

Lugha Ishara Performance Summary



Source: Lugha Ishara

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 24 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 September 2022, 60 Decibels’ trained researchers conducted 24 phone interviews with Lugha Ishara Hangout Hub beneficiaries. We tried to reach all of the from a sample of 31 contacts shared. Here is the breakdown of how we collected this data:

In Summary

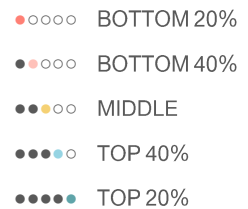
Lugha Ishara's Hangout Hub is making a significant positive impact on its beneficiaries. Firstly, the program has successfully reached a large number of new beneficiaries who have never accessed it before, indicating a good outreach. Secondly, since most of these beneficiaries do not have access to any other similar service, Lugha Ishara's Hangout Hub is providing them with a valuable resource. Additionally, the program has successfully promoted gender inclusivity with a relatively high percentage of female beneficiaries.

Most importantly, the beneficiaries are reporting substantial improvements in their quality of life, confidence, self-esteem, understanding of Kenya Sign Language, and peer interaction. They also report that their ability to participate in social events and gatherings has significantly increased. Parents and teachers who have used the hangout hub are also highly satisfied with the program, with a high Net Promoter Score of 63.

However, the program faces some challenges, with almost a third of beneficiaries experiencing difficulties. Lugha Ishara's Hangout Hub is making a significant positive impact on its beneficiaries, but the program needs to address these challenges to ensure continued success.

Country	Kenya
Interviews Completed	24 (20 Parent Interviews and 4 Teacher Interviews)
Response Rate	92%
Languages	Swahili, Kenyan Sign Language
Average Survey Length	26 mins
Confidence Level	95%
Margin of Error	10%

Detailed Lugha Ishara Benchmark Performance



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

Indicator	Description	Lugha Ishara	GDI Hub Average	60dB Global Benchmark	Performance Relative to 60dB Global Benchmark
Profile & Access					
First Access	% accessing Hangout Hub for the first time	96%	58%	65%	●●●●●
Alternatives	% without access to good alternative	96%	85%	70%	●●●●●
Female Reach	% female beneficiaries	71%	40%	41%	●●●●○
Inclusivity	Inclusivity Ratio (normalized)	0.32	-	0.73	●○○○○
Impact					
Quality of Life	% whose lives 'very much improved'	79%	46%	36%	●●●●●
Confidence	% whose confidence and self esteem 'very much improved'	83%	64%	-	●●●●●
Peer interaction	% whose peer interaction has 'very much increased'	67%	82%	-	●●●●●
Social Life	% whose ability to participate in social events and gatherings 'very much increased'	65%	45%	-	●●●●●
Satisfaction					
Net Promoter Score	NPS Score, -100 to 100	63	37	47	●●●●○
Challenges	% experiencing challenges	29%	40%	20%	●●○○○
Additional Insights					
Training usefulness	% parents reporting training was 'very useful'	50%	50%	-	●●●●●
Understanding	% whose understanding of Kenya Sign Language has 'very much improved'	79%	79%	-	●●●●●
Frequency to replace language	% replace spoken & written language with sign language with your child 'Most of the time'	20%	20%	-	●●●●●
Ability to replace language	% reporting 'very much improved' ability to replace spoken & written language with sign language because of Lugha Ishara	33%	33%	-	●●●●●

Calculations and Definitions

Metric	Calculation
Net Promoter Score®	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'.
Inclusivity Ratio	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!](#)

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Acknowledgments

Thank you to Nancy Maina and Andrew Rubia for their support throughout the project.

This work was generously sponsored by [Global Disability Innovation Hub](#).