ (17\%), compared to male agents (10\%).
**Perception on job quality**

- We asked the agents whether they agree or disagree with a number of statements regarding perceptions of job quality. Below are their responses:

<table>
<thead>
<tr>
<th>Perception</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither disagree or agree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence in self and abilities because of company</td>
<td>67%</td>
<td>31%</td>
<td>2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarity on role expectations</td>
<td>63%</td>
<td>33%</td>
<td>4%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to support and training to do work well</td>
<td>39%</td>
<td>35%</td>
<td>16%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Received recognition or praise for good work</td>
<td>29%</td>
<td>4%</td>
<td>6%</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Access to tools and resources to do work well</td>
<td>27%</td>
<td>10%</td>
<td>12%</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Opportunity to learn and grow at company</td>
<td>16%</td>
<td>80%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Feel safe working at company</td>
<td>4%</td>
<td>73%</td>
<td>22%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

**COVID-19 insights**

- **Awareness**: 100% had heard about coronavirus or COVID-19.
- **Level of concern**: 39% were ‘very much’ concerned about COVID-19, 10% were ‘slightly’ concerned, and 0% were ‘not really sure’. 51% said they were ‘not really’ or ‘not at all’ concerned.
- **Feelings about COVID-19**: The top feelings reported were around:
  - Scared that it is a deadly virus.
  - COVID-19 was being successfully contained.
  - Respondents were taking the necessary precautions.
- **Improvements**: Related to the pandemic, the top things reported that would improve the agents’ lives at this time were provision of masks and sanitizer, increased salaries and additional financial support.
- **Hope reasons**: The top actions giving the agents hope are:
  - Sanitizing and cleaning (96%)
  - Wearing face masks (47%)
  - Social distancing (6%)
Methodology

- Sample size: 51
- Survey method: Phone
- Country: Tanzania
- Language: Swahili
- Dates: August - September 2020
- Survey length: 20 minutes
- Sampling method: random sampling of 90 Solar Sister agents
- Response rate: 70%
- Research team: 60 Decibels Tanzania Research Assistants
- Confidence level: 95%
- Confidence interval: 9.1%

“The products are good, durable and affordable. They are favorable to customers.”
About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. We help organizations around the world better understand their agents, suppliers, and beneficiaries. Our proprietary approach, Lean Data℠, brings customer-centricity, speed and responsiveness to impact measurement. We have a network of 120+ trained Lean Data℠ researchers in 32 countries who speak directly to agents to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, we help 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.

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COVID-19 insights dashboard
You can see results from this work and more on our publicly-available online COVID-19 insights dashboard: http://bit.ly/60dB-Covid. SNV are mentioned on our Supporters tab—thank you. :-)

“My children used to lack sufficient light during for their studies, which motivated me to work for Solar Sister.”

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