



# The impact of value-added services on customer satisfaction in the Middle East: consumer survey



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## 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.

### 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?

### GEOGRAPHICAL COVERAGE

#### Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE

### 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

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  - Telecoms Software Market Shares
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  - Asia-Pacific
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  - European Telecoms Market Matrix
  - European Country Reports
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