



# LEARNER, ALUMNI & TUTOR FEEDBACK



FROM THE LEAN DATA SPRINT  
SEPTEMBER 2017



IKAMVAYOUTH  
THE FUTURE IS IN OUR HANDS

# TOP ACTIONABLE INSIGHTS

## 1. SATISFACTION AND VALUE PROP

Your Net Promoter Score – a common metric of satisfaction – for learners, alumni and tutors is 62, 62, and 54 respectively, which is excellent. Learners and alumni value improved marks and soft skill development. Tutors value the opportunity to help others and give back.

## 2. IKAMVAYOUTH MODEL FEEDBACK

73% of learners and 79% of tutors feel the attendance requirement is “just right”. Results were split on kick-out frequency between every term & every year. Feedback on choosing how many sessions to attend also split, but overall, Learners and Tutors thought there should not be a choice. Learners were open to tutors helping out in after-school sessions

## 3. SOCIAL IMPACT RESULTS

Social impact results were extremely strong, with over 95% of learners, tutors and alumni saying quality of life has improved because of IkamvaYouth. Outcomes were diverse.

# IKAMVAYOUTH'S NET PROMOTER SCORE

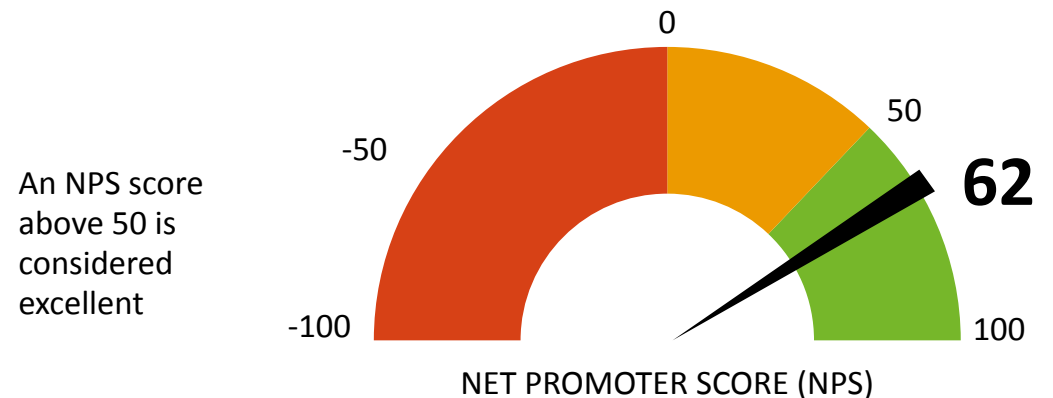
AMONG  
LEARNERS  
AND ALUMNI  
IKAMVAYOUTH'S  
NET PROMOTER  
SCORE IS 62;

LEARNERS VALUE IMPROVED  
MARKS & HELP WITH LIFE  
PLAN AND ALUMI VALUE THE  
OPPORTUNITY TO HELP OTHERS  
& GIVE BACK

The NPS is a gauge of customer satisfaction. It asks the question “On a scale of 0-10, how likely are you to recommend IkamvaYouth to a friend or colleague?” The “Net” score is calculated in the following way:

$$\text{NPS} = \begin{array}{c} \% \text{ promoters} \\ \text{9-10 likely} \\ \text{to recommend} \end{array} - \begin{array}{c} \% \text{ detractors} \\ \text{0-6 likely} \\ \text{to recommend} \end{array}$$

Anything above 50 is considered excellent. A negative score is considered poor. Apple, Amazon, and Netflix have net promoter scores of 66, 66 and 64 respectively. IkamvaYouth's score of 62 is brilliant.



# IKAMVAYOUTH'S NET PROMOTER SCORE

We also ask respondents to explain their score, which yields insights on value proposition:

## LEARNERS

**PROMOTERS: 72%**  
9-10 LIKELY TO RECOMMEND

**LOVE:** Help with homework/ marks (55%), Helped develop life plan/ build future (17%), Great tutors (16%)

**PASSIVES: 18%**  
7-8 LIKELY TO RECOMMEND

**LIKE:** Help improve marks (31%), Like how learners treated (19%)  
**BUT:** Noise level too much (19%)

**DETRACTORS: 10%**  
0-6 LIKELY TO RECOMMEND

**HAVE COMPLAINTS ABOUT:** Need more tutors, activities

# IKAMVAYOUTH'S NET PROMOTER SCORE

We also ask respondents to explain their score, which yields insights on value proposition:

## ALUMNI

**PROMOTERS: 74%**  
9-10 LIKELY TO RECOMMEND

**LOVE:** Learned more/  
marks improved (36%),  
Non-cognitive skills  
(social skills, leadership  
etc) (20%), Improved life/  
achieve goals (16%)

**PASSIVES: 13%**  
7-8 LIKELY TO RECOMMEND

**LIKE:** Learned more /  
marks improved (50%),  
Friendly & welcoming  
tutors (13%), Gives back  
to the community (13%)

**DETRACTORS: 10%**  
0-6 LIKELY TO RECOMMEND

**HAVE COMPLAINTS  
ABOUT:** Have more  
centres/increase scale,  
Reward and treat tutors  
better

# 97% LEARNERS SAY IY HAS IMPROVED QUALITY OF LIFE.

TOP OUTCOME IS: “IMPROVED MARKS AND SOCIAL SKILLS”

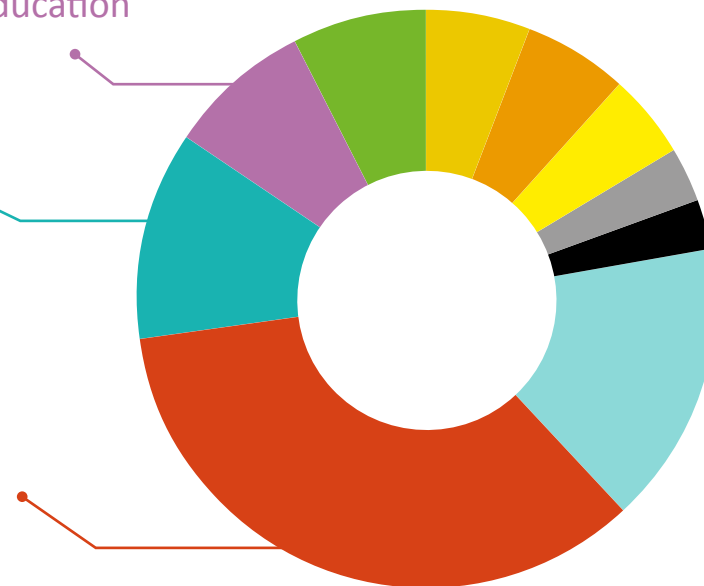
**Q: How has your quality of life improved because of IkamvaYouth? (n = 141).**

For 97% respondents who said their life had improved (79% said “Improved a lot” 18% said “Improved a little”). Open ended, coded by Lean Data team:

“It helped to see how education is important in my life, it helped me to be more focused in school/education, it helped me to see the purpose of education”

“It has changed my attitude towards my books, working with people and dealing with people who come from different types of backgrounds, how to tackle life”

“My marks has improved, I have gained more knowledge with the help of tutors, I have developed the courage to engage with people and face challenges directly”



# LEARNER QUOTES

## POSITIVE IMPACT TESTIMONIALS

"I am in grade 11 now. Ever since I joined Ikamva I started taking books seriously, I started feeling motivated at all times."

"Ever since my little sister joined. She is respectful and truthful. She has improved impressively academically. Thank you Ikamva."

"There is discipline and love amongst the Ikamvanights."

"Ikamva give me the opportunity to strive, and fulfil my goals."

I would like to say thank Ikamva for taking responsibility by helping our kids towards their brighter future. I will always stand by."

"I would really like to thank them for everything. My child's marks really improved. I appreciate their service for disadvantaged students."

"When you are at that place you feel unique from where you come from because our coordinators are like parents to us, they care a lot."

"Imkava saw potential in my life, and granted me with great opportunity."



# 98% ALUMNI SAY IY HAS IMPROVED QUALITY OF LIFE

TOP OUTCOME IS: “IMPROVED MARKS AND IMPROVED MINDSET”

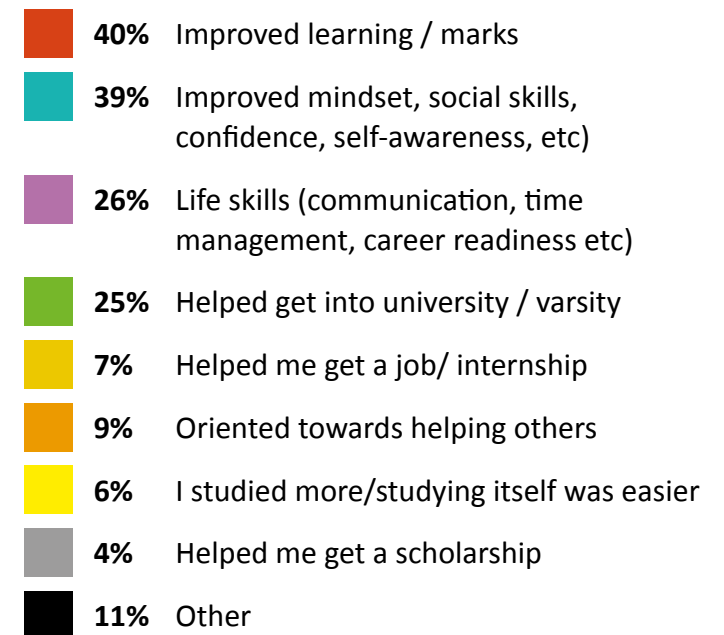
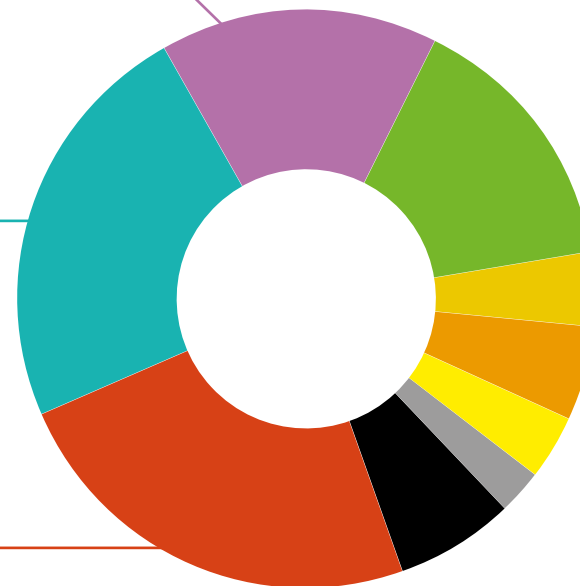
**Q: How has your quality of life improved because of IkamvaYouth? (n = 100)**

For 98% respondents who said their life had improved (87% said “Improved a lot” 11% said “Improved a little”). Open ended, coded by Lean Data team:

“They gave me a clear vision of what I want to study after matric...”

“It has changed because now I dont just sit down and wait for miracles to happen but I grab every opportunity I get. ”

“I joined IkamvaYouth during my high schools days and it really helped with academics in such a way that a was one of the top achievers in 2013 matric.”



# ALUMNI QUOTES

## POSITIVE IMPACT TESTIMONIALS ALUMNI

“I am now in studying in a university and I am almost done with my qualification. **IkamvaYouth** has played a huge role in where I am.”

“It has changed because now I don’t just sit down and wait for miracles to happen. **I grab every opportunity.**”

“I learned a lot; **became myself more; had an opinion that mattered;** gained respect of others; and became a great team player.”

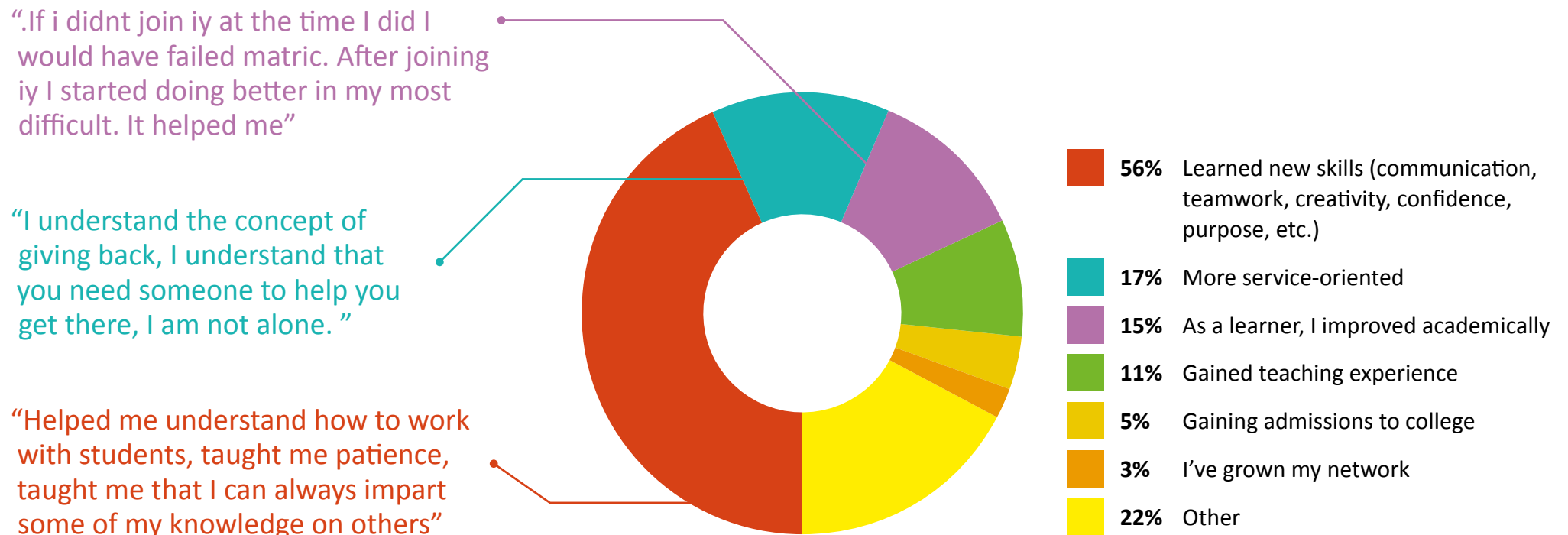


# 95% TUTORS SAY IY HAS IMPROVED QUALITY OF LIFE.

TOP OUTCOME IS: “LEARNED NEW SKILLS”

**Q: How has your quality of life improved because of IkamvaYouth? (n = 99)**

For 95% respondents who said their life had improved (73% said “Improved a lot” 22% said “Improved a little”). Open ended, coded by Lean Data team:



# TUTOR QUOTES

## POSITIVE IMPACT TESTIMONIALS

**"Ikamva Youth is a great place to volunteer and help build confidence out of the learners from township school."**

**"My life improves a lot.** I can evenly stand in front of many learners and boldly so, I have realised I am more than what I thought,"

**"Thank you for giving me a chance to help others and my confidence has grown ever since I joined Ikamva."**

**"It is really a game changer, a force to be reckoned with."**

**"Continue doing the great work by playing the good role in the youth of today and in future."**

**"The platform to make a difference in the community and just the feeling one gets when helping those students."**

**"I had internet access. I was helped to apply at university. They paid for my application fee. I started understanding maths better."**

**"Now I know how to respect approach people, I have gained a lot of knowledge."**

**"My quality of life as improved in that I've gained more confidence which resulted in a **boost in my self esteem**, it's made a better learner in school."**

**I love IkamvaYouth so much. I am where I am now because of it and I learned a lot from them."**

**"The students receive more than sufficient help. **Learning is not limited to the classroom.**"**

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