



Mobile digital experience in the Middle East: consumer survey



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About this report

This report uses consumer survey data to analyse the digital experience of smartphone users in the Middle East. It considers respondents' use of traditional and digital channels for sales and customer support and provides a detailed analysis of the impact of self-care apps on customer satisfaction.

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 main channels used by consumers to interact with mobile operators? What is the split between traditional and digital channels?
- Which operators have the highest digital channel penetration? How satisfied are customers with operators' self-care apps?
- To what extent does satisfaction with using self-care apps correlate with overall satisfaction with customer support?
- What is the relationship between the use of digital channels for support and Net Promoter Score (NPS) and churn intention?



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 digital experience initiatives 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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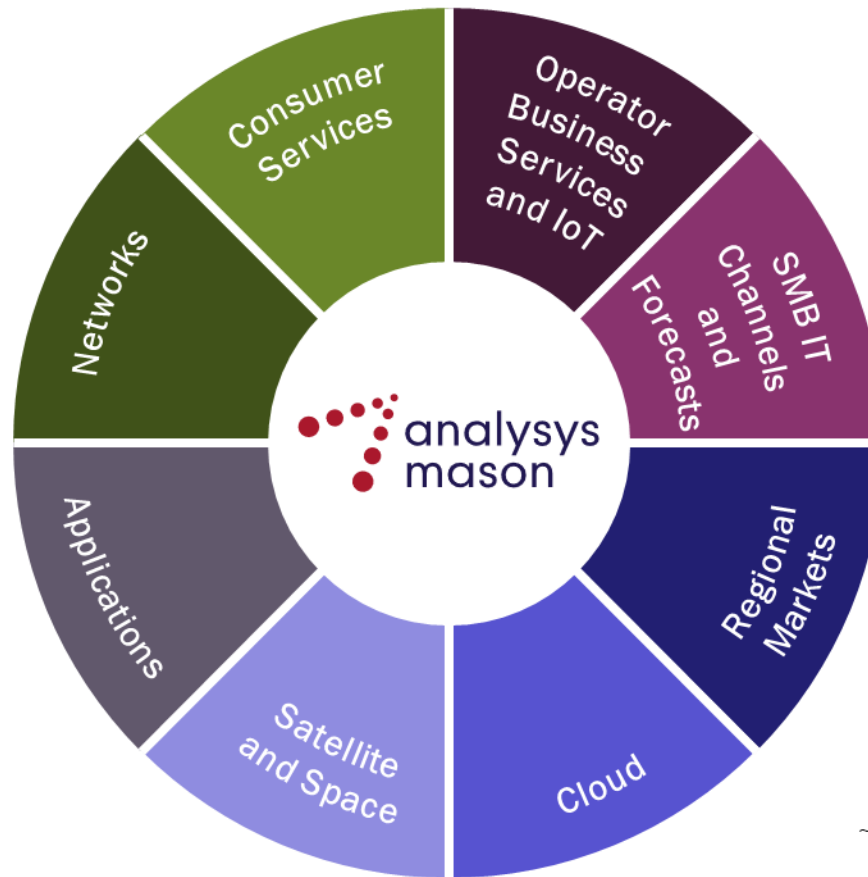
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PUBLISHED BY ANALYSYS MASON LIMITED IN **NOVEMBER 2022**

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