



UAE: consumer survey



Karim Yaici

About this report

This report provides key findings from consumer survey data from the United Arab Emirates (UAE) and gives an analysis at the operator level. It covers mobile services only.

The survey was conducted in association with On Device Research between July and August 2022. The survey group was chosen to be representative of the mobile-internet-using population in the UAE. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents.



GEOGRAPHICAL COVERAGE

- UAE



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most significant factors that affect Net Promoter Scores (NPSs) for mobile operators? Which operators score highly and why?
- What are the most significant drivers of mobile churn and how can operators approach customer retention?
- What are the reasons for upgrading and not upgrading to 5G?
- What is the mobile data usage pattern among respondents?
- What are the main channels used by customers to interact with mobile operators? What is the split between traditional and digital channels such as self-care apps?



WHO SHOULD READ THIS REPORT

- Strategy teams and managers who are interested in improving the customer experience within telecoms operators and understanding the drivers of customer satisfaction and churn.
- Market intelligence and regional research teams of equipment/device manufacturers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.



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About the author



Karim Yaici (Senior Analyst) leads Analysys Mason's *The Middle East and Africa* regional research programme. His primary areas of specialisation include operators' digital strategies, new telecoms opportunities such as private networks, IoT, and consumer trends in growth markets. Prior to joining Analysys Mason, Karim was an associate analyst at Ovum, where he authored reports on mobile accessories and mobile applications. Prior to that, he worked as a research engineer at the Institute for Communication Systems and Vodafone in the UK. Karim holds an MSc in Information Systems Management from the University of Southampton and a PhD in human-computer interaction from the University of Surrey.

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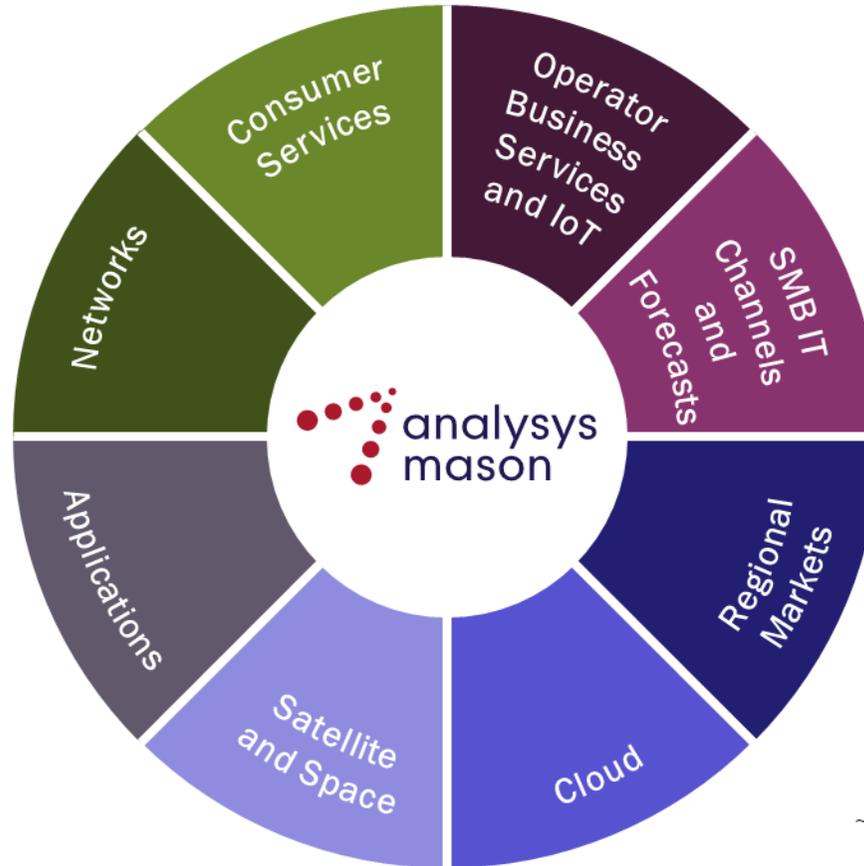
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 - Global Telecoms Data and Financial KPIs
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 - European Telecoms Market Matrix
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 - Operator historical data

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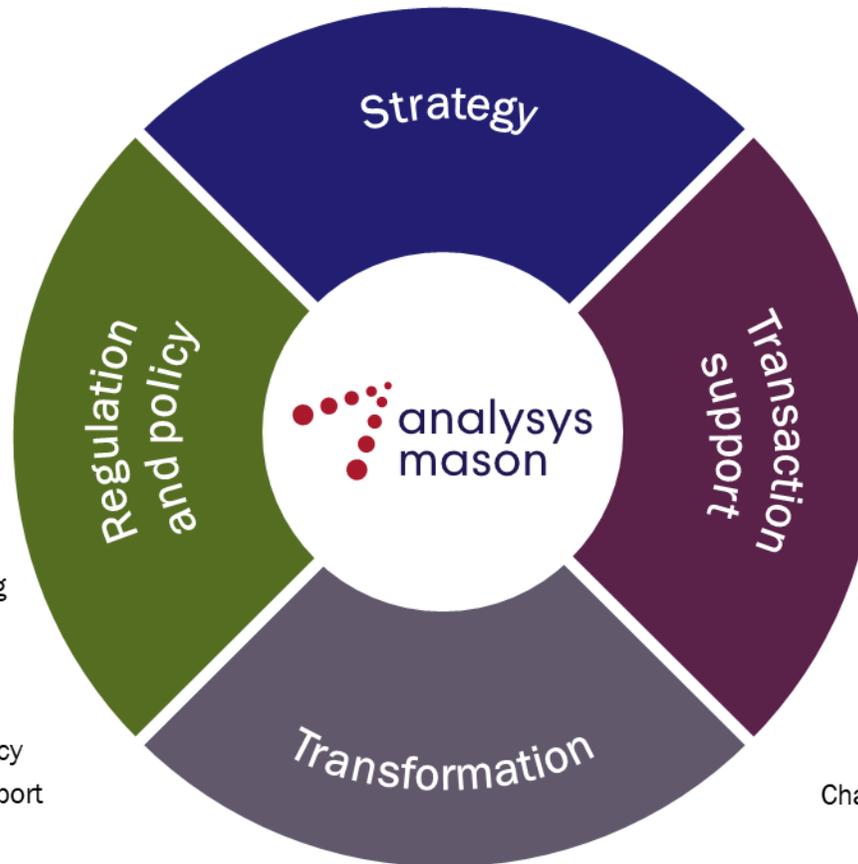
Strategy

- Corporate growth strategy
- Business unit strategy
- Infrastructure strategy



Regulation and policy

- Network and platform
- Public sector broadband intervention
- Accelerating digital transformation of society
- Price controls and cost modelling
- Regulatory accounting
- Regulatory benchmarking and analysis
- Spectrum management and policy
- Expert witness and litigation support
- Postal regulation and policy



Transaction support

- Commercial due diligence and market review
- Technical due diligence
- Post-merger integration
- Periodical business monitoring and loan technical advisory
- Opportunity scouting and pre-deal support



Transformation

- Business transformation
- Digitalisation
- Operational excellence
- Data, BI, steering and insights
- Change and programme management
- Sustainability



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