

# Modern Energy Cooking Services (MECS) Programme Electric Pressure Cookers (EPC) Longitudinal Insights

Kenya



# Welcome To Your 60dB Results

We enjoyed hearing from electric pressure cooker customers across Kenya – they had a lot to share!

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# Project Overview

This project explores the usage and impact of electric pressure cookers (EPCs) used by customers in Kenya.

- As part of an effort to scale markets for super-efficient appliances, the [Efficiency for Access Coalition](#) partnered with 60 Decibels to explore the benefits and potential challenges experienced by electric pressure cooker customers in 2020-2022. During this time, we conducted interviews with end-consumers to verify the purchase of eligible products, and also create additional consumer insights.
- In 2023, Loughborough University, managing the Modern Energy Cooking Services (MECS) programme for FCDO, commissioned 60 Decibels to conduct a further study with customers we had interviewed prior to gather additional insights over time.
- 60 Decibels conducted remote surveys through phone interviews to capture key indicators. We looked at customer profile, experience, satisfaction, challenges, and impact at different time points. Understanding the wants, needs, experiences, and satisfaction of end customers is strategic information for this nascent technology.
- You can access the 2021 report for more insights: [Uses & Impacts of Electric Pressure Cookers](#), published in August 2021.

# Overview of Data

Baseline interviews were conducted within ~6 weeks of the purchase of the EPC. We selected customers to interview from a contact list of customers of companies who participated in any of the CLASP's Result Based Financing (RBF) programme.

A first follow-up interview was conducted with a subset of the same customers 6-8 months after baseline. Customers were selected from the baseline cohort.

A second follow up – this project report – was conducted 12-36 months after the purchase. Customers were selected from the baseline cohort.

We refer to these studies as follow-up 1 and 2 rather than midline and endline because customers are still using their EPCs and there is opportunity to reach out again to understand change over time.

From 2020-2023, 60 Decibels has conducted 1,300+ interviews with 700 customers of 5 electric pressure cooker companies in Kenya.

Phase	Year(s) of the Study	Surveys per Phase
Baseline	2020* & 2022	400 & 300
Follow-up 1	2021	318
Follow-up 2	2023	286
Totals		1,304 surveys 700 individual customers

Companies included: Bidhaa Sasa, SCODE, BURN, Powerhive and Hotpoint.

\*During 2020-2022, COVID pandemic and related restriction may have affected the usage of the electric pressure cooker.

# This Report

Where relevant, we reference follow-up 1 study results as comparison. Note, this is a smaller sample of 121 customers. For this analysis, we have only used this cohort who we completed interviews with at all three timepoints.

We would like to thank the companies for participating in this study and allowing us to listen to the voices of their customers.

All results in this report are aggregated to protect performance data of each company.

This report provides analysis and insights on the 286 customers interviewed at baseline and follow-up 2.



## Breakdown by Company

- Bidhaa Sasa
- SCODE
- BURN
- Powerhive



## Sample Characteristics

Kenya	100%
Female	78%
Male	22%

# Top Insights

**1** First-time electric pressure cooker users are adopting the use of electricity for cooking.

Nearly all customers are first-time users (92%). 9 in 10 reports say they couldn't find a good alternative for the EPC. This suggests companies are providing a scarce product.

The EPCs are becoming a primary cooking solution for the customers. 91% are using electricity for cooking now compared to just 3% before, and 50% say that electricity is their primary source of fuel. 2 in 5 customers are doing more than 75% of their cooking with the EPC.

**2** EPC customers are experiencing consistent positive impacts over time.

In the baseline study, 94% of customers said they were motivated to purchase the EPC to save time. During follow-up 1, customers were saving 91 minutes per day and now they are saving 106 minutes per day because of the EPC.

96% of EPC customers mentioned improved quality of life during follow-up 1 and 95% reported improvement during follow-up 2. This impact remains consistent over time. Customers report their quality of life has improved primarily due to time and money savings.

**3** There is a high level of customer satisfaction among the EPC customers and the majority rate the EPC good value for money.

The follow-up 2 study shows a very good Net Promoter Score® of 65. Among Promoters (68%), 66% highlight time savings as a top reason they would recommend the EPC.

9 in 10 customers find the electric pressure cooker a good or very good value for money.

**4** EPC companies can focus on expanding the benefits to less well-off customers and resolving the customers' challenges.

EPCs are being accessed by relatively wealthier customers with 28% living below the Kenya national average. With an Inclusivity Rate of 0.58, EPC companies appear to be underserving low-income customers in Kenya. This is likely to be linked to the electrification rate in Kenya.

Nearly 1 in 5 customers have experienced a challenge using their EPC. Of those, three-quarters say their challenge has not yet been resolved.

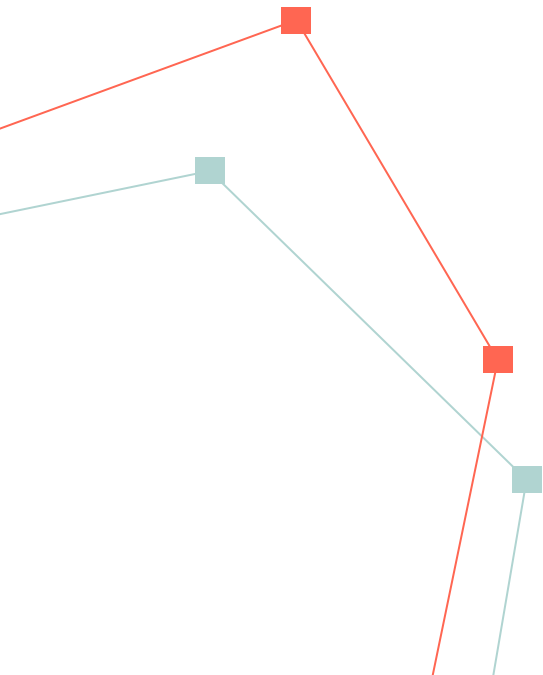
# Comparison of Performance Across Time

The sample size when we compare baseline, follow-up 1, and follow-up 2 is 121. When we compare only baseline and follow-up 2 is 286.

Indicator	Description	Baseline	Follow-up 1	Follow-up 2
<b>Profile</b>				
Alternatives	% without access to good alternative	-	41	93
<b>Cooking</b>				
Cooking sources	% use LPG as energy source for cooking (prior and current use)	64	-	70
	% use Electricity as energy source for cooking (prior and current use)	3	-	91
EPC Usage	% cooking 75% or more of the cooking proportion with the EPC	-	50	34
Cooking Responsibility	% mentioned respondent does most of the cooking (prior and current use)	81	79	88
Cooking Responsibility Contribution	% increase household members contribution for cooking	-	39	37
<b>Satisfaction</b>				
Quality of Life	% quality of life has improved	-	96	95
Expenditure	USD average weekly spending on cooking and electricity fuel	6.7	4.4	4.7
Time	Average minutes spend on cooking each day after the EPC	171	80	65
Health	% reporting 'very much improved' family health	-	57	60
<b>Impact</b>				
Ease of Use	% experiencing any challenges using product/service	-	17	16
Issue Resolution	% of issues not resolved (of those facing challenges)	-	60	72
Customer Service	Customer Effort Score (of those facing challenges)	-	2.95	2.90
Customer Satisfaction	Net Promoter Score	-	64	60
Value for money	% rate 'very good' or 'good' value for money	-	91	89

# Customer Voices

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



## Impact Stories

97% shared how the electric pressure cooker had improved their quality of life

“I would say the pressure cooker was a very good investment because we don't spend a lot of money on charcoal and firewood. That money we use it now at home like I bought a hen a few months ago. I am happy.” - Female

“I am able to leave anything cooking in the electric pressure cooker and go to the farm only to find that the food is ready and warm.” - Male, 52

“It has reduced the expenses of charcoal and gas and with that money we are able to pay for other household needs and bills.” - Male, 60

“The EPC has greatly helped us especially in the morning when my grandkids prepare to go to school or work. They are able to boil water with it for bathing and also for making tea and it saves them a lot of time because they do not need to start up fire with the firewood.” - Female, 68

“My life has gotten better because I don't use lot of firewood. The money that I used to spend on buying firewood, I use it now mostly to buy seeds for my farm.” - Female, 53

“I enjoy cooking because food cooks very well and it gets ready very fast. I don't waste a lot of time in the kitchen.” - Female, 49

## Opinions On the EPC Value Proposition

68% were Promoters and were highly likely to recommend

“The EPC has saved me time. I spend less time preparing food. It keeps food warm. The big advantage is the automatic switch off when it is ready.” - Female, 58

“I even want to buy another one. It doesn't waste time in the kitchen. It can cook almost everything.” - Female, 46

## Opportunities For Improvement

34% had a specific suggestion for improvement

“They should add an extra pot for cooking so that one does not have much stress while preparing more than one meal.” - Female

“They should add us more pots to cook with and also add other reliable appliances to buy from them.” - Female, 43



# Profile

- / Demographics
- / Income & disability profile
- / Acquisition channels & motivation
- / First Access
- / Access to Alternatives
- / Household electricity source & appliances

# Demographics

We successfully reached 286 out of the initial 463 customers who participated in the baseline studies of CLASP's Result Based Financing (RBF) program between 2020 and 2022. These customers were from four electric pressure cooker companies in Kenya.

The results on this page are from the baseline study but only looking at the cohort that this report presents.

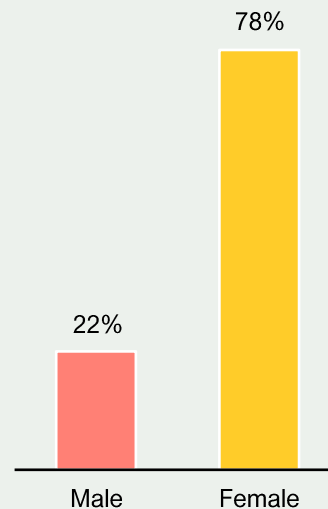
All the customers are still using their EPC.

A typical customer is a 42-year-old female, living in a rural area in a household of four members.

## About the Customers We Spoke With

Baseline Insights: Data relating to customer characteristics from the baseline survey (n = 286)

### Gender



### Age

**42** Average age  
(min = 20, max = 88)

**90%** Customers below  
60 years old

### Education

- Tertiary (68%)
- Upper Secondary (27%)
- Lower Secondary (2%)
- Primary (4%)
- None (0%)

### Household Size

**4.2** Average size

### Location

- 59% rural (village or countryside)
- 35% peri-urban (town)
- 7% urban (city)

# Income Inclusivity

Compared to the Kenya national population, there is some room for improvement in terms of EPCs reaching lower-income customers.

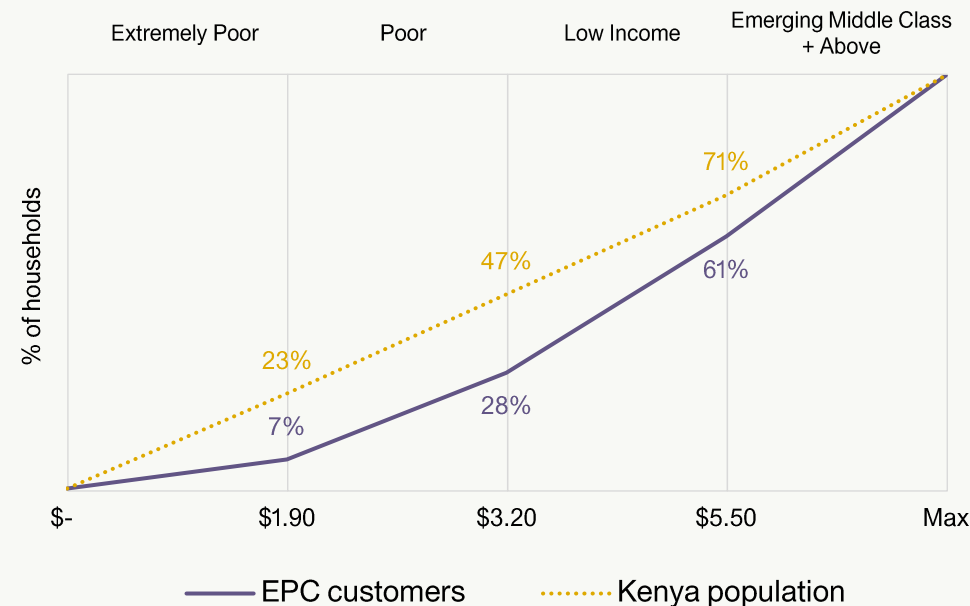
Using the Poverty Probability Index<sup>®</sup>, we measured how the income profile of EPC customers compares to the Kenya national population.

Kenya is categorised as a lower-middle income country by the World Bank, meaning that those that live below \$3.20/day are considered to be living in poverty.

EPC companies are serving wealthier customers than the Kenyan national average, resulting in an Inclusivity Ratio of 0.58. The majority of these customers are grid-connected which is a minority of the population of Kenya.

## Income Distribution of EPC Customers Relative to Kenya Average

Baseline Q: % living below \$3.20 per person / per day (2017 PPP) (n = 248\*)



## Inclusivity Ratio

Degree that RBF participating companies are reaching low-income customers in Kenya.

# 0.58

We calculate the degree to which RBF companies are serving low-income customers compared to the general population. 1 = parity with national population ; > 1 = over-serving; < 1 = under-serving. See Appendix for calculation.

\* Data collected during the baseline surveys between 2020-2022.

# Disability Prevalence

We used the [Washington Group questions](#) on disability to understand the profile of households and how products, services, marketing, training, or after-sales support could be more inclusive.

For example, if customers have challenges with eyesight, it may be worth considering larger informational stickers or brochures. If they have challenges with communicating verbally, then having an option to send an SMS for support rather than a call may help. We're happy to share other ideas if you are interested.

**EPC households have a 5.0% disability prevalence**, which is higher than Kenya's national disability rate of 2.2%\*.

\*This is based on the disability prevalence rate from the [2019 national census](#).

The disability rate among EPC customer households is 5% compared to 2% the national prevalence rate in Kenya.

## Disability Profile of EPC Customer Households

Baseline Q: % of customers who said they, or a member of their household, had a lot of difficulty doing any of the following or could not do at all. (% of customers, n = 286)



**3.0%**

difficulty seeing, even if wearing glasses (if available)



**1.0%**

difficulty remembering or concentrating



**0.0%**

difficulty hearing, even if using a hearing aid (if available)



**1.0%**

difficulty with self-care, such as washing all over or dressing



**3.0%**

difficulty walking or climbing steps



**0.0%**

difficulty communicating or being understood, using their usual language

# Acquisition Channel & Motivation to Purchase

Understanding how customers first heard about the EPC provides insights into the performance of the marketing and sales strategies of the companies.

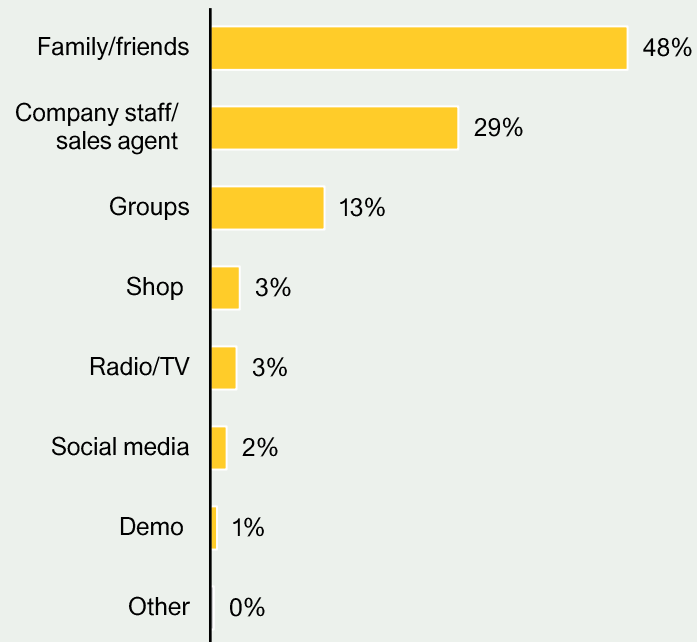
Family and friends (48%) and company staff/sales agents (29%) are the most common channels to hear about the EPC.

We also asked customers during the baseline study about their initial interest in using an electric pressure cooker. 94% mentioned they were interested in using the EPC to save time. In the follow-up 2, one of the top drivers of customers satisfaction is the ability to save time. You can read more on pages 34 and 35.

Nearly half of customers heard about the EPC through word of mouth. In the baseline study, most customers said they were motivated to purchase the EPC to save time.

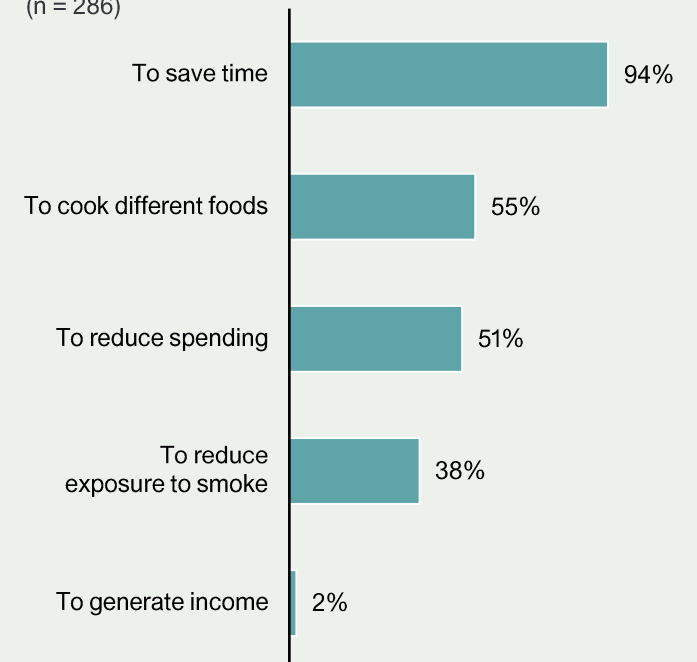
## Acquisition Channel

Baseline Q: How did [person] first hear about the [company] electric pressure cooker? (n = 264)



## EPC Use

Baseline Q: Are you interested in using the electric pressure cooker for any of the following: [select all that apply]? (n = 286)



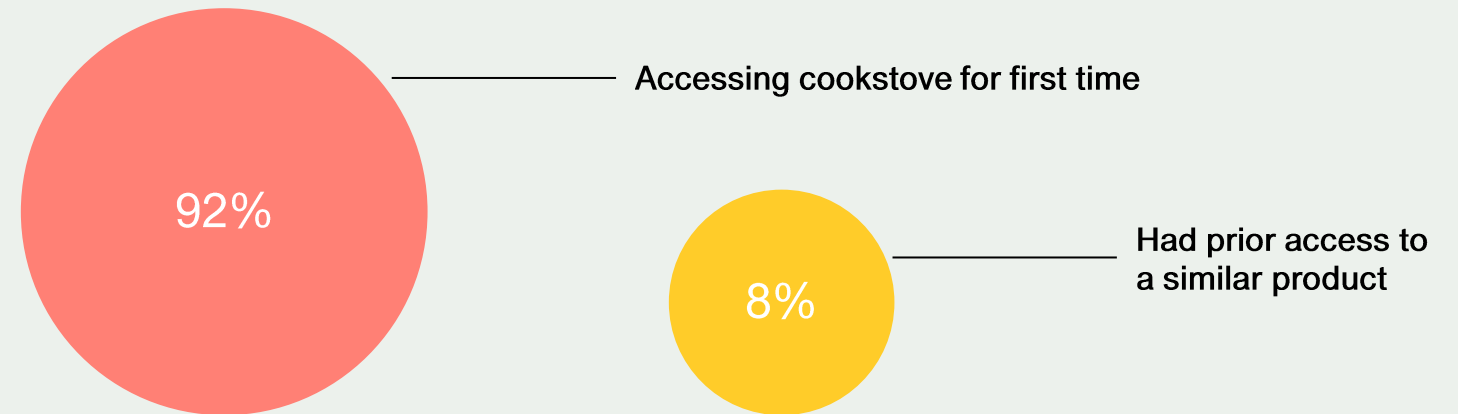
# First Access

92% of customers are accessing an electric pressure cooker for the first time.

The high proportion of customers who reported gaining first-time access to an electric pressure cooker, during the baseline study, suggests that the companies are reaching an under-served customer base.

## First Access

Baseline Q: Did you own an electric pressure cooker before this purchase? (n = 285)



# Availability of Alternatives

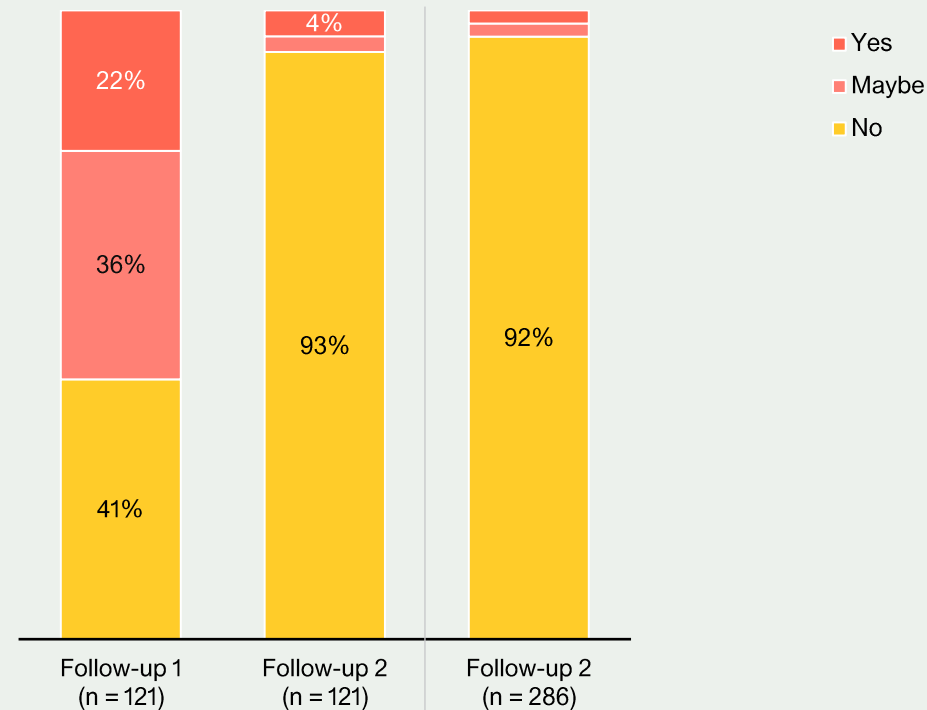
We asked customers in follow-up 1 and follow-up 2 about the availability of alternatives to the electric pressure cooker. This provides insight into the competitive landscape and the degree to which EPC companies are providing a scarce product.

The fact that 93% say they could not easily find a good alternative suggests the companies are providing a unique product in the market.

The proportion of customers that could not easily find a good alternative to their electric pressure cooker increased from 41% in follow-up 1 to 93% in follow-up 2.

## Access to Alternatives

Follow-up 1 & 2 Q: Could you easily find a good alternative to the [Company] electric pressure cooker?



# Household Electricity Source & Appliances

4 in 5 customers use grid electricity for light or energy at their homes. 2 in 3 customers have other electric appliances at home.

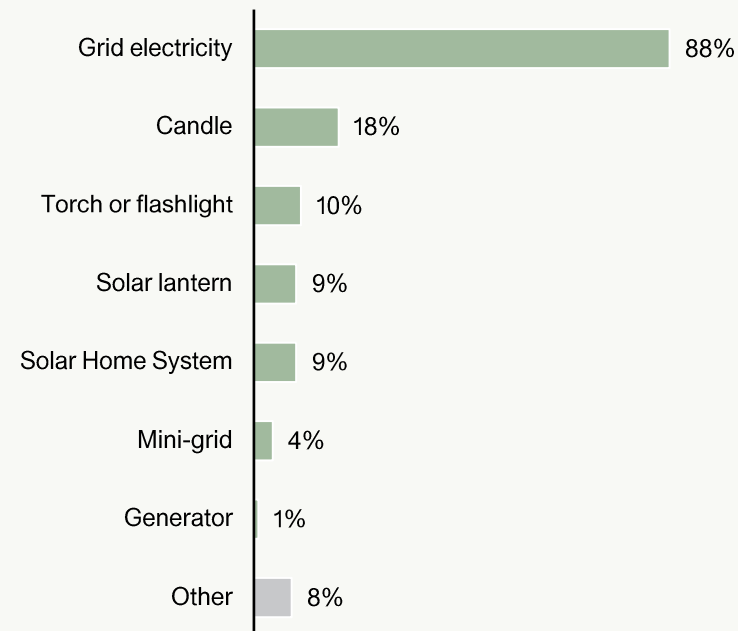
We asked customers on follow-up 2 which other appliances they use at home. The most common appliance among customers are kettles (33%), followed by blenders (19%)

45% mentioned owning other appliances at home. Of those, 40% mention using a TV, 24% fridge, 21% iron box, 20% radio, and 10% other appliances.

29% of customers don't have any other appliance.

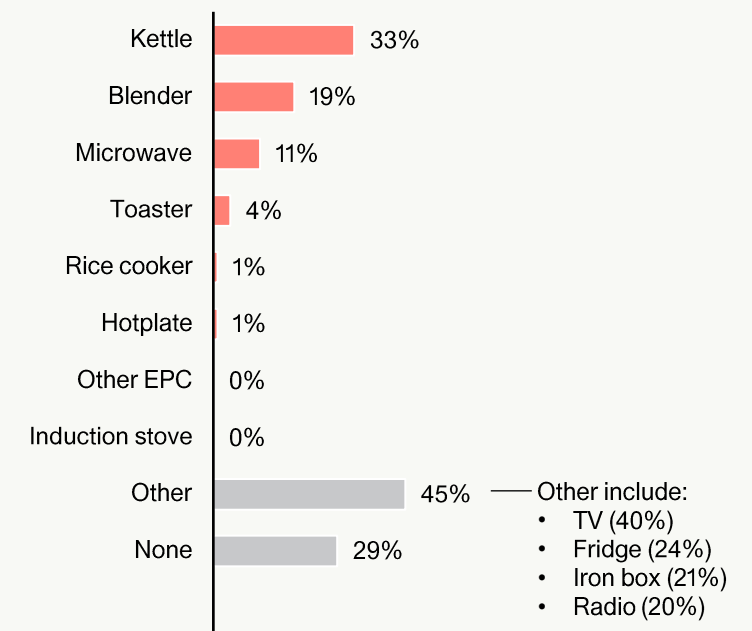
## Household Power Sources

Follow-up 2 Q: What are you using for lighting and/or energy? Multiple select (n = 286)



## Household Appliances

Follow-up 2 Q: What other electric appliances do you use in your home? Multiple select (n = 283)





# Cooking

- / Cooking sources
- / Current cooking experience
- / Other cookstoves
- / Cooking responsibility
- / Changes in cooking responsibilities
- / Time spent cooking

# Cooking Sources

In the baseline study, 3% of customers say they used electricity for cooking before the EPC. In the latest study, 91% of the customers are using electricity for cooking now.

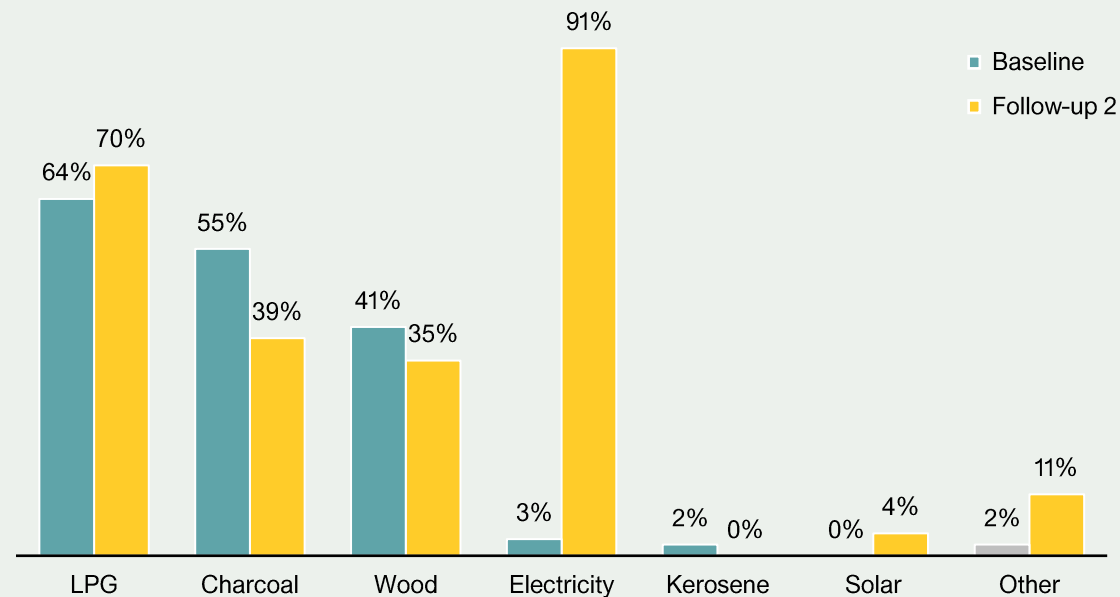
Despite 88% of customers having an electricity grid connection, only 3% of them used electricity for cooking prior to purchasing an EPC.

We observe shifts in sources of energy or fuel for cooking over time. During the follow-up 2 study, fewer customers mentioned using charcoal or wood.

## Prior and Current Cooking Energy Source

Baseline Q: What source of energy or fuel were you using for cooking before the electric pressure cooker?  
Multiple select (n = 286)

Follow-up 2 Q: What source of energy or fuel are you using for cooking now? Multiple select (n = 286)



# Current Cooking Experience

51% of customers currently rely on electricity as their main fuel for cooking. 50% mentioned in the follow-up that they were using the electric pressure cooker for 75% or more of the cooking, compared to 34% during follow-up 2.

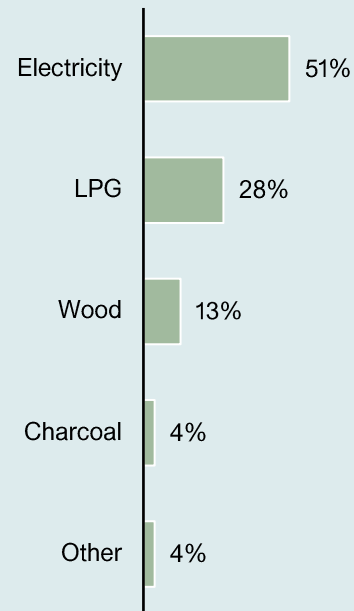
Customers who report electricity as their primary cooking source are more likely to report using the EPC for more than 75% of the cooking proportion (77%) than customers whose primary cooking source is LPG (1%).

We asked customers who did not use their electric pressure cookstoves for all their cooking, what factors influence their proportion of use.

Half of the customers mention type of meal and almost a quarter mention time as the factors that influence their proportion of use.

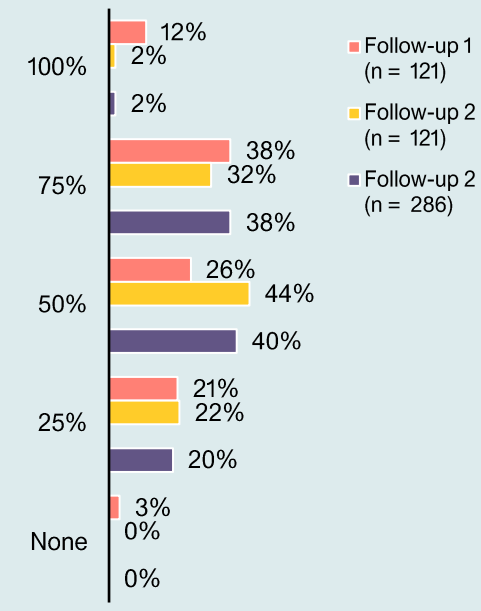
## Primary Cooking Product

Follow-up 2 Q: What is your primary source of fuel for cooking now?  
(n = 286)



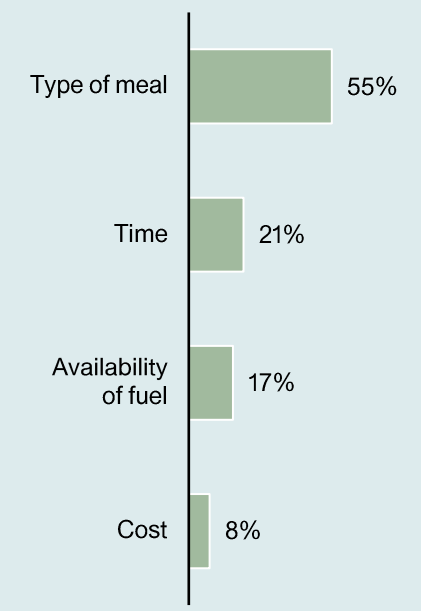
## Cooking Proportion

Follow-up 1 & 2 Q: What proportion of the household cooking is done with the [company] electric pressure cooker?



## Cooking Proportion Reason

Follow-up 2 Q: What does this proportion of cooking depend on? Would you say: (n = 279)



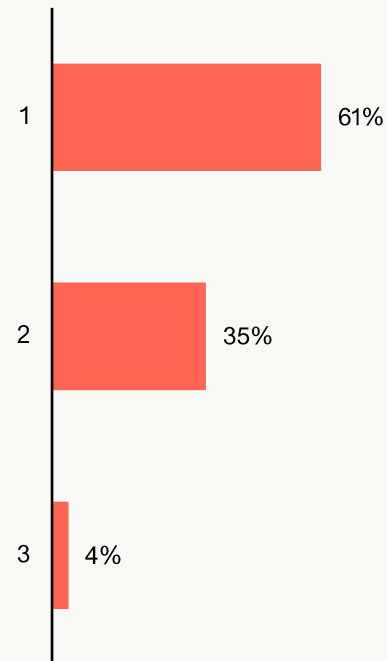
# Other Cookstoves

61% of customers who do not use the EPC for all household cooking have at least one extra cookstove that they use for everyday cooking.

We asked the customers what they use their other cookstoves for – you can see this on the right.

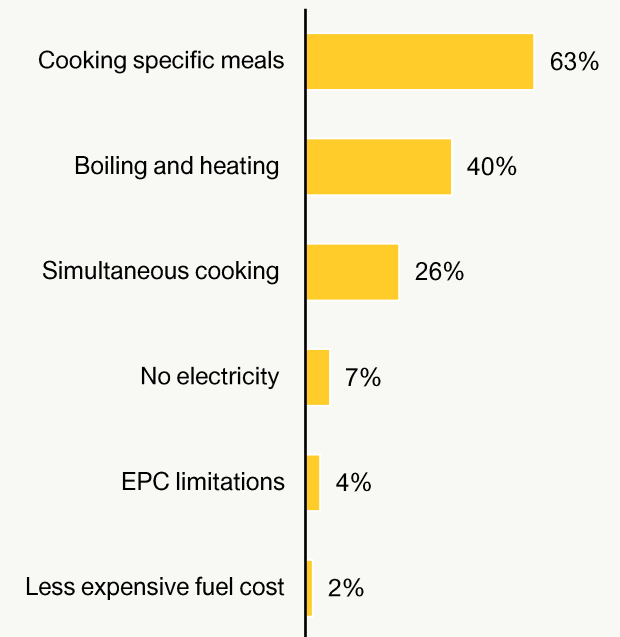
## Number of Other Cookstoves

Follow-up 2 Q: In addition to your electric pressure cooker, how many other cookstoves do you use regularly? (n = 279)



## Other Cookstoves Use

Follow-up 2 Q: What do you use your other cookstoves for? (n = 283) Open-ended, coded by 60 Decibels.



# Cooking Responsibility

In the latest study, 88% of the respondents we talked to do most of the cooking in the home. After the EPC purchase other members of the household are also getting more involved in cooking tasks.

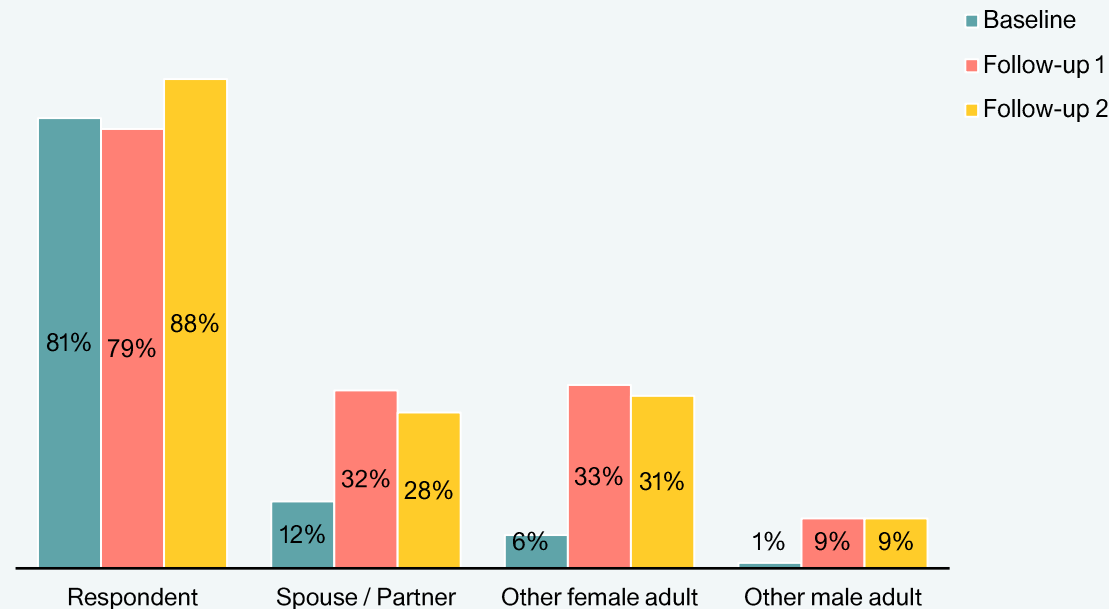
Across the different studies, customers report increased participation of other members in the cooking responsibility of the house. 12% of customers reported their spouse/partner did most of the cooking before the EPC, compared to ~30% reporting this in follow-up 1 and 2.

Respondents' participation increases over time, 81% of the respondents did the cooking before the EPC, compared to 88% in the follow-up 2. This may be because the respondent was more likely to be the registered customer who may have influenced the decision to purchase the EPC.

## Person Cooking Before and After the EPC

Baseline Q: Who in the household did most of the cooking before the electric pressure cooker was purchased? (Multiple select) (n = 121)

Follow-up 1 & 2 Q: Who in the household does the cooking? (Multiple select) (n = 121)



# Contribution to Cooking Responsibilities

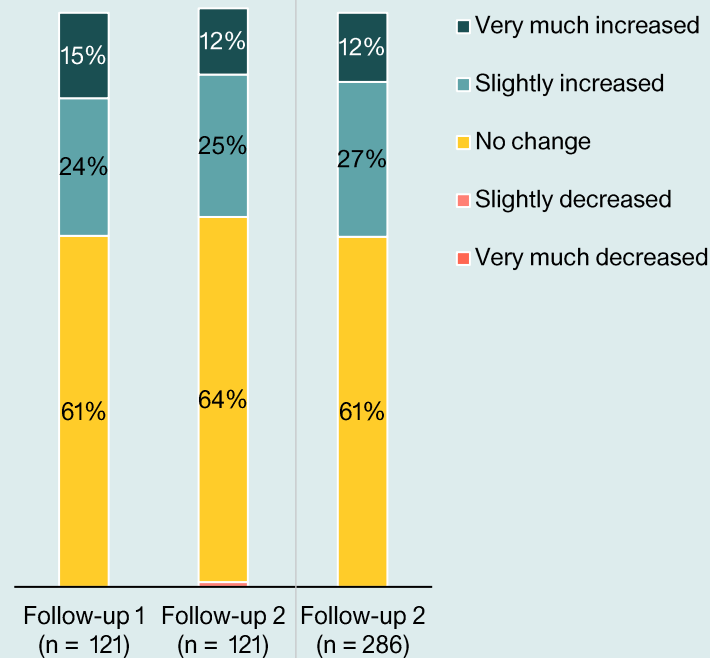
We asked customers if they have seen changes in the involvement of household members in cooking. The top reasons for these changes are on the right. Other reasons for those who report an increase in the involvement in household cooking by other members are increased interest in cooking (18%) and ability to use the EPC to cook specific meals (13%).

Consistently in follow-up 1 and 2, 3 in 5 customers report no change in the involvement of other household members in cooking. We asked the customers to explain it – you can see this on the right.

In the latest study, 37% of customers say other members of the household cook more often because of the electric pressure cooker, compared to 39% in follow-up 1.

## Changes in Cooking Responsibilities

Follow-up 1 & 2 Q: Do other members of the household cook more often now because of the electric pressure cooker?



## Top Self-reported Reasons

Follow-up 1 & 2 Q: Please can you explain? (n = 121)

### Increased

Follow-up 1	<ul style="list-style-type: none"> <li>Easy to cook (45%   17% of respondents)</li> <li>Efficient to use (28%   11% of respondents)</li> <li>Easy to use (28%   11% of respondents)</li> </ul>
Follow-up 2	<ul style="list-style-type: none"> <li>Taught other how to use (61%   22% of respondents)</li> <li>Regular use of the EPC (25%   9% of respondents)</li> </ul>

### No change

Follow-up 1	<ul style="list-style-type: none"> <li>No change (93%   57% of respondents)</li> <li>Difficult to use (5%   3% of respondents)</li> <li>Irregular use (2%   1% of respondents)</li> </ul>
Follow-up 2	<ul style="list-style-type: none"> <li>Limited cooking assistance (90%   57% of respondents)</li> <li>Concerns about misuse (6%   4% of respondents)</li> </ul>

# Impact

- / Productive use
- / Time spent cooking
- / Spending on energy & cooking fuel
- / Impact on security
- / Impact on health
- / Impact on time savings
- / Impact performance: quality of life

# Productive Use

Nearly all customers use their electric pressure cookers at home, and not for income-generating activities.

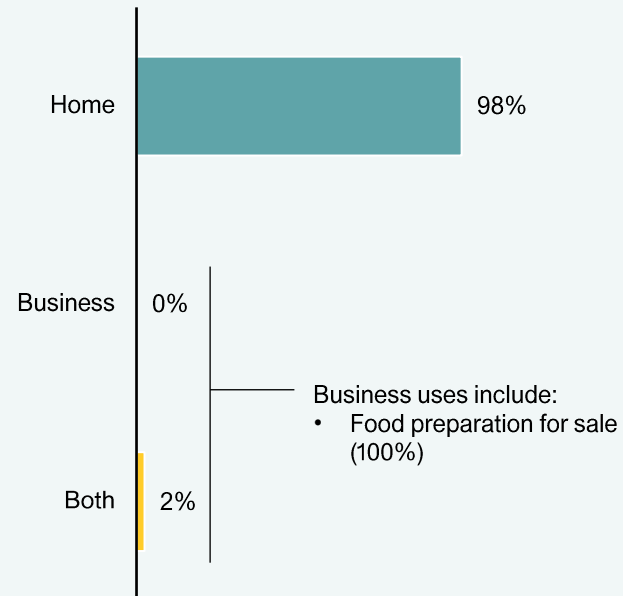
We asked customers if they use their electric pressure cooker at their business or at home to understand if products are used to generate an income.

98% of customers that say they use the electric pressure cooker solely at home, with the remaining 2% using the cooker both at home and in their businesses.

All who use their electric pressure cooker for income generation say the amount of money earned increased, with 80% reporting significant increases in the amount of money earned.

## Business or Home\*

Follow-up 2 Q: Are you using your [Company] electric pressure cooker in your home and/or your business?  
(n = 286)



## Income Generation

Follow-up 2 Q: [If Business/Both] Do you use the [Company] electric pressure cooker for income-generation? (n = 5)

**100%** Yes

“I use the EPC to boil cereals such as beans that I sell in my kiosk.”  
- Female, 40

“I use it to cook *githeri* and boil beans for a friend's restaurant.”  
- Female, 33



# Spending On Energy & Cooking Fuel

We asked customers about their weekly spending on energy and cooking fuel. These results help to measure changes in energy and fuel expenditures over time.

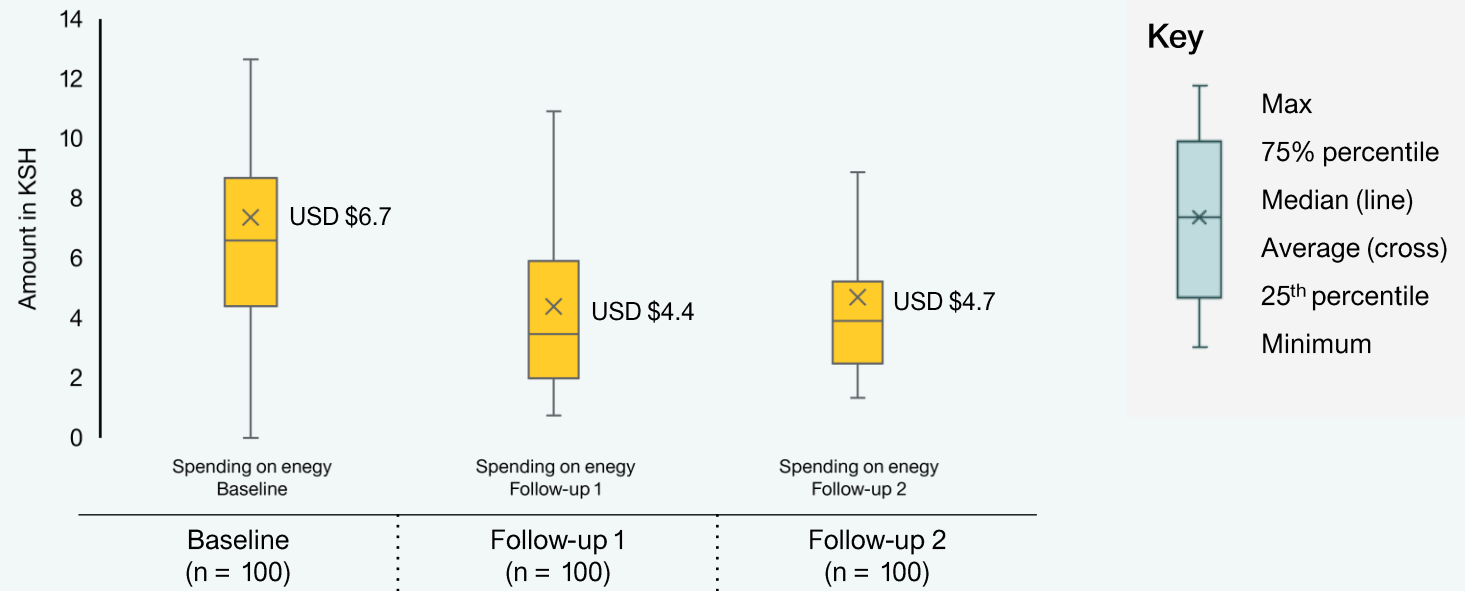
The data presented was calculated taking into consideration the inflation rate.

On average, EPC customers spend USD \$2 less on cooking fuel and energy weekly during the follow-up 2, compared to expenditure reported during the baseline study.

## Spending on Cooking Fuel & Energy

Baseline, Follow-up 1 & 2 Q: On average, how much do you spend on cooking fuel each week, not including electricity bills or mini-grid connection payments?

Baseline, Follow-up 1 & 2 Q: On average, how much do you spend on your electricity bills or mini-grid connection payments each week?



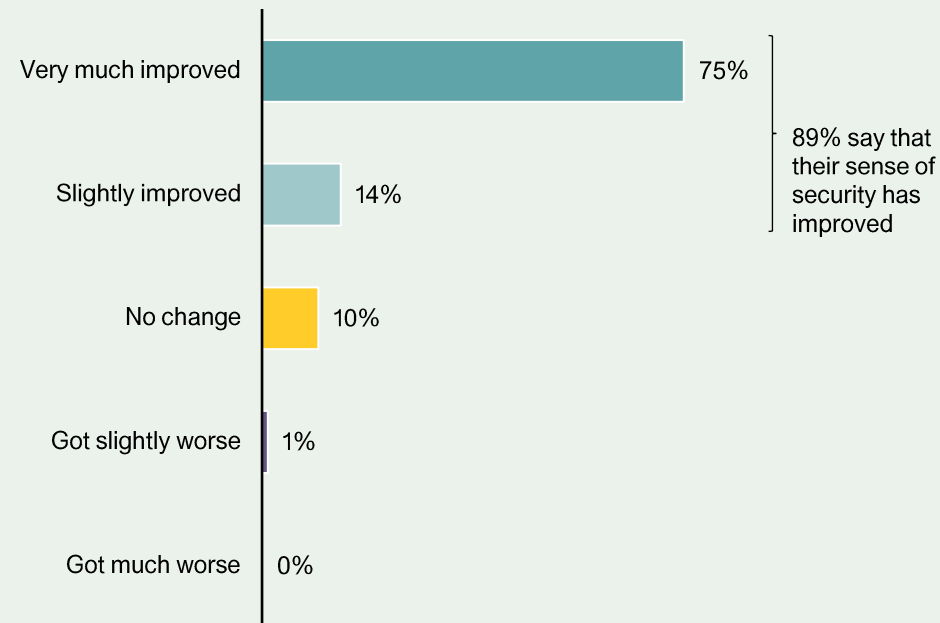
# Impact on Security

In the latest study, 89% of customers say that they feel more secure in their home or business since having the electric pressure cooker.

Customers who report that their sense of security has 'very much improved' (75%) are more likely to say that their quality of life has 'very much improved' (77%), than say their quality of life has "slightly improved" (22%) or 'got slightly worse' (1%).

## Security in Home or Business

Follow-up 2 Q: Has how safe you feel in your home or business changed because of having the electric pressure cooker? Has it: (n = 286)



“Before I had the old pressure cooker and although it cooked well it wasn't safe at all. I did not allow my kids or husband to cook with it and it required charcoal to cook. This however has changed since I got the electric pressure cooker, my husband and kids cook with it, and I stopped using charcoal. I also have extra time to do other house chores when I cook with the EPC and the best thing is that it never burns my food.”

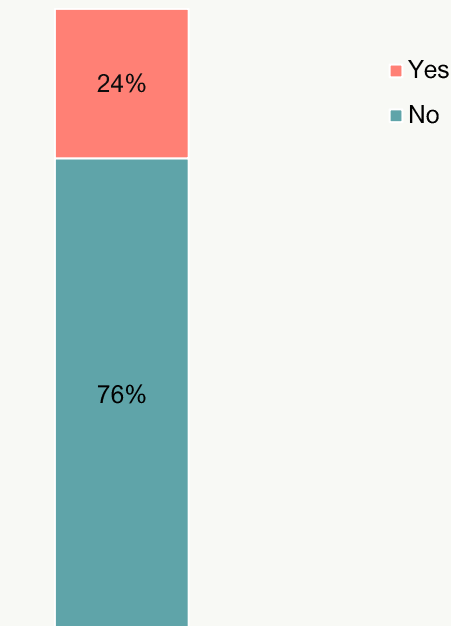
- Female, 43

# Impact on Health

Consistently during follow-up 1 and 2, customers report an improvement in their health or their household members because of the electric pressure cooker.

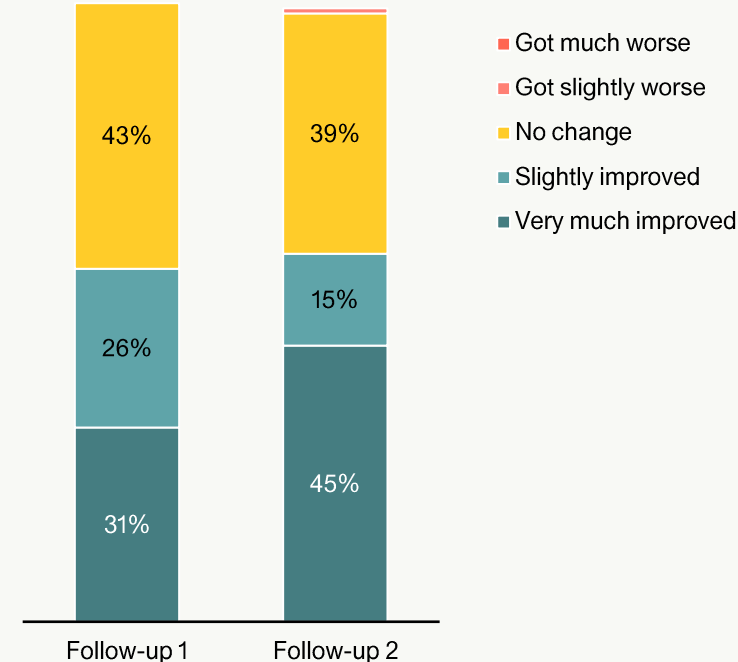
## Health Issues

Baseline Q: Before you purchased this electric pressure cooker, did you or your family experience any health issues associated with your cooking method? (n = 121)



## Change in Health

Follow-up 1 & 2 Q: Has the health of you or your family changed because of having the electric pressure cooker? Has it: (n = 121)



## Top Self-reported Reasons

Follow-up 1 & 2 Q: [For those who report improvement] Please explain these health changes:

Follow-up 1 (n = 69)	<ul style="list-style-type: none"> <li>Improved respiratory health (36%)</li> <li>Clean cooking (20%)</li> <li>Less headache (19%)</li> </ul>
Follow-up 2 (n = 73)	<ul style="list-style-type: none"> <li>Less exposure to harmful gases (51%)</li> <li>Reduced physical discomfort (38%)</li> <li>Improved respiratory health (37%)</li> </ul>

“I have observed that when I use wood the smoke causes coughing unlike the time am using the electric pressure cooker”  
- Female, 42

“My health is fine the smoke from the charcoal stove used to make my eyes teary but now am better because I don't tear as much as I used to.”  
- Female, 42

# Time Spent Cooking

On average, in the last study, the person doing most of the cooking spends 106 minutes less per day since having the electric pressure cooker.

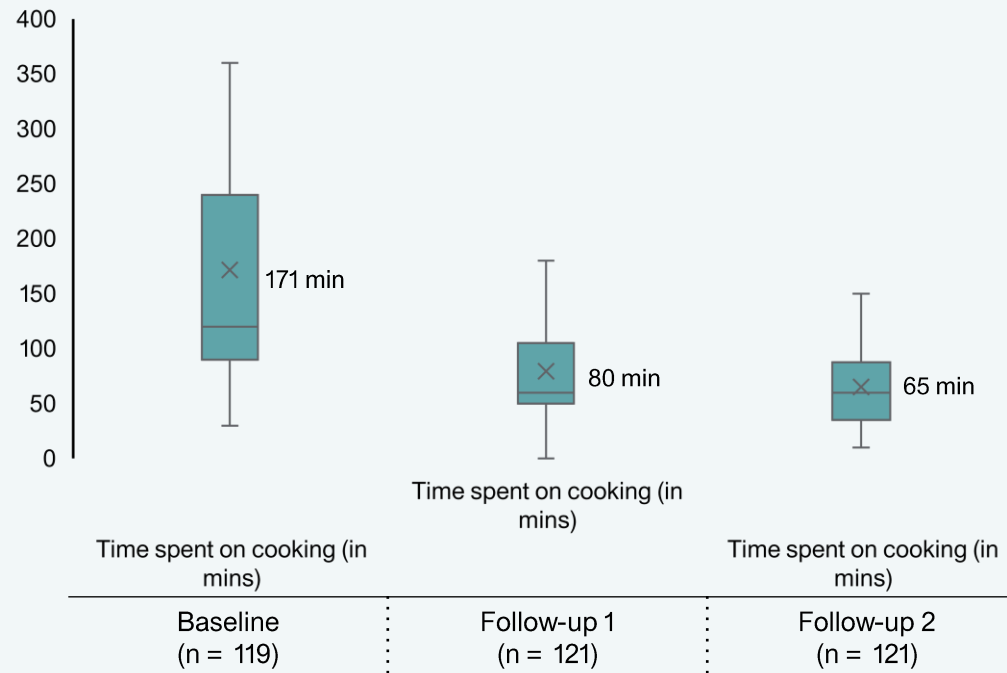
In the baseline study, customers said that on average, the person cooking spent 171 minutes per day on this task, compared to 80 minutes per day on the follow-up 1 and 65 minutes on follow-up 2 study.

Customers are seeing the impact on time savings as they use the EPC over time. This could be attributed to becoming more comfortable with the product, and perhaps trying out different food types on it too.

## Time Spent Cooking

Baseline Q: How much time did [the primary cook] spend on cooking each day, on average, before the new cooker?

Follow-up 1 & 2 Q: How much time does [person(s)] spend on cooking each day, on average?



### Key

- Max
- 75% percentile
- Median (line)
- Average (cross)
- 25<sup>th</sup> percentile
- Minimum

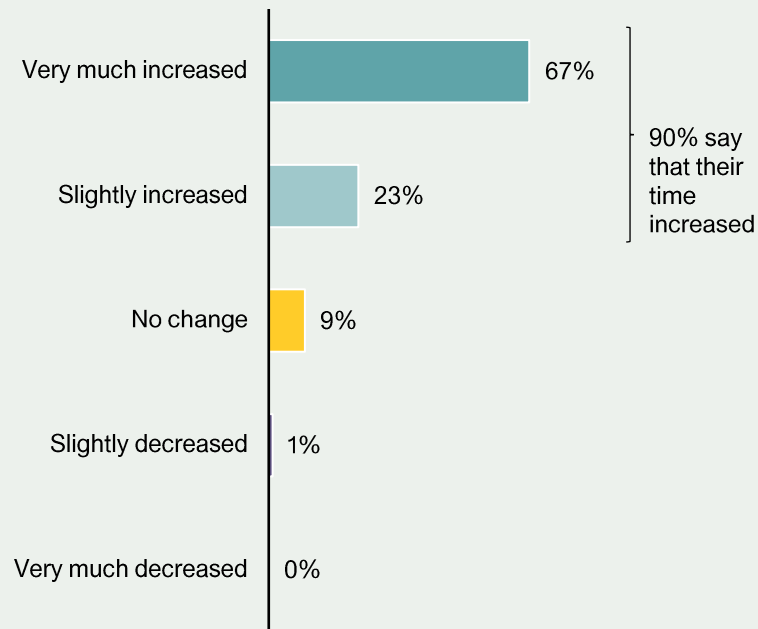
# Impact on Time Savings

Electric pressure cookers save time for household members, with 90% customers dedicating more time to care for their loved ones and 95% enjoying increased leisure activities.

Efficient cooking energy sources save time for household chores or economic activities. The follow-up 2 study shows that customers have more time for childcare, elderly care, and leisure activities due to the electric pressure cooker.

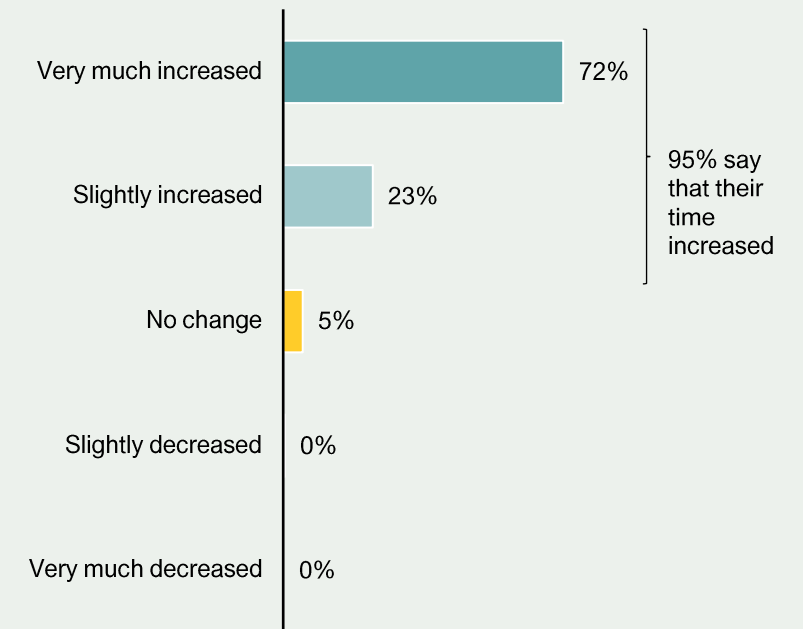
## Caregivers Extra Time

Follow-up 2 Q: Has the total time you spend on care for children or elders in the household changed since you have had the electric pressure cooker? Has it: (n = 286)



## Leisure Extra Time

Follow-up 2 Q: Has the total time you spend on leisure changed since you have had the electric pressure cooker? Has it: (n = 285)



# Impact Performance: Quality of Life

To gauge depth of impact, customers were asked to reflect on whether their quality of life has changed because of the electric pressure cooker.

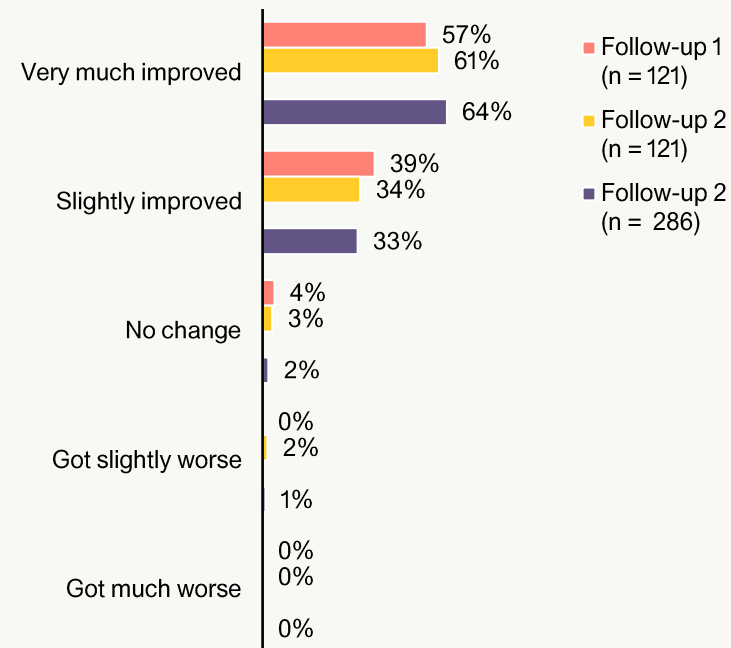
In total, 97% of customers say their quality of life has improved with 64% of customers saying it has 'very much improved'.

Compared to follow-up 1, the proportion of customers who see their quality of life 'very much improved' has increased from 57% to 61%. With a margin of error of 4%, we can see the quality-of-life impacts are consistent over time.

Electric pressure cookers are positively impacting users' quality of life, as nearly all report improvements due to the cookers. The degree of impact is deeper over the years.

## Perceived Quality of Life Change

Follow-up 1 & 2 Q: Has your quality of life changed because of the [company] electric pressure cooker?  
Has it:



### Very much improved:

“The ease of cooking with a pressure cooker enables me to cook very fast when I get home late and rest early since it takes a short time to cook with the EPC.” – Female, 44

### Slightly improved:

“I can cook food while taking care of my child. I can also bake with the EPC hence ensure we have variety of snacks for breakfast.” – Female, 31

### No change:

“I cook with my pressure cooker that I purchased a long time ago before this one so am not affected. I don't use the electric pressure cooker that much; the old ones cook better.” – Female, 52

# Quality of Life: Top Outcomes

Customers were asked to describe – in their own words – any changes they were experiencing because of the electric pressure cookers. The top outcomes are shown on the right.

We looked for differences across the follow-ups 1 and 2 and saw some minor changes in the top outcomes reported by the customers.

The 3% (8) customers who report no change or worse quality of life attribute it to high electricity consumption of the pressure cookers and heavy repayment burden.

Electric pressure cookers offer customers the dual benefits of saving time and money, all while being convenient.

## Top Outcomes for 97% of Customers Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 276). Open-ended, coded by 60 Decibels.

<b>51%</b>	<b>report increased ability to save time</b> (49% of all customers)	“[The electric pressure cooker] has made it easy for me to cook faster and save more time to care for my kids.” – Female
<b>46%</b>	<b>talk about cost-effectiveness and improved savings</b> (45% of all customers)	“Compared to when I was using my gas cooker, I’m now using less money for fuel and use the savings for other household shopping.” – Female, 40
<b>21%</b>	<b>mention convenience of the cooker</b> (21% of all customers)	“Since I bought the EPC, I’m not worried about cooking. Even when I come home late from work, I am sure within 30 minutes my meal will be ready. I like its convenience.” – Female, 40

# Experience

- / EPC usage and awareness
- / Customer challenges & customer service
- / Customer satisfaction: Net Promoter Score
- / Value for money
- / Closing thoughts



# EPC Usage and Awareness

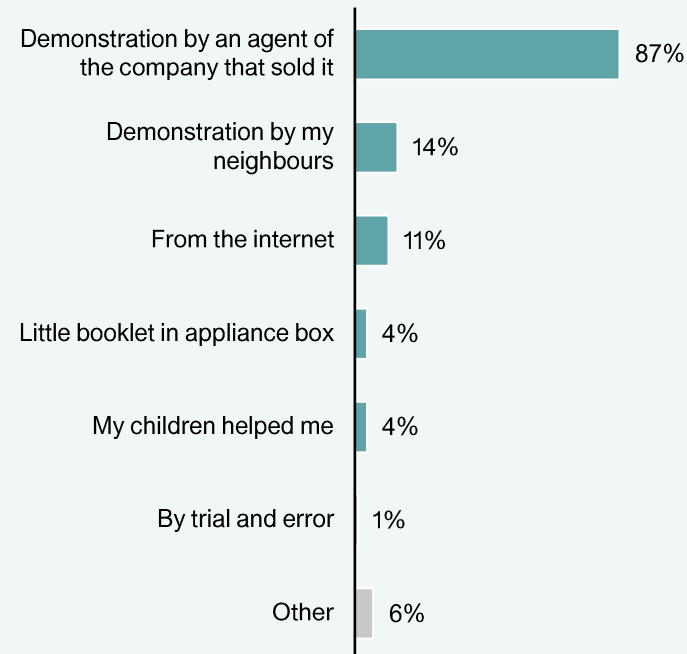
87% of customers learned how to use the electric pressure cooker from the company's agents and 70% say more people in the community own electric pressure cookers now.

In the latest study, we asked customers how they learned to use the electric pressure cooker and the results show that the companies are excelling at demonstrating the usage of the product to their customers.

Additionally, there has been growth in the purchase of electric pressure cookers as 70% of the customers say they have seen more people in the community buy the cookers.

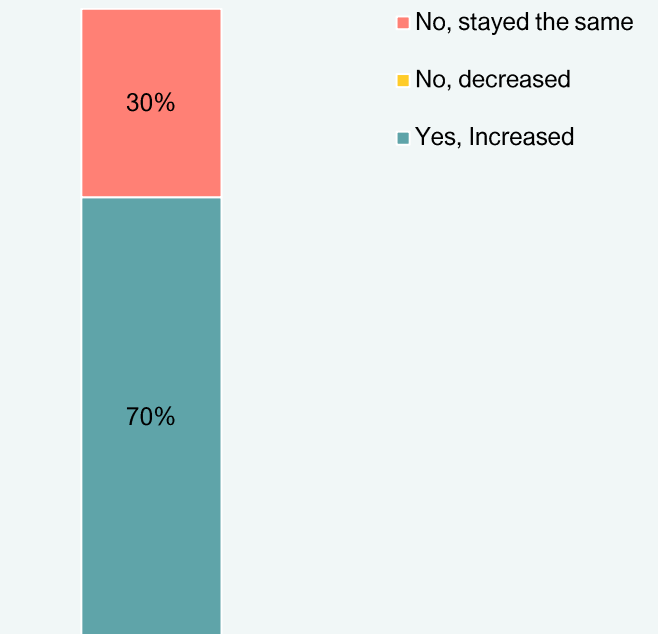
## Learning to Use the EPC

Follow-up 2 Q: How did you learn how to use the electric pressure cooker? (n = 286)



## EPC Awareness

Follow-up 2: Q: Have you seen more people own or buy electric pressure cookers in your community since you purchased? Would you say: (n = 266)



# Customer Challenges & Customer Service

Unresolved challenges can encourage negative word-of-mouth and detract from positive impact. The next page goes over the most common issues experienced.

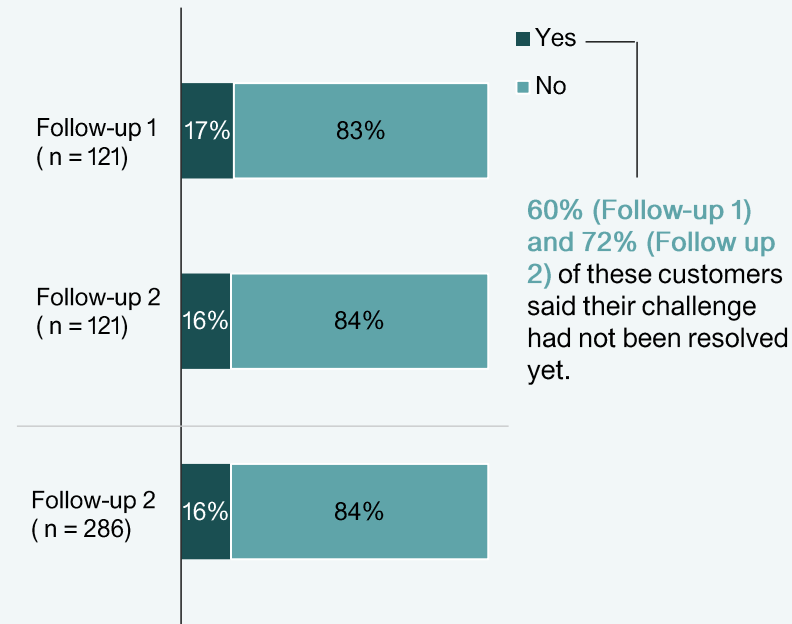
Customers who have experienced a challenge are asked how easy it was to get an issue handled. This is the Customer Effort Score (CES), and it is the average rating of all customers. More on how this is calculated can be found in the Appendix.

The companies' CES in the latest study is 2.9 out of 5. The chart on the right shows that customers have mixed experiences with the customer resolution process that the companies offer, although a higher proportion are dissatisfied.

In the latest study, 16% of customers have experienced a challenge using the electric pressure cookers; 72% of these customers have not had their issue resolved.

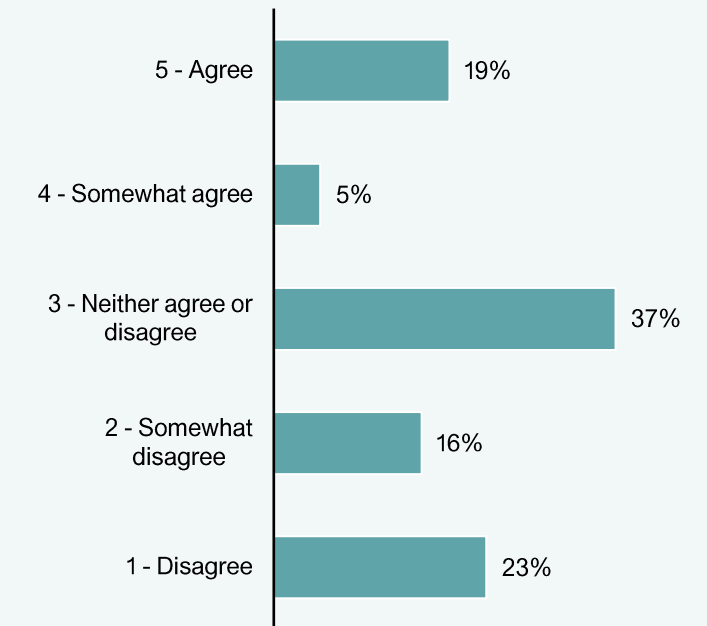
## Customers Reporting Challenges

Follow-up 1 & 2 Q: Have you experienced any challenges with using the [company] electric pressure cooker?



## Customer Effort Score

Follow-up 1 & 2 Q: To what extent do you agree or disagree with this statement? Overall, [company] made it easy for me to handle my issue. Do you: (n = 43)



# Customer Challenges: Top Issues

We ask the challenges question as framed by customer experience rather than fault. Therefore, challenges can sit in three different themes and can be best addressed in different ways. Often the customer (and our Research Assistants) won't know which category the challenge fits into:

- Technical fault - there is something wrong with the product.
- Mismatched expectations - the customer says the product/service isn't working because they expected it to work differently but it is working as intended.
- Misuse - the customer isn't using the product properly; often not deliberately but through lack of awareness/training.
- External factors – sometimes factors outside of the control of companies or customers affect usage and therefore impact. This could be theft, war, environmental.

The top issue reported by customers is related to poor quality and durability of the cookers. This was consistently reported during follow-ups 1 and 2.

## Most Common Issues for 16% of Customers Who Say They've Experienced a Challenge

Follow-up 2 Q: Please briefly explain the challenge you have faced. (n = 44). Open-ended, coded by 60 Decibels.

<b>39%</b>	<b>mentioned poor quality and durability of the cookers</b> (6% of all customers)	“The inside coating of the cooking pot is peeling off and I don't know how to replace it.” - Female, 34
<b>34%</b>	<b>talked about performance and functionality issues</b> (5% of all customers)	“The wiring is loose and since I reported, they have never come to fix it.” - Female, 32
<b>25%</b>	<b>reported timer and regulator issues</b> (4% of all customers)	“The timer button is spoilt. I have to use a knife to set the time. I have not yet got a response from the company.” - Female, 34

# Customer Satisfaction: Net Promoter Score®

The Net Promoter Score® for the companies in the latest study is 65, which is very good and higher than the 60 Decibels relevant Benchmarks.

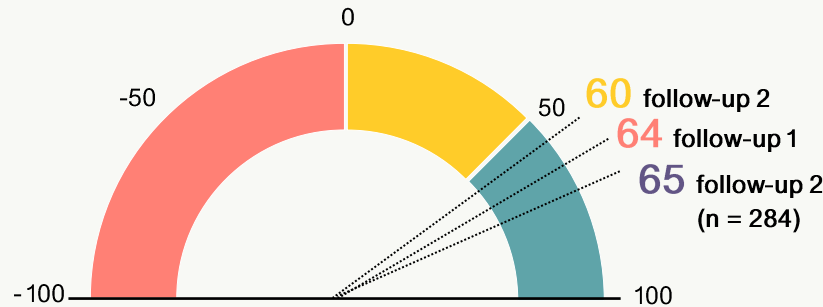
The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor.

The NPS for the companies has small variations over time.

Asking customers to explain their rating provides insight into what they value and what creates dissatisfaction. You can see this on page [37](#).

## Net Promoter Score® (NPS)

Follow up 1 & 2 Q: On a scale of 0 to 10, how likely are you to recommend the [company] electric pressure cooker to a friend or family member, where 0 is not at all likely and 10 is extremely likely?  
(n = 121)



NPS = % Promoters — % Detractors  
9-10 likely to recommend      0-6 likely to recommend

## NPS Benchmarks

<b>60 Decibels Global Benchmark</b> 497 companies	<b>48</b>
<b>60 Decibels Energy Benchmark</b> 110 companies	<b>46</b>
<b>60 Decibels Cooking Benchmark</b> 24 companies	<b>50</b>

# NPS Drivers

Customers reported in the latest study the main satisfaction drivers are the electric pressure cooker's time-saving, energy-efficiency, and convenient features, while its limited capacity deters it.

68% are Promoters :)

## They love:

1. Ability to save time  
(66% of Promoters / 45% of all customers)
2. Energy efficiency of the cooker  
(35% of Promoters / 24% of all customers)
3. Convenience of the cooker  
(35% of Promoters / 24% of all customers)

“It takes a short time to cook with the EPC. Once you set the timer, you do not need to constantly check it like you would with charcoal or firewood.”

### Tip:

Highlight the above value drivers in marketing. Promoters are powerful brand ambassadors—can you reward them?

29% are Passives : \

## They like:

1. Cooking speed and convenience  
(70% of Passives / 20% of all customers)
2. Energy efficiency and cost savings  
(36% of Passives / 11% of all customers)

## They want to see:

1. More pots and accessories in the cooker  
(31% of Passives / 7% of all customers)

“In terms of energy, the pressure cooker does not consume much, and it does have different cooking models which makes it easier for whoever is cooking.”

### Tip:

Passives won't actively refer you in the same way that Promoters will. What would it take to convert them?

3% are Detractors : (

## They want to see:

1. Energy efficiency of the cooker  
(5 customers)
2. Increased capacity of the cookers  
(2 customers)
3. Fast and efficient cooking  
(2 customers)

“Increase the capacity of the electric pressure cooker to be able to cook large quantity of food.”

### Tip:

Negative word of mouth is costly. What's fixable here?

# NPS by Segment

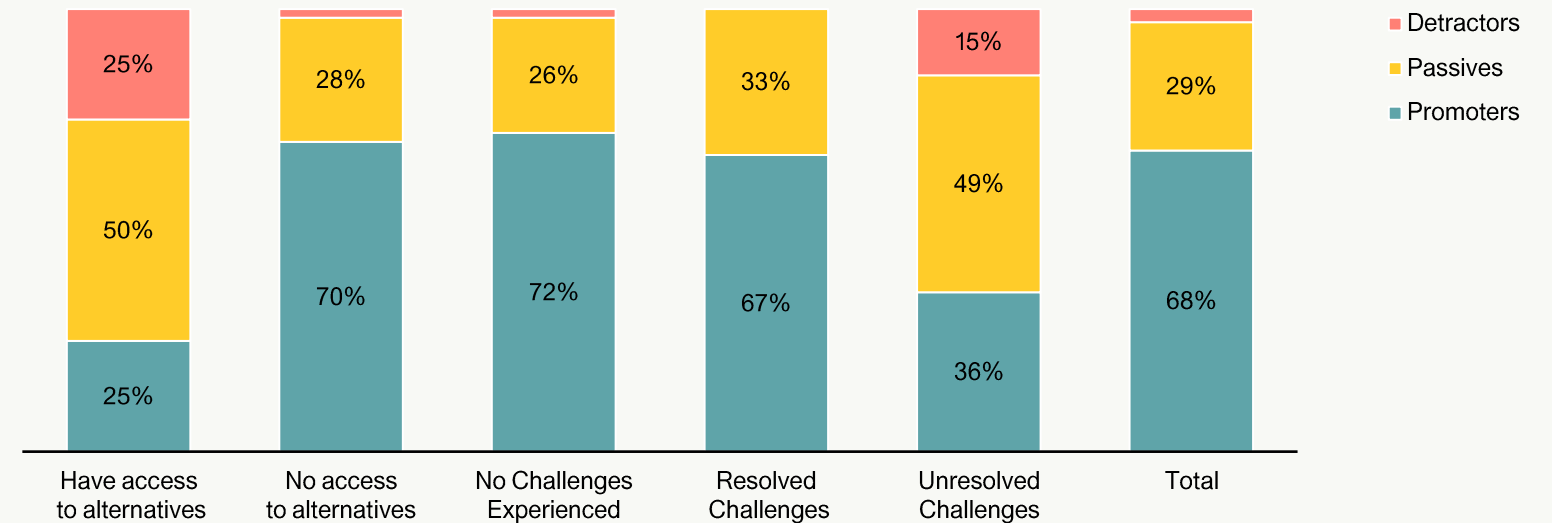
Satisfaction levels are higher among those without access to good alternatives, those who have faced no challenges, and those whose challenges have been resolved.

Satisfaction is higher among:

- Those who have not experienced challenges with the pressure cooker
- Those whose challenges have been resolved.

## Net Promoter Score® (NPS) by Challenge Rate & Access to Alternatives

Q: On a scale of 0 to 10, how likely are you to recommend the [Company] electric pressure cooker to a friend or family member, where 0 is least likely, and 10 is most likely?



NPS	0	68	70	67	21	65
n =	12	262	240	12	33	286

# Value for Money

Value for money and NPS are closely linked – NPS for customers rating the value for money as ‘good’ or ‘very good’ is significantly higher (71) than those rating it ‘fair’, ‘poor’, or ‘very poor’ (11).

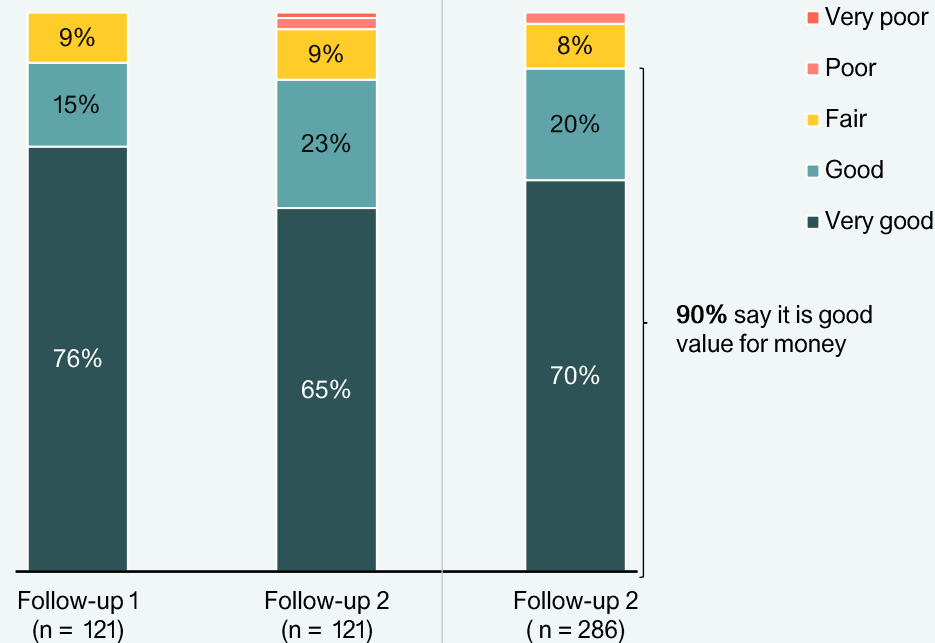
The results on the right indicate that the majority of customers (90%) consider the electric pressure cooker to be good value for their money.

These consistent findings suggest that customers find the EPCs to be a good use of their money. Their high rating is likely due to the satisfaction drivers such as time savings, energy efficiency, and convenience, mentioned by Promoters on page [37](#).

The majority of customers rate the electric pressure cooker good or very good value for their money over time.

## Value for Money

Follow-up 1 & 2 Q: How do you rate the value for money of your [company] electric pressure cooker? Would you say it is:



# Closing Thoughts

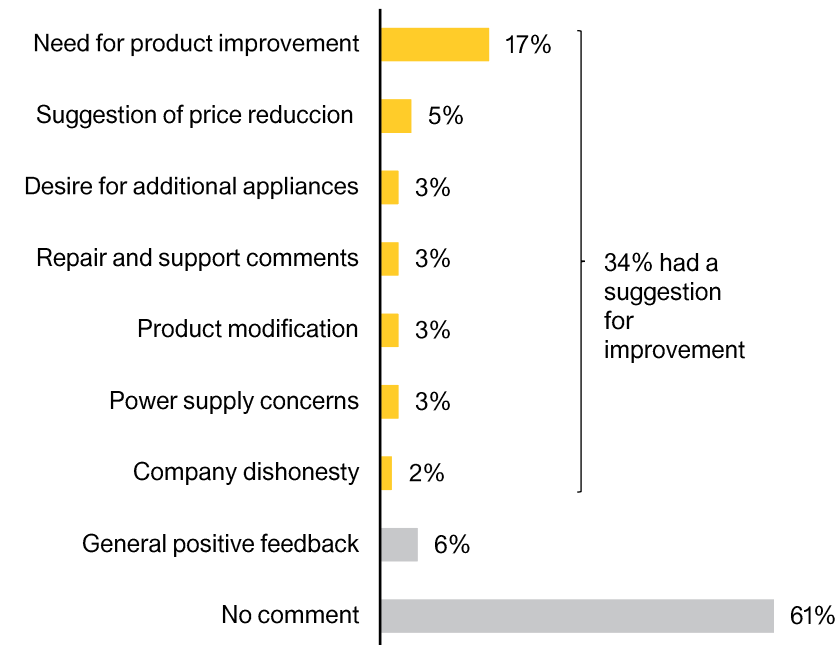
At the end of the interview, we asked, as we always do, whether there was anything else the customer would like to share.

Over a third of the customers shared a suggestion for improvement.

In the last study, product improvements, price reductions, and requests for additional appliances were the most common suggestions for improvement.

## Closing Thoughts

Follow-up 2 Q: Is there anything else you'd like to share related to what we've been talking about? (n = 284)  
Open-ended, coded by 60 Decibels.



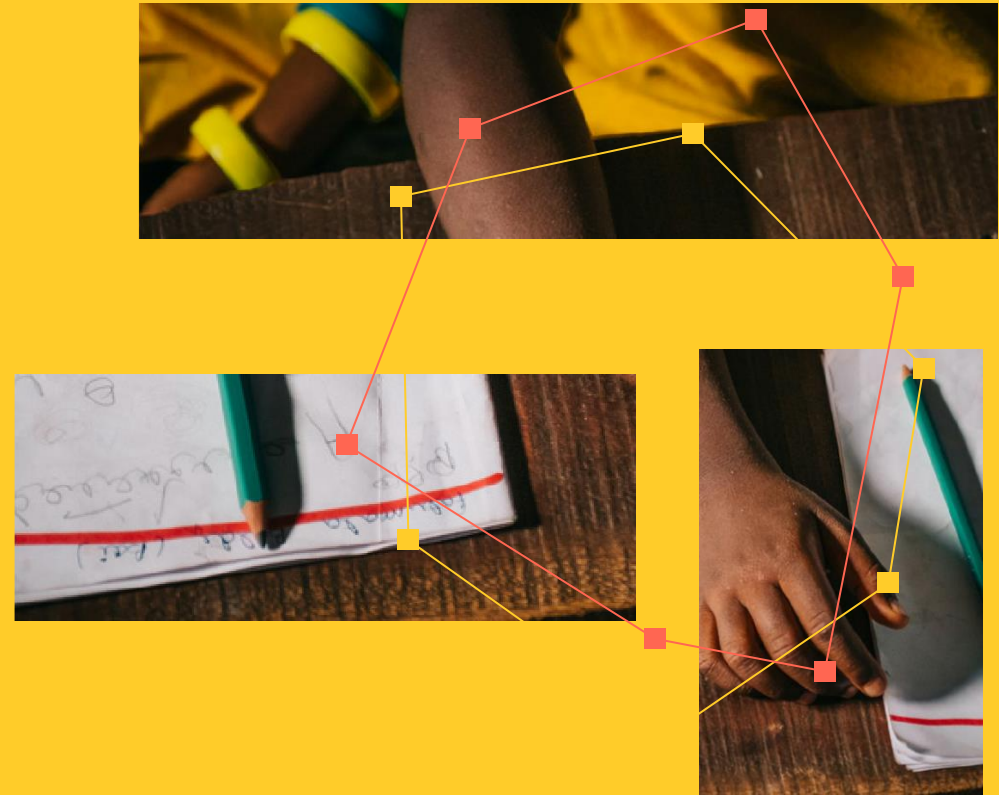
“The company should add us more pots which we can interchange when cooking and try make them nonstick and durable.” - Female, 40

“I would like to ask whether they have other appliances that they offer.” - Female, 55



# What Next?

## ...& Appendix



# Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT  
MANAGEMENT  
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualising impact.

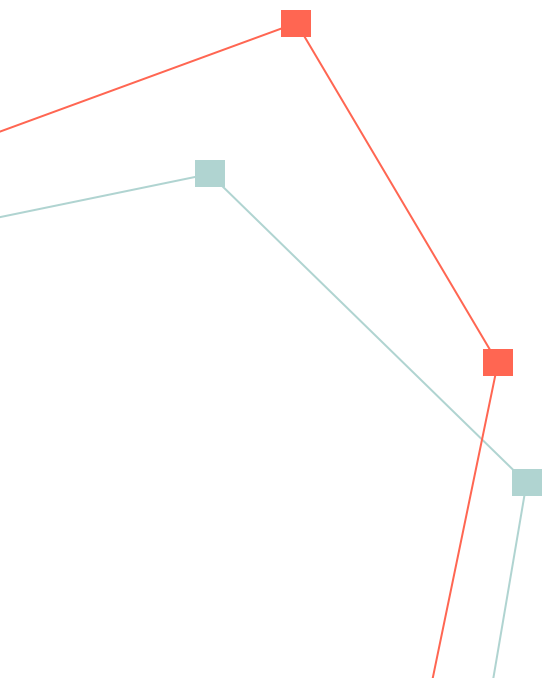
Dimension	Explanation
Who ○	The <b>Who</b> of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. <b>For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.</b>
What Impact □	<b>What</b> investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	<b>How Much</b> looks at the degree of change of any particular outcome.
Contribution +	<b>Contribution</b> seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	<b>Impact Risk</b> tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

# Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

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: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$
<b>Customer Effort Score</b>	How easy do you make it for your customers to resolve their issues? This measure captures the aftersales care and customer service. Customers who have experienced a challenge are asked to what extent they agree with the statement: Do you agree or disagree with statement: Overall, [Company] made it easy for me to handle my issue : disagree (1), somewhat disagree (2), neither agree or disagree (3), somewhat agree (4), agree (5). The CES is the average score between 1 and 5. It is an important driver of uptake, adoption, and referrals, as well as of impact.

# Summary of Data Collected for This Report



286 phone interviews completed in April-June 2023.

## Methodology

Survey mode	Phone
Country	Kenya
Language	Kiswahili
Dates	April-June 2023

## Sampling

Random selection from 463 EPC customer contact details from participants of CLASP's Result Based Financing (RBF) programme baseline and follow-up studies that were conducted between 2020-2022.

Response rate	77%
Average time p/interview	29 minutes

## Responses Collected

Customers	286
-----------	-----

## Accuracy within Sampling Frame

Confidence Level	~95%
Margin of error	~4%

# Thank You For Working With Us!

Let's do it again sometime.

## About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings customer-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 830+ trained Lean Data researchers in 70+ countries who speak directly to customers to understand their lived experiences. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit [60decibels.com](https://60decibels.com).

We are proud to be a Climate Positive company. 

## Your Feedback

We'd love to hear your feedback on the 60dB process; please take 5 minutes to fill out our feedback survey [here!](#)

## Acknowledgements

Thank you to Dr Louise Medland and Dr Simon Batchelor for their support throughout the project.

I like it because it takes less time.  
It is cost effective, Ksh 50 of tokens  
is enough for four meals. It is safe  
even around babies.

The Electric Pressure Cooker

> is very efficient

> and economical

> because it uses

> very little

> electricity tokens

and cooks within a short

period of time and it is

environmentally friendly.

Kat Harrison

[kat@60decibels.com](mailto:kat@60decibels.com)

Maria Campos

[maria@60decibels.com](mailto:maria@60decibels.com)

Cecilia Kathini Mutia

[cecilia@60decibels.com](mailto:cecilia@60decibels.com)