

BALANCED PERSPECTIVES: FROM DATA TO STORIES

END-TERM EVALUATION IN MAKUENI COUNTY



*Written by : Elvis Sande
PARS - Research Executive*

Monitoring, Evaluation, Accountability and Learning (MEAL) remains a core area where PARS Research applies diverse tools to generate practical evidence that drives client decision-making. This quarter, we carried out an End-Term Evaluation of a transformative community development program in Makueni County, Kenya, delivered through local partners and focused on women's rights, governance, and food security.

The evaluation showed strong community empowerment, with women's advocacy advancing gender equity, governance efforts boosting accountability, and livelihood programs enhancing farming practices to improve food security and resilience. These findings are now helping our client refine strategies, build on successes, and design stronger interventions for future programming. At the same time, the evaluation highlighted challenges such as limited resources and the need for better asset management. By surfacing these issues, the study is enabling our client to prioritize targeted resource support and community-led asset management, ensuring that program benefits are sustained well beyond its phase-out.

WHAT'S IN THIS ISSUE:

- End Term Evaluation in Makueni
- Market Research - Mystery Shopping
- Q3 Events



Criterion	Focus
Relevance	Fit with context
Coherence	Integration & coordination
Effectiveness	Achievement of results
Efficiency	Value for money
Impact	Long-term change
Sustainability	Continuity of benefits

INSIGHTS FROM MYSTERY SHOPPING

*Written by : Daniel Njinju
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This quarter, one of the key Market Research activities we undertook was a mystery shopper survey across multiple branches of a leading financial institution in the East African region, to assess customer experience and benchmark service quality. The evaluation covered service delivery, cleanliness, staff professionalism, product knowledge, wait times, transaction accuracy, and the promotion of digital tools such as ATMs and banking kiosks. By applying key market research metrics such as customer satisfaction scores, service quality indices, and compliance ratings, the study generated insights that have informed improvements in service protocols and staff training. These findings are helping our client strengthen consistency across branches, foster a welcoming environment, and reinforce its commitment to delivering exceptional customer service.



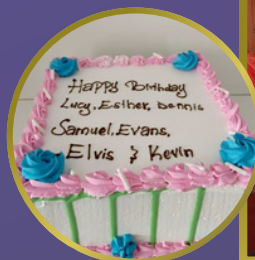
Q3 Events

PARS Research was well represented at the PAMRO 2025 conference in Nairobi themed: Trust and Truth - The Role of Media Research. The company was represented by Susan Kahinga during this event.



PARS Research was a proud sponsor of the MSRA 14th Annual Conference 2025 featuring Dr. Edward Ombui, Dean of AI & Computer Science at United States International University - Africa - as the keynote speaker. Our dedicated staff Susan, John and Lilian attended this event.

The third quarter combined professional growth with team bonding, starting with vibrant staff birthday celebrations that fostered a collaborative and positive work environment.



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