



USER FEEDBACK FROM
THE LEAN DATA SPRINT
SEPTEMBER 2017

LEAN DATA



OMIDYAR NETWORK

WELCOME TO YOUR LEAN DATA RESULTS

1

Headlines:

- + Top actionable **insights**

2

Your data:

- + Question by question **results**
- + A selection of user **quotes**

3

Just for fun:

- + **Staff quiz** results: how well do you know your user?

4

Details on approach:

- + **Methodology**: what we did
- + **Survey questions**: for you to re-use in future

Sponsored by:



OMIDYAR NETWORK

Delivered by:

LEAN DATA

TOP ACTIONABLE INSIGHTS

FROM SMS SURVEY WITH 400 USERS

1

Satisfaction & value prop

Your Net Promoter Score – a common metric of satisfaction – is **68**. **Improved learning/academic marks and study habits** are the top themes among promoters. Continue pushing these as unique selling points of Siyavula.

2

Academic outcomes

69% of respondents said that their marks have “improved a lot”, 29% said “improved a little” and 3% no change.

3

Social impact results

97% say quality of life has improved because of Siyavula. **Improved academic outcomes (better grades) and subject knowledge** are the top outcomes reported. Share these impact results with staff and prospective funders / donors, and consider using in marketing material.

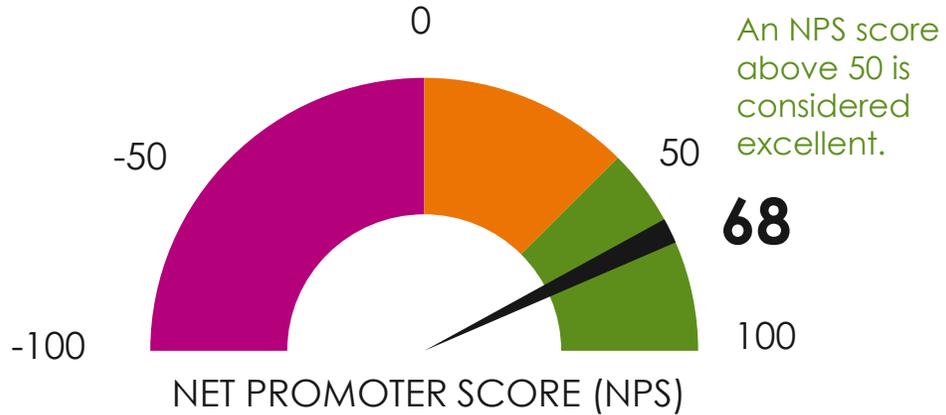
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Suggested improvements

Adding additional subjects (ie. geography, life sciences) was the top suggestion for improvement with 16%. 13% of respondents requested adding videos. 12% asked for harder questions.

SIYAVULA'S NET PROMOTER SCORE IS 68;

PROMOTERS VALUE SIYAVULA'S EFFECTIVENESS – "It helps me learn"



The NPS is a gauge of customer satisfaction. It asks the question "On a scale of 0-10, how likely are you to recommend Siyavula to a friend or colleague?" The "Net" score is calculated in the following way:

$$\text{NPS} = \% \text{ promoters} - \% \text{ detractors}$$

9-10 likely to recommend 0-6 likely to recommend

Anything above 50 in considered excellent. A negative score is considered poor. Apple, Amazon, and Netflix have net promoter scores of 66, 66 and 64 respectively. Siyavula's score of 68 is excellent. Consider how to convert passives & detractors

We also ask respondents to explain their score, which yields insights on value proposition:

EMERGING THEMES

Promoters: 75%
9-10 likely to recommend

Love:

- + Helps me learn/improve my marks (43%)
- + Helps me practice easily (21%)
- + Great explanations so I can learn from my mistakes (20%)

VALUE PROPOSITION DRIVERS

Passives: 17%
7-8 likely to recommend

Like:

- + Helps me learn/improve my marks (34%)
- + Helps me practice easily (11%)
- + Great explanations so I can learn from my mistakes (8%)

...but:

- + But 8% want more examples

Detractors: 8%
0-6 likely to recommend

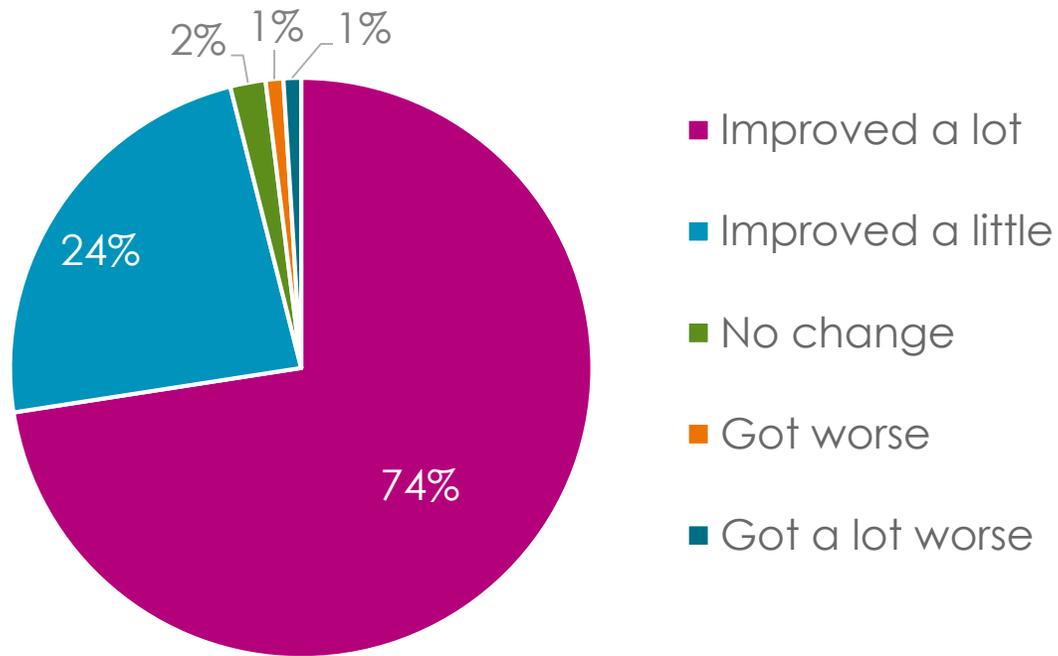
Have complaints about:

- + Siyavula could be more encouraging (24%)
- + Costs money to use (14%)
- + More rewards (12%)
- + Other (60%)

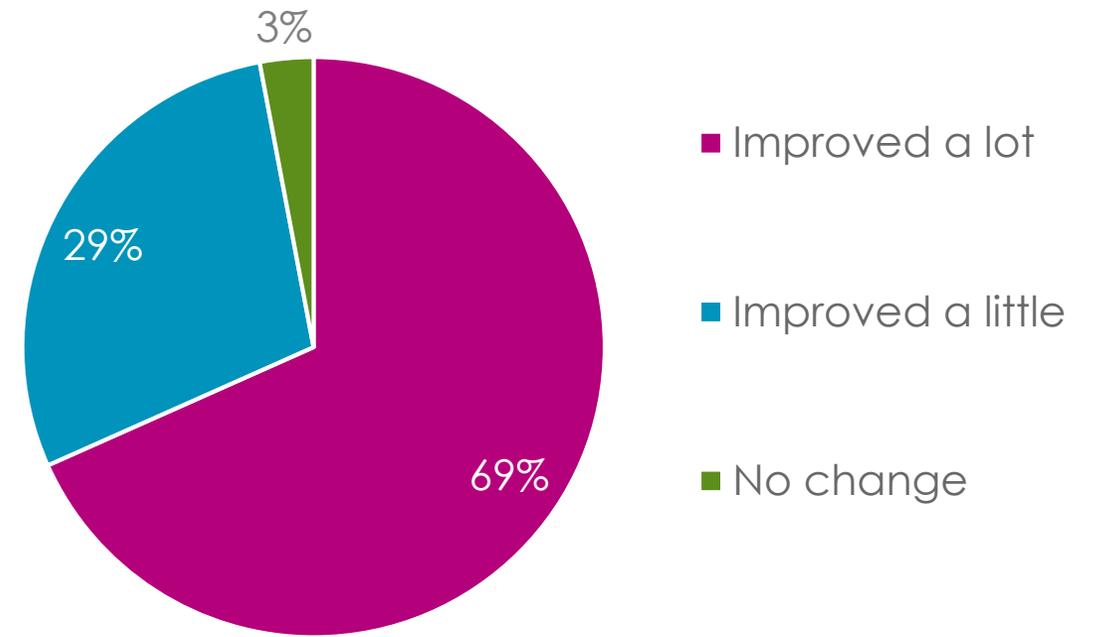
DISSATISFACTION DRIVERS

THE MAJORITY OF SIYAVULA USERS REPORT SIGNIFICANT IMPROVEMENTS IN QUALITY OF LIFE AND ACADEMIC OUTCOMES

Q: How has **your quality of life** changed because of Siyavula? (n = 200)



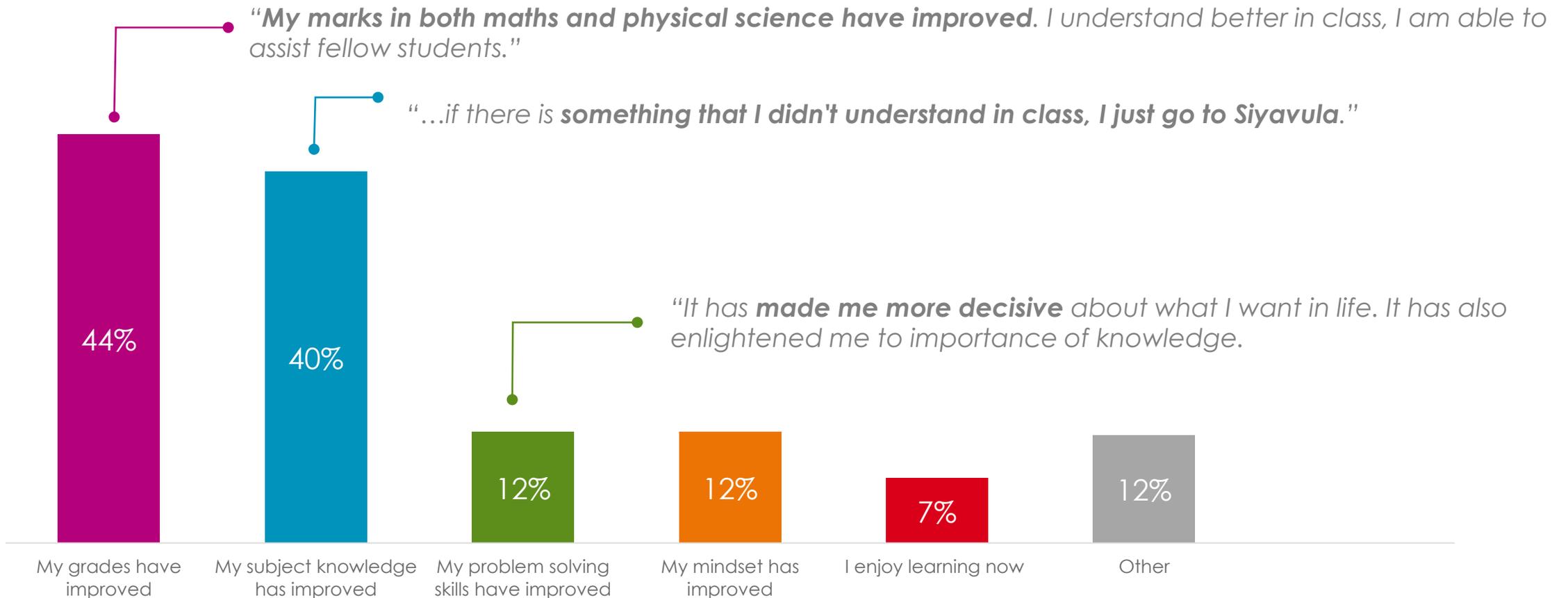
Q: Have you noticed any **changes in your marks** due to Siyavula? (n = 200)



THE TOP OUTCOMES LISTED ARE: "MY GRADES HAVE IMPROVED" AND "I UNDERSTAND MY SUBJECTS BETTER"

Q: How has your quality of life improved because of Siyavula? (n = 179)

For 97% respondents who said their life had improved. Open ended, coded by Lean Data team:



TOP SUGGESTIONS FOR IMPROVEMENT ARE:

ADD ADDITIONAL SUBJECTS, VIDEOS & HARDER QUESTIONS

1**Additional Subjects**

16% respondents want Siyavula to add additional subjects

"...they should add all the subjects to be practiced."

"...If only they could offer another subject like English that would be great"

"... You can improve Siyavula by creating a Siyavula app and also introduce geography because it quite difficult for many learners to pass it."

2**Add Videos**

13% suggested adding videos

"... They must achieve their questions and make them a bit deeper"

"... there are difficult questions that it doesn't provide, to me it will be simple to ask that question by myself."

"... Include some challenges and provide some videos of solutions for problem"

"... Siyavula can improve by not repeating questions and having difficult ones ..."

3**Harder Questions**

12% requested adding more challenging questions

"...I think only what need to be improved just add live videos that will make it easier to see how other problems are solved if there is a person to explain briefly..."

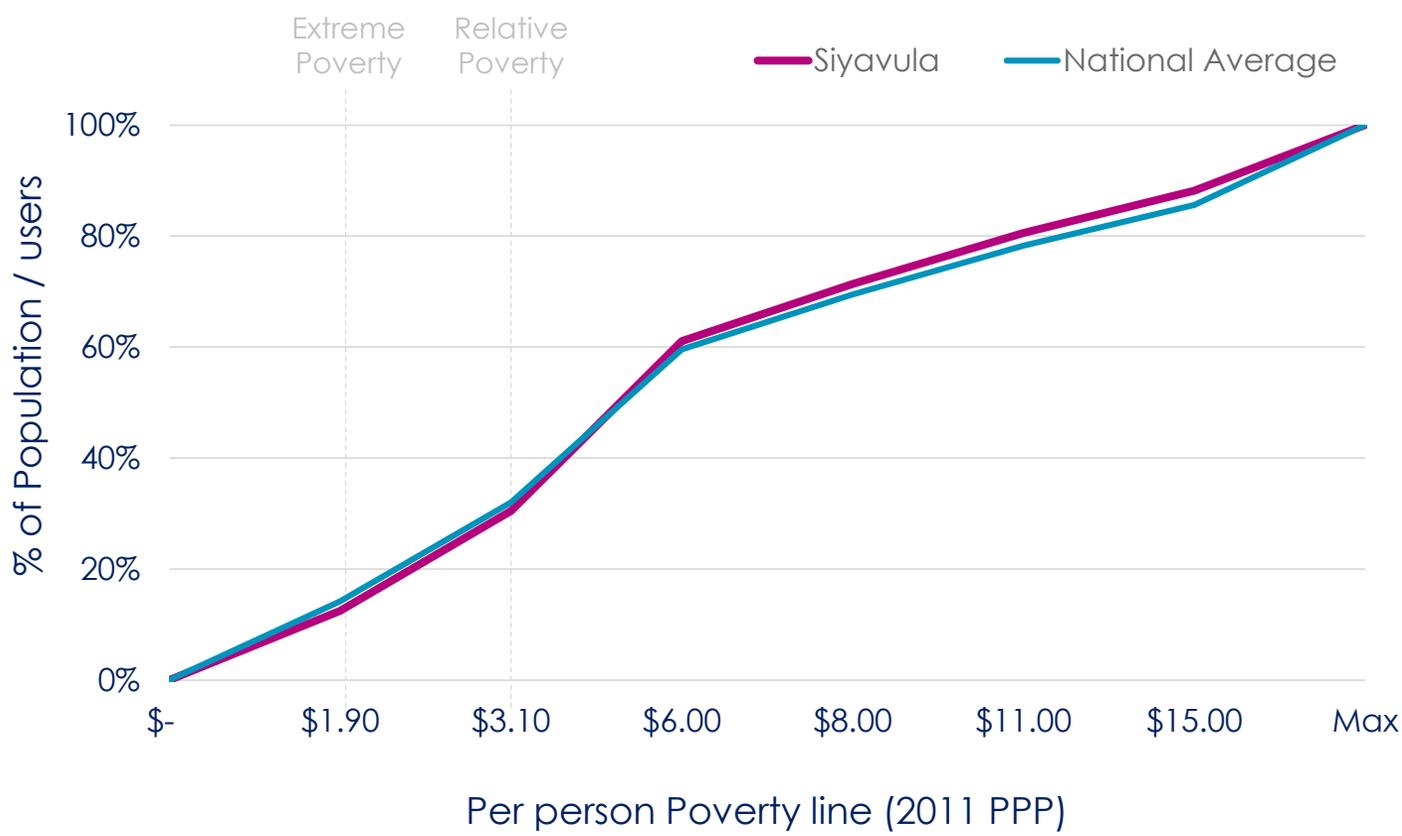
"...have a few video demonstrations of some topics, and consider having videos of teachers teaching hard solutions rather than notes."

In addition, 9% requested making Siyavula free, 8% use questions from previous exams, 7% more rewards, and 15% said "I don't have suggestions – Siyavula is great!".

SIYAVULA IS REACHING A WIDE RANGE OF INCOME LEVELS

USING INTERNATIONALLY RECOGNIZED POVERTY LINES, 30% OF SIYAVULA USERS LIVE IN POVERTY COMPARED TO 32% OF THE POPULATION MORE BROADLY.

% living below different \$/day lines, (2011 PPP)



This data suggests that Siyavula is successfully reaching low and high-income households

WANT TO GEEK OUT?

Purchasing Power Parity (PPP) is an economic theory that compares different countries' currencies through a market "basket of goods" approach. According to this concept, two currencies are in equilibrium or at par when a market basket of goods (taking into account the exchange rate) is priced the same in both countries.

This useful tool which is maintained by the World Bank allows us to get a sense of whether and to what extent you are reaching some of the poorest people living in South Africa and also investigate how this compares across countries. We used Grameen's "Progress out of Poverty" tool to estimate the poverty profile of your users. This tool uses asset and household indicators to estimate poverty likelihood.

FAVOURITE CUSTOMER QUOTES (1/2)

POSITIVE IMPACT TESTIMONIALS

It helps you **realise your strengths and weaknesses** in a subject and **helps build your confidence** in answering questions.

It helps with maths and science and what I like about it is **it encourages people to not give up.**

Siyavula doesn't show only the answer **but also the steps to arrive at the answer and it is FREE.**

I'd like to thank Siyavula for **making learning easier and more fun.**

It has tremendously improved with regard to having a deeper understanding of maths. **It has given me confidence which I never had before.**

I used to hate books but now they are my friends, **I didn't see the purpose in studying but now I do.**

It has great explanations for difficult things. It **makes hard things seem more easy.**

It improved my learning skill. **You can learn wherever you are...**

Siyavula is easy to access, **it costs less to use and it also has the best exercises that teach you.**

I think **Siyavula is the only way out of passing.** I will recommend him/her to practise harder and harder using Siyavula tutorials for a bright future.

It's easier to understand the concepts and calculations are done in a simple and understandable way.

Besides getting good grades at school, **I have also realized that if you do something over and over again you end up understanding it.**

FAVOURITE CUSTOMER QUOTES (2/2)

CONSTRUCTIVE CRITICISM

There are many young people out there struggling, **I wish Siyavula would reach out to more lives.**

Use examples that have appeared in past examination papers as practices.

The cost of using Siyavula is too high and as students we cannot afford it.

Must improve the solutions to be easily understand, and **make sure that questions are relevant to the exams.**

Some of **us do not have money** to buy more access to study.

They need to incorporate more problems that will **challenge learners' critical thinking.**

Please add **harder exam type questions.**

Some learners like me are not able to study on Siyavula because of **no data to log in.**

Please add **other subjects** like agricultural sciences, life sciences and geography.

Thanks to Siyavula, you have brought change to my life. **Please add other subjects like life sciences.**

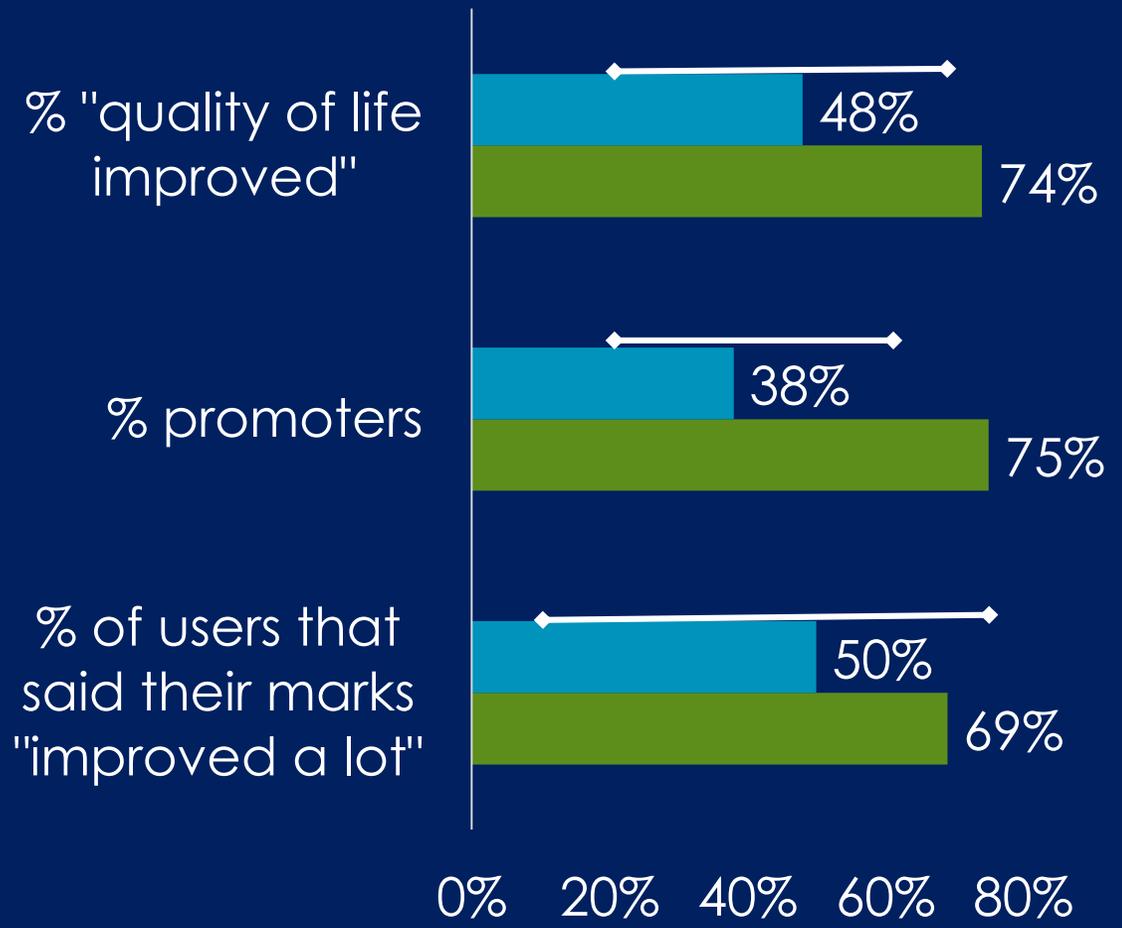
I need **more exercises** to do everyday.

Put a space for learners to ask questions, and add life sciences for grade 11 learners so that we can study.

Siyavula should add **some videos.**

They should not make us pay to study because some of us are from poor families and can't afford to pay R15 per month. **Also they must bring more difficult questions.**

STAFF QUIZ RESULTS: HOW WELL DO YOU KNOW YOUR USERS?!



Top thing Promoters value

- Helps improve my marks
- **Helps improve my marks**



Top suggestion for Siyavula

- Improve the network – site takes too long to load
- **Add additional subjects**

The "Know Your Customer" award goes to:



Kosma!
Got the most questions right



RECAP: WHAT WE DID

DATA WE COLLECTED FOR YOU



USER SMS survey

5-min survey. Response rate: 4%
Survey: mid-August 2017

400
RESPONSES

Staff Predictions quiz

10-question quiz to try to
predict the answers from users

13
RESPONSES

Total responses:

413

ABOUT THE LEAN DATA SPRINT

What is this all about?

Omidyar Network has partnered with Lean Data – a data service created by Acumen – to gather high quality feedback and impact data from your customers. This data will allow both you and Omidyar Network to better understand your customer in order to help grow your business and generate greater social impact.

Who else took part?

Over 30 investees and grantees took part in the Summer 2017 Lean Data Sprint

What types of data did we collect?

We collected comparable data on Customer Satisfaction and Social Impact across all participants of the Sprint. Your performance relative to the Sprint average will be shared with you later in year. Additional questions were added to surveys, based on the strategic priorities of the participating organizations

SURVEY SCRIPT

Method: SMS survey using GeoPoll survey software.

Hello! We're always trying to improve at Siyavula. Reply 1 to take survey and earn #TOPUP#! No cost to reply. Reply 2 for HELP, 3 to Opt-Out or 4 to Leave this poll.

- + In what year were you born? Reply with a four-digit number like 1980.
- + On a scale of 0-10, how likely are you to recommend Siyavula to a friend or colleague, where 0 is not likely at all and 10 is extremely likely??
- + What specifically about Siyavula would cause you to recommend it to a friend or colleague? Or, what actions could Siyavula take to make you more likely to recommend them to a friend or colleague?
- + How has your quality of life changed due to Siyavula?
- + Please explain how your quality of life has improved/got worse?
- + Have you noticed any changes in your marks due to Siyavula?
- + What about Siyavula can be improved?
- + Now we just have a few questions about your home. How many members does your household have?
- + What is the main source of cooking energy/fuel for this household?
- + Does the household own a washing machine?
- + Does the household own a microwave?
- + Does the household own a refrigerator?
- + Is there anything else you'd like to share?

Any data that you don't see analysed in this deck, you can view in the Excel sheet that the Lean Data team shared with you

QUESTIONS?

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