

Hello World Impact Insights

Nepal



Hello World Performance Snapshot 2022

Hello World performs particularly well at impact and providing first access.

Profile

1.7%

Proportion of users identifying as having one or more disability.

Net Promoter Score®

38

on a -100 to 100 scale



Impact

46%

quality of life 'very much improved'



What Impact

- 64% say they feel more connected with friends and family
- 41% say they enjoy their leisure time more
- 36% speak about saving money

Contribution

91%

first time accessing service provided



User Voice

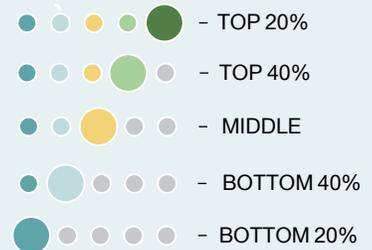
"I am able to fill up my online forms easily, and have the freedom to use different apps and websites anytime."

Data Summary

Company Performance: 174 Hello Hub users phone interviews in December 2021 in Nepal.

Quintile Assessment compares Company Performance with 60dB South Asia Benchmark comprised of 126 companies, 5 countries, and 40,551 users. Full details can be found in [Appendix](#).

Performance vs. 60dB Benchmark



Challenges

34%

report challenges: 41% not resolved



Gender

42%

Female users



What's Changed: 2022 vs 2020

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

1. Significantly improved NPS,
2. Serving more female users,
3. Providing first access to users of a unique service,
4. Lesser % of users report facing challenges with the Hello Hub.

Skills acquisition is marginally lower but remains reasonably high.

Hello World is making big improvements in ensuring users are more satisfied and reporting fewer challenges; the impact they report has remained broadly consistent;

	2022	2020
User Reach		
↑ % female users	42%	32%
↑ % who could not easily find a good alternative	83%	77%
User Impact		
↑ % report improvements in quality of life	89%	87%
↓ % who say acquired new skills	47%	54%
User Satisfaction		
↑ Net Promoter Score	38	10
↑ % who report facing a challenge	34%	51%

Top Actionable Insights

Hello World has a strong impact on quality of life: users value the improved connection time with friends and family and perhaps most importantly the improved internet data it offers them.

Headline

Detail & Suggested Action



Almost half the users reported in large quality of life improvements because of the Hello Hubs

Core self-reported impact remains high with 46% of users reporting significant improvements in quality of life because of the Hubs. This puts Hello World in our highest quintile. Top reported improvements are more connection time with friends and family, time to enjoy leisure activities and cost saving on data. 47% of users report learning a new skill. Top skills learnt from the hubs are technical ones or related to computers.



Cost savings on Data was rated as the most material impact by users.

Users rated cost savings from data more material (materiality score 9.0) than new skills acquisition (8.7) or better online connectivity to friends (8.3). The materiality score records which impact themes users say are most important to them. We think this may in part be due to Nepal's high cost of internet in general (which regionally is only [eclipsed by Afghanistan](#)). Sidhupalchowk district (where 3 of the 4 hubs we surveyed are located) was hit hard by the after-shocks of 2015 earthquake and the internet in the region may still be recovering.



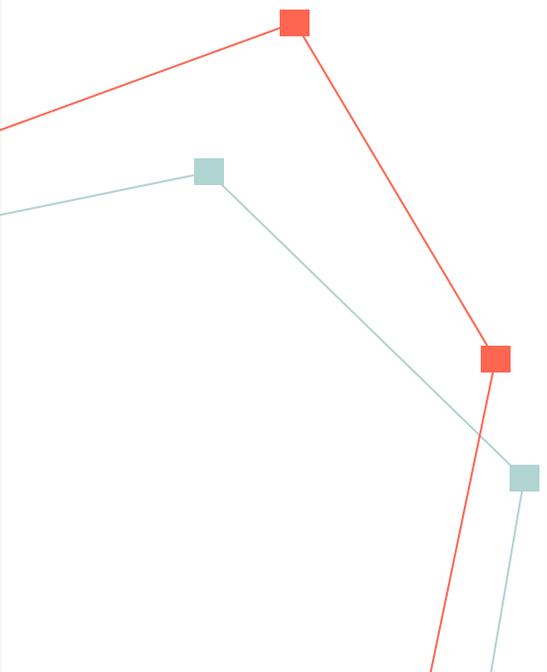
There is a gender gap in reported confidence using the internet

66% of men say they are very confident using internet apps compared to 52% of women.

For discussion: Is there anything Hello World can do to help close this gap over time?

User Voice Snapshot

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



Impact Stories

89% shared how Hello World had improved their quality of life

“It saved a lot of my money and let me learn news about the world.” – Female, 48

“I have learnt a lot after using Hello Hub. I have learnt English for my IELTS classes plus widened my General knowledge quite well.”
- Female, 17

“I use the Hello Hub for my studies and playing games and cartoons.” – Female, 16

“My kids are studying through Hello hub computers and the internet.” – Male, 37

“This free internet service is very beneficial. I don’t buy data for internet. People have private Wi-Fi but for people like us this is very helpful.”- Male, 30

“I am able to talk to my husband and brother in Saudi. I also watch movies. I thank Hello Hub people.”- Female, 30

Opinions On Hello World’s Value Proposition

51% were Promoters and were highly likely to recommend

“Because of Hello Hub, I don't have to buy data. I can make calls using messenger and IMO for free. This is great for me as I don’t have a Wi-Fi connection like others.”
- Male, 24

“I am a grade 11 student and I use the internet for studies, to play games and for surfing the internet.”- Male, 18

Opportunities For Improvement

48% had a specific suggestion for improvement

“More tablets are needed as sometimes many students have to share a single tablet.”
- Female, 33

“It could have been better if it it was nearer to my house, it could save time too.”- Male, 20