

Kilimanjaro Blind Trust Africa Performance Summary



Source : KBTA

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About This Study

This report is designed to provide you with you with a quick overview of user experience and performance as reported by your beneficiaries.

The insights are based on phone interviews with 72 beneficiaries. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your beneficiaries – they had a lot to say!



Methodology

About the 60 Decibels Methodology

In September 2022, 60 Decibels’ trained researchers conducted 72 phone interviews with KBTA’s Orbit reader beneficiaries. We used a stratified sample -we selected an equal number of students from each school on the list and one teacher from each school to participate in the survey - randomly selected from KBTA’s database of 400 shared with 60 Decibels. Here is the breakdown of how we collected this data:

In Summary

KBTA has demonstrated impressive performance with its assistive technology product, the Orbit Reader 20. The outreach efforts have been successful in reaching a large proportion of users who accessed the product for the first time, indicating the high level of impact and satisfaction among its beneficiaries.

The positive impact of the Orbit Reader 20 on users’ quality of life, confidence, and independence is evident, as most users reported a significant decrease in the need for a caregiver or family member. The product has also had broader benefits beyond the individual user, such as improved peer interaction, reading ability, and quality of work.

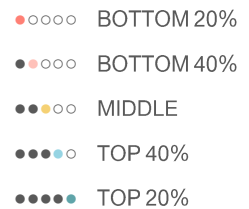
Despite the positive outcomes, there are areas for improvement such as accessibility and better support mechanisms. More than half of the users reported experiencing challenges, and a significant proportion of these had unresolved issues. This suggests a need for better troubleshooting mechanisms and support for users.

The Net Promoter Score (NPS) of 45 is a good indicator of overall satisfaction with the product, but there is room for improvement to ensure user satisfaction and retention. The high percentage of users who would be very disappointed if they could no longer use the product underscores its importance and potential for scalability.

The Orbit Reader 20 is impressive, with high impact and satisfaction among users. However, continued investment and improvement in accessibility and support mechanisms are necessary to ensure the product’s success and benefit to users.

Country	Kenya
Interviews Completed	72 (20 Teacher interviews and 52 Learner interviews)
Response Rate	100%
Languages	English, Swahili
Average Survey Length	26 mins
Confidence Level	95%
Margin of Error	10%

Detailed KBTA Benchmark Performance



Performance Relative to Benchmark compares KBTA's performance with the 60 Decibels Global Benchmarks which includes 711 companies and 285K+ customers.

Indicator	Description	KBTA	GDI Hub Average	60dB Global Benchmark	Performance Relative to 60dB Global Benchmark
Profile & Access					
First Access	% accessing product for the first time	46%	58%	65%	●●○○○
Alternatives	% without access to good alternative	95%	85%	70%	●●●●●
Female Reach	% female beneficiaries	49%	40%	41%	●●●●○
Impact					
Quality of Life	% whose lives 'very much improved'	81%	46%	36%	●●●●●
Confidence	% whose confidence and self esteem 'very much improved'	81%	64%	-	●●●●●
Independence	% whose caregiver/ family member 'very much decreased'	64%	40%	-	●●●●●
Accessibility	% able to use AT product whenever	67%	58%	-	●●●●●
Satisfaction					
Net Promoter Score	NPS Score, -100 to 100	45	37	47	●●●○○
Challenges	% experiencing challenges	58%	40%	20%	●○○○○
Issues Unresolved	% with unresolved issues (a subset of Challenges)	81%	87%	56%	●○○○○
Additional Insights					
Peer interaction	% reporting 'very much improved' peer interaction	82%	82%	-	●●●●●
Scalability	% very disappointed if they could no longer use KBTA's Orbit reader	97%	59%	-	●●●●●
Ability to read	% reporting 'very much improved' ability to read	77%	47%	-	●●●●●
Quality of work	% reporting 'very much improved' quality of work	86%	56%	-	●●●●●
Ease of Use	% reporting 'very easy' to use the Orbit Reader 20 independently	82%	49%	-	●●●●●

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
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'.

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About 60 Decibels

We're a tech-enabled impact measurement company, working in over 70 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Thank You For Working With Us!

Let's do it again sometime.

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

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Acknowledgments

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