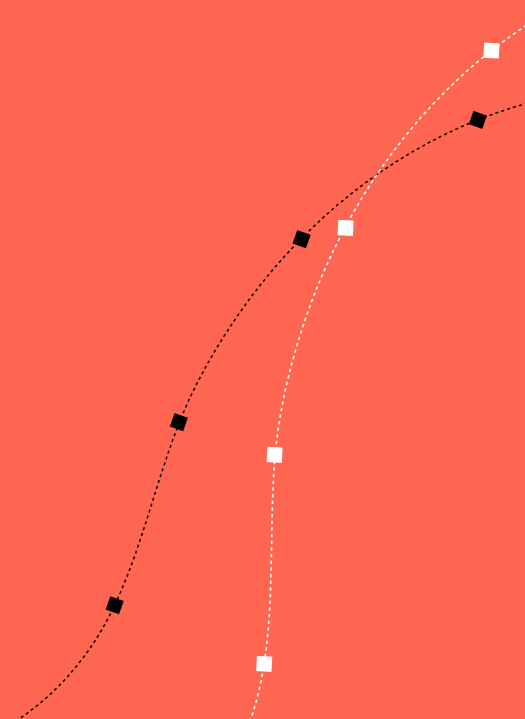


# TEMA Traders

## Performance Summary



## About This Report

This performance report includes a summary of your results across five dimensions: profile, usage, experience, impact, and consumer protection.

For more detailed results, please visit [your private online dashboard](#). On the dashboard you can find additional insights on customer satisfaction, LPG gas usage, and challenges. You can also see your results by different segments including gender.

To contextualize your results and see how your performance compares to other energy companies across these indicators, we have benchmarked your results here and in the online dashboard. The 60 Decibels Energy Benchmarks include 98 energy companies.

Once we have completed the 2023 60 Decibels Energy Initiative, we will provide TEMA Traders with an Index ranking in your online dashboard.



This report shares insights from 60 Decibels listening to 276 TEMA Traders cooking service customers in Tanzania.

## Report Overview

To understand customer experience and impact, 60 Decibels measures performance across four dimensions. The details of these dimensions are summarized below.

<p>Profile</p>	<p>This section helps you understand your customer base, and whether you are reaching a previously underserved population. Key indicators covered include; first access, access to alternatives, and income inclusivity.</p>
<p>Usage</p>	<p>This section uncovers how customers are using your product/service. Key indicators include; sources of energy, productive use, and reasons for non-use.</p>
<p>Experience</p>	<p>This section highlights the experiences of your customers with your product/service. Key indicators include; challenge rate, issue resolution, Customer Effort Score (CES), and Net Promoter Score.®</p>
<p>Impact</p>	<p>This section shows you the degree to which you are impacting the lives of your customers, and what outcomes, if any, customers experiencing, in their own words. Key indicators covered in this section include; quality of life, weekly spending and income changes.</p>
<p>Consumer Protection</p>	<p>This section highlights key indicators from the GOGLA Consumer Protection Code, developed to safeguard consumer rights. 60 Decibels built a targeted survey to directly gather data from consumers, leading to the creation of a Consumer Protection Score and a new Benchmark to provide insights into this topic.</p>

# TEMA Traders Tanzania



## Profile

36%

of customers are female

4.5

average household size

34.4

average customer's age

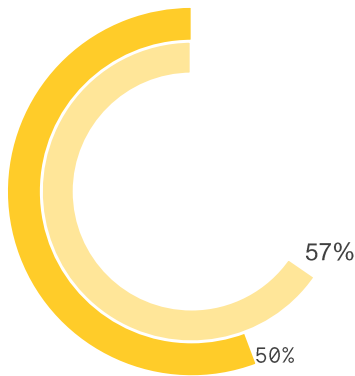
Customer location

8% rural

54% peri-urban

38% urban

- Accessing LPG gas for the first time
- Without access to a good alternative



0.58

Inclusivity Ratio

Degree to which TEMA Traders is reaching low-income customers in Tanzania (n = 276)

population;  
> 1 = over-serving;  
< 1 = under-serving.

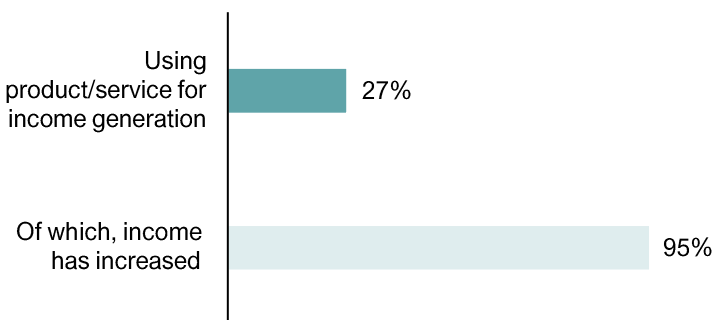
Find out more about the Inclusivity Ratio on page 7.

38%

living below \$3.20 poverty line



## Usage



“

I make extra revenue from trading with TEMA Traders as an agent for business purposes. Additionally, I am able to quickly bring the cylinders to my home, offering my family with ready access to cooking energy, all from TEMA Traders. - Male, 44



## Experience

### Net Promoter Score® (NPS)

# 67

Find out more about the NPS on page 7.

#### Promoters love:

1. Affordable price (47%)
2. Improved energy access (24%)
3. Clean product (23%)

#### Detractors want to see:

1. Improved product parts (33%)
2. Non-faulty wires/buttons (17%)
3. Working products (11%)

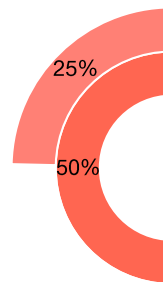
### Challenges and Issues Resolution

- Have experienced a challenge
- [Of those with challenges] Issues unresolved

# 4.4

Customer Effort Score (CES)

Find out more about the CES on page 7.



“

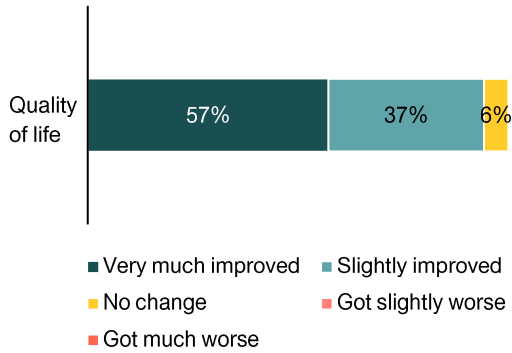
"The gas cylinder and Taifa gas stove have helped me reduce the time it takes to cook. Unlike the use of charcoal which cooked slowly, I now wake up in the morning and quickly prepare breakfast and go to work. I have found myself reducing the cost of buying charcoal regularly and it has really helped. - Female, 28

“

The Taifa gas cylinder has helped me reduce the cost of buying gas from other gas companies. For example, I used to use the ORAXY gas company where the gas would run out very fast. Now that I use the Taifa gas cylinder, it lasts for a long time. - Male, 30

## Impact

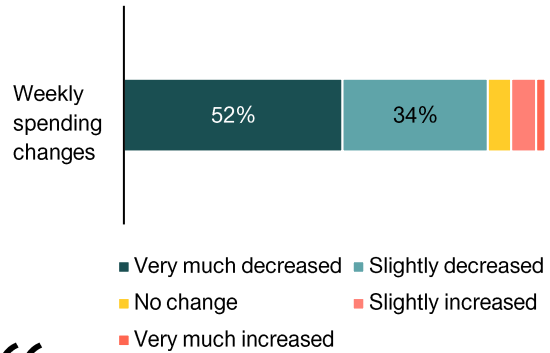
### Social Impact



#### Customers whose lives have improved:

1. 41% Saves time
2. 33% Cooking is easier
3. 22% Increased income

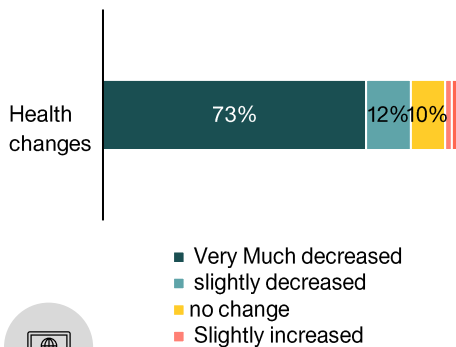
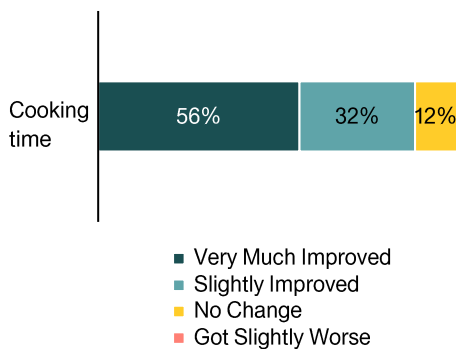
### Economic



“

The LPG cylinder from TEMA Traders lasts for two months. Food cooks faster, tastes good, and we eat on time. - Female, 35

## Cooking Impacts



“

The health of my family has improved, and I have the time to work on meeting my family's needs. - Female, 35



For more results, check out your [online dashboard!](#)

# Detailed TEMA Traders Benchmark Performance

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

Performance Relative to Benchmark compares TEMA Traders' performance with the 60 Decibels Energy Benchmarks which includes 100 energy companies and 26k+ customers.

The 60 Decibels project will be updated in our online Benchmark dashboard which you can find [here](#).

Indicator	Description	TEMA Traders	60dB Energy Cooking Benchmark	60dB Energy Benchmark	Performance Relative to 60dB Energy Benchmark	Benchmark Position
<b>Profile</b>						
First Access	% accessing for the first time	50	91	83	●○○○○	-
Alternatives	% without access to good alternative	57	77	81	●○○○○	-
Poverty Reach	Inclusivity Ratio	0.58	0.52	0.73	●●○○○	-
Poverty Reach	% living below \$3.65 poverty line	38	-	-	-	-
Location	% living in rural communities	8	31	54	●●○○○	-
Gender	% female	36	55	42	●●●○○	-
<b>Usage</b>						
Productive Use	% using product/service for income generation	27	4	17	●●●●●	-
<b>Experience</b>						
Ease of Use	% experiencing challenges using product/service	25	27	29	●●●○○	-
Issue Resolution	% of issues not resolved (of those facing challenges)	50	80	65	●●●●○	-
Customer Service	Customer Effort Score (of those facing challenges)	4.4	2.95	3.2	●●●●●	-
Customer Satisfaction	Net Promoter Score	67	50	47	●●●●○	-
<b>Consumer Protection</b>						
Over-indebtedness	% report payments is a burden	-	-	8	-	-
Resilience	% who cut food consumption to make payments (for companies offering financing)	-	-	-	-	-
Consumer Protection	Consumer Protection Score (%)	-	-	-	-	-
<b>Impact</b>						
Quality of Life	% 'very much improved' quality of life	57	42	47	●●●○○	-
Expenditure	% seeing decrease in spending on energy	86	-	-	-	-
Income	% seeing increase in income as a result (of % using for income generation)	95	-	-	-	-
<b>Clean Cooking Impacts</b>						
Improved Health	% improved health	88	56	35	●●●●●	-
Decreased Cooking time	% 'very much' decreased time spent on cooking	73	-	-	-	-

# Methodology

## About the 60 Decibels Methodology

In July-August 2023, 60 Decibels' trained researchers conducted 276 phone interviews with TEMA Traders LPG gas customers in Tanzania. The customers were randomly selected from a random sample of TEMA Traders's LPG gas customers database. Our results are representative of TEMA Traders LPG gas customers in Tanzania who had available contact information and have been using the LPG gas for 3-24 months. We contacted 286 customers, of who 276 (97%) actively use the LPG gas and completed an interview. Here is the breakdown of how we collected this data:

Country	Tanzania
Contacts Shared	737
Interviews Completed	276
Response Rate	73%
Language(s)	Swahili
Average Survey Length	17 minutes
Confidence Level	95%
Margin of Error	5%

## Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Inclusivity Ratio	<p>The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off customers. It is calculated by taking the average of Company % / Country %, at the \$2.15, \$3.65, and \$6.85 lines for low income and low-middle income countries, or at the \$3.20, \$5.50 and \$8.00 lines for middle income countries. The formula is:</p> $\sum_{x=1}^3 \frac{(\text{TEMA Traders Poverty Line } (\$x))}{(\text{Tanzania Poverty Line } \$x)} / 3$
Customer Effort Score	<p>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, TEMA Traders 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.</p>
Net Promoter Score®	<p>The Net Promoter Score (NPS) is a gauge of customers satisfaction and loyalty. It is measured by asking customers to rate their likelihood to recommend a product/service to a friend or family member 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'. The NPS can be anything from -100 to 100.</p>
Consumer Protection Score	<p>Developed by 60 Decibels, the Consumer Protection Score evaluates an organization's performance on selected Consumer Protection indicators, based on customer experience. It is measured on a scale from 0 to 100%, with 100% signifying the highest level of consumer protection. The score consists of three equally weighted dimensions, totaling 9 questions: awareness of key contract terms, ability to pay, and ease of use.</p>

# Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

## Review Your Results

- Review your results and qualitative customer responses. There's a lot of interesting feedback in there!
- 

## Engage Your Team

- Send the report to your team and invite feedback, questions, and ideas. Sometimes the best ideas come from unexpected places!
  - Set up a team meeting and discuss what's most important, celebrate the positives, and identify next steps.
- 

## Spread The Word

- Reach a wider audience on social media and show you're invested in your customers.
- 

## Close The Loop

- We recommend posting on social media/your website/sending an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on [XYZ]'
  - If you can, call back the customers with challenges and/or complaints to find out more and show you care.
  - After reading this report, don't forget to let us know what you thought: [Click here!](#)
- 

## Take Action!

- Collate ideas from your team into an action plan including responsibilities.
- Keep us updated, we'd love to know what changes you make based on these insights.
- Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.



# Indicator Glossary

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

### First Access

How many customers have access to a product or service like a company's 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 or service like a company's elsewhere before availing it from the company.

### Availability of Alternatives

How much choice do customers feel they have when they made the decision to purchase, use, connect to the product or 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 or service.

### Quality of Life

How transformative or meaningful is a company's product or service to the general well-being of its 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 the company's product or service (other options: 'slightly improved', 'no change', 'got slightly worse', 'got much worse').

### Net Promoter Score®

How satisfied are a company's customers with company and it's product or service, and how loyal are they to the company? 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 a company's product or 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').

### Customer Challenge Rate

What proportion of a company's customers experience challenges with the company's product or service? This is a critical experience metric that helps you understand the extent to which a company's product or service is being delivered as expected and the extent to which the company's intended impact is being achieved. We also ask about the nature of challenges customers experience and whether or not they've been resolved. This is very valuable information to help you understand where a company's can focus a company's customer experience efforts.

### Customer Effort Score

How easy is it for customers to resolve challenges they are experiencing? Customers are asked to rate on a scale of 'strongly agree' to 'strongly disagree' how they feel about the statement "Overall, TEMA Traders made it easy for me to handle my issue." The Customer Effort Score (CES) helps understand this, and it is the average rating of all customers.

## 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 1,000+ researchers in 97+ countries and have worked with more than 800 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.

## Upcoming Why Off-grid Energy Matters Report

Insights from the 2023 Energy Initiative will form a part of our upcoming Why Off-grid Energy Matters report. Our goal is to provide standardized customer-level social impact insights, by harnessing a movement of companies and funders, to enable informed decision-making and accountability for positive impact across the off-grid energy sector. The Initiative will bring fresh perspectives and insights, introduce new companies, and provide updated performance ranking via our interactive Impact benchmark dashboard. We'll identify which indicators of customer experience and impact have the most potential for improvement - diving further into the difference across the sector.

## 60 Decibels Energy Benchmark Dashboard

The 60dB Energy benchmark consists of the performance of 100 energy companies, across 25 countries, from 111 Lean Data projects, listening to over 26,000 customers. This includes companies and organizations providing solar home system, solar lantern, mini-grid, and cooking products and services, with data for the past 3 years. We update the page monthly, so you can always find the latest sector trends there.

## Thank You For Working With Us!

**Let's do it again sometime.**

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

### Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

### Dig into your results on your dashboard!

There are more results for you to explore and segment in your online dashboard - [check it out!](#)

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