



Germany: consumer survey



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About this report

This report provides key findings from consumer survey data from Germany and gives an analysis at the operator level. It covers fixed broadband, mobile and pay-TV services.

The survey was conducted in association with Dynata in July 2023. The survey group was chosen to be representative of the mobile-internet-using population in Germany. We set quotas on age, gender and geographical spread to that effect. There were at least 1000 respondents.



GEOGRAPHICAL COVERAGE

- Germany



KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most significant factors that affect Net Promoter Scores (NPSs) for fixed broadband and mobile operators? Which operators score highly and why?
- What are the most significant drivers of fixed broadband and mobile churn and how can operators approach customer retention?
- What are the mobile and fixed broadband data usage patterns among respondents?
- What are the most popular pay-TV and video streaming services? Which services lead to high satisfaction scores and why?



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 support business units in identifying and addressing new opportunities.
- Product managers and strategy teams working for telecoms operators or pay-TV providers that are interested in using streaming video services as a value-added service (VAS) to support their core services.



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Executive summary





Analysis and key findings

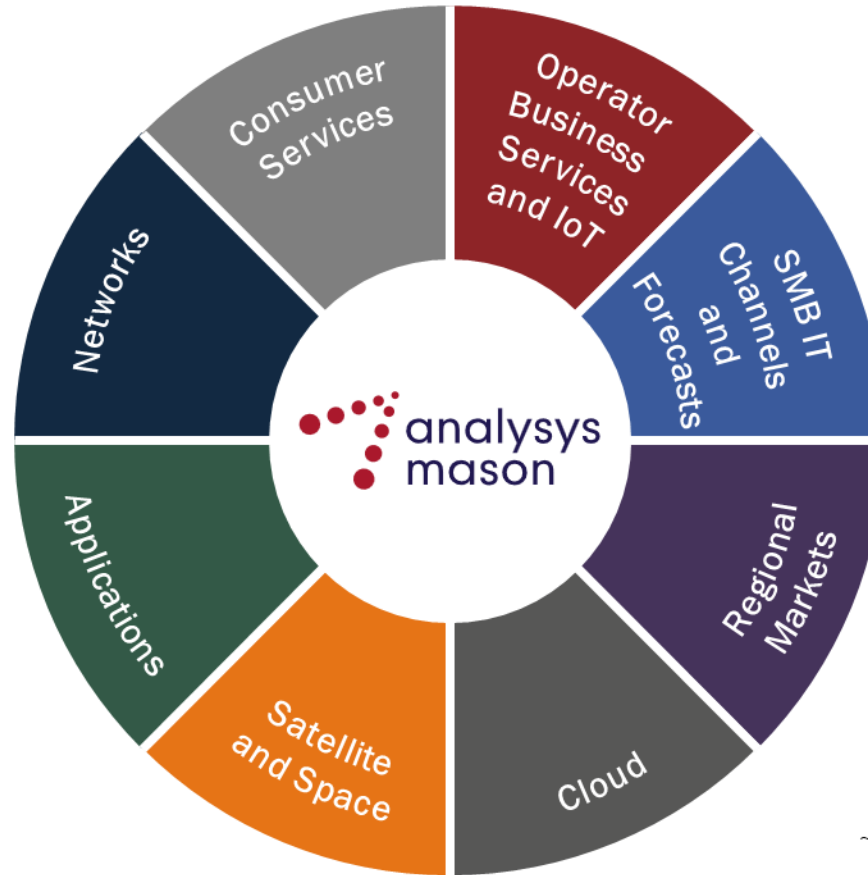
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Methodology and panel information

About the author and Analysys Mason

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- European Core Forecasts
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PUBLISHED BY ANALYSYS MASON LIMITED IN **AUGUST 2023**

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