

On The Slope

Impact Performance Report



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About This Report

This report is designed to provide you with an in-depth understanding about your customers, their profile, the outcomes they experience, how satisfied they are, and how you can improve your impact and business performance.

The insights are based on online surveys with 519 On The Slope customers in Japan. We really enjoyed hearing from your customers – they had a lot to say!

The online surveys were administered to a random list of 1,500 customers. To learn more about our methodology, head to the [Appendix](#).

To contextualize your results, you can see how your performance compares to other companies globally in the [Appendix](#).

We encourage you to use these results to set targets and identify ways you can further improve your impact performance over time.

519 customers surveyed, 93% were female.



“

I consciously started eating vegetables, improving the overall nutritional balance of the menu. I became more interested in natural cultivation and organic foods.

– Male, 30

60dB Perspective

On The Slope is positively impacting customers' lives, with their produce sourced from environmentally friendly and sustainable farming practices. There is an opportunity to improve customer satisfaction.

Over 9 in 10 customers say their quality of life has improved after purchasing products from On The Slope, with the key drivers being expanded food choices and healthier eating habits. On The Slope is also positively impacting the way customers view agricultural practices, sustainable produce, and the change in seasons and weather. Half of all customers have become more interested in agricultural methods and a similar share have spoken to a friend or family member about sustainable farming practices. From a consumption standpoint, customers are increasingly taking to vegetables grown by organic and environmental-friendly methods, and sustainable coffee products such as fair trade or organic.

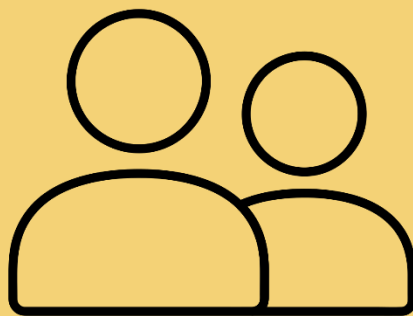
The Net Promoter Score® (NPS) - a common gauge of customer satisfaction and loyalty - is -2, suggesting that On The Slope can do more to improve customer satisfaction going forward. While Promoters enjoy the quality and variety of produce, Detractors complain about the high prices. Across age group, we find that those in their prime working age (25-54 years) appear to be more satisfied than their older counterparts (NPS of 12 vs. -18).

We recommend looking into three areas to further increase your impact:

- Leveraging strong results for marketing: Use the results from this report to externally spread the word about the positive impact created.
- Address customer pain-points: Detractors complain about the high prices of your products. Identify ways to better communicate the quality of products, so that customers perceive they are getting good value for money, even if the prices appear high. Consider creative ways to offer discounts to loyal customers.
- Understanding impact by age group: Customers in their prime working age are more likely to be satisfied and report an improvement to their quality of life. Meanwhile customers who are 55 years and above (mature working age or elderly), are more likely to have spoken to others about sustainable farming practices. Exploring these differences will enable you to maximise impact.

Keep up the good work!



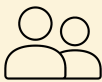


01: Profile

This section helps you understand your customer base, and if you are reaching a previously underserved population.

The key indicators in this section are:

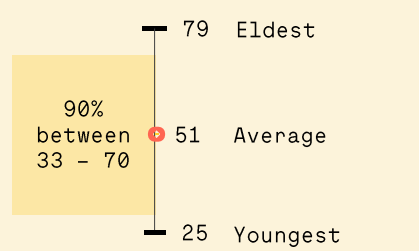
- **Customer Profile:** What are the characteristics of a typical On The Slope customer?
- **First Access:** What proportion of your customers are accessing similar products for the first time?
- **Access to Alternatives:** Do your customers have access to alternatives? Is there competition in the market?



A typical On The Slope customer is a 51-year-old female, living in a household of 2 members.

Demographics

Age Distribution



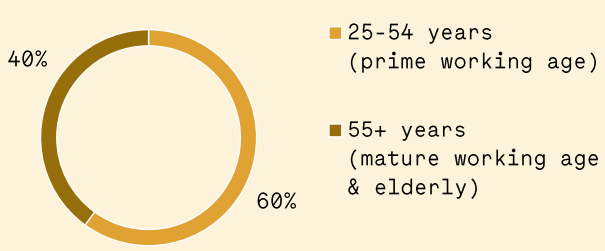
Gender Breakdown

Male	7%
Female	93%



TOP 20% - 60dB Benchmark

Age Profile



Household Size

2.3 People

The majority of customers are either full-time or part-time workers, across a diverse range of industries.

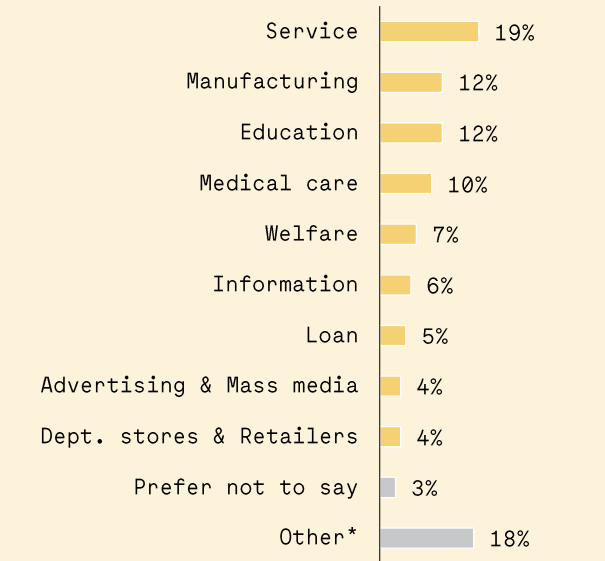
Occupation Status

Q: What is your current occupation status? (n = 519)

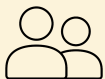
Company employee / government employee	41%
Self-employed / freelance	19%
Full-time housewife / husband	18%
Part-time worker	11%
Unemployed	4%
Other	5%
Prefer not to say	3%

Work Industry

Q: Which industry do you work in? (n = 364)



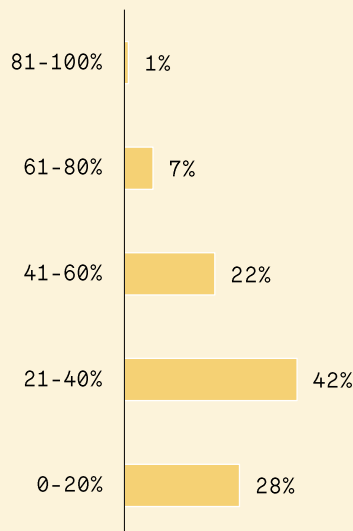
*Includes infrastructure, trading, IT, construction & design, hospitality, etc.



About 2 in 5 customers purchase anywhere between 21% to 40% of their total groceries from On The Slope.

Share of Total Groceries Purchased

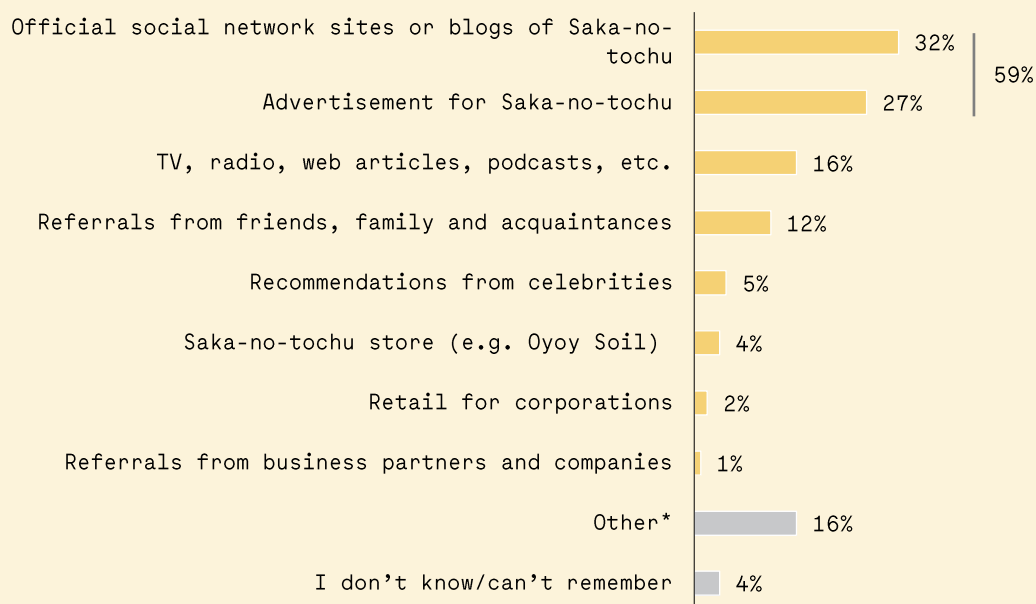
Q: What percentage of your total groceries are purchased from On The Slope? (n = 519)



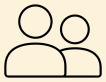
Nearly 3 in 5 customers found out about On The Slope through official social networking sites, blogs, and advertisements.

Acquisition Drivers

Q: How did you find out about On The Slope? Select all that apply. (n = 519)



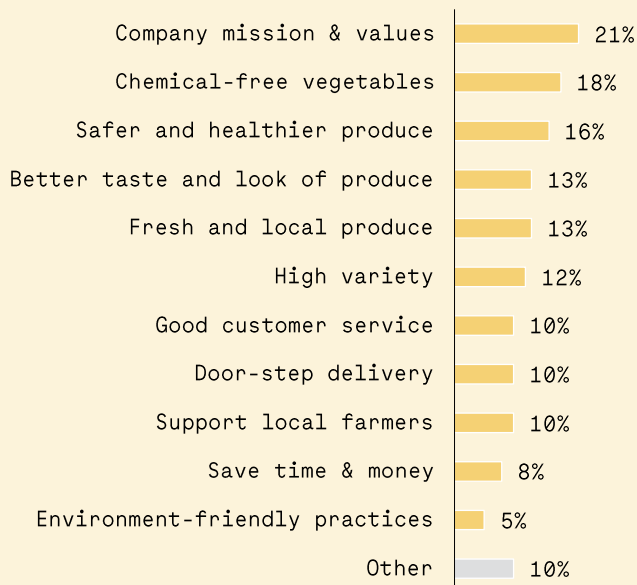
*Includes internet search, company staff, etc.



Customers are motivated to purchase products from On The Slope for a variety of reasons; the top one being its mission and values.

Buying Motives

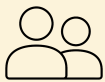
Q: What made you decide to buy products from On The Slope?
(n = 250). Open-ended question, responses coded by 60dB.



“

I was attracted to the company's philosophy of dealing with unique vegetables and agricultural practices that last for 100 years.

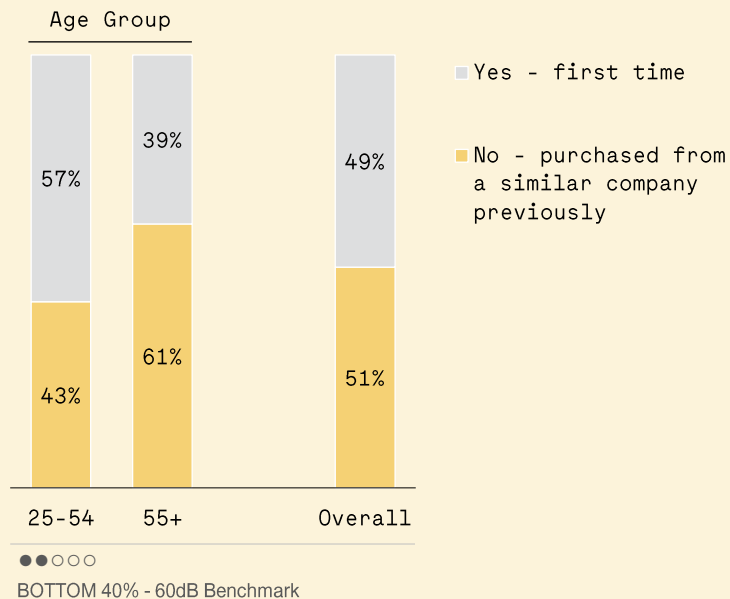
– Female, 29



Half of your customers say they had no prior access to products like the ones they purchased from On The Slope.

First Access

Q: Is this the first time you have purchased organic food from a company like On The Slope? (n = 519 | 25-54 years = 265, 55+ years = 176)



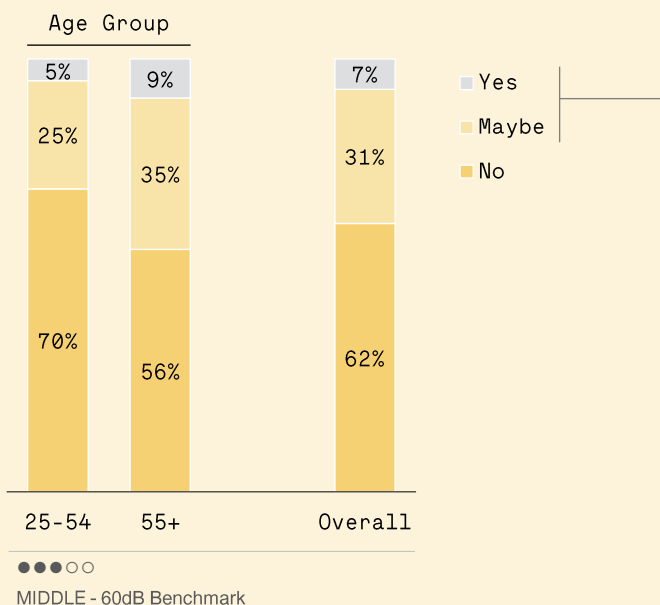
Insight

Younger customers are more likely to be accessing such products for the first time.

3 in 5 say they cannot easily find a good alternative to On The Slope. Of those who can, co-operatives and Oisix are mentioned.

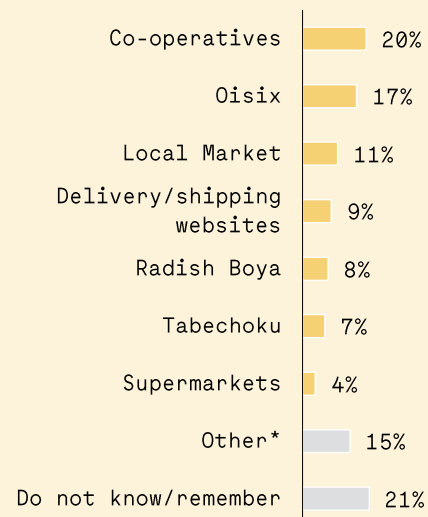
Access to Alternatives

Q: Could you easily find a good alternative to On The Slope? (n = 519 | 25-54 years = 265, 55+ years = 176)

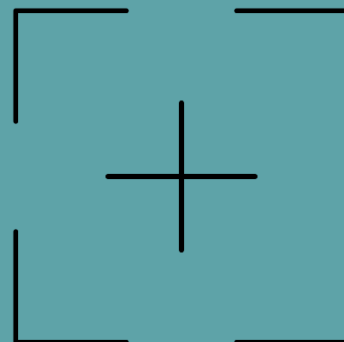


List of Alternatives

Q: What would be that alternative to On The Slope? (n = 86). Open-ended question, responses coded by 60dB.



*Includes Akikawa Bokuen, Nature Harmony, Seikatsu Club, Gruppe, etc.



02: Impact

We believe that the best way to understand the social impact that you are having, is to simply ask customers whether their quality of life has changed as a result of access to your products, and if so, how.

This section also shows you the degree to which you are impacting customers' interest in agricultural methods, awareness of environmental issues, and consumption of sustainable products, among others.

The key indicators in this section are:

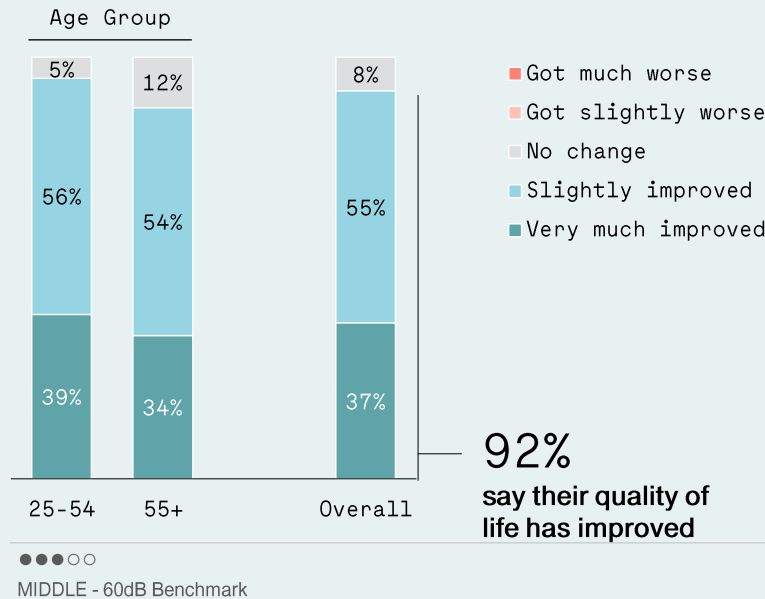
- **Quality of Life Change:** To what extent has the quality of life of your customers changed as a result of your offering?
- **Environmental Awareness:** How have you impacted the way customers engage in issues of the environment and sustainability?
- **Consumption Change:** Have customers changed their consumption of sustainable food products because of your company?



Over 9 in 10 customers report that their quality of life has improved as a result of purchasing products from On The Slope.

Quality of Life Change

Q: Has your quality of life changed because of purchasing products from On The Slope? (n = 505 | 25-54 years = 262, 55+ years = 168)



Top four self-reported outcomes for the 92% of customers who say their quality of life has improved:

Q: How has it improved? (n = 227). Open-ended question, responses coded by 60dB.

30%

talk about expanded food choices

23%

mention healthier eating habits

“

I'm really grateful because [On The Slope] always has organic vegetables and pesticide-free vegetables which are not available at supermarkets.
- Female, 47

16%

say good shopping experience

15%

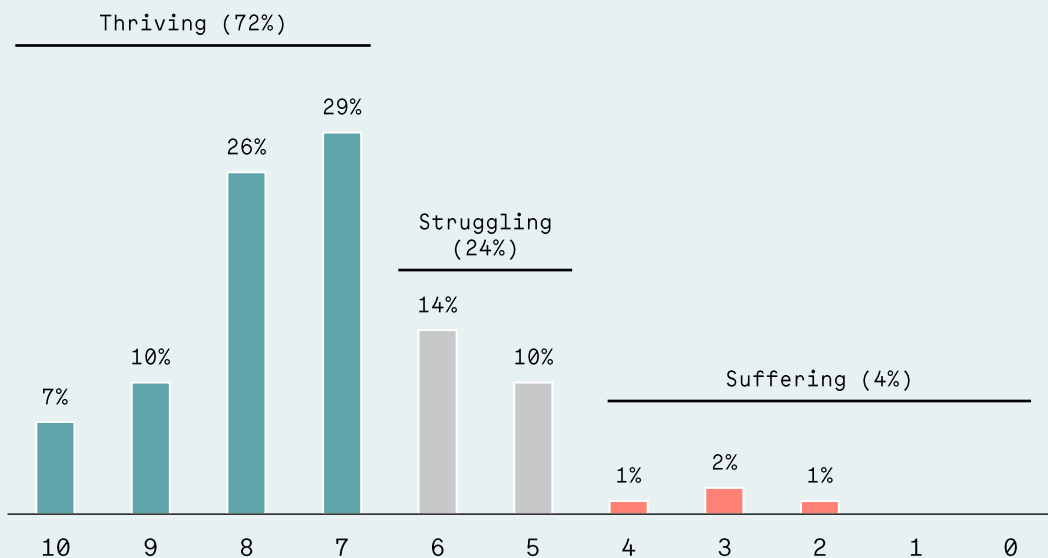
report improved cooking experience



Most customers have a relatively high level of satisfaction with their lives, with an average rating of 7.2 out of 10.

Level of Life Satisfaction

Q: Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder (a score of 10) represents the best possible life for you and the bottom of the ladder (a score of 0) represents the worst. On which step of the ladder would you say you feel you stand at this time? (n = 519)



To gauge customers' current levels of general life satisfaction, we ask them to describe how they are feeling using the [Cantril Self Anchoring Striving Scale](#), and bucket their scores into 3 categories:

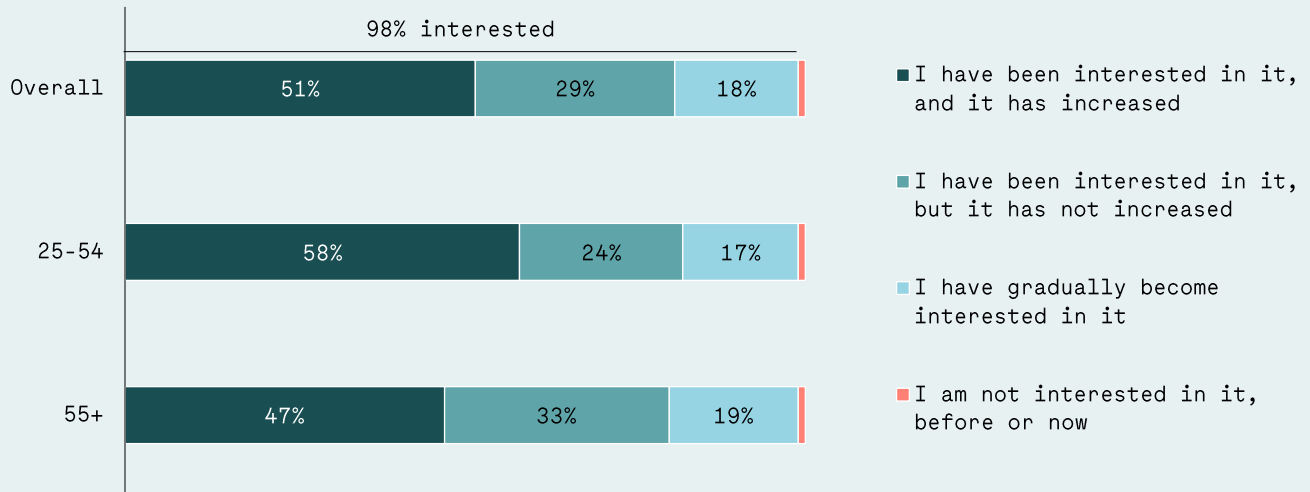
- Thriving: well-being that is strong, consistent, and progressing
- Struggling: well-being that is moderate or inconsistent
- Suffering: well-being that is at high risk



Half of On The Slope customers say they have been interested in agricultural production and that this interest has increased.

Interest in Agricultural Production

Q: Has your interest in the process and methods by which agricultural products are produced changed as a result of On The Slope? (n = 492 | 25-54 years = 251, 55+ years = 167)



Top four self-reported outcomes for the 98% of customers who say they are interested in the process and methods of production:

Q: Please explain your answer. (n = 236). Open-ended question, responses coded by 60dB.

26%

talk about increased engagement with food & agricultural information

19%

mention increased interest in seasonal & local produce

18%

report higher concern about food security & consumption habits

13%

say they have become more conscious about the environment & sustainability

“

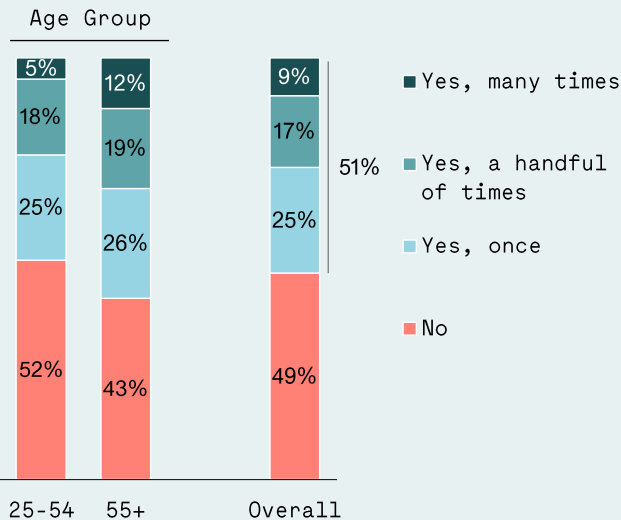
When I started the service, I was surprised at the depth of leafy vegetables. Many of the vegetables sold at supermarkets have inferior taste and nutritional value.
– Male, 49



51% of customers say they have talked about the importance of sustainable farming practices to others in the last 3 months.

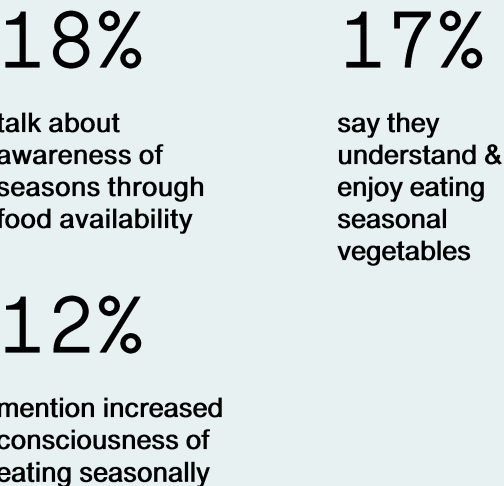
Sustainable Farming Practices

Q: In the last 3 months, have you talked about the importance of sustainable farming practices to any friends or family members?
(n = 491 | 25-54 years = 252, 55+ years = 165)



Environmental Awareness

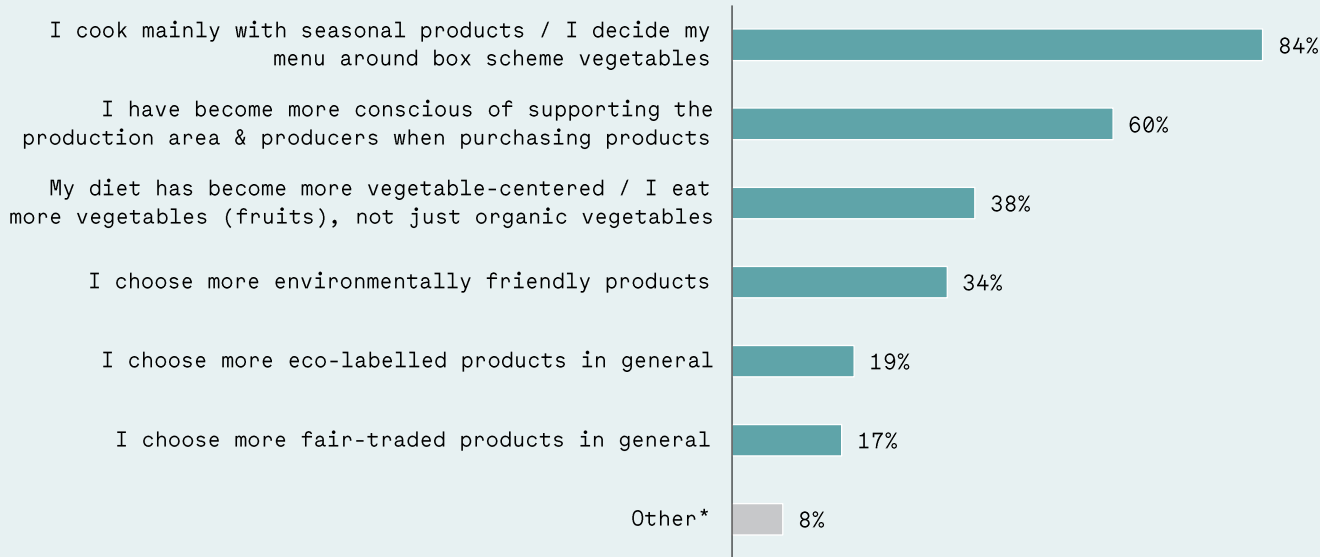
Q: How has your awareness of environmental issues and sustainability changed because of On The Slope? (n = 250).
Open-ended question, responses coded by 60dB.



84% of On The Slope customers have taken sustainable actions by cooking mainly with seasonal vegetables.

Sustainable Actions Taken

Q: Please tell us about any sustainable actions you have taken because of On The Slope. Select all that apply. (n = 511)



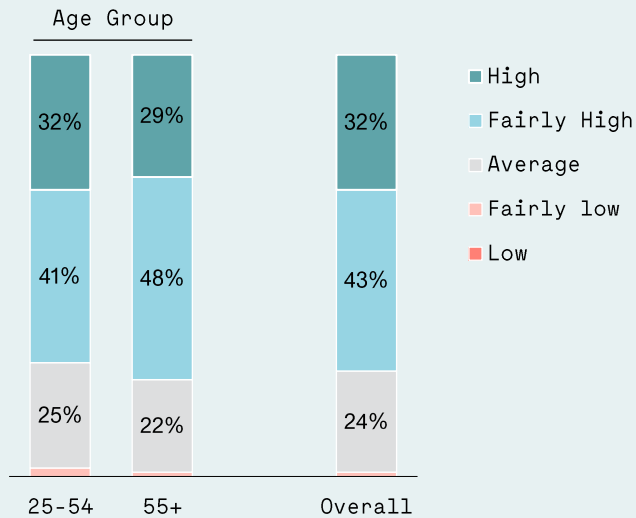
*Includes food recycling (composting), reducing food wastage, etc.



1 in 3 On The Slope customers report 'high' awareness of the seasons in their daily life.

Awareness of Seasons

Q: How would you rate your awareness of the seasons in your daily life? (n = 519 | 25-54 years = 265, 55+ years = 176)



Top four self-reported outcomes from the change in awareness of seasons since purchasing vegetables from On The Slope:

Change in Awareness of Seasons

Q: How has your awareness of the change in seasons changed since you started purchasing vegetables from On The Slope? (n = 250).
Open-ended question, responses coded by 60dB.

23%

talk about general increase in awareness of seasons

12%

mention ability to relate produce to seasonal changes

11%

report increased appreciation for seasonal food

8%

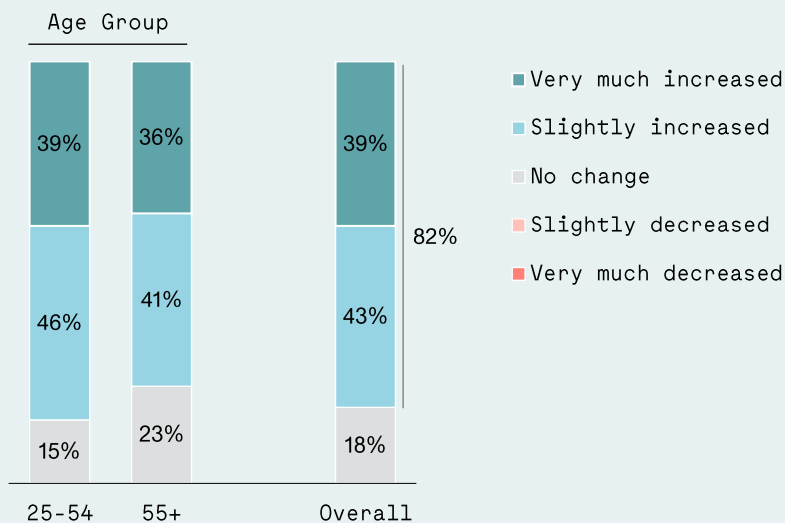
say they have more interest in seasonal phenomena



82% of customers report that their consumption of sustainable vegetables has increased because of On The Slope.

Consumption of Sustainable Vegetables

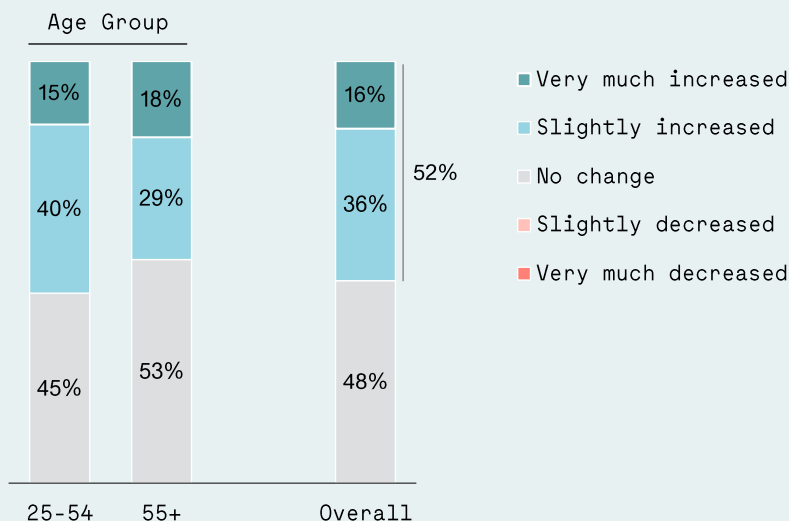
Q: Has your consumption of vegetables grown by organic and other low environmental impact farming methods changed because of On The Slope? (n = 504 | 25-54 years = 257, 55+ years = 170)



52% of customers report that their consumption of sustainable coffee products has increased because of On The Slope.

Consumption of Sustainable Coffee

Q: Has your consumption of sustainable coffee products, such as fair trade or organic, changed because of On The Slope? (n = 501; 25-54 years = 257, 55+ years = 168)

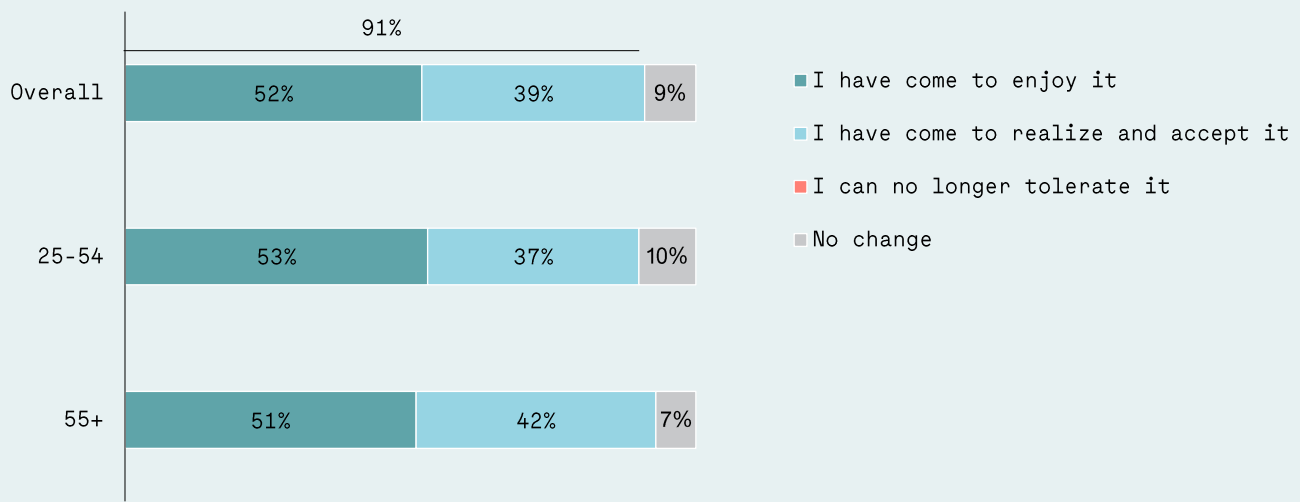




91% of customers report that they have either come to enjoy or realise and accept the changes in the taste and shape of vegetables, due to the weather and seasons.

Change in Taste and Shape of Vegetables

Q: Have you begun to notice and accept changes in the taste and shape of vegetables due to the weather and seasons? (n = 471 | 25-54 years = 241, 55+ years = 163)



Top four self-reported outcomes for the 91% of customers who have begun to notice and accept these changes:

Q: Please explain your answer. (n = 208). Open-ended question, responses coded by 60dB.

34%

talk about respect for the nature & its seasonal cycles

23%

mention increased awareness of taste with respect to seasonal produce

“

I enjoy bamboo shoots in the spring, learn that lemons will change colour during the season, and see the sticky leafy items in the summer.
- Female, 55

14%

report preference towards better quality produce

14%

say they have more interest & joy in cooking



Source: On The Slope

“

I have more opportunities to make and bring lunch boxes. I started making jams and plum wine. I became interested in quality coffee beans, and I now roast them myself.

– Male, 62



03:

Experience

If your customers are unhappy, it's unlikely they will continue to choose your products or recommend to others.

This section uses the popular Net Promoter Score® to understand the level and drivers of customer satisfaction and loyalty.

The key indicators in this section are:

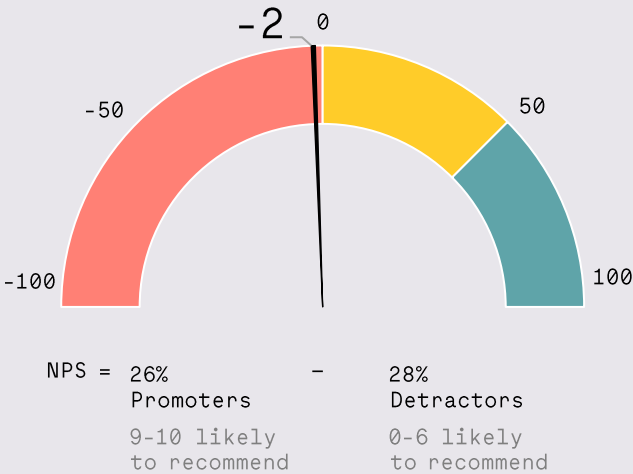
- **Net Promoter Score:** How likely are your customers to recommend your company to a friend?



On The Slope has a NPS of -2, which indicates that there is room to improve customer satisfaction and loyalty.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely are you to recommend On The Slope to a friend or family member, where 0 is not at all likely and 10 is extremely likely? (n = 519)



●○○○○○
BOTTOM 20% - 60dB Benchmark

The Net Promoter Score® (NPS) is a gauge of customer satisfaction and loyalty. The NPS is the percent of customers rating 9 or 10 ('Promoters') minus the percent of customers rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'.

The score can range from -100 to 100. On The Slope has a NPS of -2, which is below average.

Segments	NPS
25-54 years	12
55+ years	-18

Promoters value the quality and variety of produce, as well as the customer service. Detractors want to see better prices.

Follow up from NPS question: We ask customers to explain their rating to provide an insight into what they value and what creates dissatisfaction*.

26%
are Promoters 😊

They love:

- 1. Quality of produce (61% of Promoters)
- 2. Increased variety of produce (27% of Promoters)
- 3. Good customer service (25% of Promoters)

46%
are Passives 😐

They like:

- 1. Quality of produce (60% of Passives)
 - 2. Increased variety of produce (28% of Passives)
- They want to see:**
- 1. Lower price (12% of Passives)

28%
are Detractors ☹️

They want to see:

- 1. Lower price (38% of Detractors)
- 2. More information (14% of Detractors)

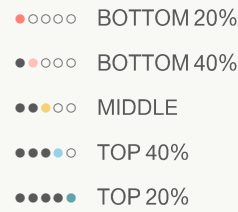
*Open-ended questions, responses coded by 60dB. (n = 250 | Promoters = 64, Passives = 120, Detractors = 66).



Appendix

Detailed On The Slope Impact Performance

Performance Relative to Benchmark indicates where On The Slope falls in the ranking relative to other companies at a Global-level.



Benchmark Overview	# Companies	# Respondents
60dB Global Benchmark	591	154,483

Indicator	Description	On The Slope	60dB Global Benchmark	60dB Top 20%	Performance Relative to Benchmark
Profile & Access					
Gender	% female	93%	43%	73%	●●●●●
First Access	% accessing for the first time	49%	67%	87%	●●○○○
Alternatives	% without access to good alternative	62%	64%	85%	●●●○○
Impact					
Quality of Life	% 'very much improved' quality of life	37%	33%	56%	●●●○○
Satisfaction					
Net Promoter Score	NPS, on a scale -100 to 100	-2	48	70	●○○○○



Methodology

About the 60 Decibels Methodology

In July 2023, 60 Decibels administered online surveys with 1,500 randomly selected On The Slope customers. We collected a total of 519 survey responses and a breakdown of this is presented on the right.

Please note, the results in this report take into account all 519 survey responses for the close-ended questions, and a representative sample of 250 responses for the open-ended responses, which the 60 Decibels team subsequently coded for analysis.

Country	Japan
Customer Population	~9,000
Surveys Completed	519
Response Rate	35%
Language	Japanese
Confidence Level	90%
Margin of Error	5%

Calculations and Definitions

For those who like to geek out, here’s a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking customers to rate their likelihood to recommend a product/service to a friend or family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of clients rating 9 or 10 out of 10 (‘Promoters’) minus the % of clients rating 0 to 6 out of 10 (‘Detractors’). Those rating 7 or 8 are considered ‘Passives’. The score can range from -100 to 100, and a score above 35 is considered very good.

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- ☐ Review your results and qualitative customer responses. There's a lot of interesting feedback in there!

Engage Your Team

- ☐ Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- ☐ Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

Spread The Word

- ☐ Reach a wider audience on social media & show you're invested in your customers.

Close The Loop

- ☐ We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ' (edited)
- ☐ If you can, call back the customers with challenges and/or complaints to find out more and show you care.
- ☐ After reading this report, don't forget to let us know what you thought: [Click Here!](#)

Take Action!

- ☐ Collate ideas from the team into an action plan including responsibilities.
- ☐ Keep us updated, we'd love to know what changes you make based on these insights.
- ☐ Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.



“

I can taste the deliciousness of vegetables again. Encounters with vegetables that you don't usually have, make cooking fun. The information provided by On The Slope has made me think more about the environment and food producers.

– Female, 40

60__decibels

About 60 Decibels

60 Decibels is a global, tech-enabled impact measurement company that brings speed and repeatability to social impact measurement and customer insights. We provide genuine benchmarks of impact performance, enabling organizations to understand impact relative to peers and set performance targets. We have a network of 1,000+ researchers in 90+ countries, and have worked with more than 800 of the world's leading impact investors, companies, foundations, corporations, NGOs, and public sector organizations. 60 Decibels makes it easy to listen to the people who matter most.

Project Team

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey [here](#)!

Stay In Touch

Please sign up for [The Volume](#), our monthly collection of things worth reading.

Acknowledgments

Thank you to GLIN Impact Capital and On The Slope, for their support throughout the project. This work was generously sponsored by GLIN Impact Capital.