




Buildher

Impact Performance Report



Source: Buildher

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Overview

About Buildher

Buildher provides low-income women with sustainable jobs and enterprises in construction finishing trades, enabling skilled women to achieve economic mobility and build successful careers in the construction sector.

About This Report

This report is designed to provide you with insights of the women you train, their profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on phone interviews with 224 alumnae* and 59 artisans** in Kenya. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from these women – they had a lot to say!

We employed a convenience sampling method, selecting respondents based on the availability of contact details provided by Buildher. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other Education companies in the [Performance Snapshot](#) and [Appendix](#) through the 60 Decibels Benchmarks.

We have explored insights by level and trade and highlighted differences wherever relevant. We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

224 alumnae and 59 artisans interviewed. All were female.



“

Whenever I look for a job that is in line with my profession, I'm considered because I have the right skills and training that is needed for the job, thanks to Buildher. This has made me not to lack finances to cope with my daily expenses.

- Alumnus, 27

*Alumnae refers to women who completed a trade-specific training from Buildher and graduated between 2019 and 2025.

**Artisans refers to women who have completed Buildher's trade-specific training but have not yet graduated from the program. At the time of the interviews, they were completing their work placements.

60dB Perspective

Top Insights

1 Women are accessing trade-specific training for the first time, and report high satisfaction.

Buildher is effectively reaching a previously underserved population, with 95% of women reporting they had no prior access to comparable trade-specific training. Nearly 9 in 10 of the women also say that they cannot easily find a good alternative.

Buildher's training has a Net Promoter Score (NPS) – a common gauge of satisfaction and loyalty – of 76, which is excellent. The top satisfaction drivers include focus on women's empowerment (30%) and the comprehensiveness of the training (27%).

See pages: [9](#), [16](#).

3 While Buildher's training is highly effective in supporting initial entry into the construction workforce, sustaining employment remains a challenge.

93% of women accessed a job in the construction sector after graduation. However, only 65% are currently working. Limited job placement support is a key driver of dissatisfaction, and is also the alumnae's top recommendation for strengthening the alumnae support program.

44% of women report that they haven't received a job offer from Buildher that was relevant to their skills and expectations.

See page: [8](#), [16](#), [18](#), [19](#).

5 Incorporate alumnae and artisans' suggestions to strengthen training and employment support.

When asked how Buildher's training could be improved, 4 in 5 women shared specific suggestions. These included introducing additional courses, improving job placement support, providing financial support, and extending course duration.

These suggestions highlight alumnae and artisans' desire for more comprehensive learning, stronger support in securing and sustaining employment, and reduced economic barriers. Together, they point to the need for a more holistic approach that deepens skill development, enhances long-term work outcomes, and maximizes financial impact.

See page: [20](#).

2 Buildher's training is enabling alumnae and artisans to increase their income while enhancing their quality of life and confidence.

Nearly all women report an improvement in their quality of life, with 72% attributing this change to greater financial independence because of Buildher's training. Almost all women also report income growth, driven by higher salaries, and increased confidence in their ability to achieve their financial goals.

Additionally, 80% of women expect Buildher's training to significantly improve their income in the next year, primarily by increasing their experience and expertise.

See pages: [11](#), [12](#), [13](#), [14](#).

4 Alumnae consistently experience stronger outcomes and satisfaction than artisans.

Alumnae outperform artisans across all key expected impact outcomes and experience metrics of the Buildher's training, including quality of life (99% vs 90%), income improvement (95% vs 78%), ease of use (79% vs 68%), and NPS (79 vs 64).

This suggests alumnae are better able to translate Buildher's training into tangible financial and personal benefits, likely due to higher familiarity with the training and more sustained engagement over time.

See page: [11](#), [13](#), [16](#), [17](#).

Performance Snapshot




On the page, you can find Buildher’s performance relative to peers working in the same sector. The performance column presents how you compare to 60 Decibels Benchmarks in the Education sector in Africa. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the [Appendix](#).

Performance vs 60dB Benchmarks

- Bottom 20%
- Bottom 40%
- Middle
- Top 40%
- Top 20%

Benchmark Overview

Africa geographical focus	Education sector focus	31 companies included	13,083 voices listened to
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	Builder Performance	Benchmark Performance
 Who are you reaching?		
Accessing training for first time	95%	●●●●●
Could not easily find a good alternative	87%	●●●●○
 What impact are you having?		
% seeing significantly improved quality of life	67%	●●●●○
 How satisfied are alumnae and artisans?		
Net Promoter Score	76	●●●●○
% experiencing challenges	23%	●●●○○



01: Profile

This section helps you understand your alumnae and artisans, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Working Status:** Are women currently working? How many days do they work in a month?
- **First Access:** What proportion of the women are accessing a similar training for the first time?
- **Access to Alternatives:** Do the women have access to alternatives? Is there competition in the market?

 Profile

79% of the women we spoke with were alumnae. On average, the women have been working in the construction sector for 2 years.

Demographics

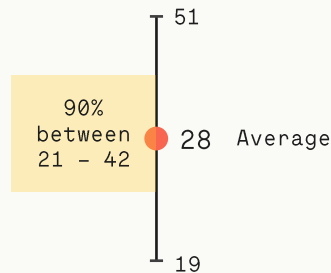
Level Breakdown	
Alumnae	79%
Artisans	21%

Alumnae refers to women who completed a trade-specific training from Buildher and graduated between 2019 and 2025.

***Artisans* refers to women who have completed Buildher's trade-specific training but have not yet graduated from the program.

Trade	
Carpentry	43%
Painting	37%
Tiling	20%

Age Distribution



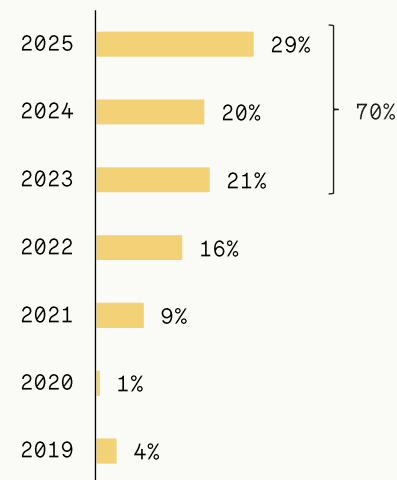
2.86

Avg work experience across sectors (in years)
Avg work experience in construction: 1.69 yrs

7 in 10 of the alumnae graduated between 2023 and 2025. 76% of artisans completed the training and started working in Q2 2025.

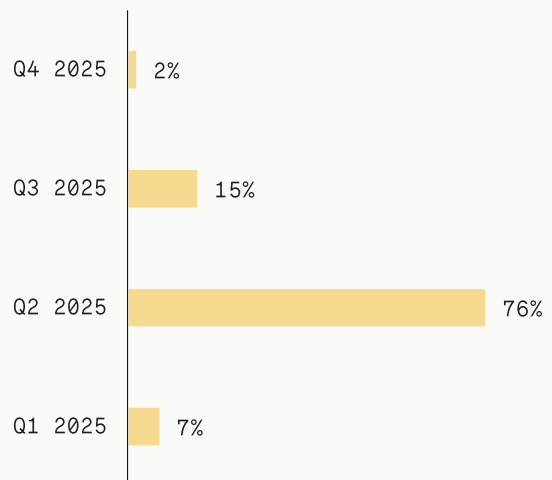
Alumnae: Year of Graduation

Q: Which year did you graduate from the [Carpentry & Joinery, Painting, Cabinetry, Decorating or Tiling] training by Buildher? (n = 224)



Artisans: Month of Training Completion

Q: Which year and month did you finish training and start working? (n = 58)*



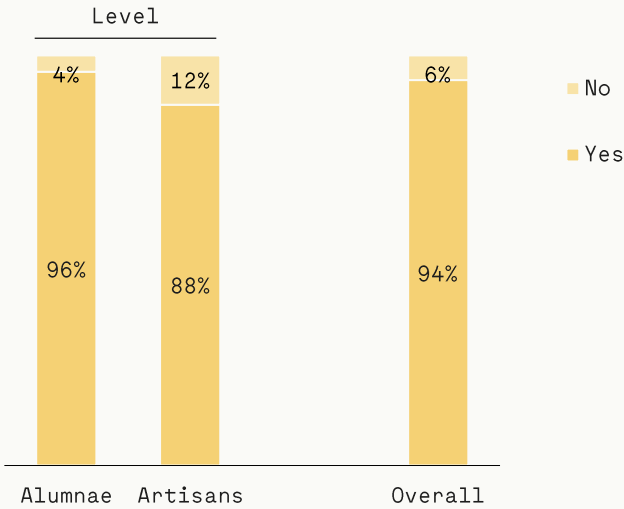
*1 artisan said they completed their training in June 2024 but hasn't graduated yet.

Profile

9 in 10 women have completed the NITA certification and have accessed a job in construction since graduating.

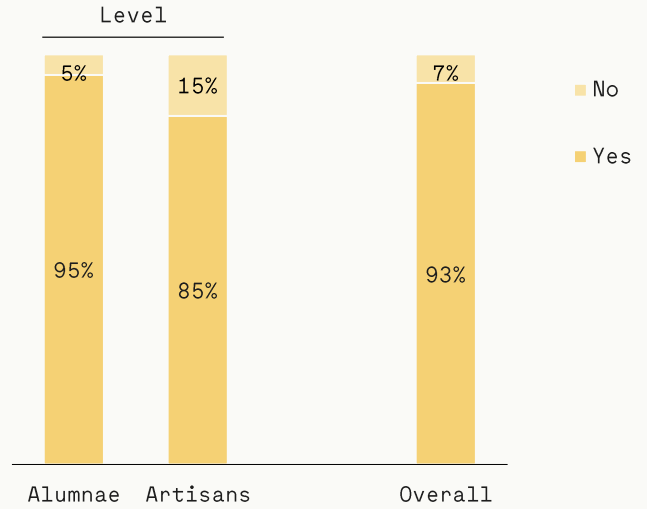
Completion of NITA Certification

Q: Did you complete the NITA certification after graduation?
(n = 283 | Alumnae = 224, Artisans = 59)



Job Access in Construction Sector

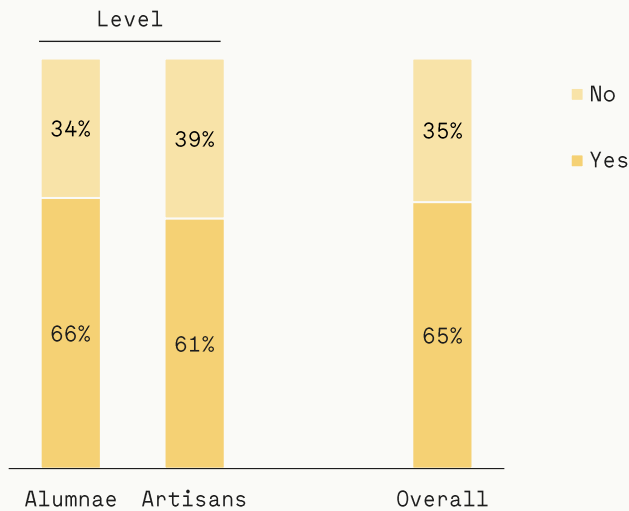
Q: Did you access a job in the construction sector after graduation?
(n = 283 | Alumnae = 224, Artisans = 59)



65% of women are currently working an average of 22 days in a month.

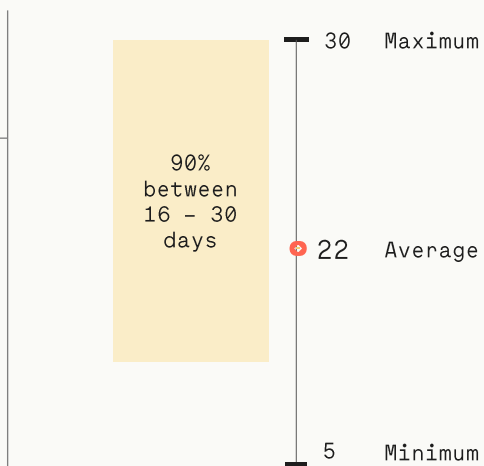
Working Status

Q: Are you currently working?
(n = 283 | Alumnae = 224, Artisans = 59)



Number of Days Worked in a Month

Q: How many days do you work in a month? (n = 183)*



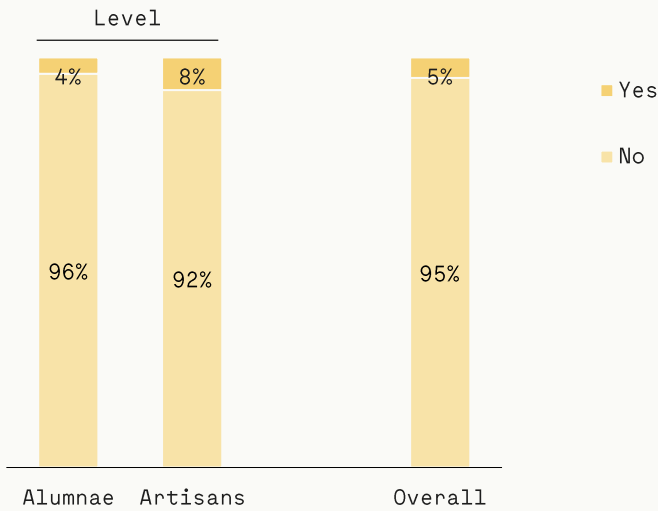
Insight: Artisans were more likely to report a higher minimum value (14 days) compared to alumnae (5 days).

Profile

More than 9 in 10 women say they had no prior access to a training like the one Buildher provides.

First Access

Q: Before Buildher's training, did you have access to a training like Buildher provides?
(n = 283 | Alumnae = 224, Artisans = 59)

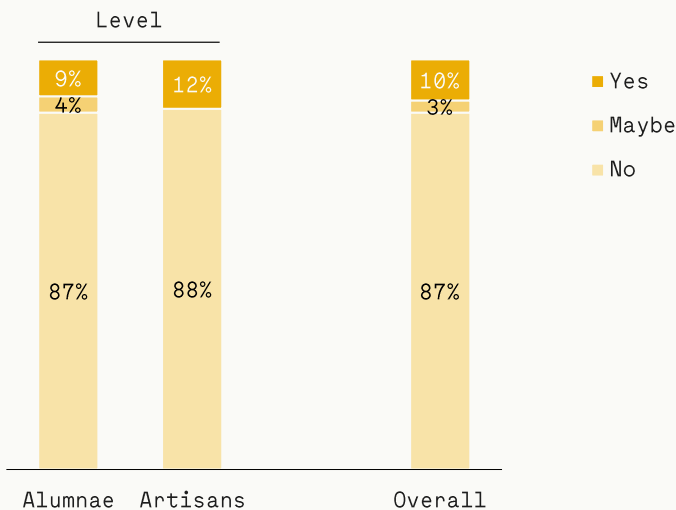


●●●●●
TOP 20% - 60dB Benchmark

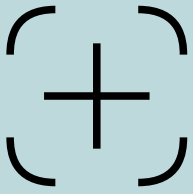
Nearly 9 in 10 of the women say that they cannot easily find a good alternative to Buildher's training.

Access to Alternatives

Q: Could you easily find a good alternative to Buildher's training?
(n = 283 | Alumnae = 224, Artisans = 59)



●●●●○
TOP 40% - 60dB Benchmark



02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask the women whether their quality of life has changed as a result of access to Buildher's training, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, are the women experiencing, in their own words.

The key indicators in this section are:

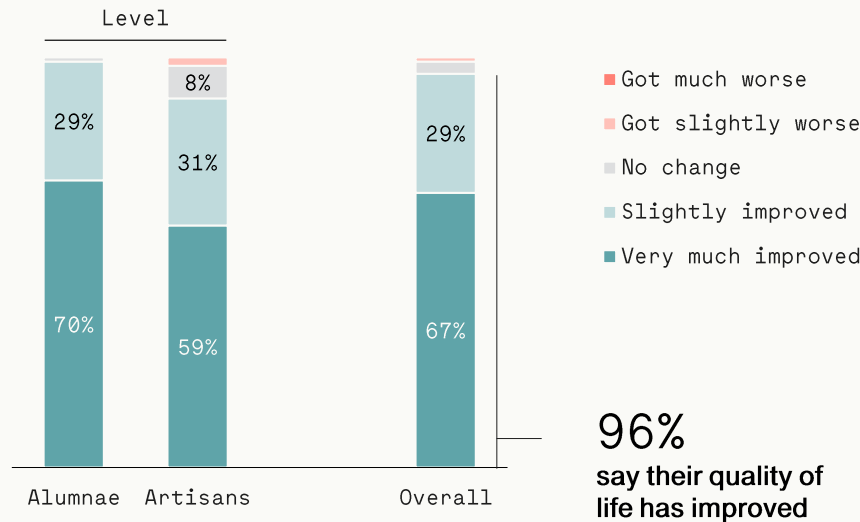
- **Quality of Life Change:** To what extent has the quality of life of the women changed as a result of your training?
- **Change in Earnings:** Has the women's income changed because of the training?
- **Financial Goals:** What are the women's financial goals? Has their confidence in achieving these goals changed?

(+) Impact

96% of women report that their quality of life has improved because of Buildher’s training, particularly alumnae.

Quality of Life

Q: Has your quality of life changed because of Buildher’s training?
(n = 283 | Alumnae = 224, Artisans = 59)



Insight

Alumnae were more likely to report a significant improvement in their quality of life (70%) than artisans (59%).

Women who took the painting training also reported the highest levels of improvements, with 75% saying their quality of life had ‘very much improved’, compared to those who took carpentry (66%) and tiling (56%).

●●●●○
TOP 40% - 60dB Benchmark

Top three self-reported outcomes for 96% of women who say their quality of life improved.

Open-ended question, responses coded by 60dB.
(n = 271)

72%
talk about improved financial independence
(69% of all respondents)

47%
mention skills acquisition
(45% of all respondents)

39%
report being able to secure employment opportunities
(37% of all respondents)

“

I have been able to get a job in the industry, and I have done a lot of my own projects [which have enabled me] to pay my bills and live a good life. I can afford medicine when I am sick and good food from the money I get through construction.

- Alumnus, 24

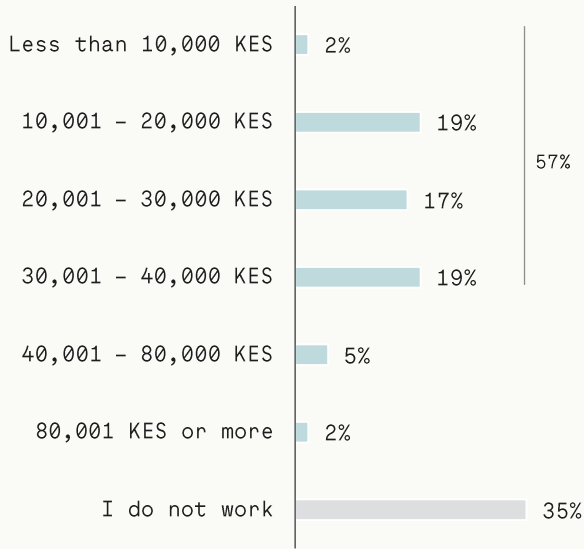
(+) Impact

57% of women earn less than KES 40,000 per month. Alumnae report higher monthly incomes than artisans.

Monthly Income*

Q: Currently how much do you make on a daily basis? (n = 283)

Q: How many days do you work in a month? (n = 283)



Insight

Alumnae were more likely to report higher monthly incomes than artisans, with 62% of artisans earning less than KES 20,000 per month, compared to 26% of alumnae.

*Monthly income was calculated by multiplying daily income by the number of days worked in a month.

The women expect to earn an average of KES 44,415 per month next year.

Future Monthly Income Expectation

Q: In the next 12 months, how much do you expect to make on a monthly basis? (n = 181)**

Current monthly income (KES)	Average expected monthly income in the next 12 months (KES)
Less than 10,000 (n = 5)	13,700
10,001 – 20,000 (n = 53)	34,570
20,001 – 30,000 (n = 48)	42,417
30,001 – 40,000 (n = 55)	47,451
Above 40,001 (n = 20)	61,850

Average
44,415
KES

Insight

56% of artisans are currently earning between 10,001 – 20,000 KES per month, compared to 23% of alumnae.

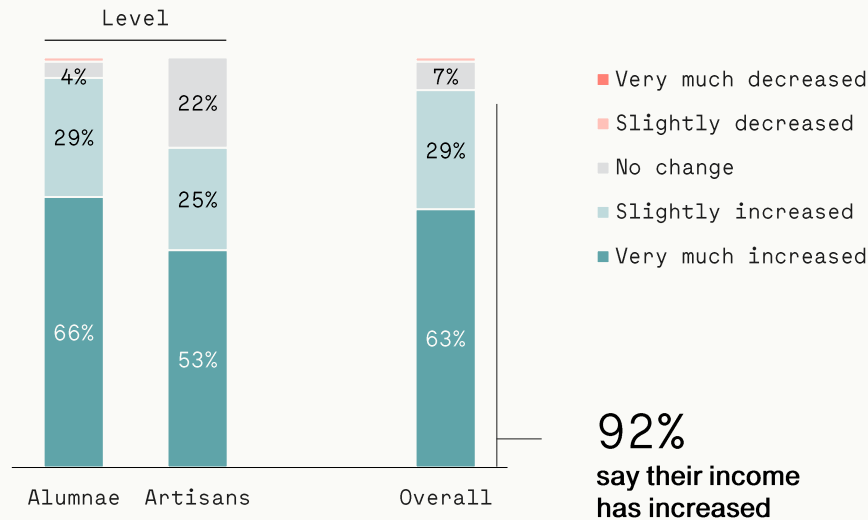
**For the purposes of our analysis, we have excluded those who are not currently working as well as 2 respondents who reported outlier values.

(+) Impact

92% of women report an increase in their earnings, with 63% reporting significant increases.

Change in Earnings

Q: Has the money you earn (your income) changed because of Buildher's training?
(n = 283 | Alumnae = 224, Artisans = 59)



Insight

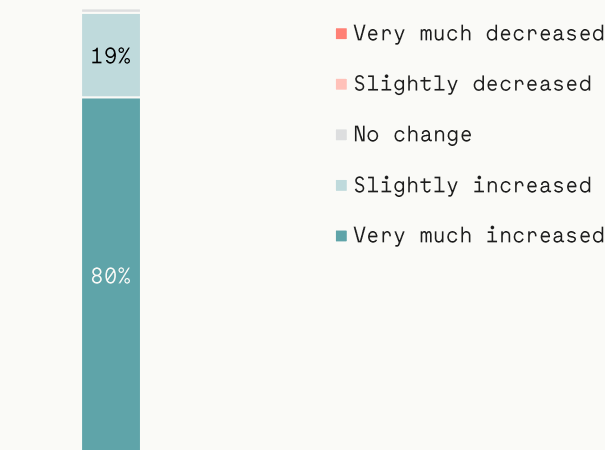
89% of women who say their income has increased say it's primarily because of higher wages or salaries. The other reported reasons include:

- Reduction in cost (15%)
- Increase in volume sold (12%)
- Increase in price (12%)

80% expect Buildher's training to significantly improve their income in the next year, primarily through increased experience.

Expected Change in Future Personal Income

Q: Do you expect your personal income to change in the next 12 months because of Buildher's training? (n = 283)



Reasons for Expected Income Change

Q: Why do you think your income may increase? (n = 279)
Open-ended question, responses coded by 60dB.

41% mention gaining experience and expertise

24% report increased skills and certifications

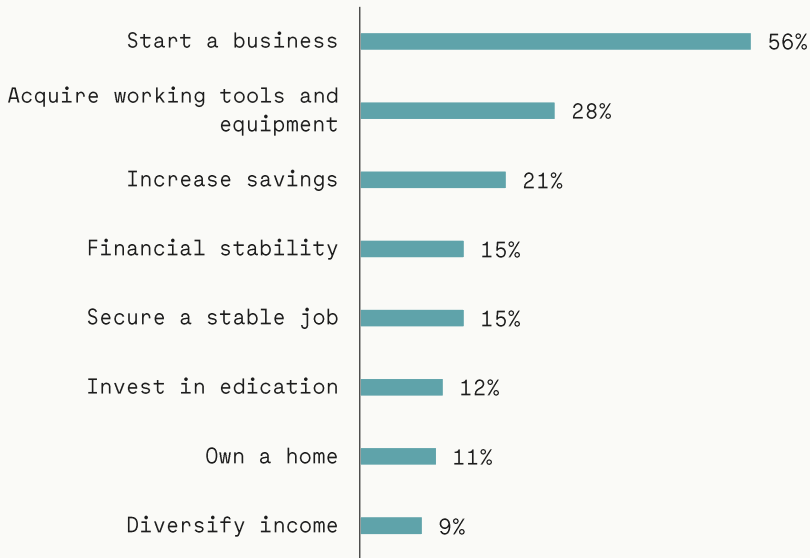
17% talk about investing in their business

(+) Impact

Starting a business and acquiring working tools and equipment are the top financial goals that women have for the coming year.

Top Financial Goals

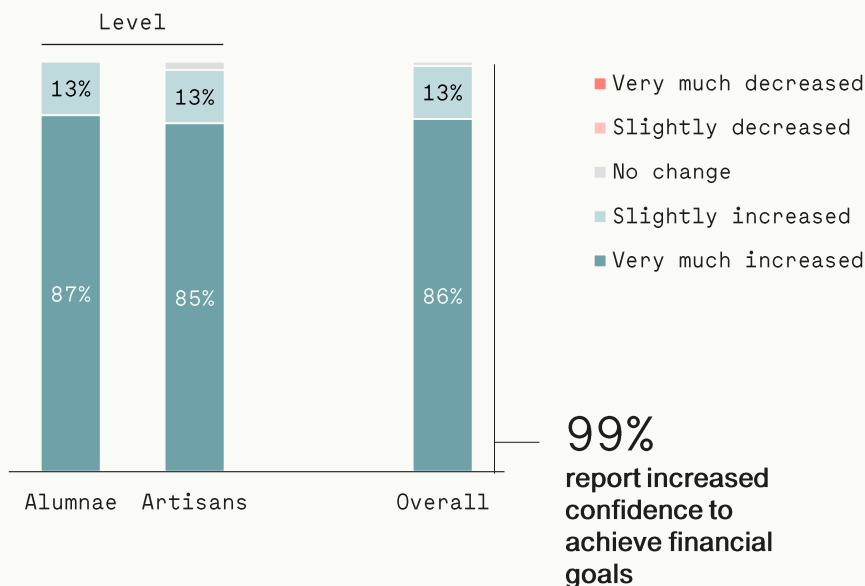
Q: Could you please describe your financial goals in the coming 12 months? (n = 283)
Open-ended question, responses coded by 60dB.



Virtually all women report increased confidence in achieving these goals because of Buildher’s training.

Confidence to Achieve Financial Goals

Q: Has the training from Buildher changed your confidence in achieving these goals?
(n = 283 | Alumnae = 224, Artisans = 59)





03: Experience

If the women are unhappy, it's unlikely they will continue to choose your training or recommend to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of satisfaction and loyalty. Additional insights on challenges and suggestions for improvement highlight areas you can improve.

The key indicators in this section are:

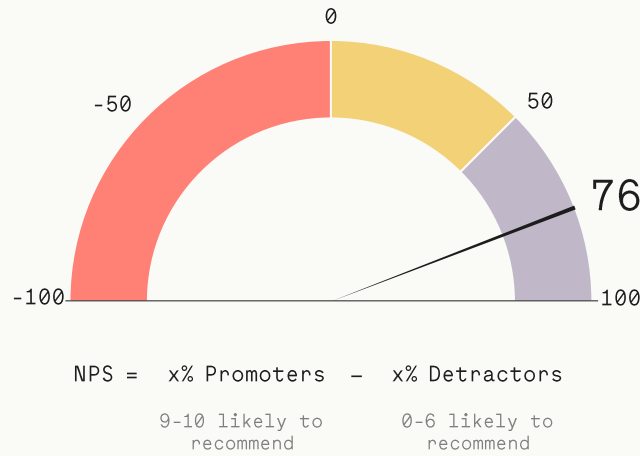
- **Net Promoter Score:** How likely are the women to recommend your training to a friend or family member?
- **Challenge Rate:** What proportion of women experience challenges with your training?
- **Suggestions for Improvement:** What about Buildher can be improved?

Experience

Buildher’s training has an NPS of 76 in Kenya, which is excellent and higher than the 60dB Benchmark.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Buildher’s training to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 283)



●●●●○
TOP 40% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of women rating 9 or 10 ('Promoters') minus the percent of women rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. Buildher's training in Kenya has a NPS of 76, which is excellent.

Segments	NPS
Alumnae	79
Artisans	64
Carpentry	78
Painting	74
Tiling	74

Promoters value the focus on women empowerment and the comprehensive training. Detractors and Passives want to see financial and job placement support.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

79% 😊
are Promoters

They love:

1. Women empowerment (38% of Promoters / 30% of all respondents)
2. Comprehensive training (35% of Promoters / 27% of all respondents)
3. Mental and physical health support (31% of Promoters / 25% of all respondents)

18% 😐
are Passives

They like:

1. Comprehensive training (35% of Passives / 6% of all respondents)
- They want to see:**
2. More job placements (14% of Passives / 3% of all respondents)

3. Financial support during trainings (10% of Passives / 2% of all respondents)

3% 😞
are Detractors

They want to see:

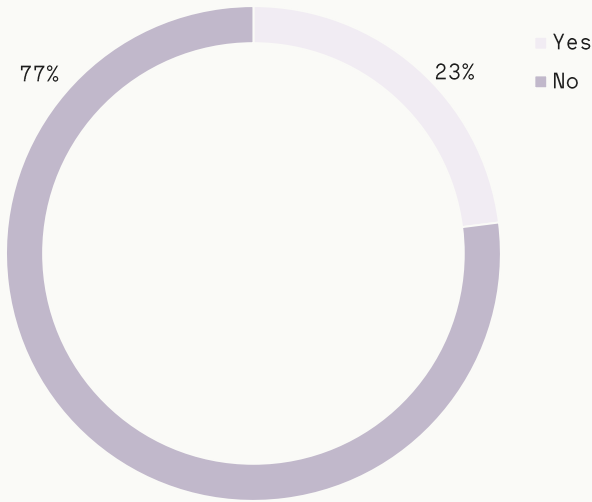
1. Financial support during trainings (33% of Detractors / 1% of all respondents)
2. Job placement support (33% of Detractors / 1% of all respondents)

Experience

23% of women report facing a challenge with Buildher’s training. Artisans were more likely to have faced a challenge than alumnae.

Proportion of Women Reporting Challenges

Q: Have you experienced any challenges with Buildher training?
(n = 283)



Segments	Challenge Rate
Alumnae	21%
Artisans	32%
Carpentry	22%
Painting	23%
Tiling	25%

●●●○○
MIDDLE - 60dB Benchmark

Of the 23% who experience a challenge, the most common ones are related to financial and time constraints.

Most Common Challenges

Q: Please explain these challenges. (n = 66).
Open-ended, coded by 60 Decibels.

41%
cite financial constraints* making participation in the training more difficult
(10% of all respondents)

20%
mention time constraints
(5% of all respondents)

11%
report lack of training equipment
(3% of all respondents)

“
It would have been great if Builder would provide support to the students either by giving them food or financial assistance. Some women have children back at home. The class hours were very long from 8am to 5pm. There was no life-work balance.
- Alumnus, 22

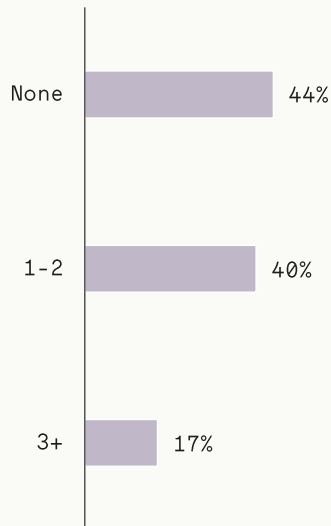
* These include difficulties in affording transportation, food, and other basic needs during the training period, especially for single mothers.

Experience

Women received a median of 1 job offer from Buildher that was relevant to their skills and expectations.

Relevance of Job Offers

Q: How many of the job offers you received from Buildher were relevant to your skills and expectations? (n = 282)



1
 median count of offers received
 Max: 15
 Min: 0

Insight

Artisans* were more likely to report that they hadn't received a job offer from Buildher that was relevant to their skills and expectations (70%) than alumnae (37%).

*During the placement phase, Buildher does not directly place artisans into jobs; participants focus on internships and self-employment as part of resilience and enterprise training, with structured employment linkages formally activated at the alumnae stage.



“

Buildher offers lots of important practicals that are relevant to the job market. They offer internship weeks before graduation that have helped me explore more and learn about the job market and what is required of me.

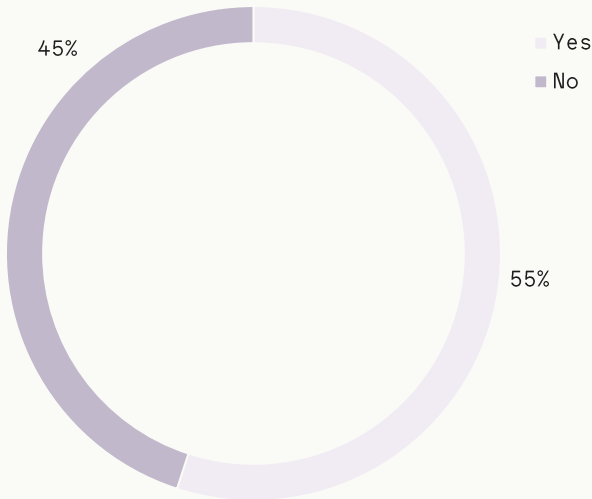
- Artisan, 27

Experience

More than half of alumnae have accessed Buildher’s alumnae support program. 67% of them find it ‘very useful’.

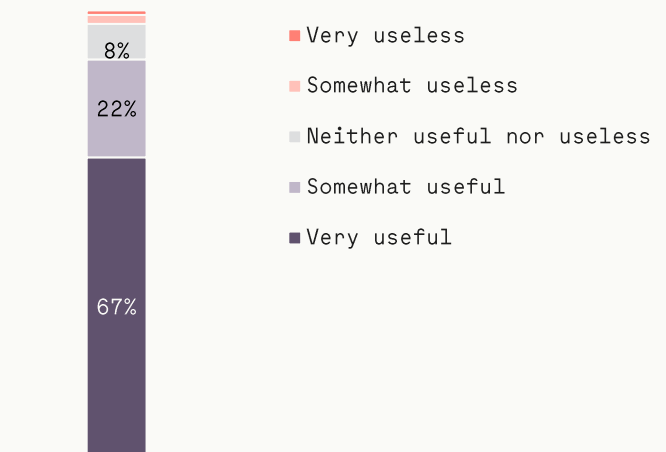
Alumnae: Access to Alumnae Support Program

Q: (for alumnae) Have you accessed Buildher’s alumnae support program? (n = 224)



Alumnae: Usefulness of Alumnae Support Program

Q: (for alumnae) To what extent did you find Buildher’s alumnae support program useful or not useful? (n = 124)



The top suggestion for improvement of the alumnae support program is improving job placement support.

Alumnae: Suggestions for Improvement of Alumnae Support Program

Q: (for alumnae) What about Buildher’s alumnae support can be improved? (n = 124).
Open-ended, coded by 60 Decibels.

25%

talk about improving job placement support by assisting the women to secure employment or internships after graduation
(12% of all respondents)

12%

mention ensuring equal access to opportunities
(6% of all respondents)


11%

say improved networking and communication
(5% of all respondents)

“

This program should be able to help the students in getting jobs so that they are able to put their skills into practice.

- Alumnus, 21

 Experience

Introducing additional courses and improving job placement support are the top suggestions of improvement.

Suggestions for Improvement

Q: What about Buildher's training can be improved? (n = 283). Open-ended, coded by 60 Decibels.

16%

talk about **introduction of additional courses**

which highlights women's demand for more learning opportunities and the potential to further expand the training's impact.

“If they can offer the new courses to the ones that took the training before they introduced the new courses like tilling. I did painting, but I would have loved to get skills in solar installation. They should not have a limit on the skills one can acquire.”

- Alumnus, 29

14%

mention **improving job placement support**

which suggests the need for stronger post-graduation employment assistance to help women secure and sustain long-term work by helping the women to find job opportunities and connecting them to construction companies.

“Buildher should help us find jobs once we graduate because it has been quite a challenge.”

- Alumnus, 23

11%

talk about **providing financial support**

which highlights the importance of addressing economic barriers to enable women to fully benefit from the training.

“At least for those who cannot support themselves like me to be supported with fare, so that we do not miss the training and get discontinued.”

- Artisan, 20

11%

mention **extending course duration**

which suggests the need for more in-depth training to fully develop skills and better prepare women for long-term success in the workforce.

“What I can say is that they should consider extending the training from 6 months to one year. I believe after one year of training, one will be fully skilled and be able to get a better paying job as 6 months is not enough for one to perfect a skill.”

- Artisan, 41



Appendix

Detailed Buildher Impact Performance

Performance Relative to Benchmark indicates where Buildher falls in the ranking relative to other companies in the Education sector in Africa.

Performance vs 60dB Benchmarks

- Bottom 20%
- Bottom 40%
- Middle
- Top 40%
- Top 20%

Benchmark Overview	# Companies	# Respondents
60dB Education Benchmark in Africa	31	13,083

Indicator	Description	Buildher	60dB Benchmark	60dB Top 20%	Performance Relative to Benchmark
Profile & Access					
First Access	% accessing for the first time	95%	76%	89%	●●●●●
Alternatives	% without access to good alternative	87%	80%	94%	●●●●○
Impact					
Quality of Life	% 'very much improved' quality of life	67%	57%	73%	●●●●○
Satisfaction					
Net Promoter Score	NPS, on a scale -100 to 100	76	52	79	●●●●○
No Challenges	% not experiencing challenges	77%	77%	90%	●●●○○

Methodology

About the 60 Decibels Methodology

In November and December 2025, 60 Decibels’ trained researchers conducted 224 phone interviews with Buildher alumnae, and 59 interviews with artisans. We deployed a convenience sampling approach, whereby we selected respondents based on the availability of contact information provided by Buildher. This meant that we reached out to all individuals whose contact details were shared with us. Here is the breakdown of how we collected this data:

Country	Kenya
Contacts Shared	396
Interviews Completed	283
Response Rate	77%
Languages	English, Swahili
Average Survey Length	17 mins
Confidence Level	90%
Margin of Error	3%

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 (NPS) is a common gauge of client satisfaction and loyalty. It is measured by asking clients 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 clients rating 9 or 10 out of 10 (‘Promoters’) minus the % of clients rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’.

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 responses. There's a lot of interesting feedback in there!
-

Engage Your Team

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

Spread The Word

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

Close The Loop

- We recommend posting on social media/website/blasting 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' (edited)
 - After reading this report, don't forget to let us know what you thought: [Click Here!](#)
-

Take Action!

- Collate ideas from 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.

Additional Codes Description

(+) Quality of life: Improved

Code	Description
Improved financial independence	Refers to responses indicating the ability to earn and manage personal finances independently, reducing reliance on others.
Skills acquisition	Highlights the acquisition of specific skills that enhance employability and job performance or enables them to start and manage personal businesses.
Secured employment opportunities	Indicates responses expressing the ability to secure jobs or contracts due to skills acquired from the training.

(+) Quality of life: No Change

Code	Description
Lack of job opportunities	Highlights responses expressing the absence of available jobs that could improve quality of life post-training.
Pending certification	Refers to responses indicating that the lack of a certificate or completion of the course has delayed job opportunities and income.
Incomplete skill training	Captures that the training did not fully cover necessary skills, affecting job readiness.

(+) Quality of life: Got Worse

Code	Description
Physical injury	Highlights responses where physical harm or injury was sustained during training or related activities.
Occupational hazards	Indicates responses pointing to health risks or unsafe conditions encountered during training or work placements.

(+) Expected Income Change: Increase

Code	Description
Gained experience and expertise	Highlights responses that emphasize gaining experience and expertise in a field as a way to command higher pay.
Acquired skills and certificates	Refers to responses indicating that obtaining certifications and acquiring new skills will lead to better job opportunities and increased income.
Invest in business	Refers to responses about starting or expanding personal businesses, which are expected to generate additional income.

Additional code description

NPS: Promoters

Code	Description
Women empowerment	This tag refers to responses highlighting the empowerment of women through skills training, enabling them to work in male-dominated fields and gain independence.
Comprehensive training	This tag reflects responses that appreciate the all-encompassing and hands-on nature of the training, covering technical skills, financial literacy, entrepreneurship, business management and life skills which boosts confidence and self-esteem as well as preparing women for real-world job scenarios.
Mental and physical health support	Highlights responses that value the inclusion of mental health support, yoga, and physical fitness as part of the training.

NPS: Passives

Code	Description
Comprehensive training	Indicates responses that appreciate the all-encompassing and hands-on nature of the training, covering technical skills, financial literacy, entrepreneurship, business management and life skills which boosts confidence and self-esteem as well as preparing women for real-world job scenarios.
Lack of job placement	This tag refers to the dissatisfaction expressed by respondents regarding the lack of job placement or assistance after training.
Financial strain	This tag encompasses responses mentioning financial difficulties due to training costs or lack of financial support.

NPS: Detractors

Code	Description
Financial support during training	Refers to responses highlighting the need for financial aid or stipends during the training and attachment periods.
Job placement support	This tag covers responses suggesting the need for assistance in securing employment or internships after training.

Challenges:

Code	Description
Financial constrains	This tag encompasses difficulties in affording transportation, food, and other basic needs during the training period, especially for single mothers.
Time constraints	Highlights challenges related to balancing training hours with personal responsibilities, such as family time and other commitments.
Lack of training equipment	Refers to issues with the availability of tools and materials necessary for practical training, affecting skill acquisition.

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, Buildher 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 the world's leading customer insights company for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,400+ researchers in 80+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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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](#)!

Stay In Touch

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

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