

# The Accessibility Institute (TAI) Performance Summary



Source: TAI Limited

## About This Study

This report is designed to provide you with you with a quick overview of user experience and performance as reported by your beneficiaries.

The insights are based on phone interviews with 59 beneficiaries. These interviews were conducted by 60 Decibels trained researchers. We really enjoyed hearing from your beneficiaries – they had a lot to say!



## Methodology

### About the 60 Decibels Methodology

In December 2022, 60 Decibels' trained researchers conducted 59 phone interviews with Tai Limited Safari seat wheelchair beneficiaries. The beneficiaries were randomly selected from a random sample of 70 contacts shared. Here is the breakdown of how we collected this data:

## In Summary

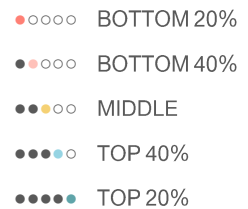
TAI Limited's Safari Seat wheelchair is making a positive impact on the quality of life, confidence, independence, and social life of its beneficiaries. The program has been successful in improving the lives of its beneficiaries, with a significant number reporting a 'very much improved' quality of life and a boost in confidence and self-esteem. Furthermore, the wheelchair has helped beneficiaries gain more independence, with a notable decrease in their dependence on caregivers or family members. The wheelchair has also contributed to improving their social lives, with beneficiaries reporting an increased ability to participate in social events and gatherings.

Moreover, the program has a high level of convenience and accessibility, with almost half of the beneficiaries always able to use the Safari Seat wheelchair whenever needed. TAI's Net Promoter Score (NPS) is also favorable at 22, indicating high satisfaction levels among beneficiaries and their families.

Despite the success of the SafariSeat, there are still unresolved issues and challenges that need to be addressed. Almost half of the beneficiaries reported experiencing challenges, and a significant proportion of these issues remained unresolved. TAI Limited needs to address these challenges and improve the program to ensure that all beneficiaries can access and benefit from it.

Country	<b>Kenya</b>
Interviews Completed	<b>59</b>
Response Rate	<b>89%</b>
Languages	<b>Swahili</b>
Average Survey Length	<b>11 mins</b>
Confidence Level	<b>95%</b>
Margin of Error	<b>5%</b>

# Detailed TAI Limited Benchmark Performance



Performance Relative to Benchmark compares TAI Limited's performance with the 60 Decibels Global Benchmarks which includes 711 companies and 285K+ customers.

Indicator	Description	The Accessibility Institute	GDI Hub Average	60dB Global Benchmark	Performance Relative to 60dB Global Benchmark
<b>Profile &amp; Access</b>					
Alternatives	% without access to good alternative	71%	85%	70%	●●●○○
Female Reach	% female beneficiaries	36%	40%	41%	●●●○○
Inclusivity	Inclusivity Ratio (normalized)	1.1	-	0.73	●●●●●
Education	% reporting tertiary education as the highest level of education within household	21%	49%	46%	●○○○○
<b>Impact</b>					
Quality of Life	% whose lives 'very much improved'	66%	46%	36%	●●●●●
Confidence	% whose confidence and self esteem 'very much improved'	70%	64%	-	●●●●●
Independence	% whose caregiver/ family member 'very much decreased'	41%	40%	-	●●●●●
Social Life	% whose ability to participate in social events and gatherings 'very much increased'	46%	45%	-	●●●●●
Accessibility	% always able to use TAI's safari seat wheelchair whenever	49%	58%	-	●●●●●
<b>Satisfaction</b>					
Net Promoter Score	NPS Score, -100 to 100	22	37	47	●○○○○
Challenges	% experiencing challenges	48%	40%	20%	●○○○○
Issues Unresolved	% with unresolved issues (a subset of Challenges)	89%	87%	56%	●○○○○
<b>Additional Insights</b>					
Scalability	% very disappointed if they could no longer use TAI's safari seat wheelchair	78%	59%	-	●●●●●
Ease of Use	% reporting 'very easy' to use the SafariSeat independently	39%	49%	-	●○○○○
Comfort	% 'Much more comfortable' comfort of using SafariSeat compared to other alternatives	29%	29%	-	●○○○○

## Calculations and Definitions

Metric	Calculation
<b>Net Promoter Score®</b>	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your 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'). Those rating 7 or 8 are considered 'Passives'.
<b>Inclusivity Ratio</b>	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Company % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

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## About 60 Decibels

We're a tech-enabled impact measurement company, working in over 70 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.

## 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

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## Acknowledgments

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