



Mobile customer satisfaction and churn in the Middle East: consumer survey



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About this report

This report uses consumer survey data to analyse customer satisfaction KPIs such as Net Promoter Score (NPS) and churn intention among smartphone users in the Middle East.

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.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the drivers of mobile customer experience? How do they vary by country and by operator?
- What key factors influence consumers' intention to churn? How have consumers' priorities evolved?
- What are the NPSs and key satisfaction metrics of operators in the Middle East? Which companies lead and why?



GEOGRAPHICAL COVERAGE

Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE



WHO SHOULD READ THIS REPORT

- Strategy teams and managers within telecoms operators who are interested in improving the customer experience and understanding the drivers of change and the impact of pricing on customer satisfaction.
- Market intelligence and regional research teams within 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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Analysis

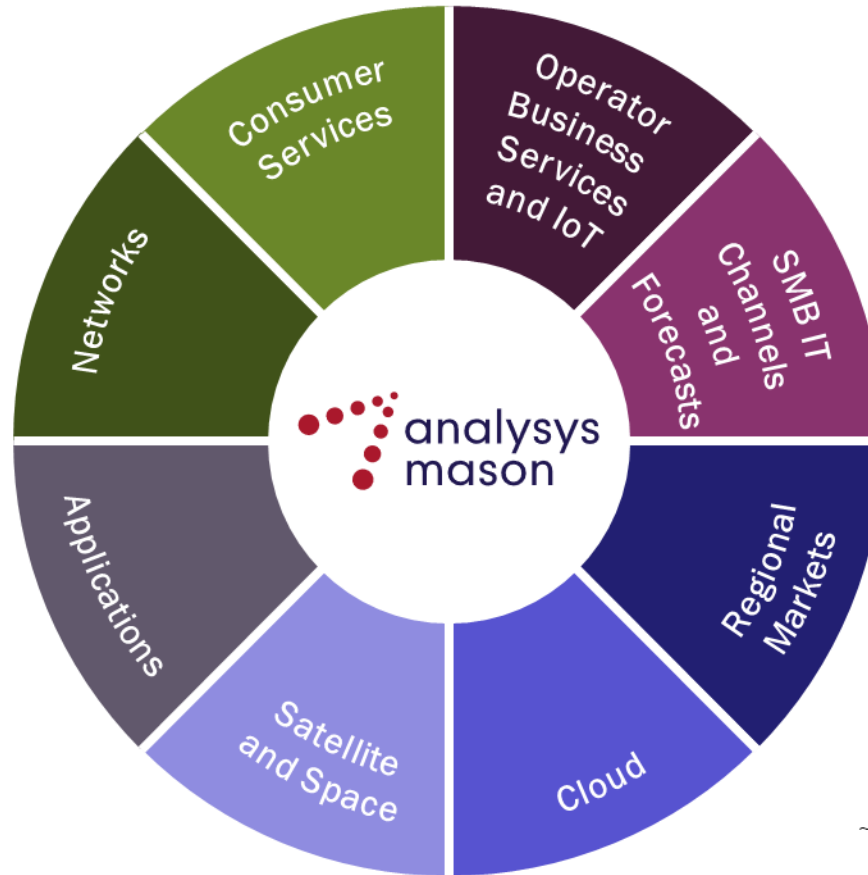
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Methodology and panel information

About the author and Analysys Mason

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