



AN EYE FOR DETAIL LEADS TO RESULTS YOU CAN TRUST

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Customer Satisfaction

Understanding your customers' experiences and expectations is essential for success. Our Customer Satisfaction Surveys provide actionable insights to help businesses enhance service delivery, improve client retention, and boost overall customer experience. During this **quarter**, We conducted a Customer Experience Survey (CES) for a client in the climate innovation space, measuring how easily their customers could navigate and utilize their services. The results a CES score:

What we learned:

- ✓ Simplicity and ease of use drive higher customer satisfaction.
- ✓ Clients value timely support over feature-heavy solutions.
- ✓ Proactive follow-ups enhance customer retention.

Let us help you measure satisfaction and drive your business forward!

Our Core Commitment

VISION

To be the market leader in the provision of quality strategic research information in Africa.

MISSION

To provide clients with actionable evidence based insights for timely decision making.

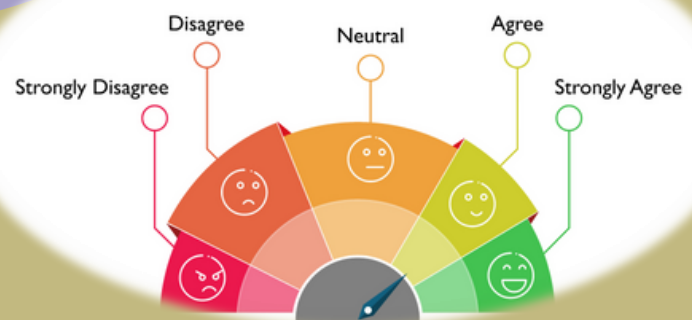
CORE VALUES

Passion, Excellence, Teamwork, Integrity, Reliability

We therefore approach every aspect of our work with the highest sense of commitment, honesty and integrity.



Likert Scale



F-Meal Approach

By Lucy Munyi

Traditional Monitoring, Evaluation, Accountability and Learning (MEAL) approaches often overlook gender-specific needs and impacts. This may perpetuate harmful gender norms and stereotypes as they are often dominated by male perspectives. It can lead to programs that unintentionally reinforce inequalities within the society.

Feminist Monitoring Evaluation, Accountability and Learning (FMEAL) approach seeks to center gender justice in programs and activities. The goal is not merely to measure progress towards gender inclusion in decision making but to challenge and change unequal power dynamics, amplify marginalized voices and promote social justice and gender equality.

DID YOU KNOW?



“Getting new customers costs 5 times more than retaining existing ones”

“Dissatisfied customers on average tell 9 - 11 other people about their experiences”

Baseline Assessments in Monitoring and Evaluation

Baseline surveys are critical in assessing project impact and measuring progress over time. We are specialists in designing and conducting high-quality baseline surveys that establish clear benchmarks, and help organizations track their progress and optimize interventions for maximum effectiveness. We recently conducted a Baseline Study for an international NGO in the health sector, assessing key indicators such as health service accessibility, community health behaviors, and intervention gaps.

- ✔ Established benchmark indicators for measuring program impact.
- ✔ Identified priority areas for targeted interventions.
- ✔ Provided actionable recommendations for program scaling.

Company Events

1ST QUARTER BIRTHDAYS



PARS TEAM BONDING



Nugget of Wisdom

“You can have data without information, but you cannot have information without data!”

DANIEL KEYS MORAN

Reach out to us today to discover how we can drive your growth, help you achieve your objectives, and create lasting value for those you serve.



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