60__decibels

# Teledata

## Impact Performance Report



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# About This Report

This report is designed to provide you with an in-depth understanding about your resellers, 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 96 resellers, in Ghana. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your resellers – they had a lot to say!

We reached out to all the contact details provided. To learn more about our methodology, head to the Appendix.

To contextualize your results, you can see how your performance compares to other Technology companies in the Performance Snapshot and Appendix.

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

96 resellers interviewed, 17% were female.




> I have a wide customer base in my community, so I make a lot of profit enough for me to save, invest in my business, pay for rent and utilities, and cater to the wellbeing of my household. So yes, my quality of life has very much improved because of Teledata.
>
> Male, 43

# 60dB Perspective

## Top Insights

### 1 Teledata is serving previously under-served resellers.

Nearly 9 in 10 of resellers are accessing an offering like the one from Teledata for the first time. This suggests that Teledata is doing an excellent job at reaching an under-served reseller base. The fact that 4 in 5 resellers could not easily find a good alternative suggests that Teledata is providing a unique service and offering.

There is room to improve on gender inclusivity. Only 17% of the resellers we interviewed were female.

**See pages:** 7, 9.

### 2 Resellers are satisfied with Teledata.

Teledata has a Net Promoter Score – a common gauge of satisfaction and loyalty – of 45, which is very good. The differing opinions between Promoters and Detractors suggests a lack of consistency in the services and products offered to resellers.
The top satisfaction drivers include affordable pricing (47%), high speed internet (29%) and reliable network (25%). Keep up the good work to maintain high satisfaction levels among the resellers! Reasons for dissatisfaction include poor network strength and reliability (10%) and slow resolution of technical issues (6%).

**See page:** 15.

### 3 Income made through Teledata sales is having a strong positive impact on resellers and their households.

9 in 10 of resellers report that their quality of life has improved because of Teledata. The top self reported outcomes include increased income, increased ability to afford household bills and improved savings. Additionally, more than 4 in 5 of resellers say that their income has increased, and they are using the additional income for business investments, paying utility bills and increasing their savings.
Nearly half of resellers have more than one income source and they earn less than 500 GHS per month from their data bundles sales.

**See pages:** 11, 12, 17.

### 4 Resellers value their customers and are employing various strategies to ensure customers renew their purchases.

Majority of resellers report that less than 25% of their customers were one-time buyers of data bundles in the last six months. In order to encourage customers to renew their purchases, resellers have personalized interactions with them, talk to customers about the affordability of the data bundles, send reminders through calls or SMSs, and use social media marketing.

More than 1 in 4 of resellers also mention that their customers' satisfaction is the most important aspect of being a reseller to them.

**See pages:** 17, 18.

## Recommendations

### 1 Address issues raised to reduce the significant challenge rate.

3 in 5 resellers report facing a challenge with Teledata. This places Teledata in the Bottom 20% of the relevant Benchmarks on challenges. The top issues raised are network instability and disruptions, poor customer service and issues with accessing the system.

Addressing these issues will reduce the high challenge rate and also deepen Teledata's impact across all the segments of your resellers.

**See pages:** 16

### 2 Provide additional support to facilitate expansion of operations.

When asked about the type of support they would require if they were to expand their operations, resellers provided useful insights. They mention increasing the network coverage area, providing support for marketing and branding, as well as providing financial support.

These suggestions point towards resellers' desire to expand their customer base and continue building their business.

**See page:** 18.

# Performance Snapshot

The performance column presents how you compare to 60 Decibels Benchmarks in the Technology sector. You can find additional insights of your results, in the context of the 60 Decibels Benchmarks, in the Appendix.

**Benchmark Overview**

| Technology | 20 | 4,685 |
|---|---|---|
| sector focus | companies included | voices listened to |

Performance vs 60dB Benchmarks

| | |
|---|---|
| ●○○○○ | Bottom 20% |
| ●●○○○ | Bottom 40% |
| ●●●○○ | Middle |
| ●●●●○ | Top 40% |
| ●●●●● | Top 20% |

## Who are you reaching?

| | Teledata Performance | Benchmark Performance |
|---|---|---|
| Female | 17% | ●●●○○ |
| Accessing product/service for first time | 88% | ● ● ● ● ● |
| Could not easily find a good alternative | 81% | ●●●●○ |

## What impact are you having?

| | | |
|---|---|---|
| % seeing significantly improved quality of life | 27% | ●●●●○ |

## How satisfied are your resellers?

| | | |
|---|---|---|
| Net Promoter Score | 45 | ●●●●○ |
| % experiencing challenges | 60% | ●○○○○ |



# 01: Profile

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

The key indicators in this section are:

- **First Access:** What proportion of your resellers are accessing a similar product/service for the first time?
- **Access to Alternatives:** Do your resellers have access to alternatives? Is there competition in the market?

Profile

# A typical Teledata reseller is a 38-year-old male, living in a household of 7.

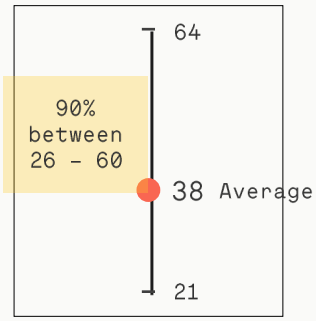
## Demographics

| Gender Breakdown | |
|---|---|
| Male | 83% |
| Female | 17% |

●●●○○
**MIDDLE -** 60dB Technology Benchmark

| Household Size |
|---|
| 7.6 people |

**Age Distribution**




# Resellers have an average of 9 devices in their households that can be used to access the internet, primarily phones and laptops.

### Devices Used to Access Internet

Q:How many devices in your household can be used to access the internet? (n = 96)

**Average**

9

**Median**

7

### Types of Devices

Q: Could you share the type of devices that are used to access the internet? (n = 96)
Open-ended question, responses coded by 60dB.

97%
**talk about mobile phones**

71%
**mention laptops**

45%
**have smart TVs**

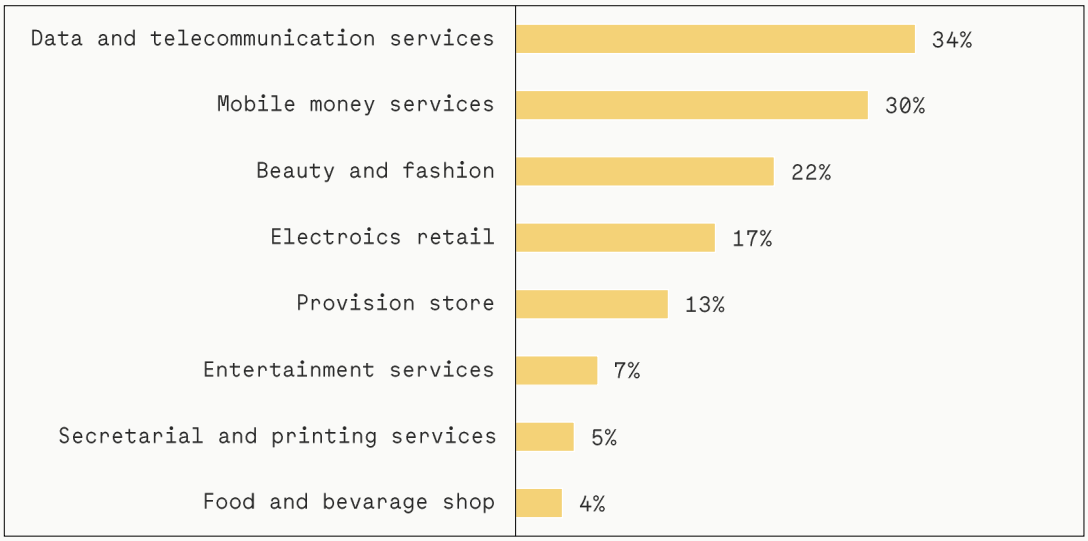
43%
**say they have tablets**

Profile

# Resellers have businesses that primarily offer data and telecommunication services and mobile money services.

### Business Description

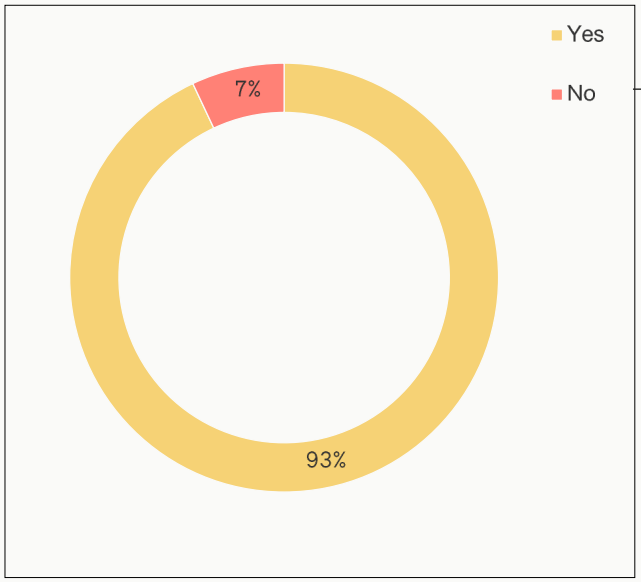
Q: Could you please briefly describe your business? (n = 96) Open-ended question, responses coded by 60dB.




# Nearly all resellers say their business is their main source of income.

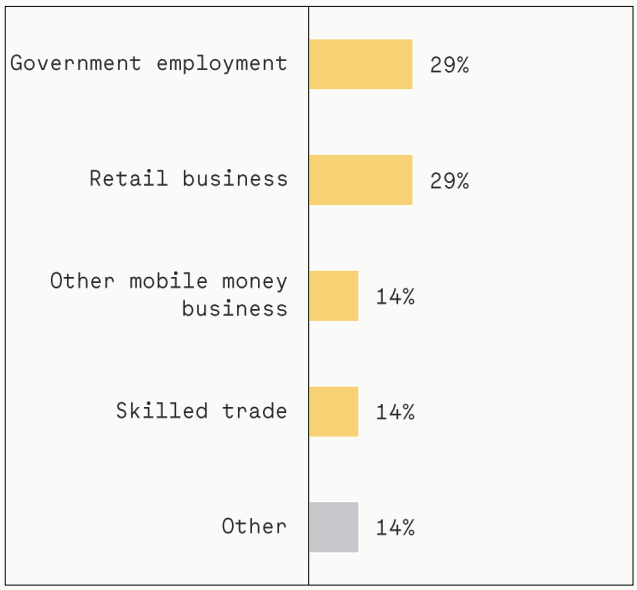
### Main Source of Income

Q: Is this your main source of income? (n = 96)




### Other Main Sources of Income

Q: What is your main source of income? (n = 7).
Open-ended question, responses coded by 60dB.

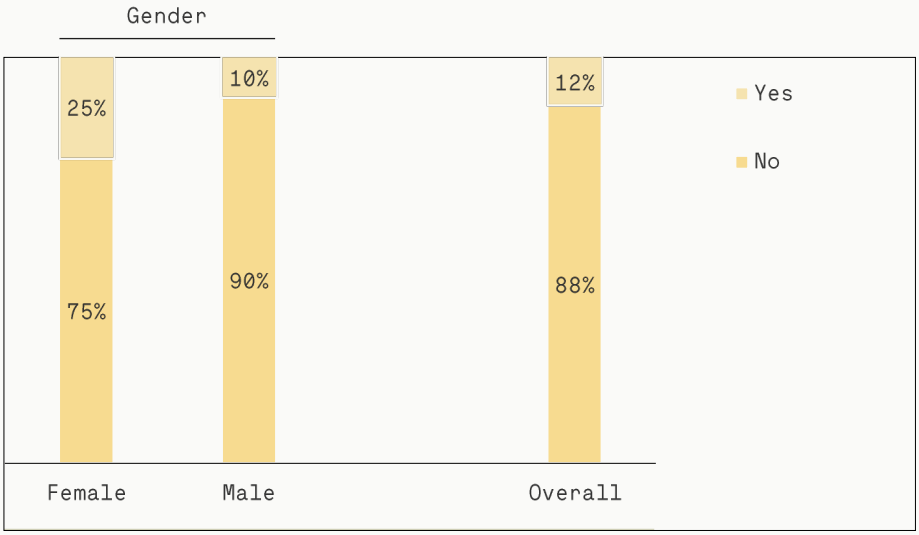


Profile

# 88% of resellers say they had no prior access to an offering like the one from Teledata.

## First Access

Q: Before Teledata, did you have access to a service like Teledata provides?
(n = 96 | Female = 16, Male = 80)

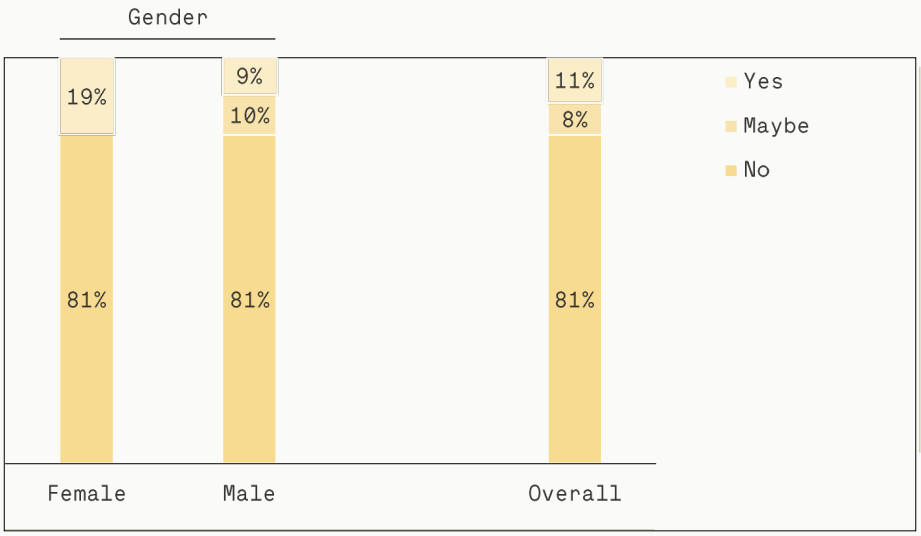



**TOP 20% -** 60dB Technology Benchmark

# 4 in 5 of the resellers say that they cannot easily find a good alternative to Teledata.

## Access to Alternatives

Q: Could you easily find a good alternative to Teledata?
(n = 96| Female = 16, Male = 80)

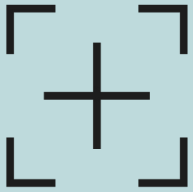



**TOP 40% -** 60dB Technology Benchmark

### Top Alternatives

For resellers who could easily find an alternative, they mention:

- Busy Internet (80%)
- Surf Line (20%)
- K Net (10%)
- VODAFONE (10%)



# 02: Impact

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

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

The key indicators in this section are:

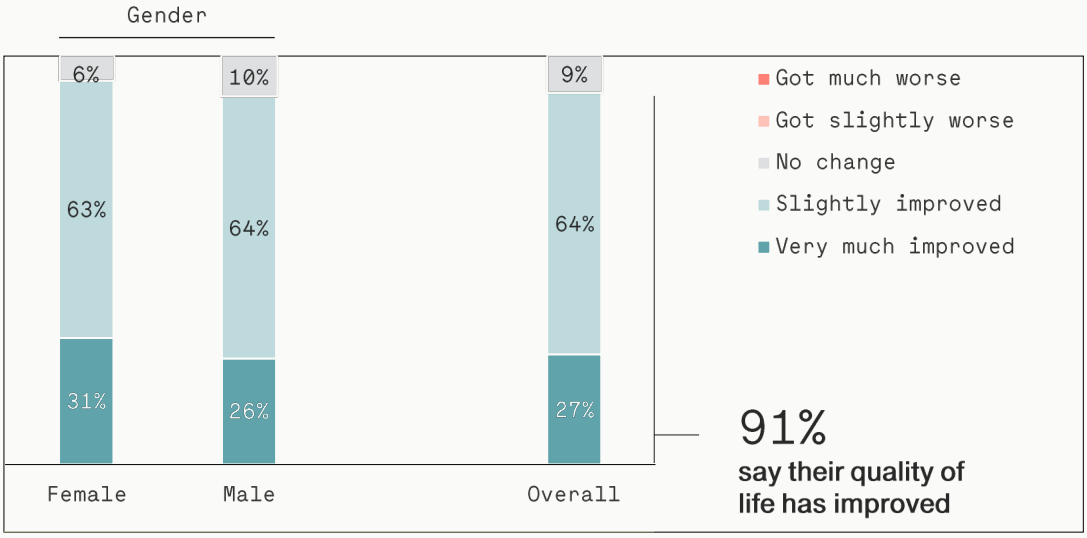
- **Quality of Life Change:** To what extent has the quality of life of your resellers changed as a result of your offering?
- **Income Change:** To what extent has the income of your resellers changed as a result of your offering?

Impact

# 9 in 10 of resellers report that their quality of life has improved as a result of Teledata.

### Quality of Life Change

Q: Has your quality of life changed because of Teledata?
(n = 96 | Female = 16, Male = 80)




●●●●○
**TOP 40% -** 60dB Technology Benchmark

# Top three self-report outcomes for 91% of resellers who say their quality of life improved.

Open-ended question, responses coded by 60dB

**35%**
**talk about increased income**
(31% of all respondents)

**32%**
**mention increased ability to afford household bills**
(29% of all respondents)

**18%**
**report having improved savings**
(17% of all respondents)

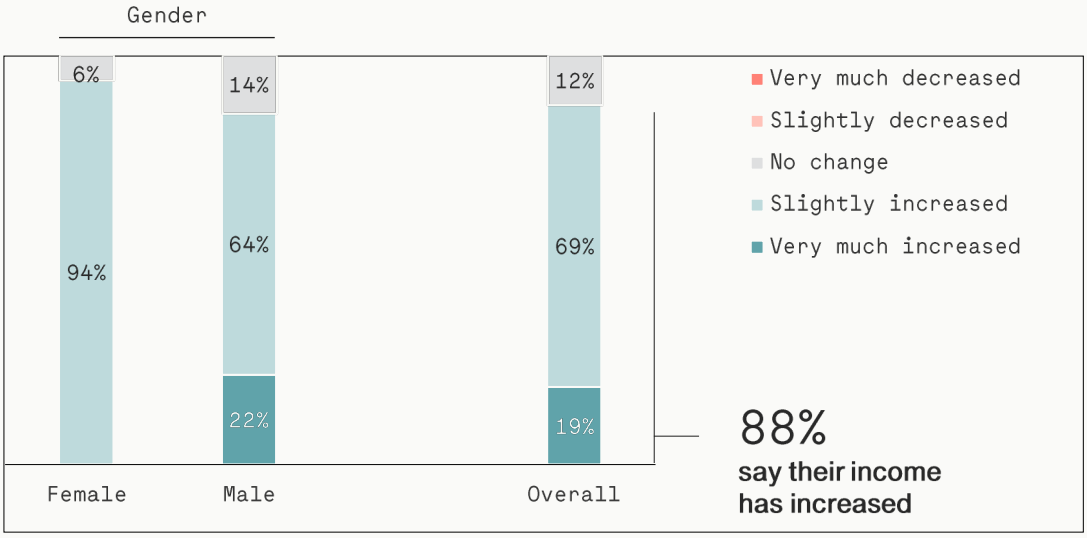
> "[Teledata] has helped me gain an additional source of income. The clothing material business has its slow seasons. There are bills I used to find difficult to pay but now, I use the income from selling the Teledata internet to pay for those."
>
> Male, 32

Impact

# 88% of resellers report that their income has increased. Male resellers were more likely to report a significant increase.

## Income Change

Q: Has the money you earn changed because of Teledata?
(n = 96 | Female = 16, Male = 80)




# Resellers who say their income has increased primarily use the additional income for business investments and paying utility bills.

## Utilization of Additional Income

Q:How are you using this additional income? (n = 84).
Open-ended, coded by 60 Decibels.

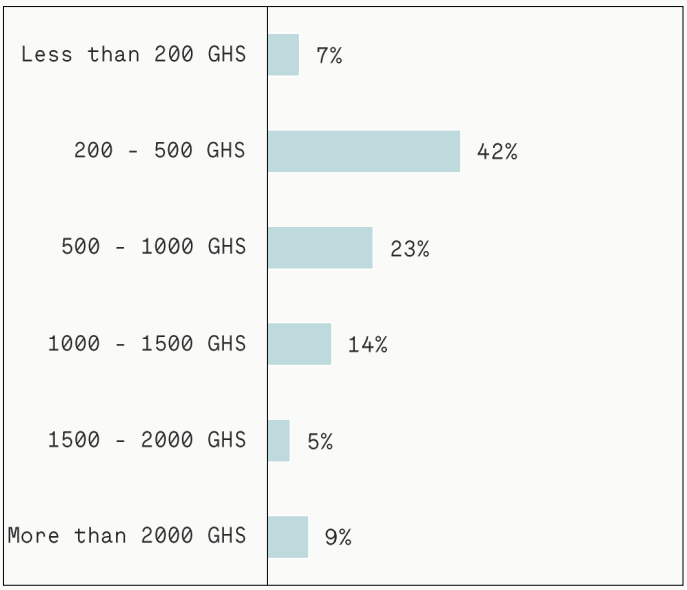
**46%**
**talk about increasing their business investment**
(41% of all respondents)

**33%**
**mention paying utility bills**
(29% of all respondents)

**20%**
**report increasing their savings**
(18% of all respondents)

## Monthly Income from Sales

Q: Can you tell me how much money you currently earn per month from your data bundles sales? (n = 94).

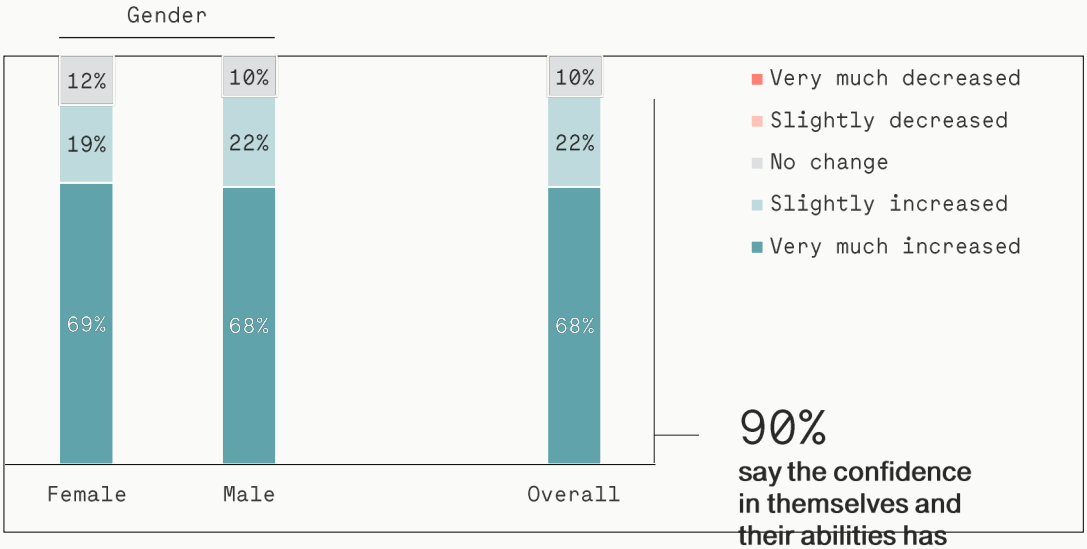


Impact

# Nearly all resellers report that their confidence in themselves and their abilities has increased because of Teledata.

### Confidence in Abilities

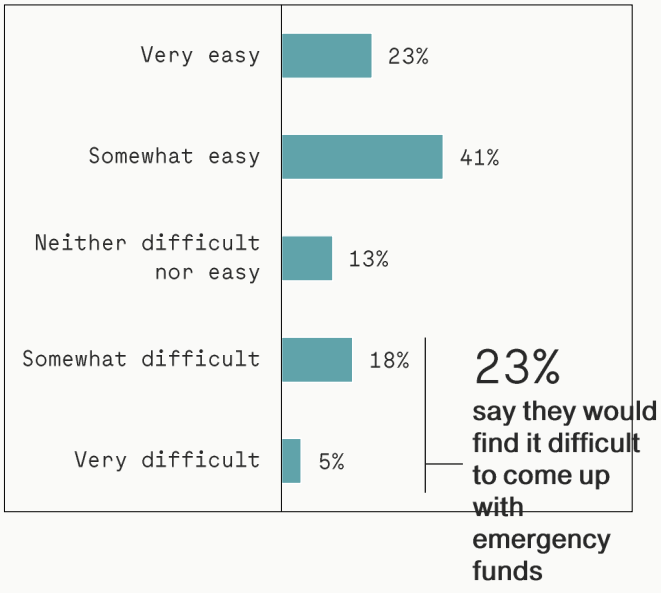
Q:Has your confidence in yourself and your abilities changed because of Teledata?
(n = 96 | Female = 16, Male = 80)




# 23% of resellers would find it difficult to meet an emergency expense in the next month. This has improved because of Teledata.

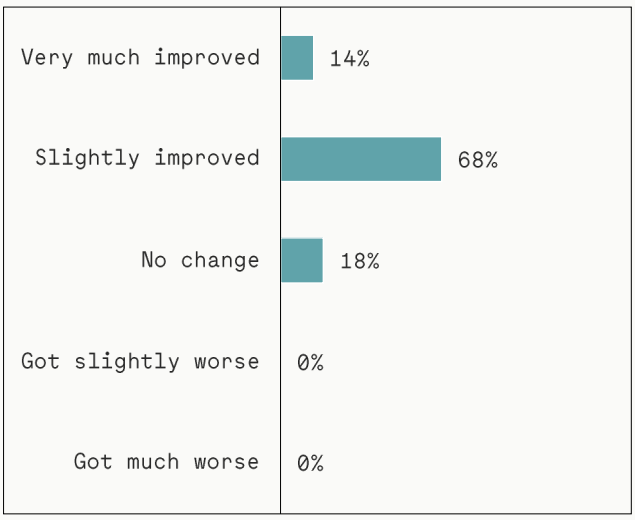
### Emergency Expense

Q: Imagine that tomorrow you have an unexpected emergency and need to come up with 900 GHS within the next month. How easy or difficult would it be to come up with this money? (n = 96).




### Change in Ability to Face Emergency Expenses

Q: Has Teledata changed your ability to access 900 GHS in the event of an emergency? (n = 96).





# 03: Experience

If your resellers are unhappy, it's unlikely they will continue to choose your service or recommend to others.

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

The key indicators in this section are:

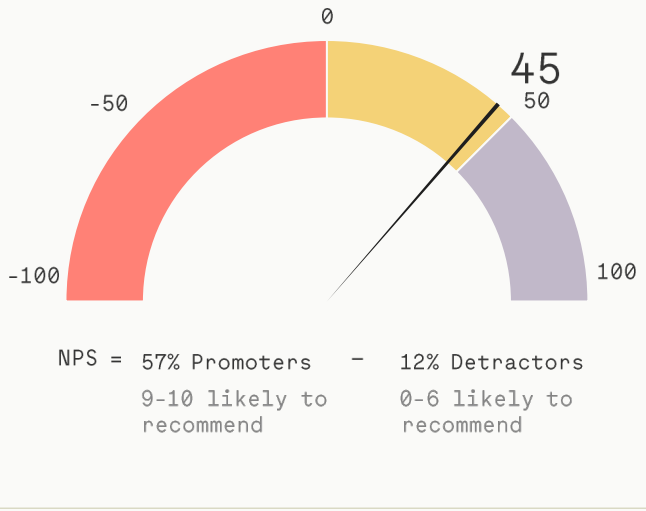
- **Net Promoter Score:** How likely are your resellers to recommend your company to a friend?
- **% Experiencing Challenges:** What proportion of resellers experience challenges with your company?

Experience

# Teledata has an NPS of 45, which is good and above with the 60dB Technology Benchmark.

### Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Teledata to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 96)




●●●●○
**TOP 40% -** 60dB Technology Benchmark

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

The score can range from -100 to 100. Teledata in Ghana has a NPS of 45, which is good.

| Segments | NPS |
|---|---|
| Female | 44 |
| Male | 45 |

# Promoters value affordable pricing and high-speed internet. Detractors want to see improved network strength and reliability.

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

## 57%
**are Promoters**

**They love:**

1. Affordable pricing
(82% of Promoters / 47% of all respondents)

2. High-speed internet
(51% of Promoters / 29% of all respondents)

3. Reliable network
(44% of Promoters / 25% of all respondents)

## 31%
**are Passives**

**They like:**

1. Affordable pricing
(55% of Passives / 17% of all respondents)

**They want to see:**

2. Stable network
(35% of Passives / 10% of all respondents)

3. Increased coverage area
(17% of Passives / 5% of all respondents)

## 12%
**are Detractors**

**They want to see:**

1. Improved network strength and reliability
(83% of Detractors / 10% of all respondents)

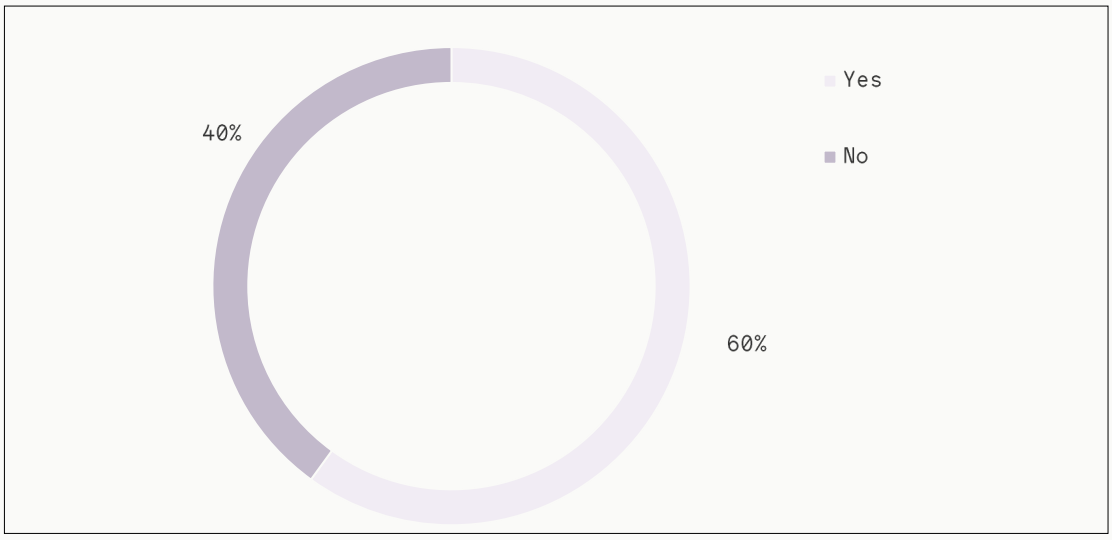
2. Resolution of technical issues
(50% of Detractors / 6% of all respondents)

Experience

# Majority of resellers report facing a challenge with Teledata.

### Proportion of Resellers Reporting Challenges

Q: Have you experienced any challenges as a reseller at Teledata? (n = 96)




●○○○○

**BOTTOM 20% -** 60dB Technology Benchmark

# Of the 60% who experience a challenge, the most common one is related to network instability and disruptions.

### Most Common Challenges

Q: Please explain these challenges. (n = 58).
Open-ended, coded by 60 Decibels.

72%

**talk about network instability and disruptions**
(44% of all respondents)

21%

**mention poor customer service**
(13% of all respondents)

12%

**talk about issues with accessing the system**
(7% of all respondents)

### Most Difficult Aspect of Being a Reseller

Q: What about being a Teledata Reseller is the most difficult? (n = 96).
Open-ended, coded by 60 Decibels.

48%

**talk about network instability and disruptions**

29%

**mention managing customer expectations**

19%

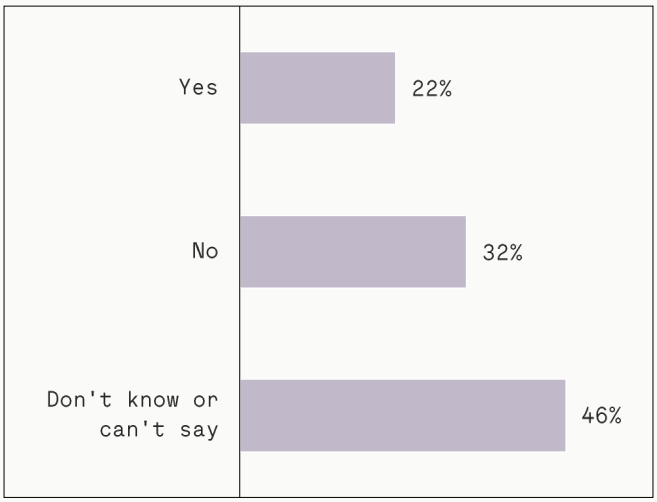
**talk about limited coverage range**

Experience

# 1 in 5 of resellers report they made the required repayments from their sales. Nearly half have additional sources of income.

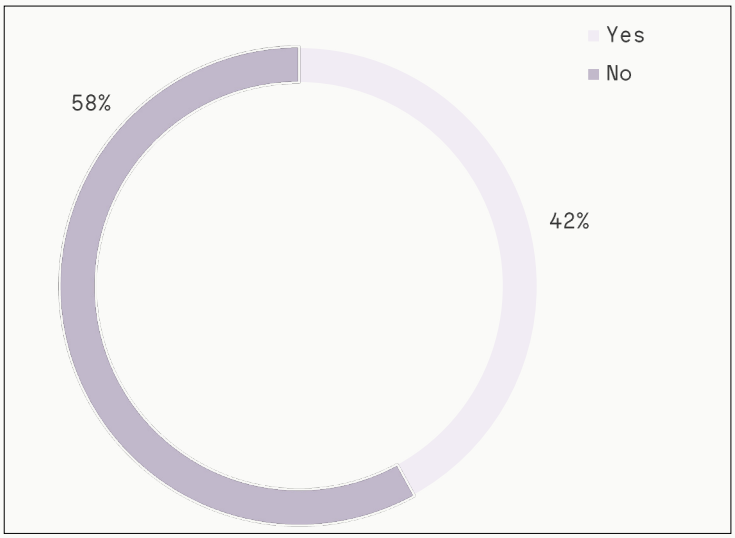
### Loan Repayments

Q: In the last 6 months, have you been able to make the required repayments on Kiva's loan from your sales? (n = 92)




### Additional Sources of Income

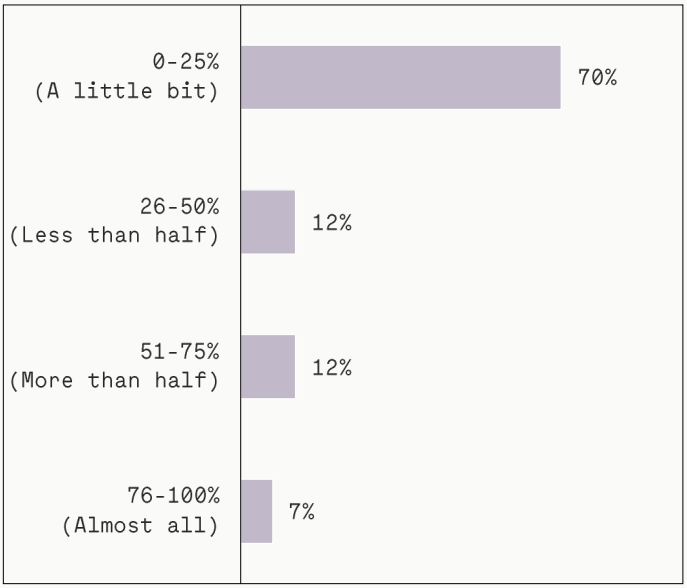
Q: Do you have any additional sources of income? (n = 96)




# Majority of resellers say 'a little bit' of their customers were one-time buyers and employ various renewal strategies.

### One-Time Buyers

Q: What proportion of your data bundles customers were one-time buyers in the past six months? (n = 96)




### Renewal Strategies

Q: What strategies do you use to get customers to renew their data bundles purchases? (n = 96)
Open-ended, coded by 60 Decibels.

**33%**
mention having personalized customer interactions

**26%**
promote the affordability of the data bundles

**25%**
send reminders through calls or SMS

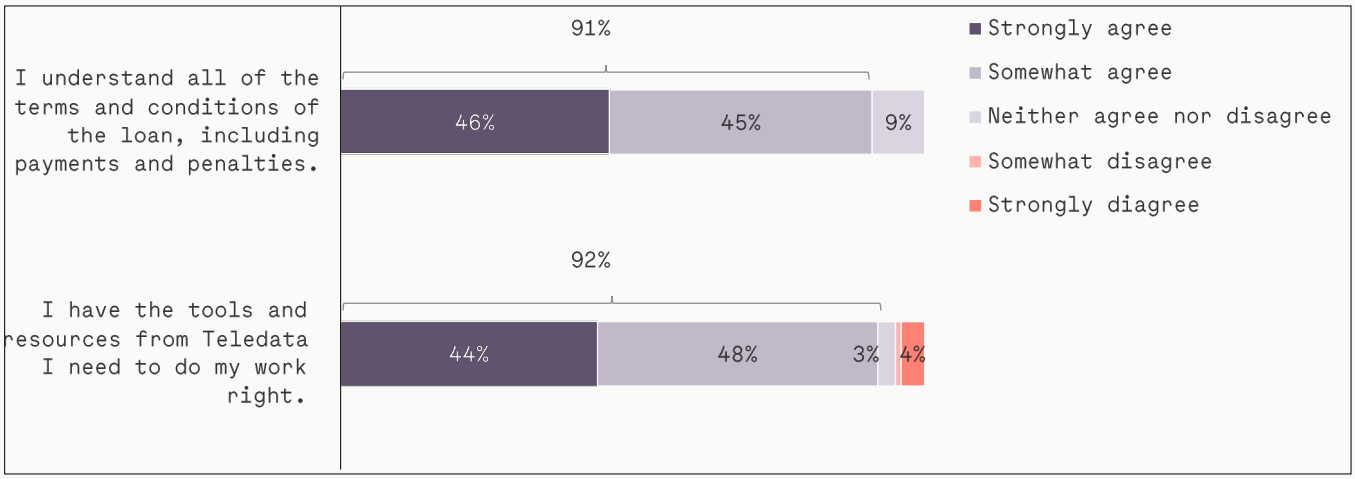
**13%**
use social media marketing

Experience

## 9 in 10 of resellers agree that the terms and conditions of the loan are easy to understand, and they have the tools required for their work.

### Ease of Understanding and Access to Tools and Resources

Q: To what extent do you agree or disagree with the following statements:? (n = 96)




## 28% of resellers report that their customers' satisfaction is the most important aspect of being a reseller.

### Most Important Aspect of Being a Reseller

Q: What about being a Teledata Reseller is most important to you? (n = 96). Open-ended, coded by 60 Decibels.

**28%**
talk about their customers' satisfaction

**21%**
mention additional source of income

**21%**
refrence the instant profits and commission

### Support Required for Expansion

Q: If you were to expand your operation as a Teledata Reseller, what support would you require? n = 96).
Open-ended, coded by 60 Decibels.

**39%**
mention increasing the network coverage area

**25%**
talk about marketing and branding support

**15%**
report financial support



# Appendix

# Detailed Teledata Impact Performance

Performance Relative to Benchmark indicates where Teledata falls in the ranking relative to other companies in the Technology sector.

| Benchmark Overview | # Companies | # Respondents |
|---|---|---|
| 60dB Technology Benchmark | 20 | 4,685 |
| 60dB West Africa Benchmark | 101 | 25,550 |
| 60dB Global Benchmark | 553 | 149,500 |

Performance vs 60dB Benchmark

| | |
|---|---|
| ●○○○○ | Bottom 20% |
| ●●○○○ | Bottom 40% |
| ●●●○○ | Middle |
| ●●●●○ | Top 40% |
| ● ● ● ● ● | Top 20% |

| Indicator | Description | Teledata | 60dB Global Benchmark | 60dB Western Africa Benchmark | 60dB Technology Benchmark | Performance Relative to Technology Benchmark |
|---|---|---|---|---|---|---|
| **Profile & Access** | | | | | | |
| First Access | % accessing for the first time | 88% | 67% | 76% | 72% | Top 20% |
| Alternatives | % without access to good alternative | 81% | 64% | 61% | 78% | Top 40% |
| Gender | % female respondents | 17% | 43% | 34% | 19% | Middle |
| **Impact** | | | | | | |
| Quality of Life | % 'very much improved' quality of life | 27% | 38% | 52% | 24% | Top 40% |
| **Satisfaction** | | | | | | |
| Net Promoter Score | NPS, on a scale -100 to 100 | 45 | 50 | 45 | 29 | Top 40% |
| Challenges | % experiencing challenges | 60% | 21% | 21% | 29% | Bottom 20% |

# Methodology

### About the 60 Decibels Methodology

In July 2024, 60 Decibels' trained researchers conducted 96 phone interviews with Teledata resellers. We reached out to all the contact details provided. Here is the breakdown of how we collected this data:

| | |
|---|---|
| Country | **Ghana** |
| Client Population | **490** |
| Interviews Completed | **96** |
| Response Rate | **53%** |
| Languages | **English, Hausa** |
| Average Survey Length | **26 mins** |
| Confidence Level | **85%** |
| Margin of Error | **7%** |

### 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 of 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 reseller 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.

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**Spread The Word**

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

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**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!

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**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.

## 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 1,000+ researchers in 97+ 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.

## Acknowledgments


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