

About this report

This report uses consumer survey data to analyse the impact of value-added service (VAS) bundles on Net Promoter Scores (NPSs) and consumers' intention to churn.

The survey was conducted in association with On Device Research between July and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country and 3000 in the region.



GEOGRAPHICAL COVERAGE

Middle East:

- 0
- Kuwait
- Oman
- Saudi Arabia
- UAE



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most popular mobile VASs in the region?
- How does bundling additional services affect customer retention?
- How do new service-based pricing models affect customer satisfaction KPIs?



WHO SHOULD READ THIS REPORT

- Operator-based strategy teams and managers who are interested in service bundle usage and how they affect customer satisfaction metrics.
- Market intelligence and regional research teams of other players such as content providers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.







Executive summary

Analysis

Methodology and panel information

About the author and Analysys Mason



Our research services



Consumer Services

Fixed Broadband Services
Mobile Services
Fixed-Mobile Convergence
Smart Devices
Future Comms
Video, Gaming and Entertainment
Digital Services



Networks

Next-Generation Wireless Networks Wireless Infrastructure Strategies Fibre Infrastructure Strategies Operator Investment Strategies Telecoms Strategy and Forecast Transport Network Strategies



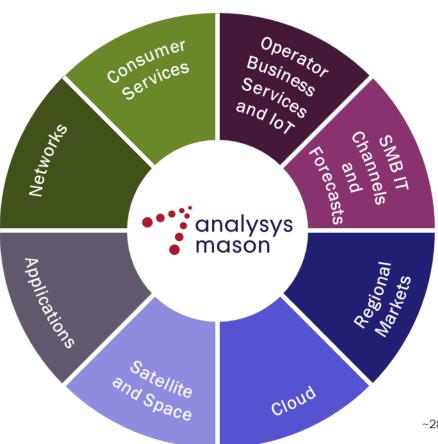
Applications

Network Automation and Orchestration Customer Engagement Monetisation Platforms Digital Experience Automated Assurance Service Design and Orchestration Telecoms Software Market Shares



Satellite and Space

Satellite Communications Space Applications and Infrastructure





Operator Business Services and IoT



Enterprise Services SME Services IoT Services Private Networks

SMB IT Channels and Forecasts



Cyber Security SMB Technology Forecaster

Regional Markets



Global Telecoms Data and
Financial KPIs
Americas
Asia-Pacific
Middle East and Africa
European Core Forecasts
European Telecoms Market Matrix
European Country Reports

Cloud



Cloud Infrastructure Strategies
Data, Al and Development Platforms
Edge and Media Platforms
Multi-Cloud Networking

DataHub



~2800 forecast and 280+ historical metrics Regional results and worldwide totals Operator historical data



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