



WELCOME TO OUR QUARTERLY NEWSLETTER

Insights from Our Research Manager



Dennis Arori
Research Manager

At PARS, we believe that true research involves not just observing what everyone else sees, but also thinking in ways that others haven't. As a Research Manager, my goal is to delve deeply into our findings and transform them into valuable insights for our clients. In today's rapidly changing world, staying ahead is essential.

That's why we at PARS are committed to constantly innovating and refining our methodologies to keep pace with the evolving landscape. Our clients rely on us to provide the knowledge and foresight necessary for making informed decisions and achieving their organizational objectives.



In this newsletter you will find:

Latest projects and more. Keep Reading!

CLIENT PROJECTS

CHILDFUND- TRANSFORMING LEARNING THROUGH ICT DIGITAL LEARNING ACCESS IN KENYA-2024

The primary aim of the baseline survey was to evaluate the digital landscape and opportunities for 8,300 primary school children to safely explore, acquire digital learning skills, and connect without facing exploitation or harm in the online space in the 3 counties of Nairobi, Kiambu and Muranga.



AICHM- ENDLINE EVALUATION

This Evaluation aimed at getting rid of the cycle of food insecurity in Turkana

The project focused on two main outcome areas:

- Increased and sustainable agricultural production among semi-pastoral households in Nasinyono, Turkana West sub-county.
- Prevention of malnutrition rates among children aged 0-59 months.

PARS successfully undertook the evaluation through establishing relevance, coherence, effectiveness, efficiency, impact, and sustainability



PRODUCT FOCUS THIS MONTH

CUSTOMER SATISFACTION SURVEY (CSS)

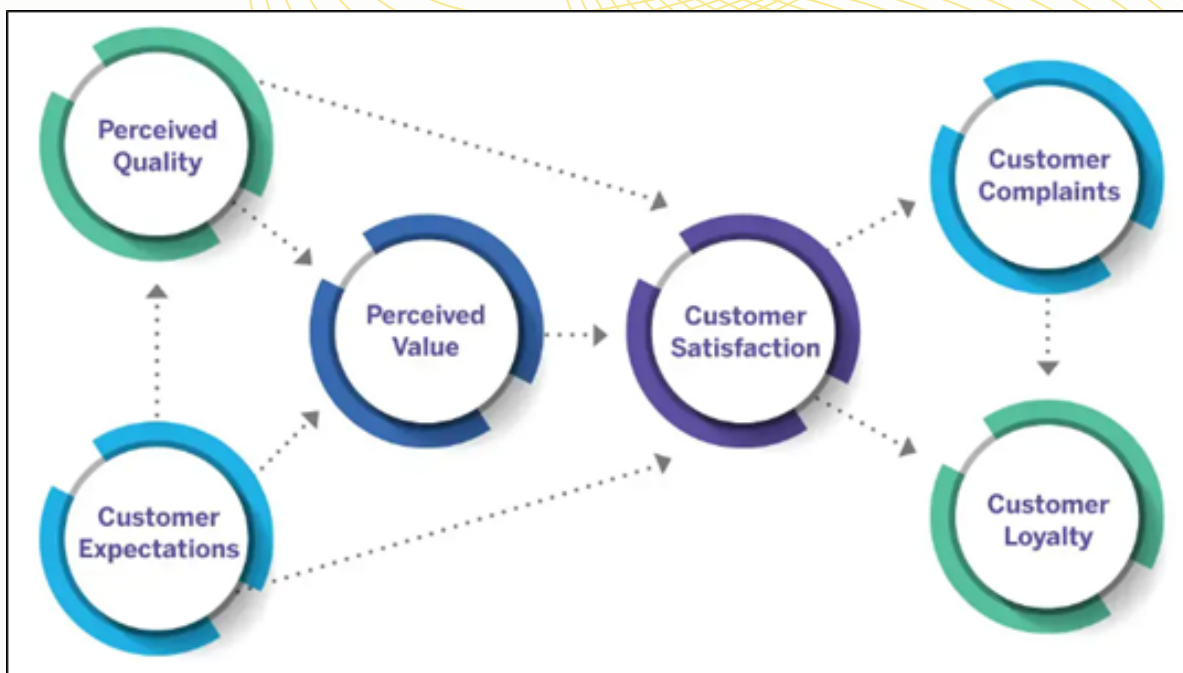
Customer satisfaction surveys help organizations measure satisfaction, identify unhappy customers and find potential advocates. For most organizations, customer satisfaction ratings can have powerful effects. Initially, they help the organization to focus on the importance of fulfilling and exceeding customer expectations. Secondly, when satisfaction ratings decline, they warn of potential problems that can affect future revenue for the organization.

Customer satisfaction is therefore commonly used to determine how well organizations meet – or exceed – customer expectations.

It is used as a key performance indicator of customer service delivery and product quality.

Customer satisfaction may be best understood in terms of customer experience. Customer experience (CX) is the total sum of a customer's perceptions, interactions, and thoughts about your organization. Customer satisfaction is a composite of many different aspects, and it is likely to change over time.

It is noteworthy that in the current dynamic environment, customers are extremely aware and conversant of their expectations and consequently will not endure poor or sub-standard services. As such, organizations must keep on gauging their customer satisfaction in order to ensure that they remain happy, satisfied and loyal.



Above is a diagram of the various facets that contribute to customer satisfaction

STAFF 3RD QUARTER BIRTHDAYS

Celebrating staff birthdays quarterly is a fantastic way to foster a positive and inclusive workplace culture. It ensures that every team member feels valued and appreciated. Here is how we did it at PARS.



NUGGETS OF WISDOM

By Susan Kahinga

QUALITATIVE RESEARCH TECHNIQUES ARE VARIED AND IF PROPERLY USED CAN UNEARTH HIDDEN NUANCES THAT EXPLAIN PEOPLES BELIEVES AND BEHAVIOURS.

One upcoming technique is the use of vignettes (French name meaning little vines). Vignettes are short stories or scenarios presented to study participants followed by questions aimed at assessing how the participant would interpret and react to the scenario in their own lives.

Vignettes are useful when exploring sensitive topics like Sexual and Gender Based Violence which includes FGM, child trafficking etc.