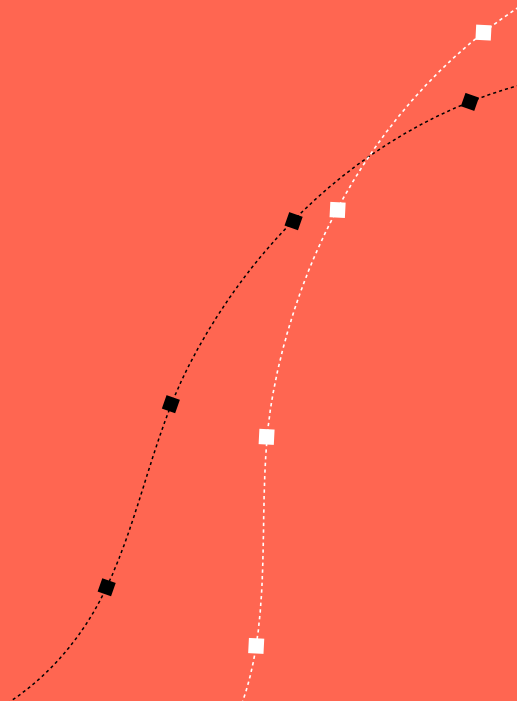


Oorja Solutions

Performance Summary



60_decibels



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, solar water pump 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 100 energy companies.

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



This report shares insights from 60 Decibels listening to 277 Oorja Solutions solar water pump customers in India.

Report Overview

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

Profile	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.
Usage	This section uncovers how customers are using your product/service. Key indicators include; sources of energy, productive use, and reasons for non-use.
Experience	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.®
Impact	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.
Consumer Protection	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.

Oorja Solutions India



Profile

6%

of customers are female

7.4

average household size

38

average customer's age

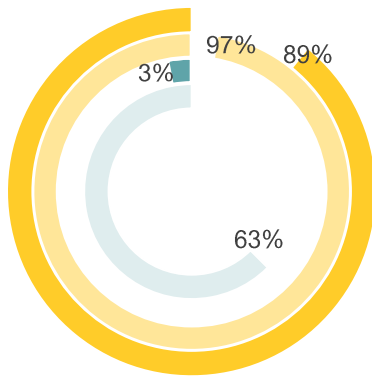
Customer location

97% rural

1% peri-urban

3% urban

- Accessing a solar water pump package for the first time
- Without access to a good alternative
- Purchased the solar water pump on credit
- [Of those on credit] First access to credit



60%

live in the **bottom 60% of India's Uttar Pradesh population** for wealth.

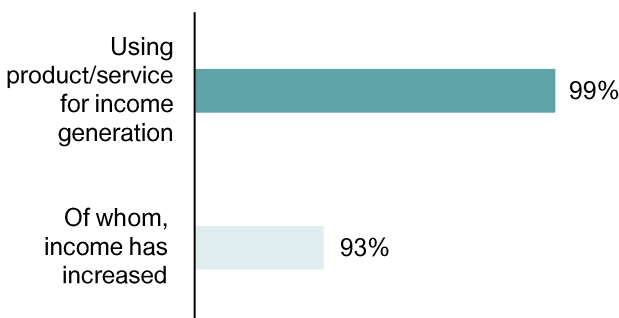
75%

live in the **bottom 60% of India's National population** for wealth.

Find out more about the Wealth Index on page 7.



Usage



Non-use*

17%

of customers we interviewed are no longer using their product/service

Top three reasons:

1. Inability to pay (33%)
2. Problems with water pump operators (28%)
3. Inconvenient pump installation (23%)

*Non-users were not asked the full survey so their responses are not incorporated into customer satisfaction, quality of life, and all other indicators.



Experience

Net Promoter Score® (NPS)

56

Find out more about the NPS on page 7.

Promoters love:

1. Convenience and ease of use (81%)
2. Timely water availability (63%)
3. Cost savings (61%)

Detractors want to see:

1. Affordable prices (48%)
2. Improved responsiveness (43%)
3. Less disputes with operators (1%)

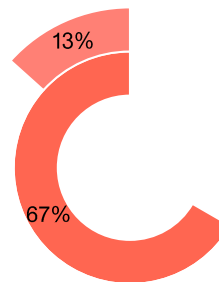
Challenges and Issues Resolution

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

3.89

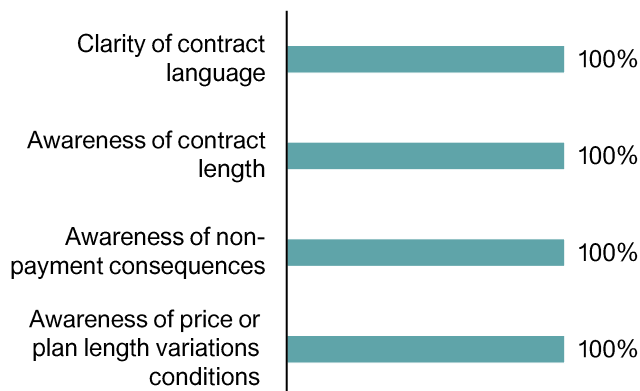
Customer Effort Score (CES)

Find out more about the CES on page 7.



Consumer Protection

Awareness of Terms



Over-indebtedness

75%

say payment is 'a burden'

88%

say they've cut food consumption to make a payment

69%

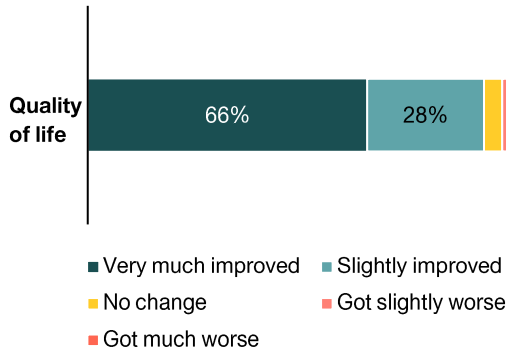
Consumer Protection Score

Find out more about the Consumer Protection Score on page 7.



Impact

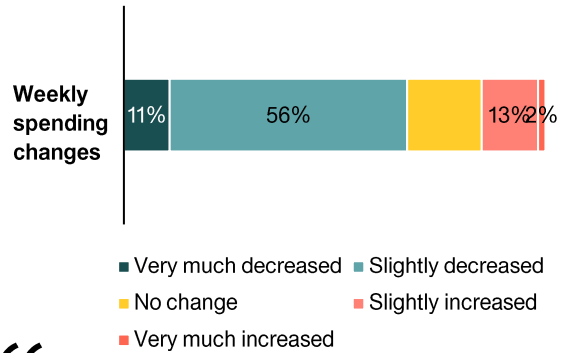
Social Impact



Customers whose lives have improved:

1. 58% report convenience and effort reduction
2. 58% talk about timely irrigation
3. 54% mention increased crop yield

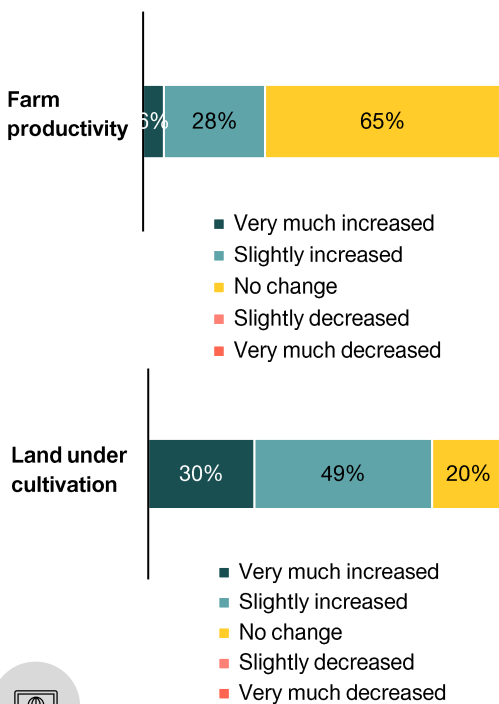
Economic



Oorja solutions water pump saves money and time. My crop production has increased. I grow 1-2 quintal more than what I used to, all because of solar pump. - Male, 35



Farm Impact

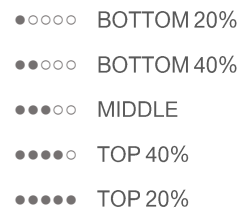


The crop yield has increased in the fields, and I have also expanded the cropping area. Earlier, crops used to dry up due less water because engine couldn't lift enough water. Due to sufficient availability of water because of the solar water pump, whatever I sow is reaped. - Male, 60



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

Detailed Oorja Solutions Benchmark Performance



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

The unique number for Oorja Solutions solar water pumps in India will be updated in our [online Energy Benchmark](#) dashboard after the completion of all the Energy Initiative projects.

Indicator	Description	Oorja Solutions	60dB Energy Benchmark	Performance Relative to 60dB Energy Benchmark
Profile				
First Access	% accessing for the first time	89	82	●●●●○
Alternatives	% without access to good alternative	97	83	●●●●●
Wealth Index	live in the bottom 60% of Uttar Pradesh's population for wealth	60	-	-
Wealth Index	live in the bottom 60% of India's population for wealth	75	-	-
Location	% living in rural communities	97	45	●●●●●
Gender	% female	6	34	●○○○○
Usage				
Productive Use	% using product/service for income generation	99	6	●●●●●
Experience				
Ease of Use	% experiencing challenges using product	13	30	●●●●●
Issue Resolution	% of issues not resolved (of those facing challenges)	67	61	●●●○○
Customer Service	Customer Effort Score (of those facing challenges)	3.90	3.30	●●●●●
Customer Satisfaction	Net Promoter Score	56	50	●●●○○
Consumer Protection				
Over-indebtedness	% report payments is a burden	75	18	●○○○○
Resilience	% who cut food consumption to make payments (for companies offering financing)	88	-	-
Consumer Protection	Consumer Protection Score (%)	73	-	-
Impact				
Quality of Life	% 'very much improved' quality of life	66	51	●●●●○
Expenditure	% 'very much decreased' weekly spending	11	-	-
Income	% 'very much increased' income (of % using for income generation)	33	-	-
Farm Impact				
Productivity	% 'very much increased' farm productivity	6	-	-
Cultivation	% 'very much increased' land cultivated	30	-	-

Methodology

About the 60 Decibels Methodology

In August 2023, 60 Decibels' trained researchers conducted 277 phone interviews with Oorja Solutions solar water pump customers in India. The customers were randomly selected from a random sample of Oorja Solutions's solar water pump customers database. Our results are representative of Oorja Solutions solar water pump customers in India who had available contact information and have been using the solar water pump for 3-24 months. We contacted 334 customers, of whom 277 (83%) actively use the solar water pump and completed an interview. Here is the breakdown of how we collected this data:

Country	India
Contacts Shared	1063
Interviews Completed	277
Response Rate	54%
Language(s)	Hindi
Average Survey Length	19 minutes
Confidence Level	90%
Margin of Error	4%

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
Wealth Index	This indicator helps us identify the likelihood of your customers living in a certain wealth quintile compared to Uttar Pradesh and Indian populations. The Wealth Index is calculated based on responses to questions focused on asset ownership. This methodology has been developed by Innovations for Poverty Action using the DHS Wealth Index for Uttar Pradesh and India.
Customer Effort Score	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, [Company] 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.
Net Promoter Score®	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.
Consumer Protection Score	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.

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, [company] 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 water pump, 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.

Oorja Solutions in India unique number in the 60 Decibels Energy Benchmark will be updated online after the completion of all the Energy Initiative projects.

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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