

Wazi Vision

Impact Performance

Snapshot



Credit: Wazi Vision

About this Report

This summary report is designed to make it easy for you to learn about your customers, their profile, the outcomes they experience, and how satisfied they are. The insights are based on phone interviews conducted with 66 Wazi Vision eyeglasses customers. These interviews were conducted by 60 Decibels' Lean Data Researchers. We really enjoyed hearing from your customers – they had a lot to say!

66 Wazi Vision customers from Uganda interviewed, 38% female.

In Summary

Wazi Vision's eyeglasses are positively impacting customers.

The key performance and impact metrics are consistently great. Wazi Vision has an overall NPS of 83, which is excellent and higher than the 60dB Global Benchmark (44). This indicates a high degree of loyalty and satisfaction among Wazi Vision's customers. Compared to other alternatives, customers find Wazi Vision eyeglasses to have 'much better' comfort (83%) and have a 'much better' look and design (80%).

In terms of impact, 72% of customers report that their quality of life has improved, and 57% of the customers report that their confidence and self-esteem has improved because of Wazi Vision's eyeglasses.

Less than 1 in 10 customers report challenges with their Wazi Vision eyeglasses.

Results show that Wazi Vision's eyeglasses are a must-have product for customers.

- This lean data study was an attempt at exploring what creates impact and satisfaction for different customers. Share Wazi Vision's excellent NPS score, user voices and Promoters' experiences will unlock the power of word of mouth.
- Wazi Vision eyeglasses are affordable even for those who paid full price! 9 in 10 customers who paid full price report value for money is 'very good' or 'good'.
- Almost all customers (98%) report they would be 'very disappointed' or 'slightly disappointed' if they could no longer use Wazi Vision eyeglasses, which is also true for those who paid full price. This combined with insights on affordability suggests that Wazi Vision has a scalable product.



“The eyeglasses are comfortable and the style is extremely good which makes me feel proud while in a crowd or when someone asks me where I got them from.” – Male, 40

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Wazi Vision Performance Snapshot

In July to August 2022, we spoke to 66 Wazi Vision customers using eyeglasses to find out about their experiences and the impact they are creating in their lives. Majority of customers find the Wazi Vision eyeglasses to be more comfortable and have a better look and design compared to other alternatives.



Who are you reaching?

Female	38%
% living below \$3.20 per person per day	12%
% reporting no good alternatives to Wazi Vision Eyeglasses	82%



How Wazi Vision eyeglasses compares to alternatives

% reporting 'much better' comfort with Wazi Vision eyeglasses	83%
% reporting look and design is 'much better' for Wazi Vision eyeglasses	80%
% reporting 'much better' cost for Wazi Vision eyeglasses	67%



What impact are you having?

% saying quality of life 'very much improved' or 'slightly improved'	72%
% reporting 'very much improved' or 'slightly improved' confidence and self-esteem	57%



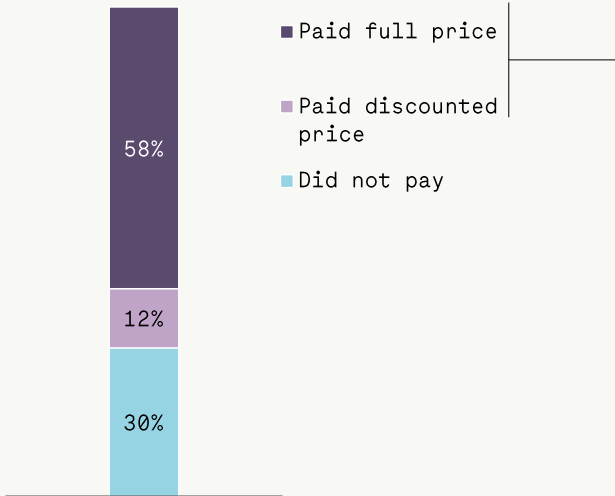
How satisfied are your customers?

Net Promoter Score	83
% experiencing any challenges	8%
% reporting they would be 'very disappointed' if they could no longer use Wazi eyeglasses	65%

Wazi eyeglasses are affordable- over 9 in 10 of those who paid full price report value for money is 'very good' or 'good'.

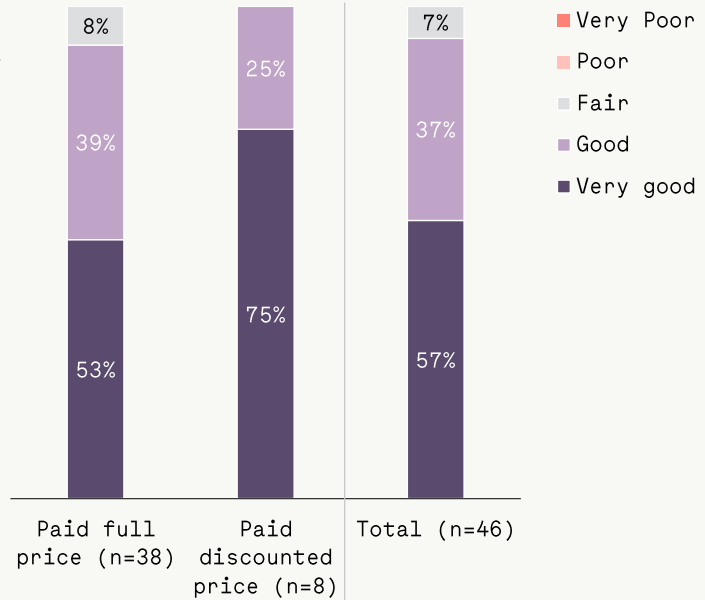
Affordability of Wazi Vision Eyeglasses

Q: Did you pay full price or got a discounted price for the Wazi Vision eyeglasses? (n=66)



Value for Money of Wazi Vision Eyeglasses

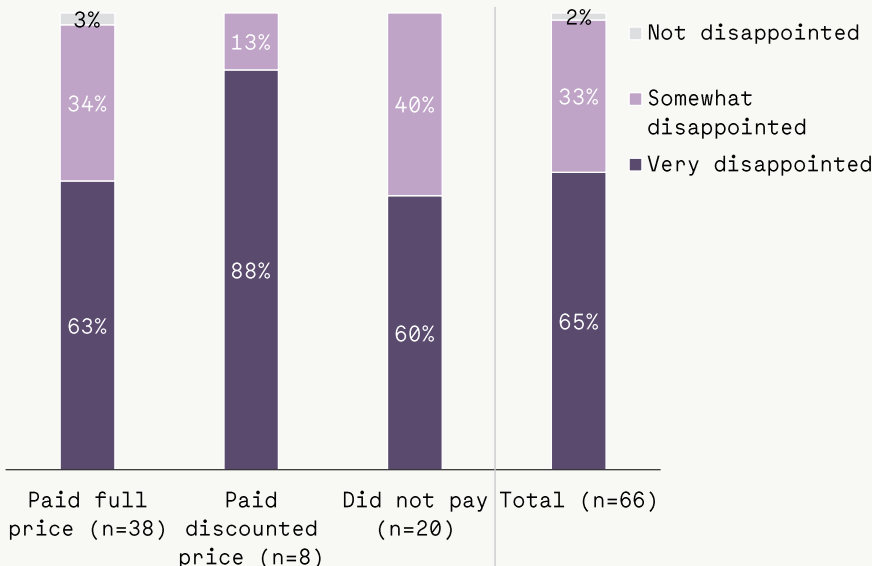
Q: How do you rate the value for money of your Wazi Vision eyeglasses? (n=46)



Wazi has a scalable product. That 2 in 3 customers report they would be 'very disappointed' at the loss of their Wazi eyeglasses indicates this product is a 'must-have' for its customers.

Scalability of Wazi Vision eyeglasses

Q: Did you pay full price or got a discounted price for the Wazi Vision eyeglasses? (n=66)
 Q: How would you feel if you could no longer use your Wazi Vision eyeglasses? (n=66)



Scalability Benchmark

According to research by PMFSurvey (formerly Survey.io) involving hundreds of companies, if over 40% of users report they would be 'very disappointed' to no longer use a company's product, there is a much higher chance that sustainable customer acquisition channels can be built.

About 60 Decibels

We're a tech-enabled impact measurement company, working in over 50 countries worldwide. Our repeatable, standardized approach to gathering data allows us to gather robust impact indicators and rich graduate insights direct from end users. We also provide genuine benchmarks of impact performance, enabling our clients to understand their impact relative to peers and to make informed decisions regarding how to improve their impact. Our clients include over 350 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations.

Acknowledgments

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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 [\[here\]](#)!

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