

myAgro

LEAN DATA CORE INSIGHTS

APRIL 2019



myAGRO

LEAN DATA



WELCOME TO YOUR LEAN DATA RESULTS

WHAT THIS REPORT CONTAINS

We enjoyed hearing your customers' voices and gathered lots of information we believe will help you manage our business and improve your impact.

This deck is structured as follows:

1

Headlines:

Summary of top actionable insights, benchmarking to peers, and suggested actions.

2

Data & Insights:

Detailed insights from your customers, organized by stages in your customer journey from respondent profile to retention.

3

Fun with data:

Staff quiz results: how well do you know your customers? Where were the biggest surprises? Plus some of your most memorable quotes.

4

Appendix:

Details on methodology.

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TOP ACTIONABLE INSIGHTS FROM INTERVIEWS WITH 250 myAGRO FARMERS (1/2)

CLICK ON PAGE NUMBER TO EXPLORE & THE HOME BUTTON TO RETURN

HEADLINE



Access indicators are myAgro's best performing measures. The company is providing a unique service to farmers who had no access to similar services before myAgro, and is particularly reaching poorer farmers.

DETAIL

Only 3% of myAgro customers say they had prior access to a similar service, and 98% said they could not easily find a good alternative. Most customers are within 16km of myAgro services. These data suggest myAgro has a very strong market position, and potential for market growth.

Critically, myAgro is reaching a significant fraction of low-income farmers compared to the national poverty rate in Mali; 87% of myAgro farmers live under \$3.20 a day relative to the Mali average of 69%.

EXPLORE

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Impact results are mixed. myAgro is outperforming in 2/7 core Lean Data metrics. Primary indicators for growth are: NPS and Quality of Life.

35% of farmers report their quality of life has 'very much improved'; 49% say their crop productivity has 'very much improved'; and the share of household income attributed to myAgro is 43%. 56% of farmers attribute at least some of these positive changes to myAgro.

While positive overall, these results – particularly when compared to the Lean Data benchmark – indicate potential for growth.

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TOP ACTIONABLE INSIGHTS FROM INTERVIEWS WITH 250 myAGRO FARMERS

(2/2)

CLICK ON PAGE NUMBER TO EXPLORE & THE HOME BUTTON TO RETURN

HEADLINE

DETAIL

EXPLORE



Overall **satisfaction** appears low, but we identified potential leverage points and customers offered several **suggestions for improvement**.

myAgro has a Net Promoter Score of 7; customer satisfaction appears low compared to Lean Data benchmark companies. An important caveat is that this Lean is Data's first deployment in Mali, and cultural context may influence the score. We found statistical relationships between NPS and quality of life changes, tenure with company, and acquisition channel – these may offer leverage points to increase this score.

Key customer suggestions include: price adjustments, increased training or product guidance, and widening of product offering. That said, 84% of farmers say they see themselves working with myAgro next season.

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Engagement with myAgro agents drives **acquisition**, as well as word of mouth referrals.

53% of farmers' first engagement with the company was through myAgro agents or staff, 35% through personal recommendations, and 11% through Agro-dealers. There is significant opportunity to grow customer acquisition by optimizing these channels, particularly word of mouth referrals.

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BENCHMARKING RELATIVE TO OTHER AGRICULTURE COMPANIES

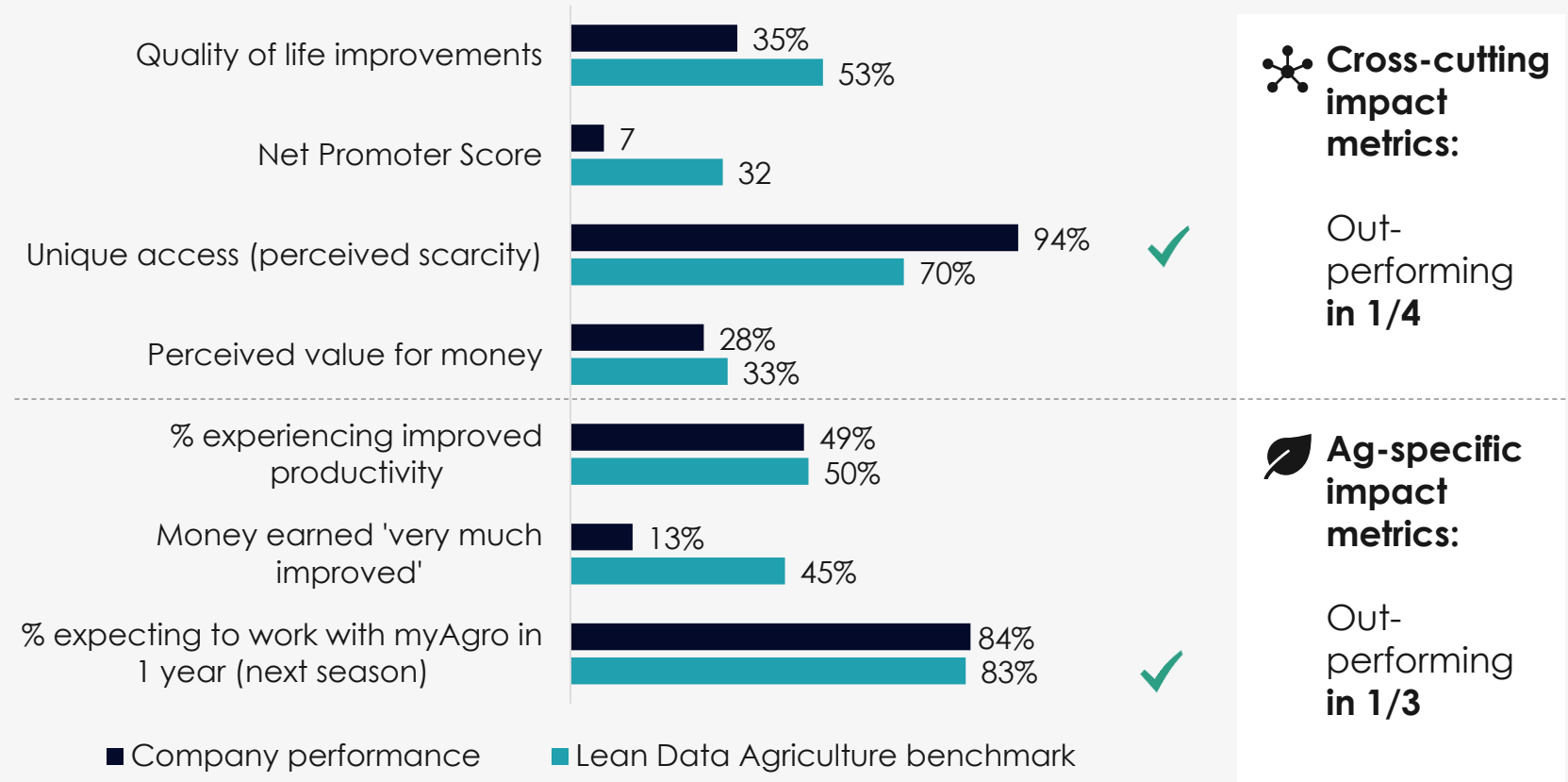
myAGRO IS OUTPERFORMING IN 2/7 CORE LEAN DATA METRICS, PERFORMING STRONGEST ON UNIQUE ACCESS AND RETENTION INDICATORS

myAgro is outperforming particularly on Unique Access and Retention metrics.

Compared to the Lean Data Agriculture benchmark, myAgro is currently underperforming on NPS and Quality of Life indicators. It is very close to the benchmark on improved productivity and perceived value for money.

myAgro Agriculture vs. Lean Data Agriculture benchmark, core metrics

myAgro sample size: 250 farmers; Lean Data Ag benchmark: 33 companies*; c.5,000 farmers



*a minority benchmarks have fewer companies in there as question was not relevant. Min number of companies in a single benchmark = 7.

SUGGESTED ACTIONS FOR YOU TO CONSIDER

FOR DISCUSSION WITH TEAM / BOARD

Short term

1

2

3

4

5

Medium-Long term

What

Share results with staff & partners/investors

Review usage guidance material and training offerings

Explore ways to deepen and articulate product value for customers

Consider suggestions for improvement, particularly around new products

Repeat Lean Data project to measure progress over time

Why

Review focus areas flagged to identify key leverage points for widening and deepening impact for customers

Bridge key capacity gaps identified by your customers and potentially drive increases in your Net Promoter Score

Creative wrap-around services or rewards paired with a strong brand message that resonate could grow satisfaction

Responding to existing demand increases chance of sales; also demonstrates you're responsive to customer needs

Which changes are working and where work still needs to be done.

Demonstrates commitment to farmer-centricity

Who

All teams

Distribution/ sales team

All teams

Product team

Senior mgt team

"I am very pleased to work with myAgro. The fertilizer quality is good and I very much appreciate the payment methods."



DEEP DIVE: INSIGHTS ALONG YOUR CUSTOMER JOURNEY



CUSTOMER PROFILE

- What are the characteristics of a typical myAgro farmer?
- What is the income profile of myAgro farmers compared to the Mali average?



ACQUISITION



EXPERIENCE



IMPACT



RETENTION

WHAT ARE THE CHARACTERISTICS OF A TYPICAL myAGRO FARMER?

PREDOMINANTLY LAND-OWNERS FARMING GRAIN, AVERAGE AGE IS 44

myAgro customer base appears to correspond to the average farmer profile in Lean Data's benchmark.

Only 1% farm on land that is not individually or family owned, and the household size runs larger than the country standard— perhaps reflective of the rural, Islamic nature of myAgro households. Most customers are within 16km of myAgro services.

There is a slight skew towards female farmers; note that this gender reach is higher than other agriculture companies in our benchmark (26%).

About the myAgro Farmer we spoke with

Data relating to customer characteristics (n=250)



The farmer

- **55% female**
- Average **age 44**; ranging from 22 to 85
- Average **tenure 2 years**; 84% between 1– 3 years



Their farm

- **62% own their farm**; 37% family owned; 1% rent
- Average total farm **acreage: 10ha**
- Average **distance from myAgro services: 25 minutes; 16 km**



Their home

- **23 average household size**; Median: **19**
- Farming is top 3 income generating activity, followed by breeding (less than 10%), and trading. **Grain is top source of income**; others include peanuts, cotton.

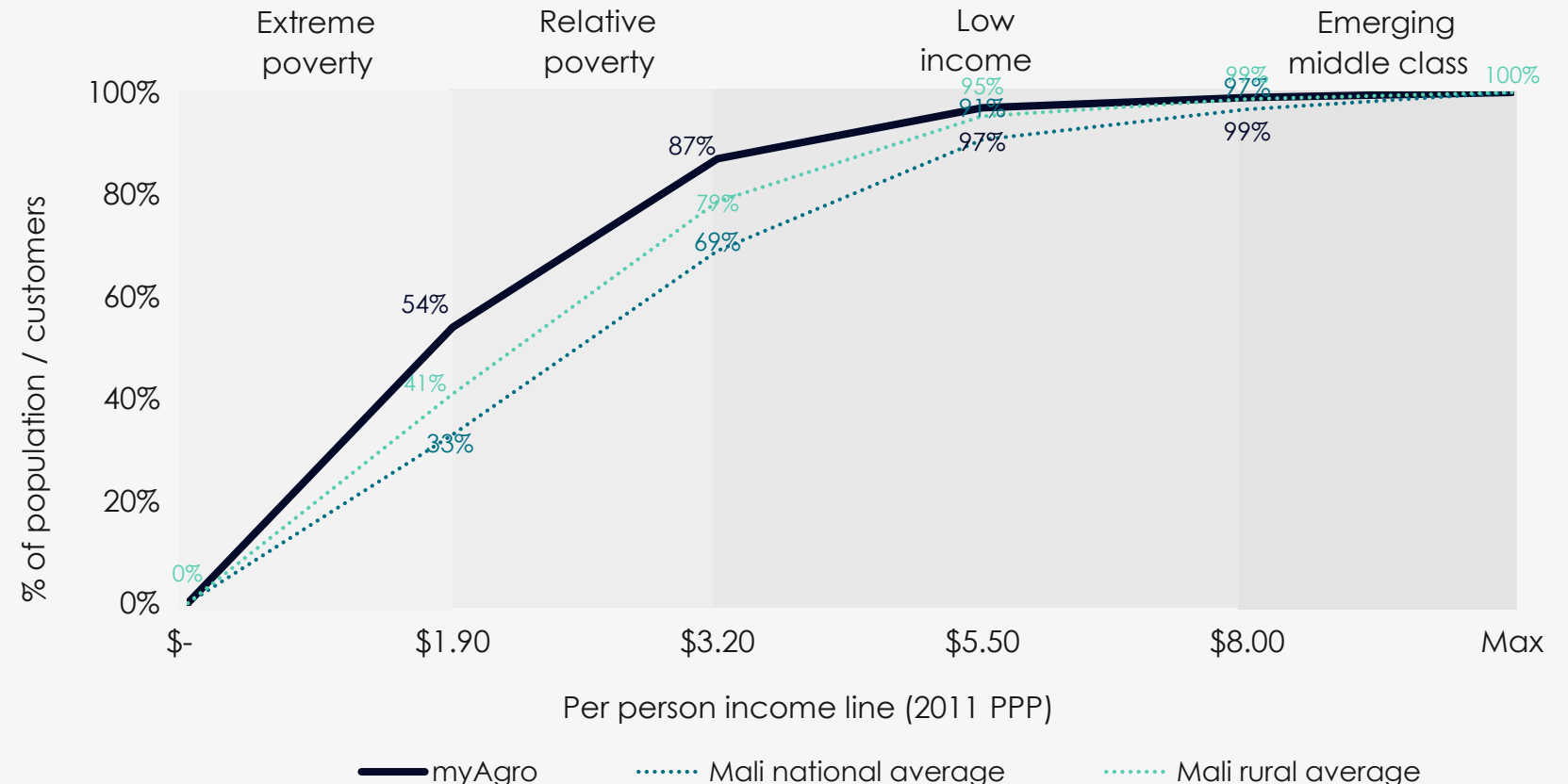
IS myAGRO SUCCESSFULLY REACHING LOW-INCOME FARMERS?

87% LIVE BELOW \$3.20/DAY COMPARED TO THE NATIONAL RATE OF 69% AND RURAL AVERAGE OF 79%

Using the Poverty Probability Index we can reliably estimate the income profile of your customers and compare it the Mali average. This reveals whether you are under- or over-penetrating a certain income segment.

97% of myAgro farmers live below \$5.50 / day relative to the Mali average of 91% and the rural average of 95%. This suggests that myAgro is serving slightly more low-income farmers than the rest of the population.

Income distribution of myAgro relative to Mali average
% living below \$XX per day (2011 PPP) (n=250)



DEEP DIVE: INSIGHTS ALONG YOUR CUSTOMER JOURNEY

CUSTOMER PROFILE




ACQUISITION

- How did farmers hear about myAgro?
- What was their motivation to sign up for myAgro?
- Are their alternatives in the market that farmers are considering? How does myAgro compare?

EXPERIENCE

IMPACT

RETENTION



"I witnessed the quality of myAgro's fertilizers with a family member; that is what motivated me to start working with myAgro."

HOW DO FARMERS FIRST HEAR ABOUT myAGRO?

PERSONAL RECOMMENDATIONS ARE THE TOP ACQUISITION DRIVER

myAgro's direct engagement efforts appear to be paying off as 53% of customers first heard of the company through company staff or agents.

Reflecting the strength of word of mouth referrals, recommendations from friends or family account for 35% of customer acquisition

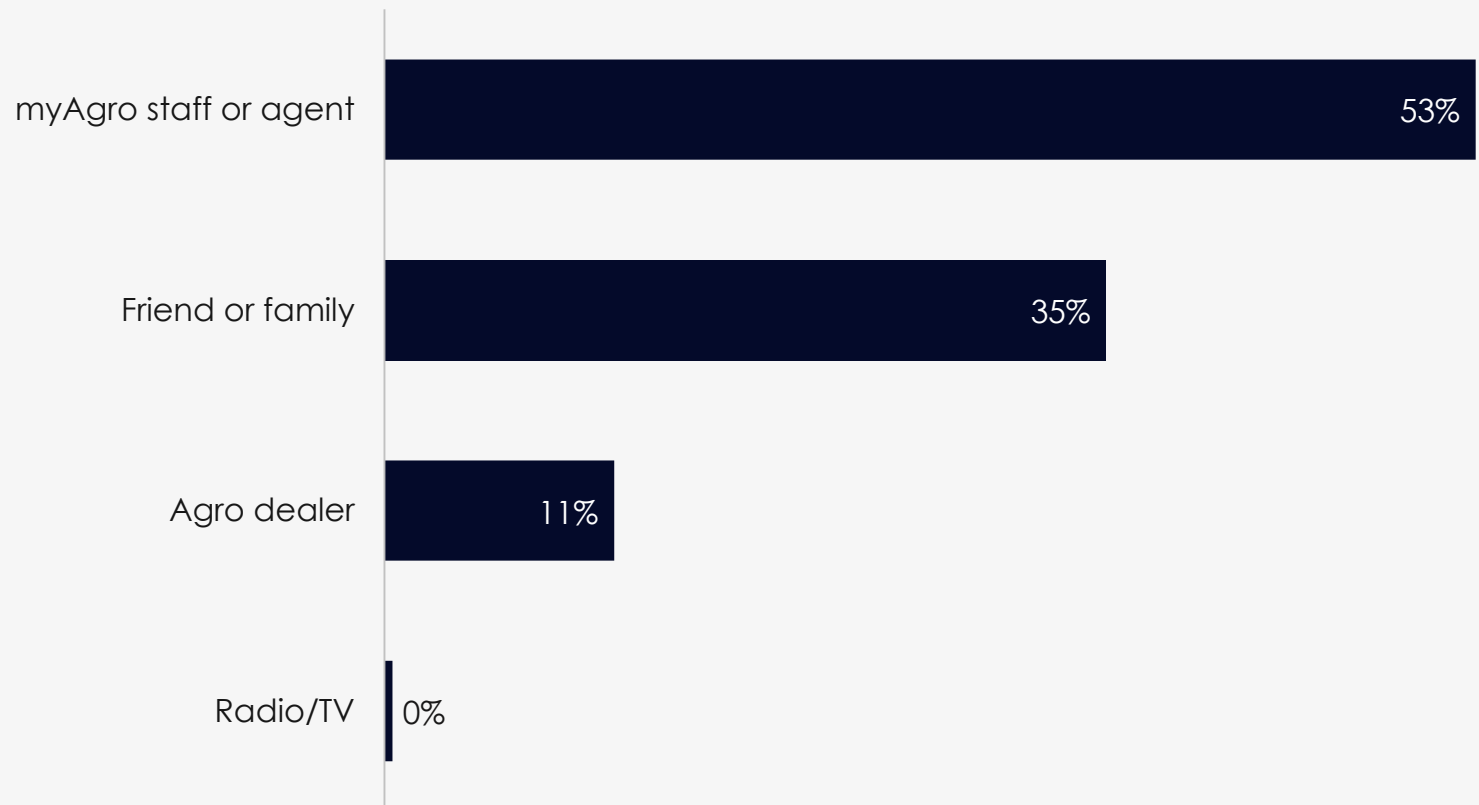


Idea for discussion

How can referrals be rewarded and/or incentivized?

Acquisition channel

Q: How did you hear about myAgro? (n=250)



WHY DO FARMERS SIGN UP FOR myAGRO?

ENGAGEMENT WITH myAGRO AGENTS, PAYMENT SCHEME AND PRODUCT QUALITY ARE TOP MOTIVATIONS

30% of customers were driven to sign up by engagement with myAgro agents, including training sessions. The scheme allowing farmers to pay little by little as well as the high quality of products are also key acquisition drivers.

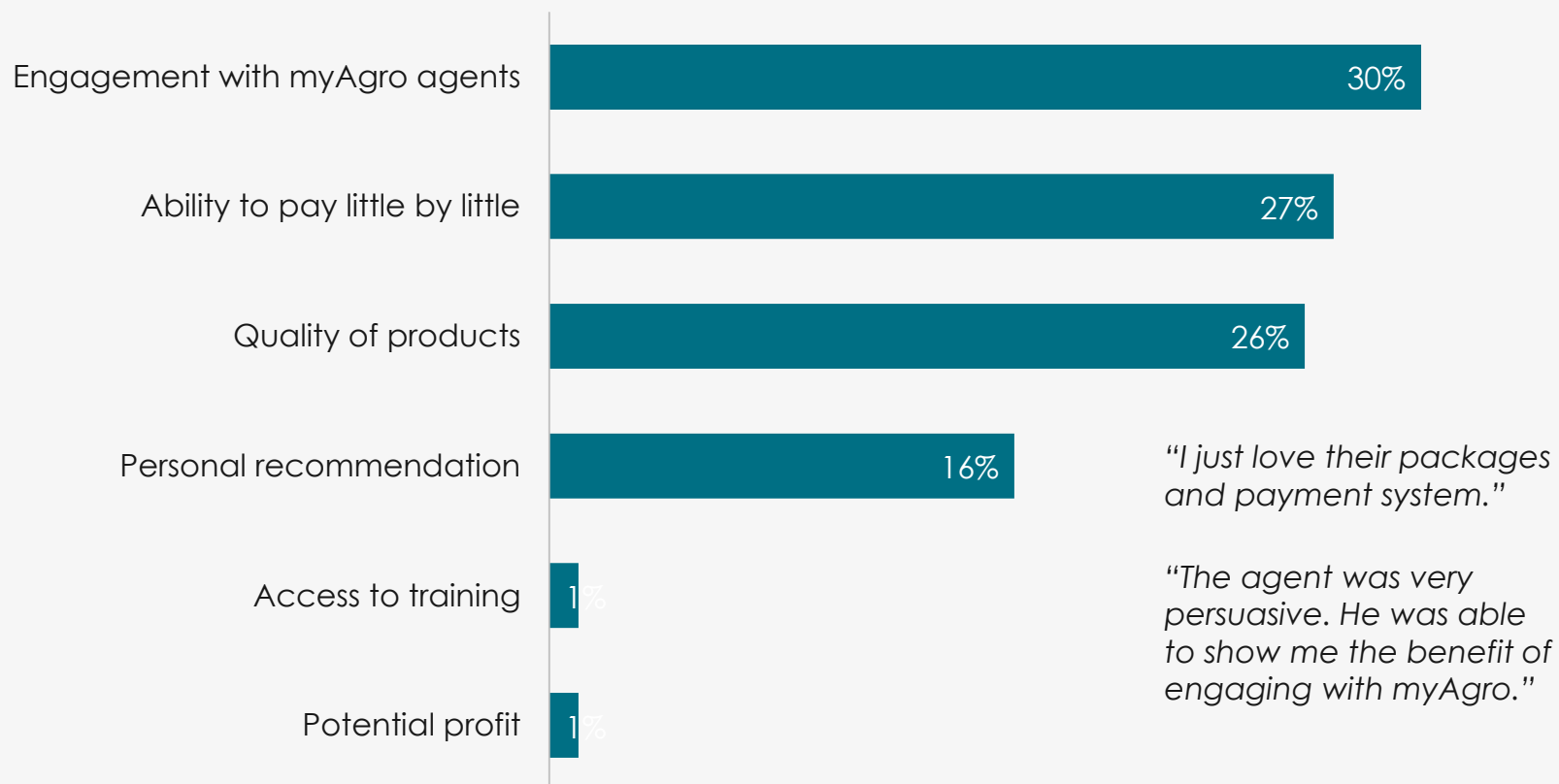
Recommendations from friends or family also prove significant in converting customers, as we saw in the previous slide.

? Question to ponder

Are there opportunities to further incentivize referrals?

Motivation to sign up

Q: What motivated you to sign up for myAgro? (n=250) Open-ended, coded by Lean Data



ARE THERE AVAILABLE ALTERNATIVES IN THE MARKET?

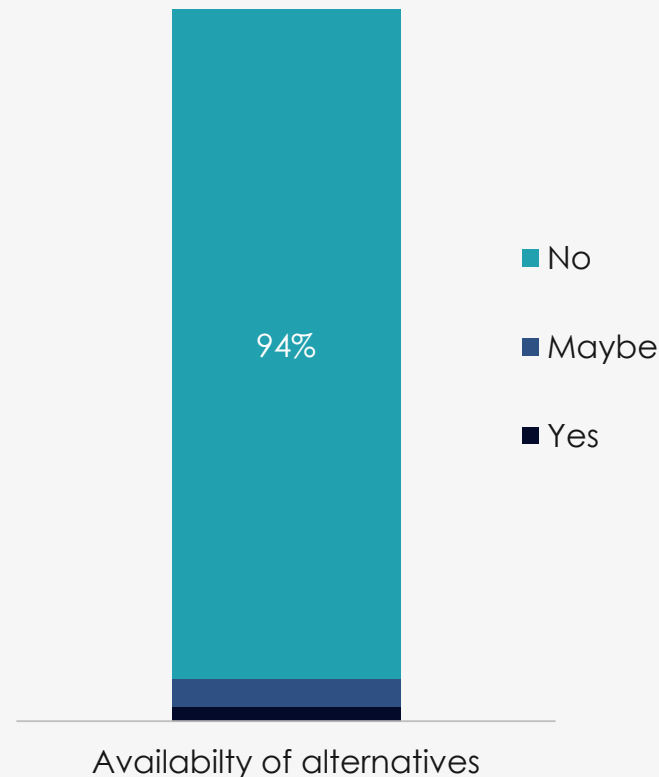
ONLY 3% SAY THEY HAD PRIOR ACCESS TO SIMILAR SERVICES; 98% SAY THEY COULD NOT EASILY FIND A GOOD ALTERNATIVE

The availability of alternatives provides insight into the competitive landscape and the degree to which myAgro is providing a scarce product/service.

The fact that only 3% of customers said they had prior access to a similar service, and 98% (yes or maybe) said they could not easily find a good alternative suggests myAgro has a very strong **market position, and potential for market growth.**

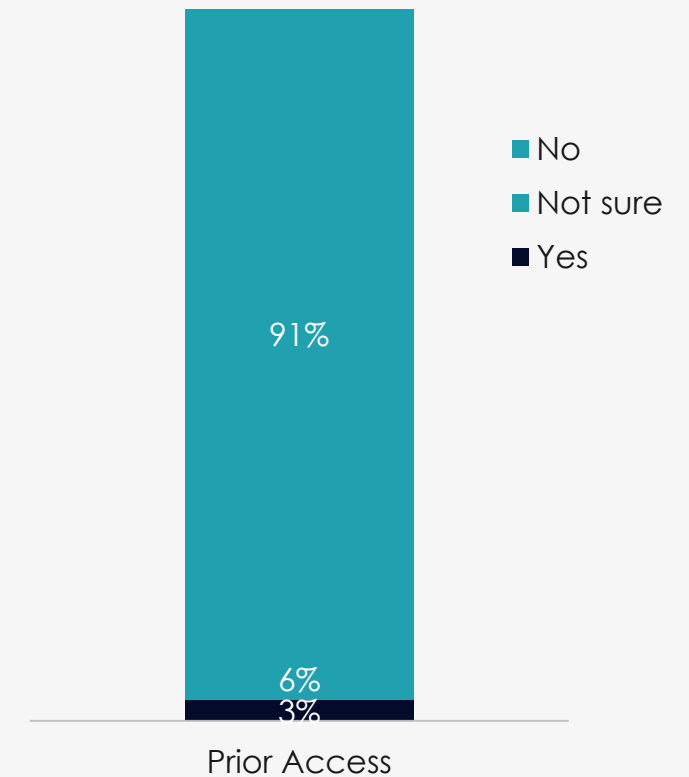
Access to alternatives

Q: Could you easily find a good alternative to myAgro? (n=250)



Prior Access

Q: Before working with myAgro, did you have access to similar services? (n=250)



DEEP DIVE: INSIGHTS ALONG YOUR CUSTOMER JOURNEY



CUSTOMER PROFILE

ACQUISITION



EXPERIENCE

- How satisfied are farmers and how likely are they to recommend? What are the drivers of satisfaction?
- How do farmers rate the convenience of myAgro relative to competition?
- What are the top challenges that farmers are experiencing?
- All things considered, do farmers believe myAgro provides good value for money?

IMPACT

RETENTION

"Since I started working with myAgro I have witnessed their quality of fertilizers first hand so I would recommend it to other farmers."

HOW SATISFIED ARE myAGRO FARMERS?

myAGRO HAS A NET PROMOTER SCORE OF 7; CUSTOMER SATISFACTION APPEARS ON THE LOW SIDE COMPARED TO LEAN DATA BENCHMARK COMPANIES, BUT COULD BE DRIVEN BY CONTEXTUAL FACTORS

The Net Promoter Score is a gauge of satisfaction and loyalty. Anything above 50 is considered excellent. A negative score is considered poor. myAgro's score of 7 suggests room for improvement. Note: this is the first deployment of Lean Data in Mali, and the cultural context may be influencing these data.

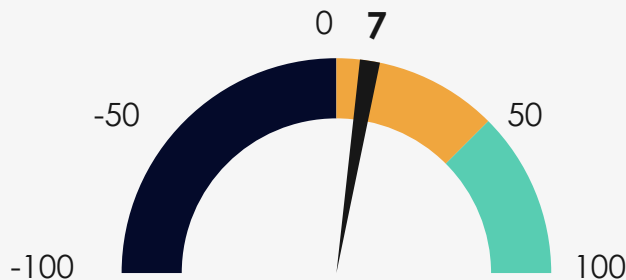
Asking respondents to explain their score highlights the main value drivers and dissatisfaction drivers; these are explored next.

Recommendation

Track NPS over time;
share with staff

Net Promoter Score

On a scale of 0-10, how likely are you to recommend myAgro to a friend or colleague?
(n=250)



myAgro
NET PROMOTER SCORE (NPS)

NPS = % promoters - % detractors

9-10 likely to
recommend

0-6 likely to
recommend

NPS Benchmarks

Selected Lean Data benchmarks
(n=150+ companies, 70,000+ respondents)



Lean Data Global Average:

42

150+ companies



East Africa Average:

49

35+ companies



Agriculture Average:

32

21 companies



CeniARTH Average:

TBC*

7 companies

WHAT REASONS DO CUSTOMERS GIVE FOR THEIR NPS?

DIGGING INTO THE QUALITATIVE DATA REVEALS WHAT CUSTOMERS VALUE MOST ABOUT YOUR SERVICE

Promoters
28%

Customers who are 9-10 likely to recommend love:

- Access to quality fertilizers (46%)
- General benefits to farm & household (33%)
- Payment scheme (13%)

"I find that everything that myAgro offers is of good quality."

"I have been working with myAgro; I'm satisfied and I trust them."

Passives
55%

Customers who are 7-8 likely to recommend like:

- Access to quality fertilizers
- Improved harvest and productivity
- Payment scheme

"Very good fertilizer and my production is increasing."

But...

"I would have scored 10 if the prices were lower."

Detractors
21%

Customers who are 0-6 likely to recommend complain about:

- No improvements in quality of life
- High product costs

"I have seen no change in my life because of myAgro. I am not sure if I would recommend it."

"There are other companies like myAgro around."

Actions to consider

VALUE DRIVERS



This value proposition resonates most with customers. **Highlight in your marketing & sales pitch**

CONVERSION OPPORTUNITIES



With a bit of effort, passives can turn into promoters. **Brainstorm what would it take to convert passives to promoters?**

DISSATISFACTION DRIVERS



Negative word of mouth is very costly to a brand. **What's fixable here? Engage with dissatisfied customers.**

WHAT PATTERNS DO WE SEE IN myAGRO'S NPS?

WE LOOKED FOR RELATIONSHIPS BETWEEN NPS AND OTHER QUESTIONS: TENURE, RETENTION, ACQUISITION CHANNELS WERE ALL CORRELATED WITH NPS SCORES

The factors on the right share a high degree of correlation to the NPS score.

It was particularly interesting to observe that farmers who worked with myAgro longer, with smaller farmers and acquired through myAgro agents were more likely to be 'promoters.'



Food for thought

Are these relationships surprising? Could they be used to target farmers most likely to be highly satisfied with myAgro?

Survey questions most correlated to Net Promoter Score results (ranked from strongest correlation)

Exploring potential drivers of the NPS (n=250)

1

Retention & Alternatives: Unsurprisingly, we saw a strong statistical correlation between NPS score & farmers reporting they would be customers next season as well as in 2 and 5 years. This shows how important farmer satisfaction is in increasing farmer loyalty or "stickiness." We also saw that 'detractors' tended to be farmers who said they might easily be able to find alternatives to myAgro.

2

Tenure: Interestingly, we found that for farmers who have worked with the company for only 2 seasons and slightly for 3 seasons, are significantly more likely to be 'detractors.' Customers with the company for longer tend to be 'promoters'; this might suggest that if farmers are incentivized to 'stick' and feel the impact of myAgro, these scores might improve.

3

Acquisition channel: We also observed a subtle but significant relationship between NPS and how customers first engaged with the company. It appears that farmers whose first interaction with myAgro was through company staff or agents may be more likely to be 'promoters'; one explanation might be that these customers had less difficulty accessing training or guidance on product usage (see [slide 19](#) for more on challenges).

4

Region & land size: Subtle relationship between NPS and customer region; farmers from Segou appear more likely to be 'promoters.' We also found that farmers with larger farm sizes were more likely to be 'detractors'; farmers with an average land size of 3ha (much smaller than overall average) appeared most willing to recommend myAgro.

HOW DO FARMERS RATE myAGRO'S CONVENIENCE RELATIVE TO COMPETITION?

48% OF CUSTOMERS FOUND NO COMPETITION; AN EQUAL FRACTION FOUND myAGRO MORE CONVENIENT

Nearly half of customers said they could not find a company to compare myAgro to; of the other half, only 1% found myAgro less convenient than competitors.

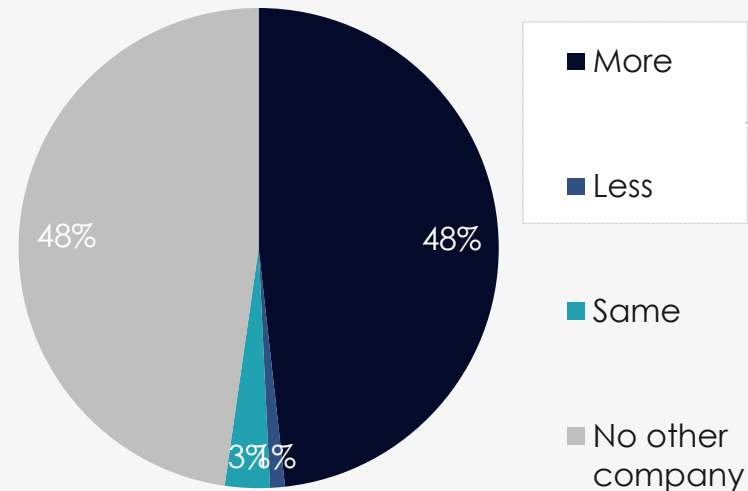
We also found a significant relationship between convenience and intended loyalty: farmers who find the company more convenient report higher likelihood of staying loyal to myAgro up to five years in the future.

? Question to ponder

Is it surprising that similar companies are rare?

Relative convenience of myAgro vs. competition

Q: All things considered, is it more, less or just as convenient to work with myAgro compared to other companies? (n=242)



Comparison to alternatives

Q: What makes myAgro more/less convenient? (n=117)

58% of farmers saying "more" said the quality of the fertilizers was a key factor

"Compared to other companies, myAgro is the best in terms of quality."

"[Because of] the health of the production due to the quality of fertilizers."

22% of farmers saying "more" found myAgro's payment facilities significant

"The payment system makes it easier to work with myAgro."

17% of farmers saying "more" also cited myAgro's ease of use from information providing

"myAgro explanations are good and simple to understand."

WHAT ARE THE TOP CHALLENGES THAT FARMERS EXPERIENCE?

5% REPORT CHALLENGES WITH myAGRO; THE MOST COMMON ONE IS INADEQUATE TRAINING/GUIDANCE ON PRODUCT USAGE

95% of customers did not experience challenges; this is significantly higher than the Lean Data benchmark of 60%. Of the 5% that had challenges, 33% said that their issue had not been resolved (2% of total customers). Unresolved challenges can encourage negative word of mouth.

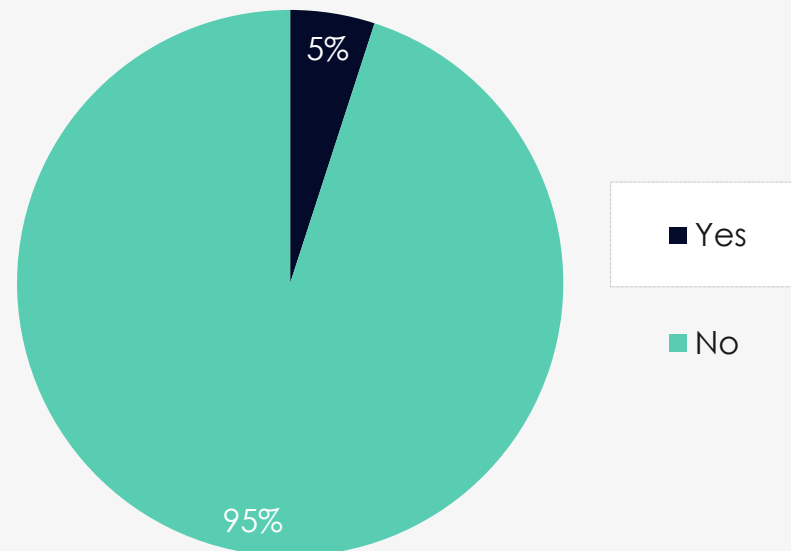
We did not observe significant differences in these results when nuanced by farmer region, or tenure.

Recommendation

Consider reaching out to farmers who have not had their issue resolved

Proportion of customers reporting challenges

Have you experienced any challenges working with myAgro? (n=250)



Top challenges reported

Please explain the challenge you've faced (n=9)

78% experienced **inadequate skills or product guidance**

"The first year was challenging for me I didn't really know the fertilizer dosage."

"It wasn't easy using the products the first year even after the training with myAgro agent."

22% experienced a **problem with prices and timely delivery**

"The fertilizer price is too high."

"We need the products on time before the farming season."

ALL IN, DO FARMERS THINK myAGRO IS GOOD VALUE FOR MONEY?

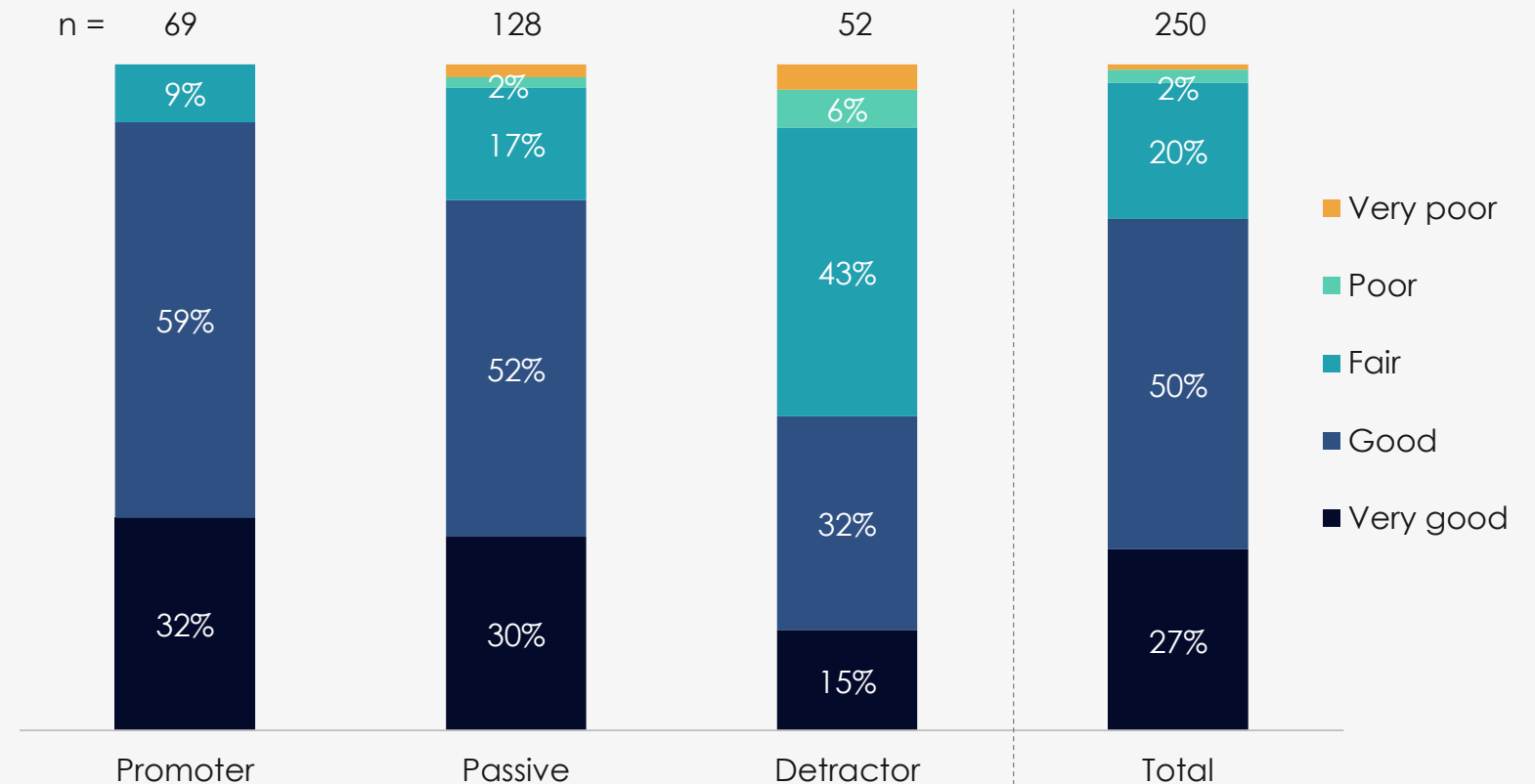
78% OF FARMERS CONSIDER myAGRO 'VERY GOOD' OR 'GOOD' VALUE FOR MONEY

28% of customers believe myAgro is "very good" value for money, with half of all respondents saying it is "good" value for money.

We observed a strong statistical relationship between NPS and customers' perceived value for money. We also found a significant relationship between perception of value for money and farmers' reported income change; customers reporting significant improvements in income are more likely to consider myAgro 'very good' value for money.

Perceived value for money by Net Promoter Score category

Q: How do you rate the value for money of myAgro? (n=250)



DEEP DIVE: INSIGHTS ALONG YOUR CUSTOMER JOURNEY



CUSTOMER PROFILE

ACQUISITION

EXPERIENCE



IMPACT

- To what extent is myAgro improving quality of life? What are the top outcomes being reported?
- What are the positive and negative effects myAgro is having on farmer productivity and output?
- Has myAgro had any impact on income stability?

RETENTION

"Thanks to the profit I make out of my production I now engage in trade, which is another significant income so I can say that my quality of life has significantly improved."

IMPACT SNAPSHOT

myAGRO FARMERS ARE EXPERIENCING A WIDE RANGE OF POSITIVE OUTCOMES

We explored the impact of myAgro by looking at the access it was providing, the changes farmers reported realizing and the importance of these changes to the farmers family.

This section explores some of these changes in more detail.

Impact theme		% of farmers reporting
	ACCESS First-time access to services like myAgro	91%
	CHANGE Quality of life 'very much improved' Money earned 'slightly increased' Productivity 'very much improved' Confidence 'very much improved' Income stability 'very much improved'	35% 61% 49% 63% 36%
	IMPORTANCE myAgro-related share of household income	35%
	ATTRIBUTION Perceived attribution of at least some of positive changes to myAgro	56%

HAS FARMER QUALITY OF LIFE CHANGED BECAUSE OF myAgro?

90% OF CUSTOMERS' QUALITY OF LIFE WAS "VERY MUCH IMPROVED" OR "SLIGHTLY IMPROVED"

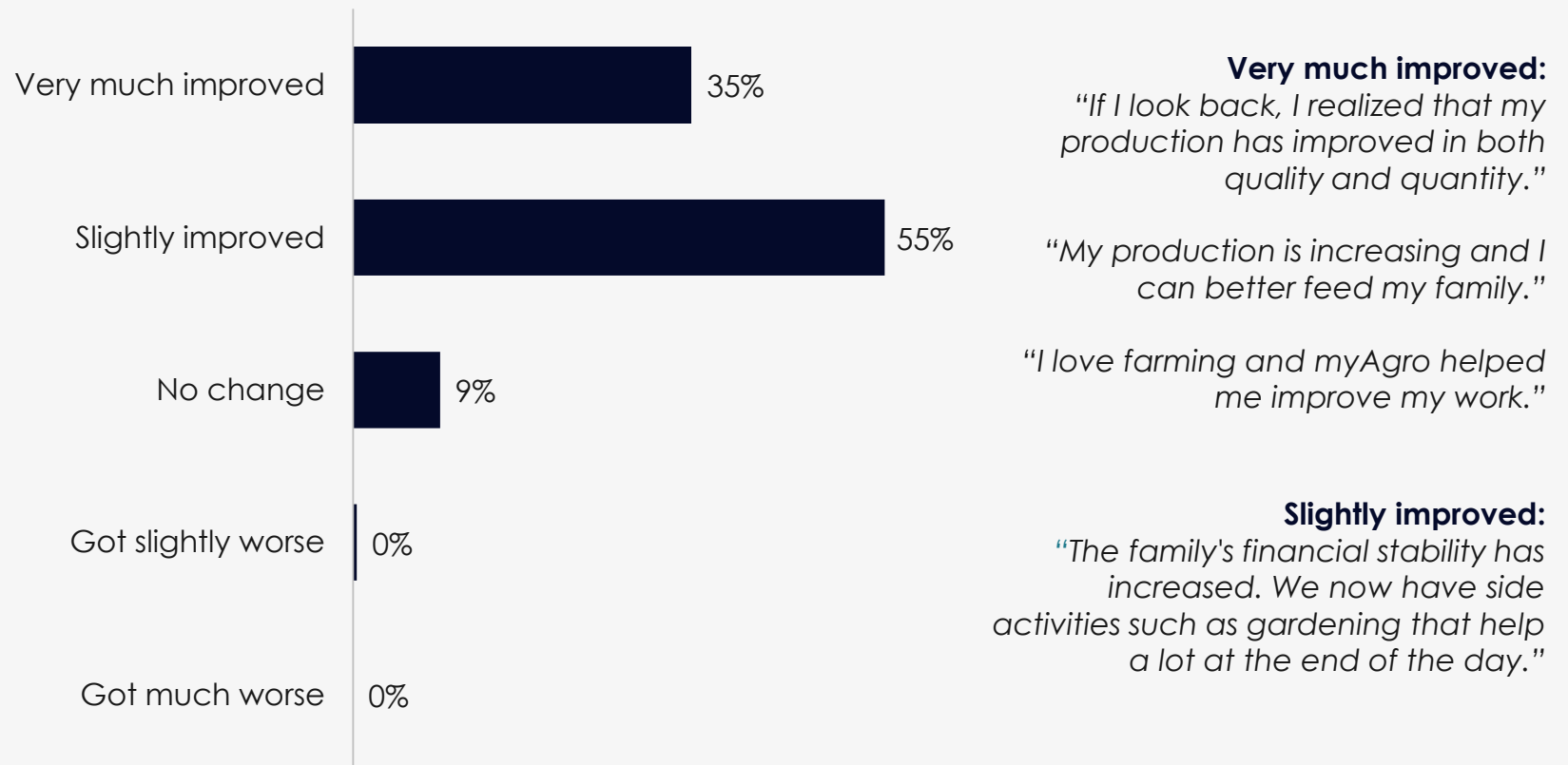
To gauge depth of impact, customers were asked to reflect on whether their quality of life has improved because of myAgro.

55% report experiencing slight improvements. **35% of respondents said their quality of life was 'very much improved'** because of myAgro compared to the Lean Data Agriculture benchmark of 53%.

The positive outcomes cited by farmers are explored on the next slide.

Perceived Quality of Life change

Q: Has your quality of life changed because of myAgro? (n=250)



HOW HAS myAGRO IMPACTED QUALITY OF LIFE?

INCREASED CROP PRODUCTION AND IMPROVED EARNINGS WERE THE MAIN REASONS MENTIONED

Customers were asked to describe - in their own words - the positive changes they were experiencing because of myAgro.

The top outcomes are shown on the right. Others included:

- Increased confidence or status (6%)
- Access to more food/improve nutrition (4%)

56% of customers attributed at least some of these benefits to myAgro.

Top three self-reported outcomes for 90% of customers who say quality of life improved

Q: Please explain how your quality of life has improved. (n=226)

Open-ended, coded by Lean Data, with example quotes provided



37% experienced **higher crop production**

"My productivity has significantly increased. I went from 2 hectares to 4. That makes me very happy!"



28% experienced **improved earnings**

"I make a bit of profit from my production that I can use for other lucrative side activities, which has increased my financial stability."



25% experienced **the improved productivity and crop quality**

"We now have a better quality production. We were used to homemade organic fertilizers but myAgro is much better and accessible."

WHAT'S BEHIND QUALITY OF LIFE CHANGES?

WE LOOKED FOR RELATIONSHIPS BETWEEN QoL AND OTHER QUESTIONS: INCOME STABILITY, MONEY EARNED AND PRODUCTIVITY WERE ALL POSITIVELY CORRELATED WITH QoL IMPROVEMENTS

The factors on the right, share a high degree of statistical correlation to positive Quality of Life responses.

It is interesting to compare these findings to the open-ended responses on the previous slide. There appears to be close alignment between the quantitative data and the qualitative responses farmers were giving.

Survey questions most correlated to Quality of Life improvements (ranked from strongest correlation)

Exploring potential drivers of Quality of Life Improvements (n=226)

- 1 Improved confidence:** Strong statistical correlation between Quality of Life “very much improved” & confidence “very much improved”.
- 2 Increased crop productivity:** Strong statistical correlation between Quality of Life “very much improved” & productivity “very much increased”.
This closely aligns with the 25% of farmers reporting increased harvest as a significant quality of life improvement
- 3 Increased money earned & improved income stability:** Strong statistical correlation between Quality of Life “very much improved” & money earned from crops “very much improved”.
This closely aligns with the 23% of farmers that report the ability pay for household and family expenses, like food and school fees, when needed

HAS myAGRO IMPROVED PRODUCTIVITY & OTHER FARMING OUTCOMES?

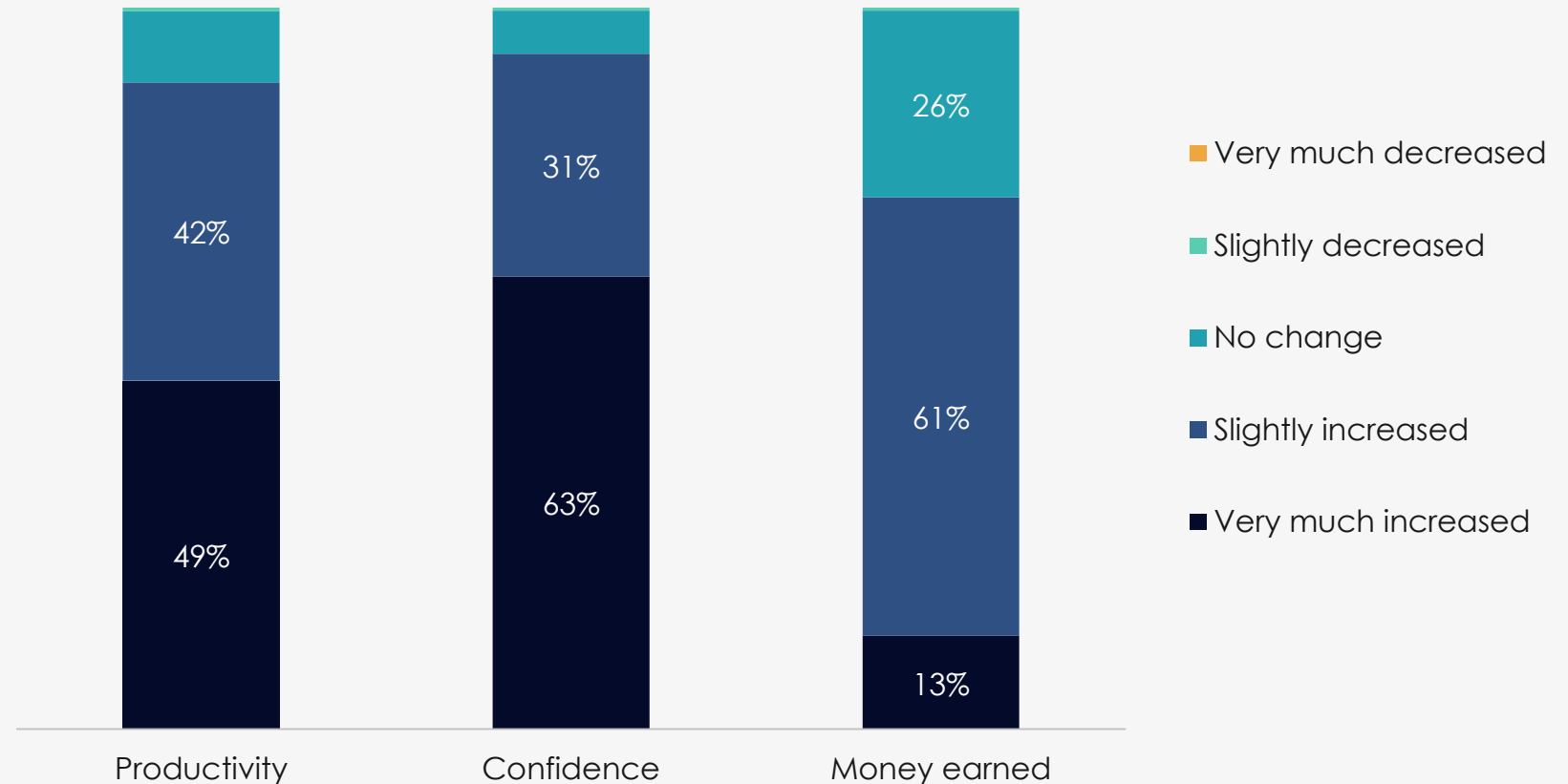
STRONG MAJORITY REPORT INCREASED CROP PRODUCTIVITY AND CONFIDENCE

We found that **farmers felt most significant increases in productivity and confidence**. 61% of farmers experienced slight benefits in the money they earn; 26% say they still have not felt any change in earnings. Note that 22% of farmers reported they do not grow their crops for sale.

This is worth reviewing, as we found small but significant links between farmers' willingness to recommend myAgro and changes they experienced in money earned and crop productivity.

Potentially positive changes experienced by farmer

Q: Since you started working with myAgro, has [...] changed? (n=250)



HOW HAS myAGRO-RELATED INCOME GROWN & HOW IMPORTANT IS IT TO HOUSEHOLDS?

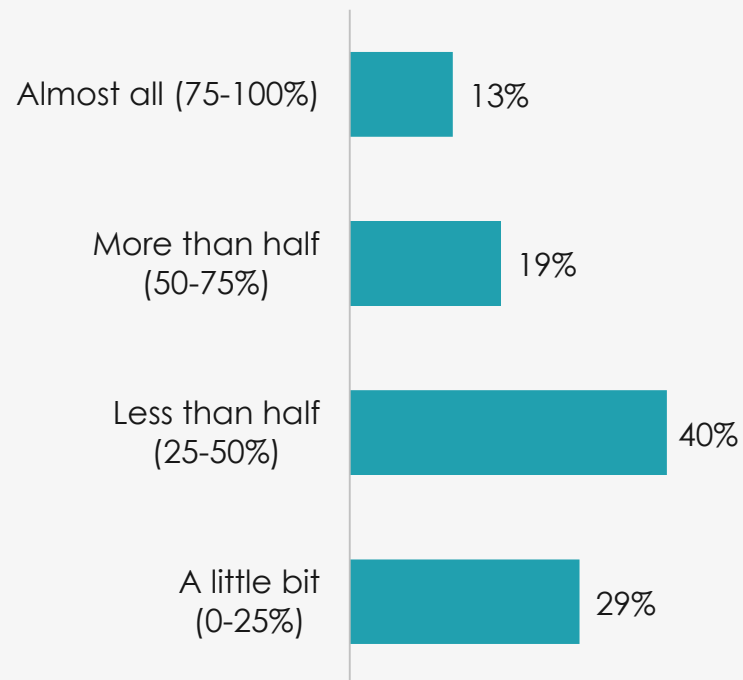
32% OF FARMERS SAY THAT THEIR INCOME HAS INCREASED BY MORE THAN HALF SINCE WORKING WITH myAgro

Among the 74% of farmers reporting an increase in income, 32% say that their income has increased by more than half or up to the 75-100% range. The increased income is typically spent on household or family expenses (23%). Gender does not appear to influence these results.

myAgro related income appears to contribute 35% on average to total household income; however, this varies across farmers. Note: this is higher than the Lean Data Agriculture benchmark of 21%.

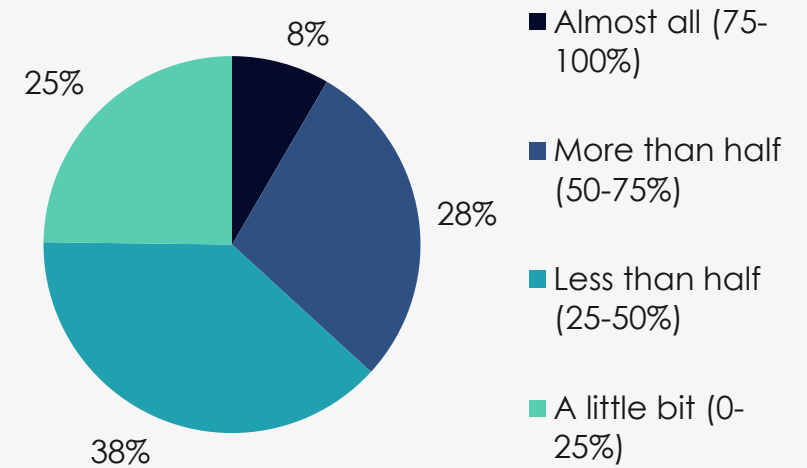
Reported increase in income among 74% of farmers reporting increase

Q: Can you tell me roughly how much higher your current income from crop is compared to before working with myAgro? (n=196)



myAgro share of household income

Q: Think about your total family income in the last 12 months. How much of this income came from a crop(s) that used myAgro? (n=227)



Approximate average = 43% of HH income comes from myAgro-related crops

HAS myAGRO HAD AN EFFECT ON HOUSEHOLD INCOME STABILITY?

36% OF FARMERS REPORT THEIR INCOME IS NOTABLY MORE STABLE THAN BEFORE

This was a question that was highly correlated with quality of life: farmers who reported improved income stability, also tended to report strong improvements in quality of life.

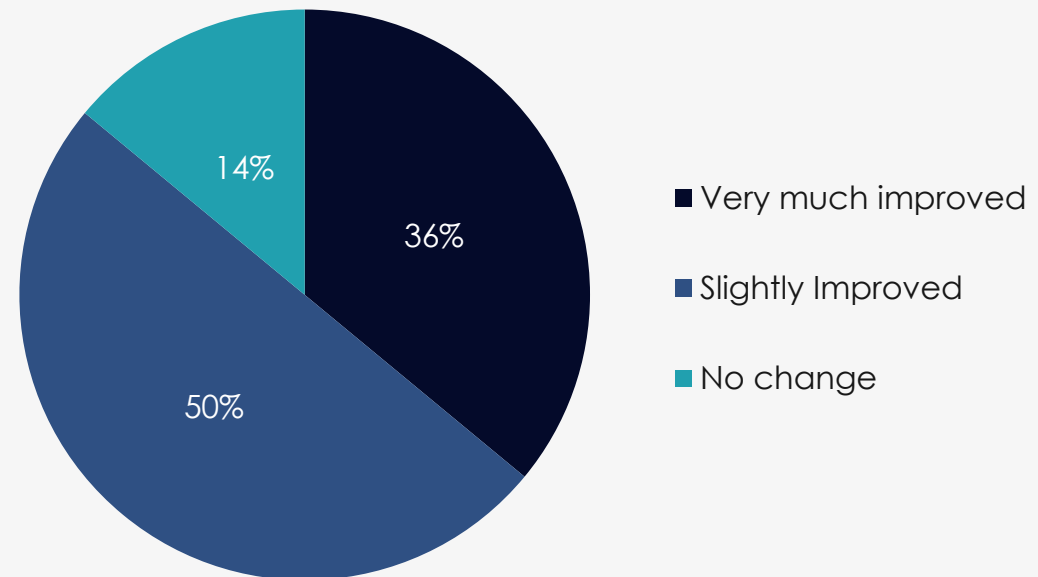
This is a survey question we are continuing to test and refine, as it is unclear the degree to which respondents can accurately comment on changes in income stability.

? Question to ponder

Are these results supported by anecdotal feedback from the field team?

Impact of myAgro on Income Stability

Q: How has the stability of your income changed because you started working with myAgro?
(n=250)



DEEP DIVE: INSIGHTS ALONG YOUR CUSTOMER JOURNEY



CUSTOMER PROFILE

ACQUISITION

EXPERIENCE

IMPACT



RETENTION

- How likely are myAgro farmers to continue working with myAgro in the future?
- What are farmers' top suggestions for improvement?

"The quality of myAgro's fertilizer is incomparable, many people would benefit from it."

HOW LIKELY ARE myAGRO FARMERS TO STAY LOYAL IN THE FUTURE?

myAgro CUSTOMERS HAVE A HIGH LEVEL OF INTENDED LOYALTY

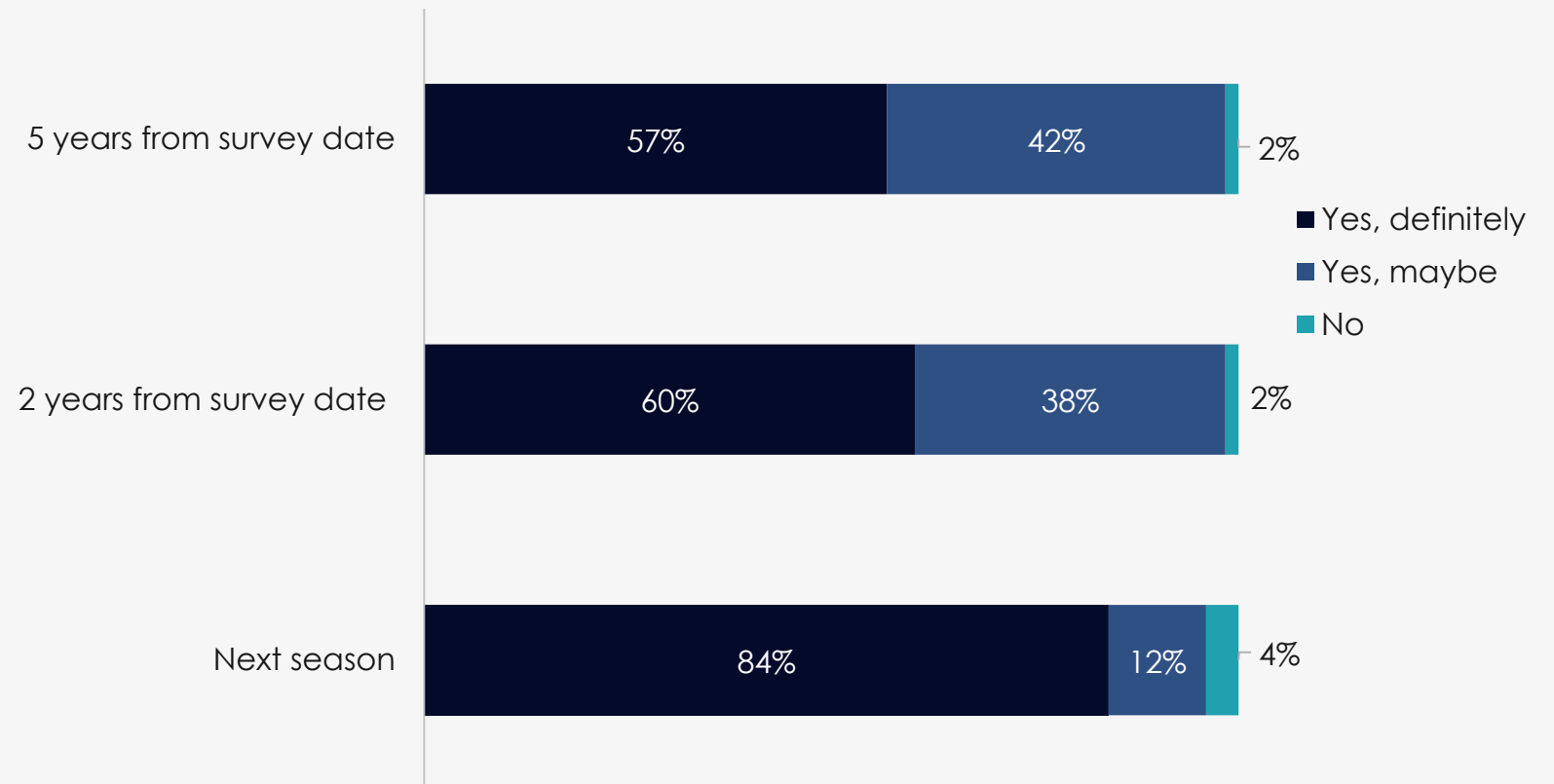
Across all three time periods, more than half of farmers see themselves working with my Agro in the future, with certainty decreasing from most immediate to most distant. **84% definitely see themselves working with myAgro next season**; this confirms myAgro's value to its customer base.

Farmers who said, "Yes, definitely" were more likely to report:

- Increases in money earned
- Highest willingness to recommend myAgro

Intended customer loyalty

Q: Do you see yourself working with myAgro next season/ 2 years/ 5 years from now? (n=250)



WHAT WERE FARMERS' TOP SUGGESTIONS FOR IMPROVEMENT?

TOP SUGGESTIONS ARE PRICE REDUCTIONS AND TRAINING OR DIRECT AGENT SUPPORT

Overall, farmers wanted the product prices lowered. 26% of farmers asked for access to new products including, more fertilizers and farming equipment.

5% said improved repayment – both in terms of cost and, would enhance myAgro's service.

11% sought increased access to finance from myAgro for things such as, building materials, and school fees.

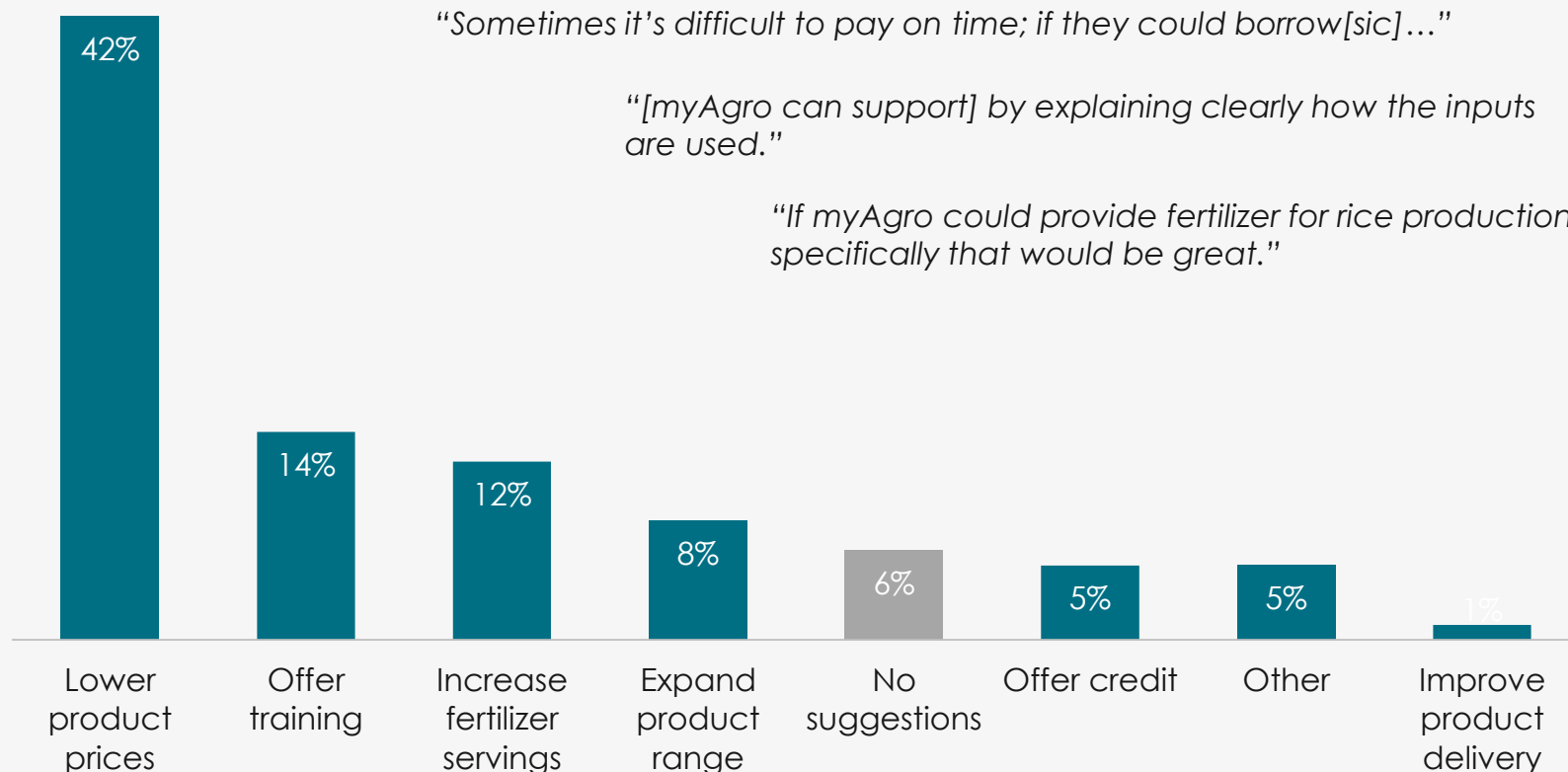


Idea for discussion

Which of these can be easily tackled first?

Suggested improvements

Q: What else can myAgro do to serve you better? (n=227)



NOW FOR A BIT OF FUN: WHAT WERE SOME OF OUR FAVOURITE QUOTES?

WE LOVE HEARING HONEST VOICES. HERE ARE SOME THAT STOOD OUT

Positive feedback

"The fertilizers are better quality than the ones I have seen before-- even the home made fertilizers!"

"The productivity of my maize and peanut crops has increased."

"I started with 5 bags, and with myAgro [products] I got 9 bags of crops."

"The total land that I used the first year was 0.25 hectares. The second year it increased to 0.5 hectares."

"I planted on time and I am getting training too."

"I can now benefit from increased sales."

"myAgro is a very good company and it's helping me a lot."

Opportunities for improvement

"Yes. We farmers would love if myAgro prices were lower than they currently are now."

"At mid-term of our payment, I'd be interested if they can make the products accessible for usage."

"I do appreciate working with myAgro once again. The quality is incomparable but the pricing can be readjusted."

"We need myAgro workers more often in the field to see what is happening."

"If they can provide different [payment] alternatives such as direct purchase..."

"Providing agricultural equipment, for example, would be great."

Constructive criticism

"They have good products but the prices are too high."

"We need products on time and we need myAgro to reduce the cost of their products."

"They provide us with less fertilizer than what I need with my package."

"[We require] counselling services to help us in order to have a better and higher production."

"We had issues paying for the services so we are now scared."

"Another training session would be beneficial for me as I had no clue about the first one."

"I think that recommending or not is based on how easy it is to use myAgro products."

LEAN DATA STAFF QUIZ: HOW WELL DOES myAGRO KNOW ITS CUSTOMERS?

TESTING HYPOTHESES: myAGRO TEAM RESULTS

FIRESTARTER QUESTIONS; WHAT WAS YOUR GUESS?

% women

GUESS: 61-80%

ACTUAL: 55%

% living below \$3.20 a day

GUESS: 61-80%

ACTUAL: 87%

% experienced challenges working with myAgro

GUESS: 41-60%

ACTUAL: 5%

% could find an alternative to myAgro

GUESS: 21-40%, 41-60%

ACTUAL: 2%

% experiencing improved productivity

GUESS: 61-80%

ACTUAL: 91%

% quality of life 'very much improved'

GUESS: 61-80%

ACTUAL: 35%

% of promoters

GUESS: 61-80%

ACTUAL: 28%



**myAgro Team Avg.
Guesses**
12 responses



Actual Results

APPENDIX: SUMMARY OF DATA COLLECTED

THANK YOU FOR WORKING WITH US

Methodology:

Survey Mode	Phone / SMS
Country	Mali
Language	French
Survey dates	February - March 2019
Survey length (mins)	15
Sampling method	Random sample of 800 farmers provided by myAgro team
Response rate	45%

Total responses collected

Customers	250
Staff quiz	13
Total	263

About Lean Data

Lean Data is solving the challenge of customer-centric impact measurement in impact investing. It offers a low-cost, high speed, end-to-end data collection and customer insights service

Since 2014, Lean Data has completed more than 300 projects, gathering feedback and social outcomes data from more than 75,000 low-income customers across 33 countries. As of April 1st 2019, Lean Data has spun out of Acumen, and has launched as a new standalone entity under the name 60 Decibels.

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QUESTIONS?

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TAKE 5 MINS TO HELP US IMPROVE

Please fill out this feedback form, we love hearing what we did well and where we can do better:

bit.ly/leandata-feedback

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