



Mobile digital experience in developed Asia–Pacific: consumer survey



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About this report

This report provides an analysis of the digital experience of smartphone users in developed Asia-Pacific (DVAP). It uses consumer survey data to analyse mobile customers' usage of traditional and digital channels for sales and support interactions. It also provides detailed analysis of the impact of self-care apps on customer satisfaction.

The survey was conducted in association with Dynata between August and September 2021. The survey groups were chosen to be representative of the internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents per country.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the main channels used by different customers to interact with mobile operators? What is the split between traditional and digital channels?
- What are the different combinations of sales and service channels used by consumers and how do these vary by operator and country?
- Which operators have the highest penetration of digital channels such as self-care apps?
- How does the channel mix relate to key customer satisfaction metrics such as Net Promoter Scores (NPSs)?



GEOGRAPHICAL COVERAGE

Developed Asia-Pacific (DVAP)

- Australia
- New Zealand
- South Korea



WHO SHOULD READ THIS REPORT

- Strategy executives and managers who are interested in improving the customer experience within telecoms operators and understanding the drivers of change and the impact of digital experience initiatives on customer satisfaction.
- Market intelligence and research executives in service providers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.
- Equipment/device manufacturers and software providers that want to identify end-user trends in service and support, and help their operator customers to improve their ability to address opportunities.



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