

Hello World Impact Insights

Uganda



Hello World Performance Snapshot

Hello World performs particularly well at quality of life and customer effort score.

Impact

61%

quality of life
'very much improved'



What Impact

- 30% feel more connected with friends and family
- 25% have an improved sense of general knowledge
- 19% can continue their education online

Contribution

81%

first time accessing service provided



User Voice

"I did not go to school, but by using the tablet from the hub, I am able to learn some new English words. It has also enabled my children to continue learning despite the lockdown."- Female, 45

Data Summary

Company Performance: 212 Hello Hub users phone interviews in December 2021 in Uganda.

Quintile Assessment compares Hello World Uganda's performance with 60dB's East Africa Benchmark comprised of 146 companies, 10 countries, and 72,194 users. Full details can be found in [Appendix](#).

Net Promoter Score®

10

on a -100 to 100 scale



Challenges

84%

report challenges:
36% not resolved



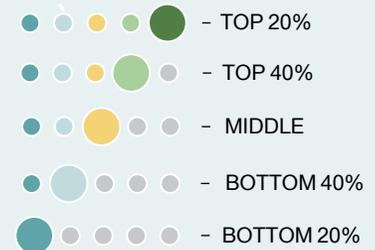
Gender

36%

% of female users



Performance vs. 60dB E.A. Benchmark



What's Changed: 2022 vs 2020

In 2022, Hello World has improvements in the following areas:

1. Larger % reporting improvements in quality of life,
2. More % of users report acquiring new skills
3. Increase in % of female users

Larger proportion of users mention learning new skills and report improvements in quality of life. User satisfaction has decreased slightly over time.

	2022	2020
User Reach		
 % female users	36%	31%
 % who could not easily find a good alternative	86%	94%
User Impact		
 % report significant improvements in quality of life	61%	34%
 % who say acquired new skills	81%	47%
User Satisfaction		
 Net Promoter Score	10	18
 % who report facing a challenge	84%	72%

Key Metrics: Uganda vs Nepal

User impact is high across both countries. A significantly higher proportion of Hello Hub users in Uganda report acquiring new skills using the Hub (81%) compared to less than a half reporting the same impact in Nepal.

Users in Nepal are more satisfied with their Hello Hubs with a Net Promoter Score of 38 compared to those in Uganda where the Net Promoter Score is 10.

Hello Worlds' impact on quality of life and acquiring new skills in Uganda is wider when compared to Nepal. However, satisfaction levels in Uganda are much lower.

User Reach

% female users

36%

42%

% who could not easily find a good alternative

86%

83%

User Impact

% report significant improvements in quality of life

61%

46%

% who say acquired new skills

81%

47%

User Satisfaction

Net Promoter Score

10

38

% who report facing a challenge

84%

34%

Top Actionable Insights

Hello World is having a strong impact on quality of life: users report more connection time with family and friends. Satisfaction levels are fair, and a large proportion of users report challenges.

Headline

Detail & Suggested Action



97% of users report improvement in quality of life because of the Hello Hubs

Impact is high with 97% of users reporting improvements in quality of life because of the Hubs. This puts Hello World Uganda in the highest quintile of our Education sector benchmarks comprising of 49 companies across 17 countries.

Top reported improvements are more connection time with friends and family, an improved sense of general knowledge and being able to continue education online. 81% of users report learning a new skill. Top skills learnt from the hubs are technical or related to computers.



Challenge rates are high, but users appreciate the challenge redressal mechanism in place

84% of users report they have experienced challenges with Hello World and a third of these are unresolved. Top challenges reported are related to internet connectivity. The Customer Effort Score is high at 4.3 out of 5 and indicates that Hello World makes it easy for users to handle the challenges they face.

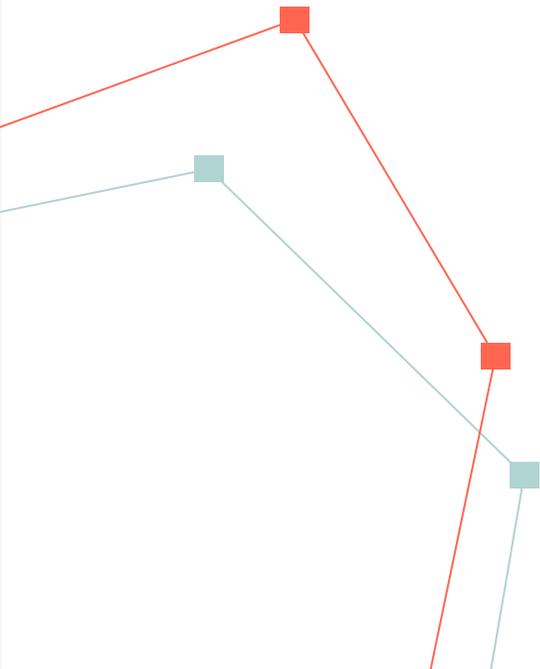


Satisfaction levels are fair overall, and vary by region

Hello World's Net Promoter Score (which measures loyalty and likelihood to refer) is 10. Detractors and Passives complain about poor internet connectivity. We found that the NPS varied across regions with Fort Portal Hubs having the highest NPS of 26. We also found that users who report having no challenges have a much higher NPS of 50. Addressing user challenges such as internet connectivity could improve satisfaction levels.

User Voice Snapshot

We love hearing user voices.
Here are some that stood out.



Impact Stories

97% shared how Hello World had improved their quality of life

“I have had access to free internet at Hello Hubs which has helped me complete my online master’s degree and I will soon be graduating.” - Male, 30

“I have been able to communicate with my relatives who are in Congo through WhatsApp and Facebook.” - Female, 18

“I have learnt about preventative measures against COVID-19 using internet at the Hello Hub. This has helped me protect myself and my family.” - Male, 28

“Hello Hub has enabled me to communicate with different people which has helped me get information I want on time .” - Male, 28

“My income has increased from my soap making business which I learnt using free wi-fi and the group at the camp.” - Male, 22

“I have been able to access studies online due to Hello Hub wi-fi. It has helped me communicate with my friends and teachers.” - Female, 20

Opinions On Hello World’s Value Proposition

24% were Promoters and were highly likely to recommend

“Hello Hub gives free internet access to the community, and their tablets can be used for study.” - Male, 22

“It [Hello Hub wi-fi] is free and has helped my children access learning despite being in the lockdown.” - Male, 38

Opportunities For Improvement

95% had a specific suggestion for improvement

“People stand while using wi-fi due to lack of space inside the Hub. I think adding seats would be very helpful.” - Female, 46

“The number of tablets should be increased and please increase the content in the children tabs.” - Female, 29