

Churn IndiHome

Data: Q2 '2024

August 2024

Advanced Analytic And Growth Marketing

Background Study and objectives



Background

Problem Statement:

- Iteration from Survey Winback PraNPC & CT0 March 2024
- Churn is still one of the main concern in IndiHome. It is necessary to identify the cause of Churn and understanding customer preference for treatment caring to win them back.

Objective:

- Find out the root cause of customer turning into PraNPC, CT0, and CAPS
- Get recommendations for the most effective caring treatment for customer winback

Hypothesis:

- Arrears occur because customers forget to pay, financial constraints / expensive prices, Change of Address (PDA), dissatisfaction with services, move to competitors, services are no longer used.
- An effective caring treatment for winback is to offer a package that is cheaper than the existing package.

Methodology

- In-house online survey conducted using Survey Monkey
- Quantitative
- Sampling method : Purposive defined sampling with descriptive analysis
- Survey period : 16-18 July 2024
- WL using Churn data cut off May
- Categorizing CAPS, CT0, PraNPC based on claim from Q28

Q28. Kapan terakhir kali Anda melakukan pembayaran IndiHome?

Segment	Criteria	Whitelist	Takers	Claimed
Segment 1	<ul style="list-style-type: none">• Tsel Mobile• IndiHome CAPS (March – Mei 2024)	24,278	519	199
Segment 2	<ul style="list-style-type: none">• Tsel Mobile• IndiHome CT0	21,232	299	222
Segment 3	<ul style="list-style-type: none">• Tsel Mobile• IndiHome PraNPC	35,346	661	104
Total		80856	1479	525

Disclaimer

- This survey is not an absolute result (indicative) that can be used as a reference in decision-making
- It's important to note that market conditions and customer preferences may change over time, and the effectiveness of these recommendations may vary accordingly.
- Therefore, careful consideration and further research may be necessary before implementing any of the suggested actions.

Churn Profile Based on Highest Percentage Value

IndiHome Churn respondents come from age range 36-45 years old, private employess, lives in Sumatra in ordinary house, and have use IndiHome for more than 1 year. PraNPC come form lower segment and CT0 and CAPS mostly come from mid-low segment. They mostly use internet only package, indicating lower barriers to churn.

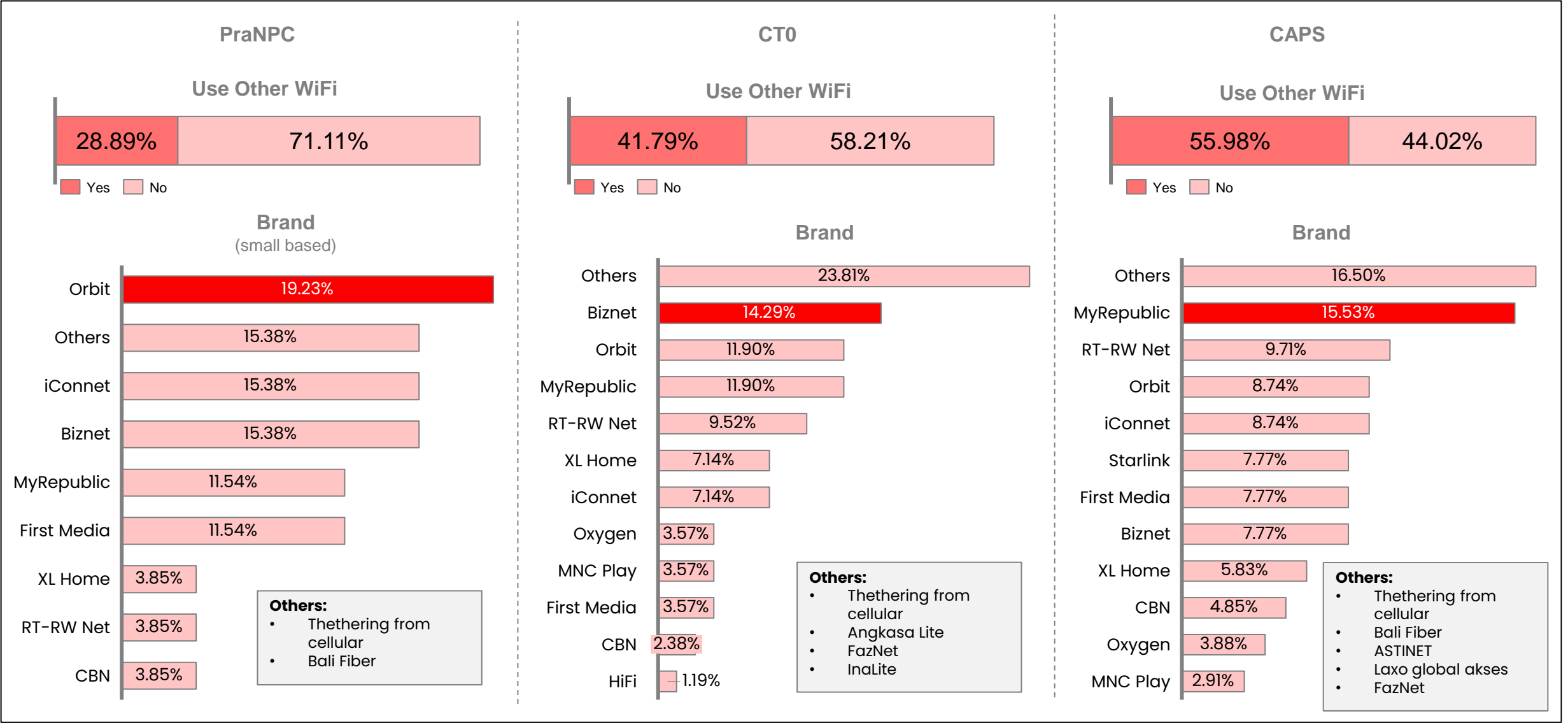


	praNPC (N: 104)	CT0	CAPS
Age	36 -45 y.o (50.60%)	26 -35 y.o (34.90%)	36 -45 y.o (29.07%)
Occupation	Private Employee (22.89%)	Private Employee (27.60%)	Private Employee (32.56%)
Region	Sumatra (20.48%)	Sumatra (19.79%)	Sumatra (23.84%)
Residential Type	Ordinary House (74.70%)	Ordinary House (79.17%)	Ordinary House (80.81%)
LoS	>12 Months (56.73%)	>12 Months (70.27%)	>12 Months (81.41%)
IndiHome Package	Internet Only (50%)	Internet Only (46.85%)	Internet Only (44.72%)
Speed	30Mbps (46.15%)	30Mbps (46.15%)	30Mbps (40.70%)
Spending	< Rp 250.000 (57.69%)	Rp 300.000 – Rp 350.000 (34.23%)	Rp 300.000 – Rp 350.000 (36.18%)

2nd WiFi Profile



Only 28.89% of PraNPC respondents who has a 2nd WiFi, and their chosen brand is Telkomsel Orbit (19.23%). For CT0 there's 41.79% respondents who has another WiFi and their chosen brand is Biznet (14.29%). And for CAPS 55.98% respondents already use other WiFi, and their chosen brand is MyRepublic (15.53%).



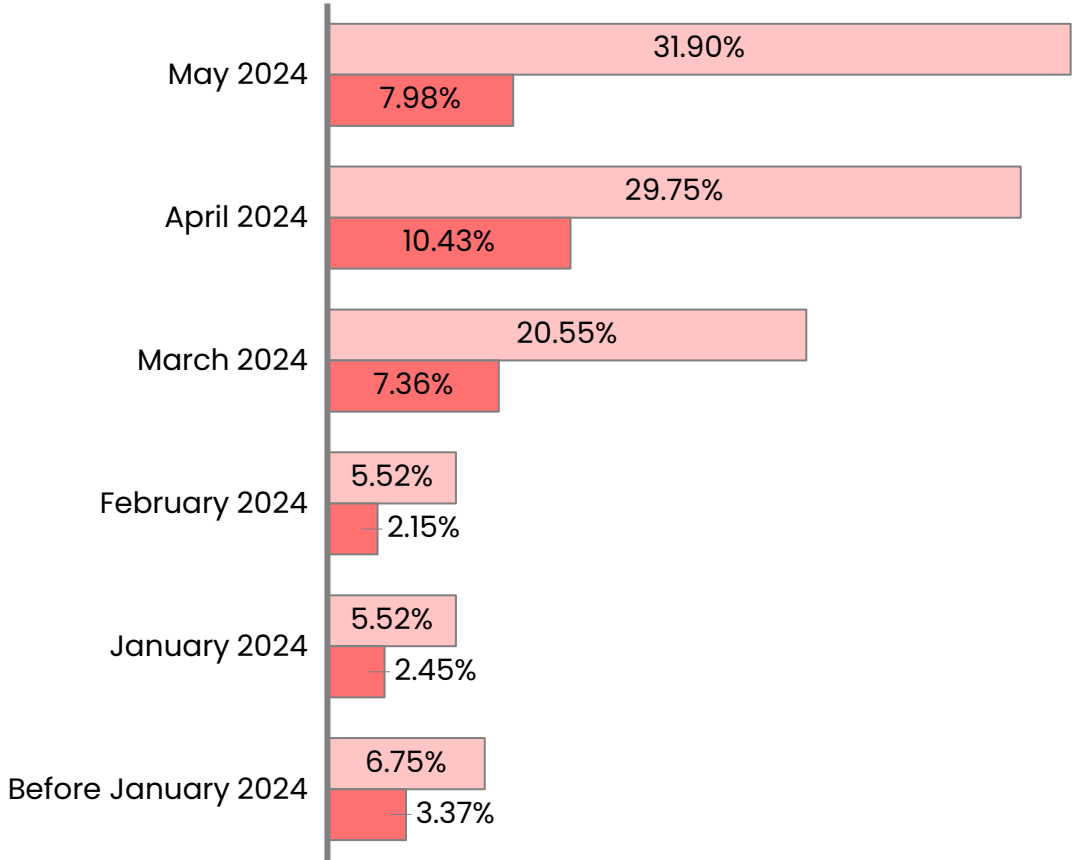
Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?

Last Billing Payment and Future Plans



Align with previous research findings, respondent who claimed to be CT0, the longer they do not pay the bill their tendency to reconnect is declining. And those who already have 2nd WiFi is least likely to come back.

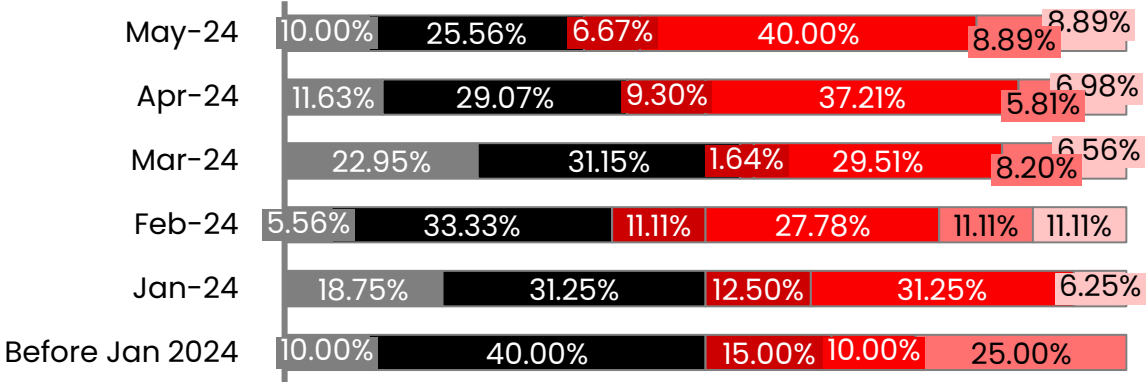
LAST BILLING PAYMENT



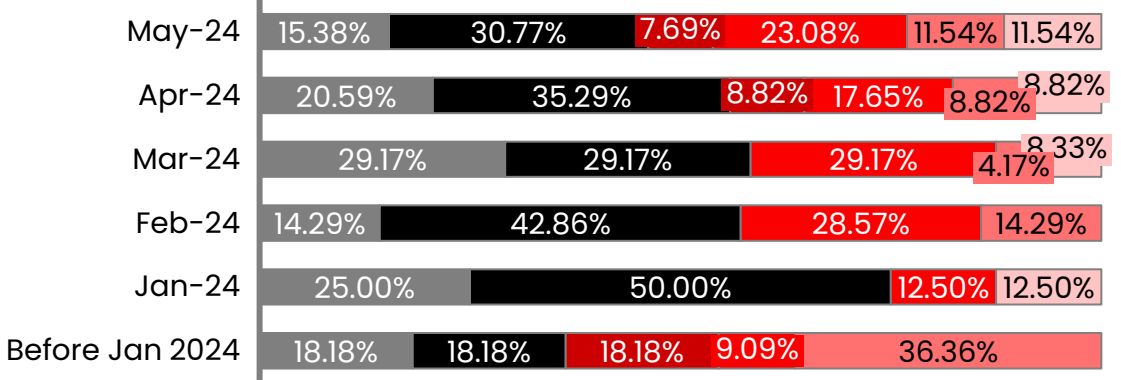
Overall Has 2nd WiFi

LAST BILLING PAYMENT X
FUTURE PLANS FOR INDIHOME SUBSCRIPTION

Overall



Have 2nd WiFi



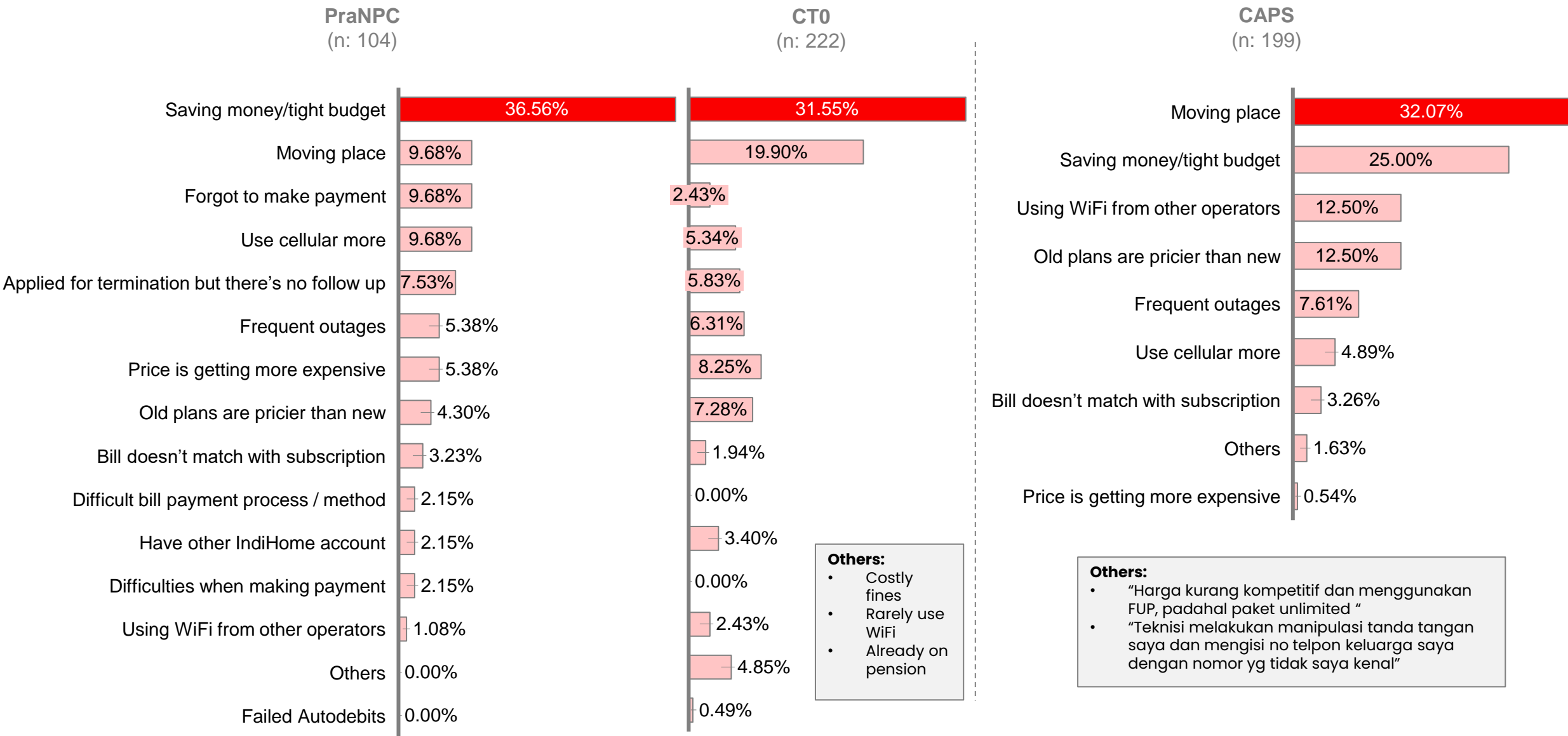
Unsubscribe permanently Not sure Move to other location Reconnect when budget allows Reconnect when usage increase Reconnect if the network is better

Q28. Kapan terakhir kali Anda melakukan pembayaran IndiHome?
Q35. Apakah yang akan Anda lakukan dengan layanan IndiHome dalam 3 bulan ke depan?

Reasons for Turning into Churn



The top reasons for turning into PraNPC and CT0 is because of saving money/tight budget (PraNPC: 36.56%; CT0: 31.55%). While for CAPS their top reasons is Moving place (32.07%)

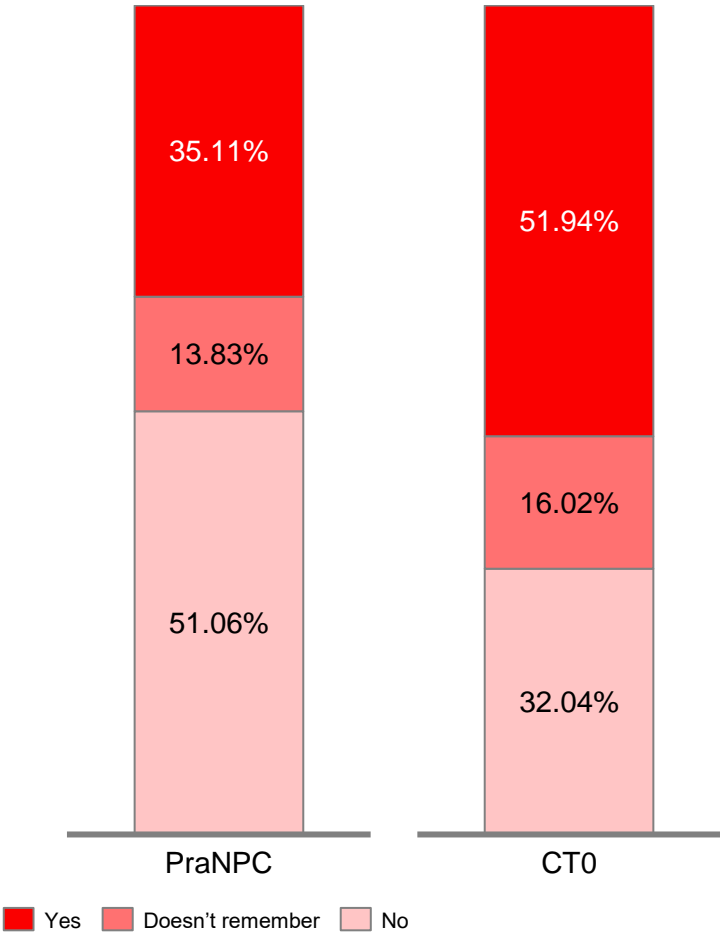


Winback Offering PraNPC & CT0

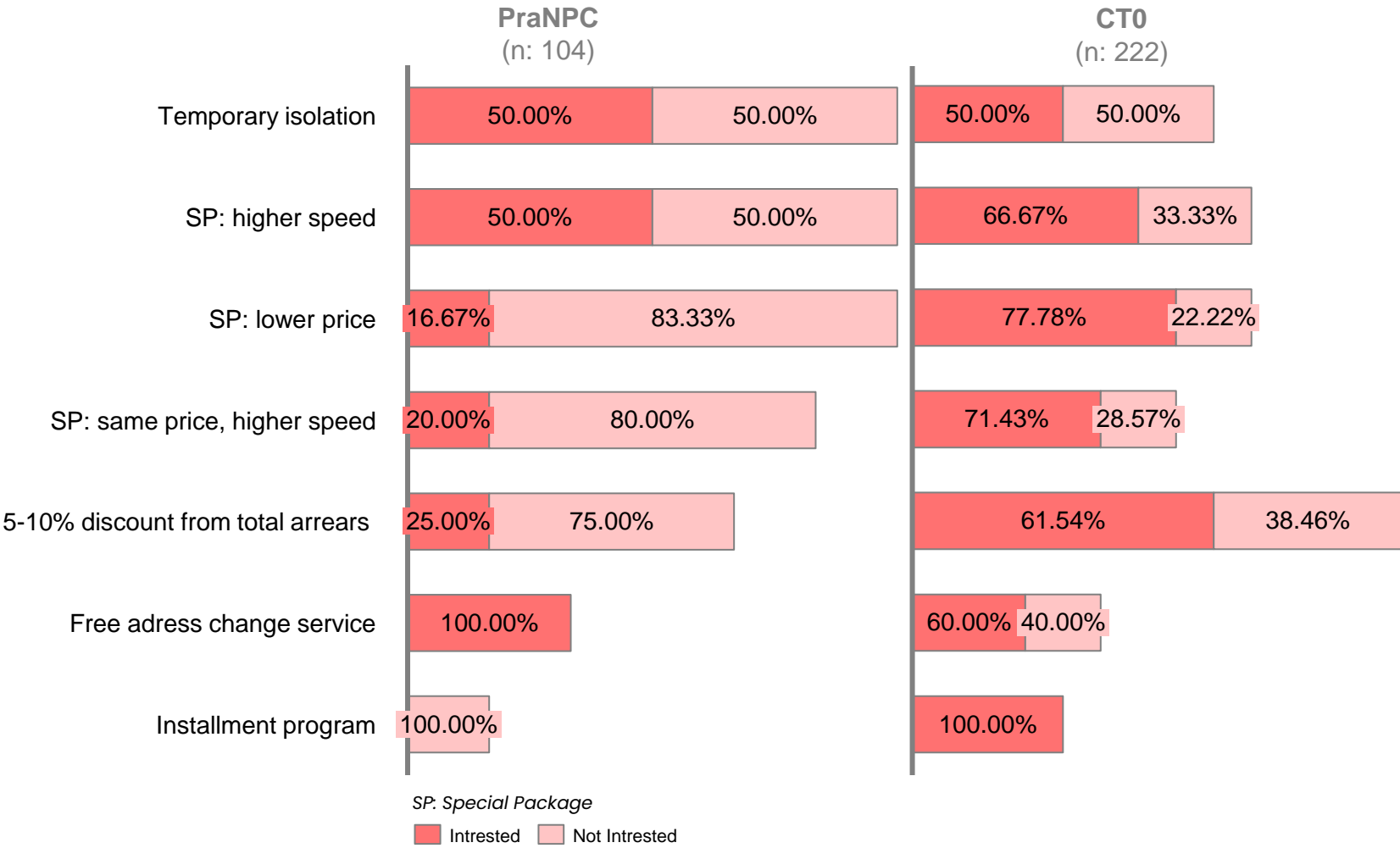


Only 35.11% PraNPC and 51.94% of CT0 respondents who claimed that they have received a winback offering. For PraNPC that claimed to have received winback offering, most of them received offering in the form of Temporary isolation, special package with higher speed, and special package with lower price. Meanwhile for CT0, they claimed that the offering they received the most is 5-10% discount from total arrears.

RECEIVING WINBACK



WINBACK RECEIVED X INTEREST

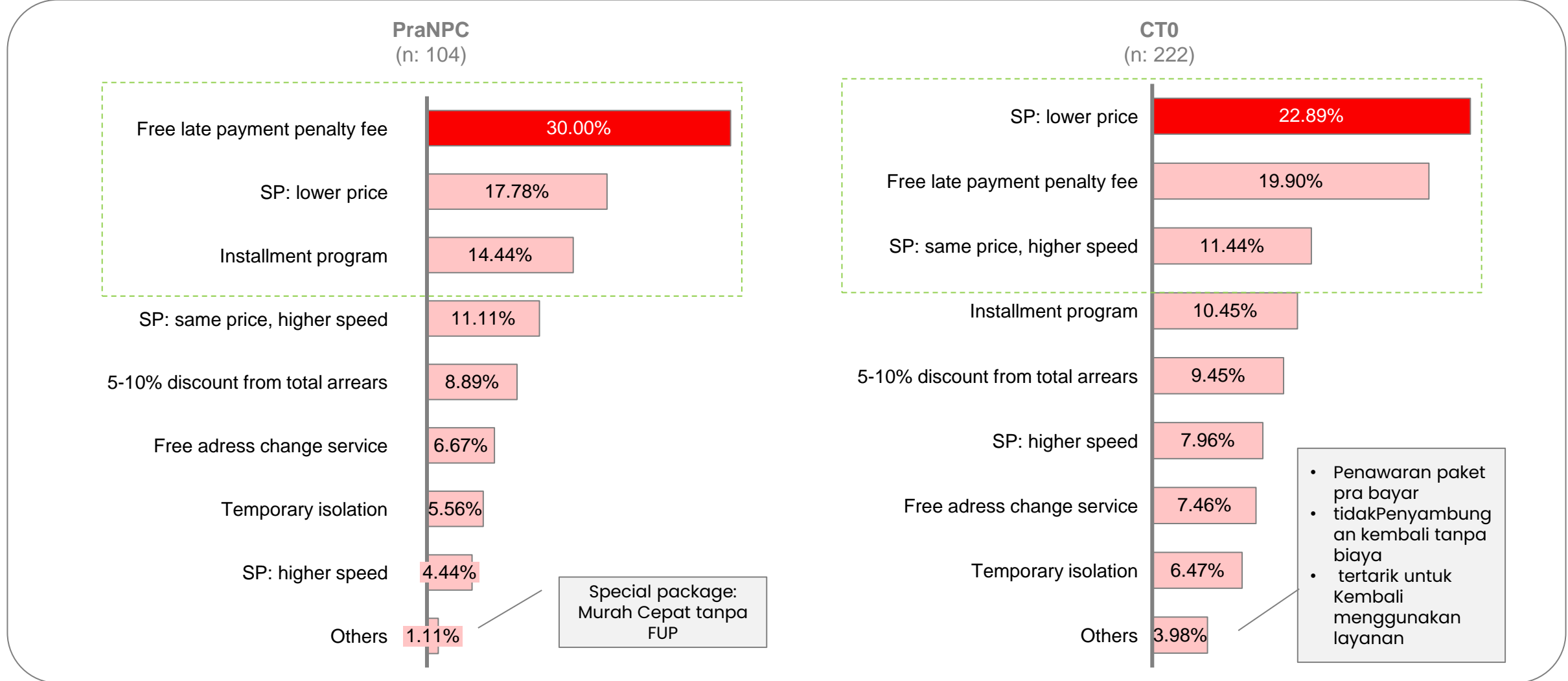


Q31. Apakah Anda pernah didatangi/dihubungi agen indihome dalam 3 bulan terakhir untuk diberikan penawaran produk?
Q32. Penawaran apa saja yang pernah Anda terima?
Q33. Apakah penawaran yang didapatkan menarik bagi Anda?

Expected Winback Offering Pra NPC & CTO



- PraNPC respondents is more interested in offering in the form of free late payment penalty fee (30%), followed by special package in lower price (17.78%), and installment program (14.44%)
- Meanwhile, for CTO they're most interested in special package with lower price (22.89%), free late payment penalty fee (19.9%), and special package with same price and higher speed (11.44%).

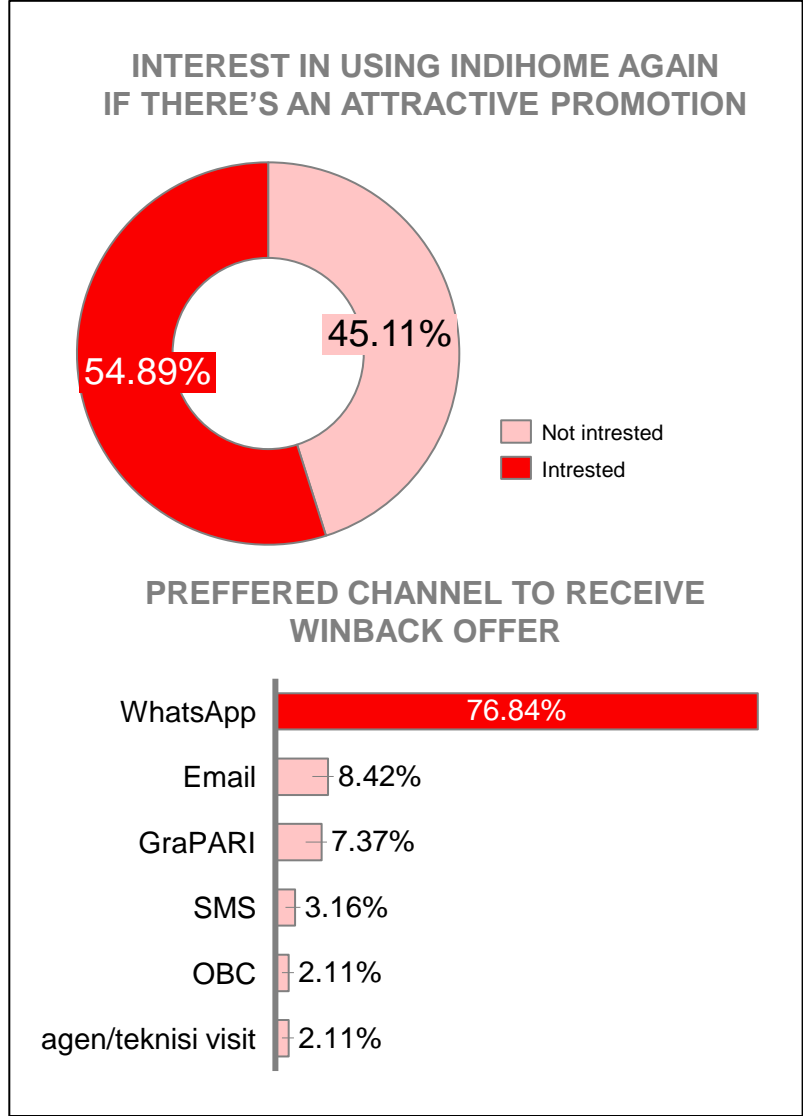
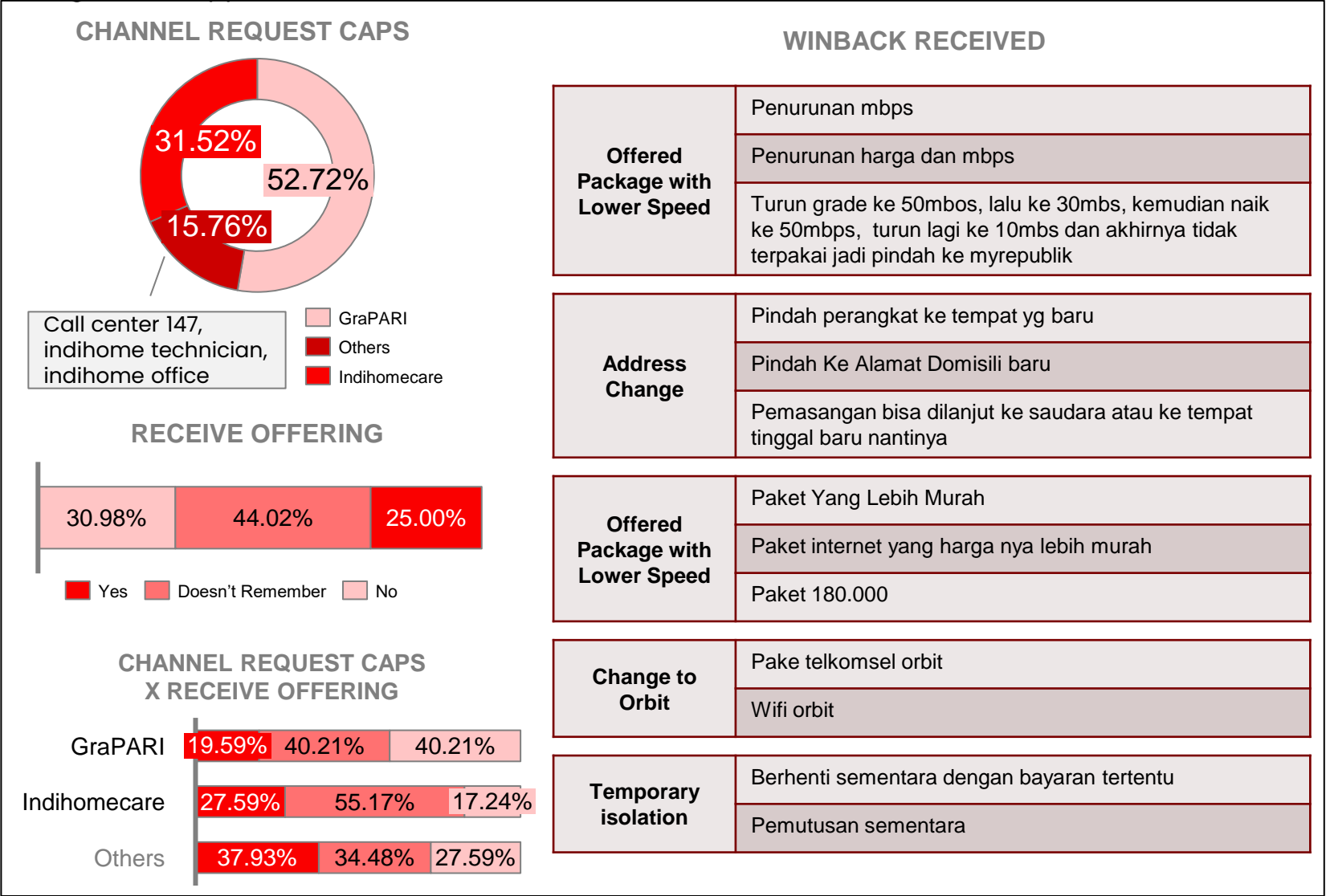


SP: Special Package
Q34. Apa jenis penawaran yang paling menarik bagi Anda untuk kembali melakukan pembayaran dan/atau berlangganan IndiHome?

Winback Offering CAPS (N: 199)



Most of CAPS respondents request for their subscription cancellation through GraPARI (52.72%). Only 25% of CAPS respondents that has received offering. But 54.89% CAPS actually is interested in using IndiHome again if they are offered with retention offering, and they would like to receive it through WhatsApp (76.84%).



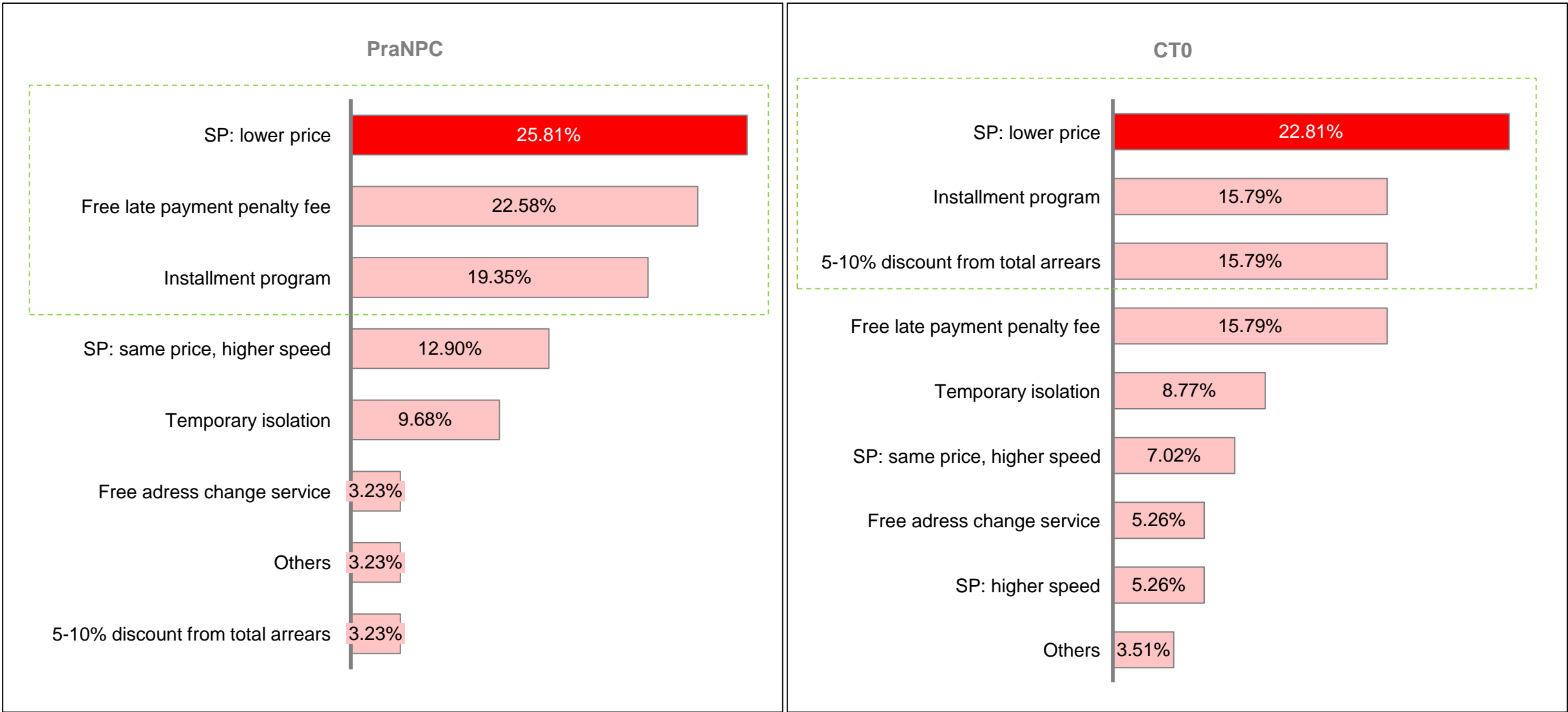
Q38. Apakah saat mengajukan pemberhentian langganan, Anda diberikan penawaran produk?
Q37. Melalui channel apakah Anda melakukan pengajuan pemberhentian langganan IndiHome?



Deep Dive: Expected Winback Offer Based on Reasons CT0 & PraNPC

Reasons: Saving Money/Tight Budget

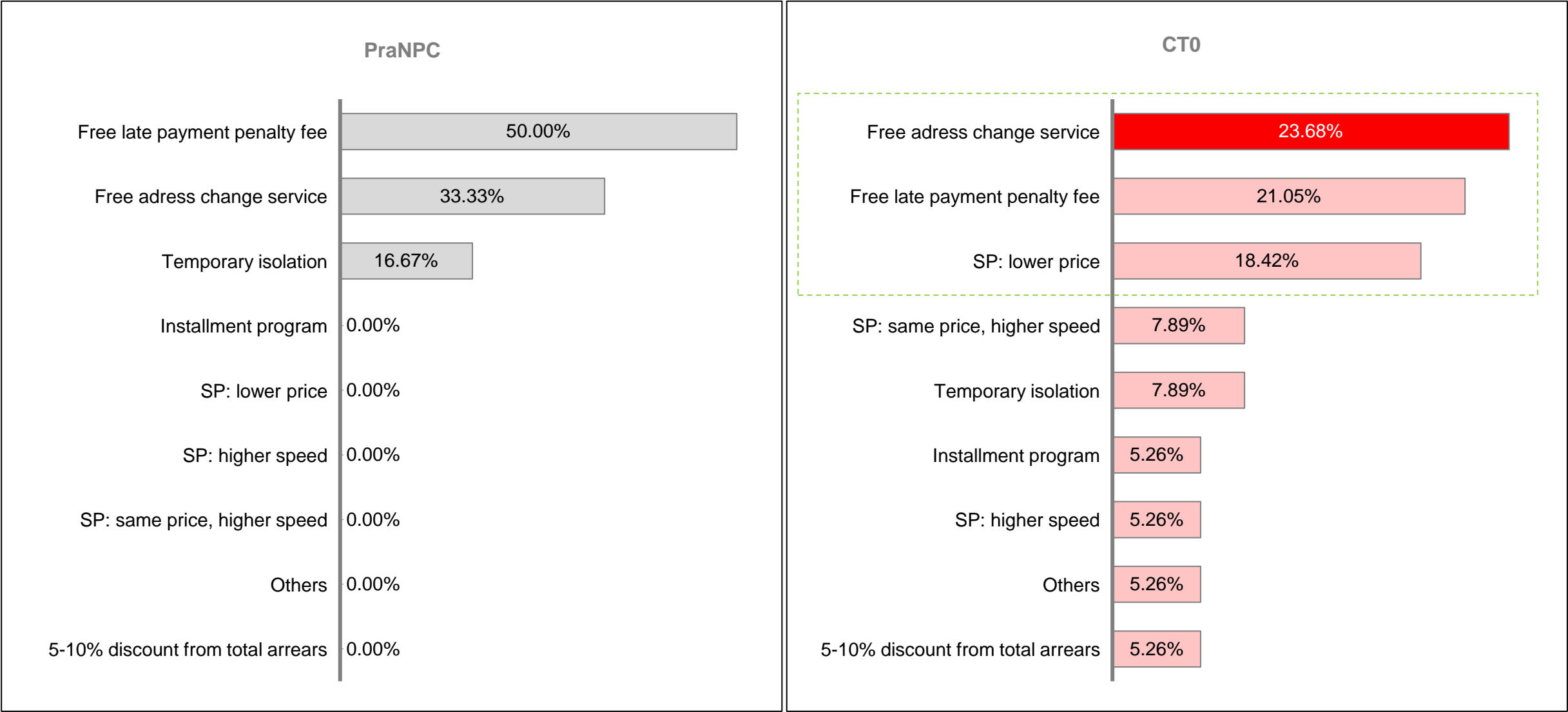
Winback offers that is seen as the most interesting for PraNPC & CT0 is special package that Is more affordable than their current package. They're also interested in offers like installment program, free late payment penalty fee, and discount for total arrears.



SP: Special Package

Q29. Apakah alasan utama Anda tidak melakukan pembayaran layanan IndiHome?

Q34. Apa jenis penawaran yang paling menarik bagi Anda untuk kembali melakukan pembayaran dan/atau berlangganan IndiHome?



SP: Special Package

Q29. Apakah alasan utama Anda tidak melakukan pembayaran layanan IndiHome?

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Key Summary



Summary

IndiHome Churn respondents come from age range 36-45 years old, private employees, lives in Sumatra in ordinary house, and have use IndiHome for more than 1 year. PraNPC come from lower segment and CT0 and CAPS mostly come from mid-low segment. They mostly use internet only package, indicating lower barriers to churn.

PraNPC

- The top 3 reasons for turning into PraNPC because of saving money/tight budget (36.17%), followed by Moving place (9.57%), forgot to make payment (9.57%), and use cellular more (9.57%).
- To attract this segments, respondents wish to get a winback offer in the form of Free late payment penalty fee (28.89%).

CT0

- The top 3 reasons for turning into CT0 is saving money/tight budget (31.55%), followed by Moving place (19.90%), and Price is getting more expensive (9.25%)
- CT0 respondents expect to get a winback offer in the form of Special Package with Lower Price than their current package (21.89%) and free late payment penalty fee (19.9%),

CAPS

- The top reasons for turning into CAPS is because of moving place (32.07%), followed by saving money/tight budget (25%), and Already using WiFi from other operators (12.50%).
- To regain this segments, 54.89% respondents claimed that they're interested in using IndiHome again if there's an attractive promotion.

Recommendation

Winback Program Improvement:

- It is critical to approach customers as soon as possible after there is an indication of arrears. The longer we do the caring action, the less likely PraNPC & CT0 customers to re-subscribe to indihome
- Winback offer needs to be customized based on their reasons for not paying bills and stop subscribing.
 - Saving Money/Tight Budget: offered with special package that is more affordable than the their current active package
 - Moving place: offered with mixture of free address change service and late payment fee.
- Winaback offer based on segments:
 - PraNPC: Free late payment penalty fee, Special package: lower price, and installment program
 - CT0: Special package: lower price, Free late payment penalty fee, Special package: same price, higher speed
- Offering Telkomsel Orbit for those who Churn due to moving place but IndiHome isn't available in their new location.
- CAPS respondents can be approached to use IndiHome again by sending retention offering through WhatsApp

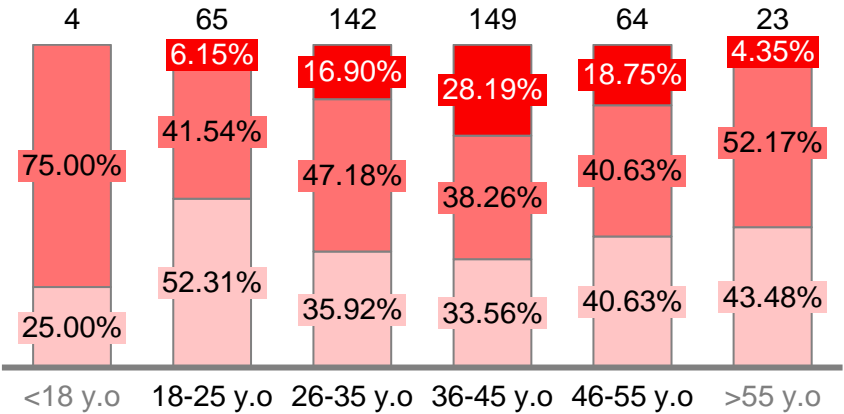


Appendix

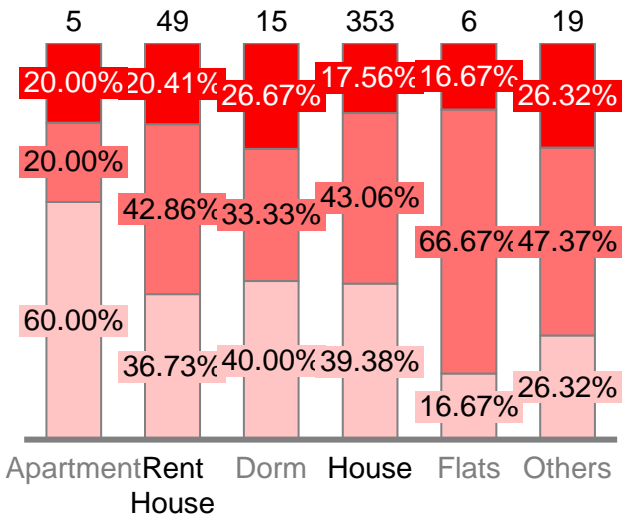
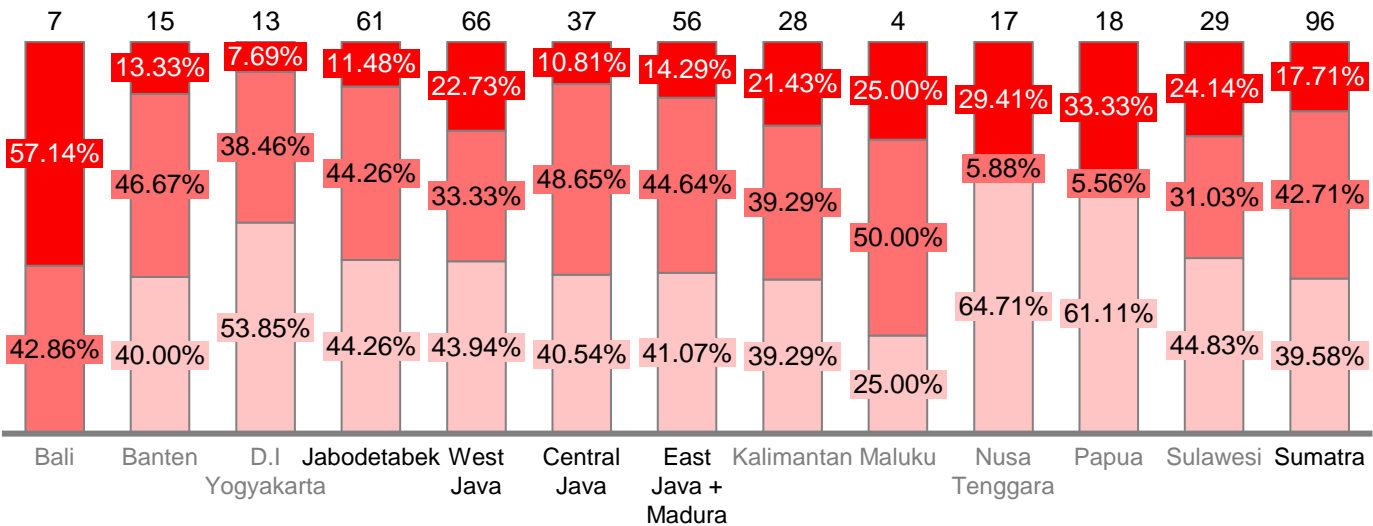
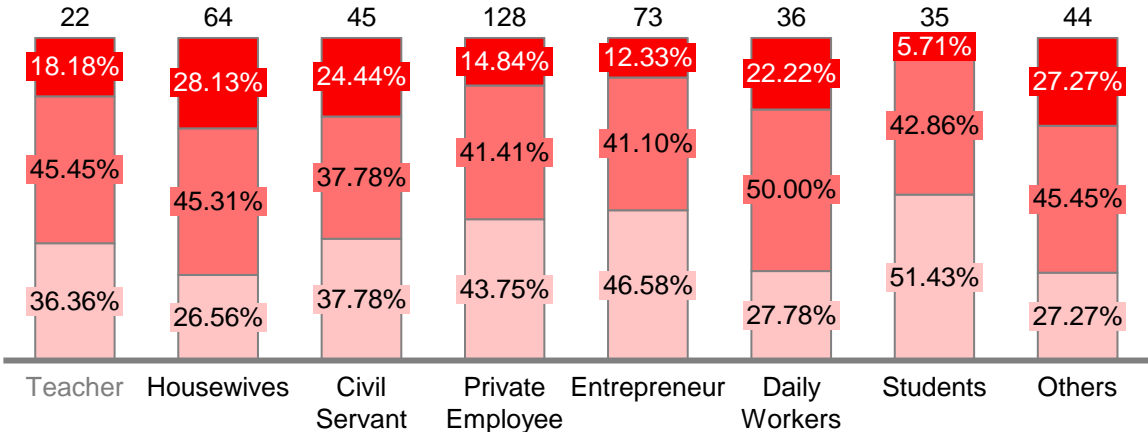
Profile Based on Skewness



Age



Occupation



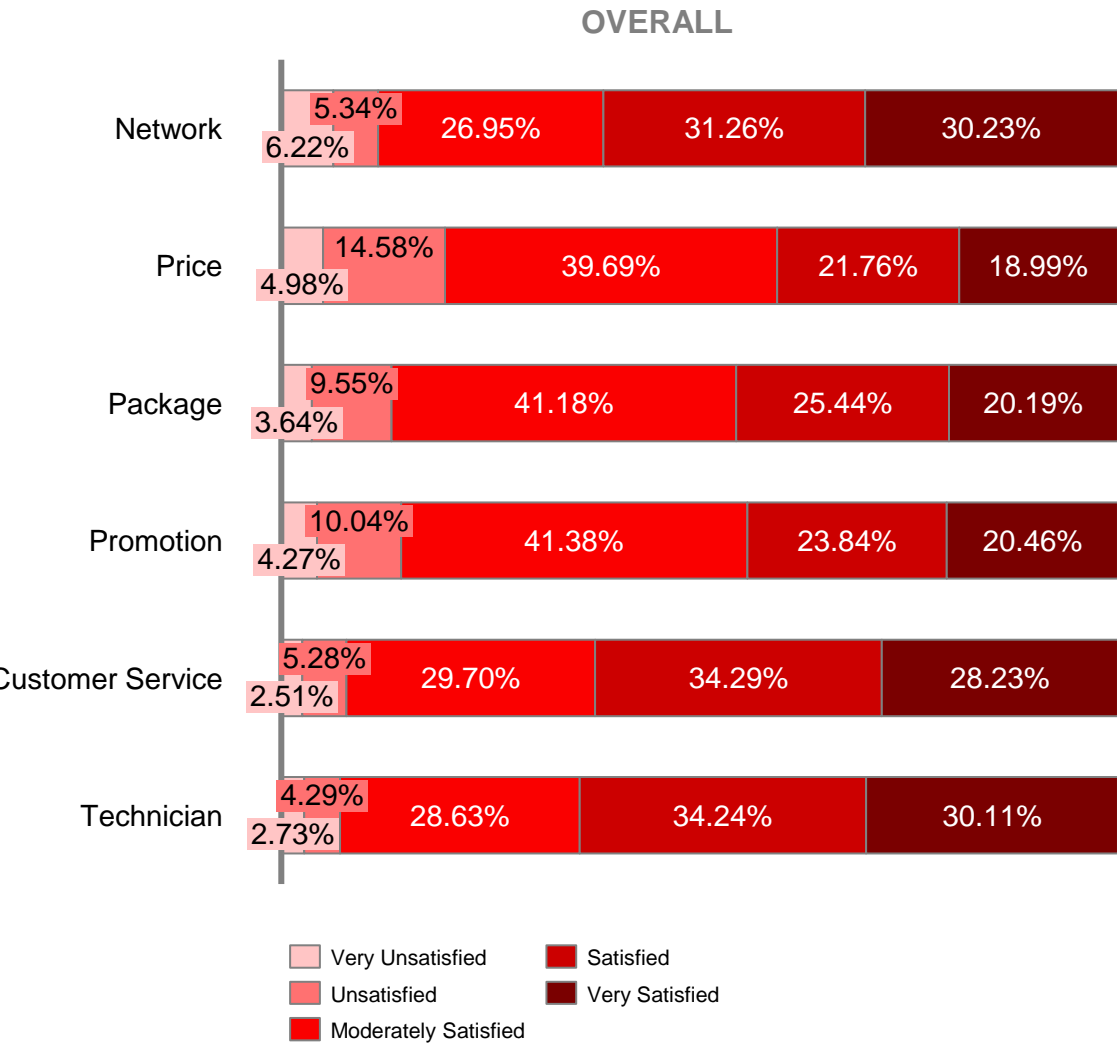
PraNPC
CT0
CAPS



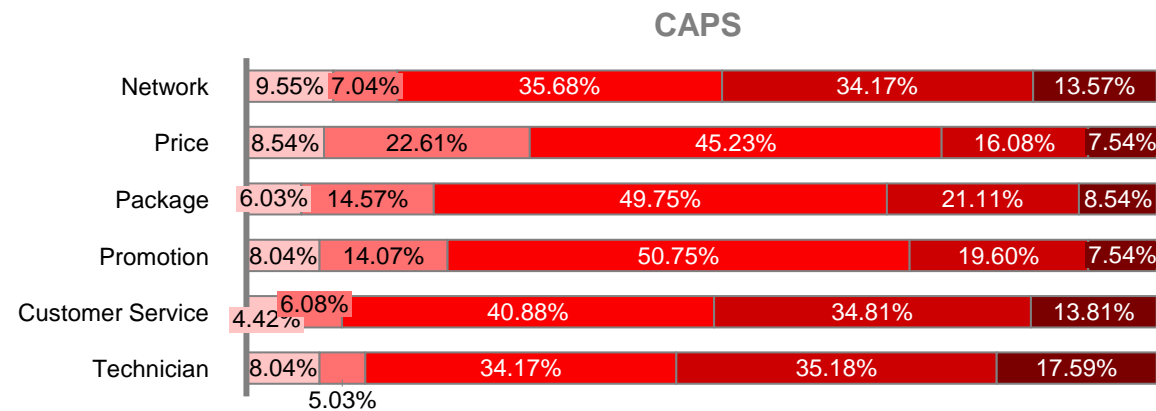
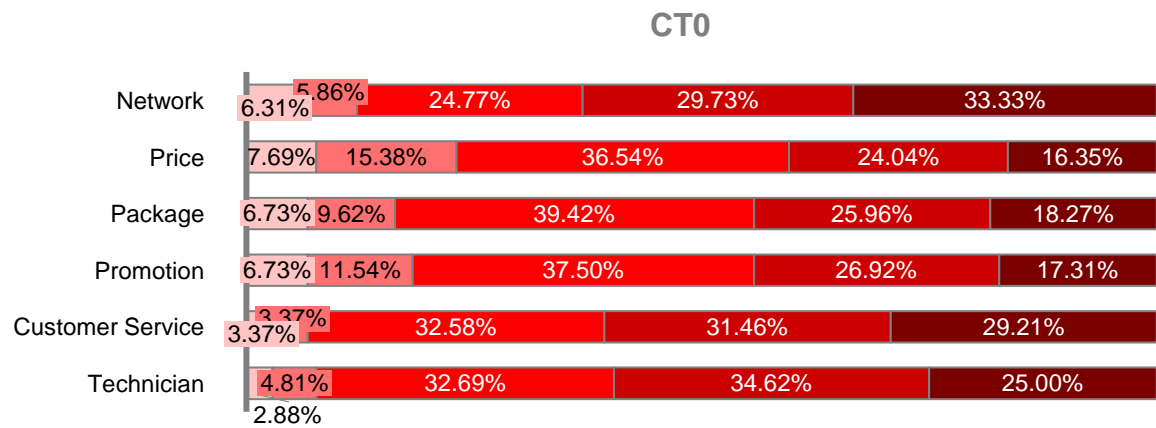
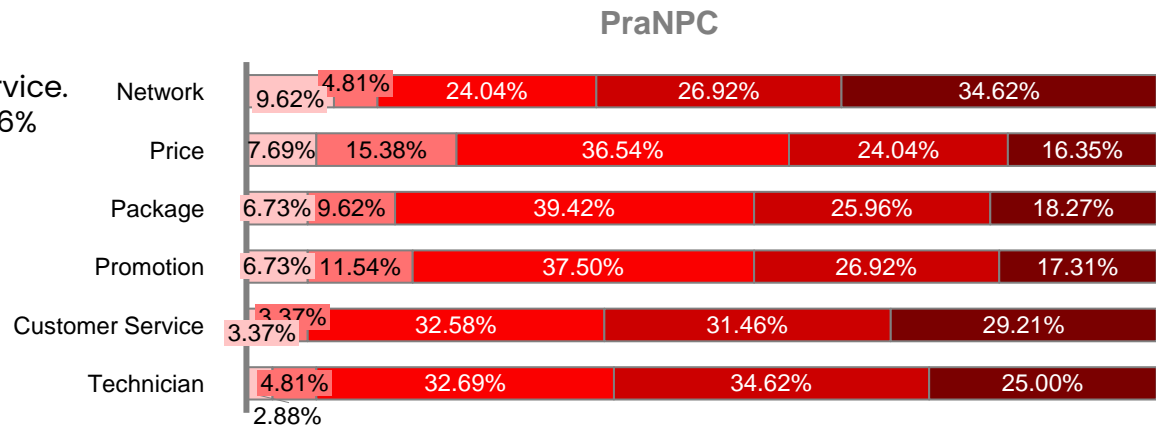
IndiHome Satisfaction

IndiHome Satisfaction

Overall, more than 70% respondents feel satisfied with all aspects of IndiHome service. There's a room for improvement regarding IndiHome price satisfaction, since 19.56% respondents still feel unsatisfied with it, this dissatisfaction is driven by CAPS.

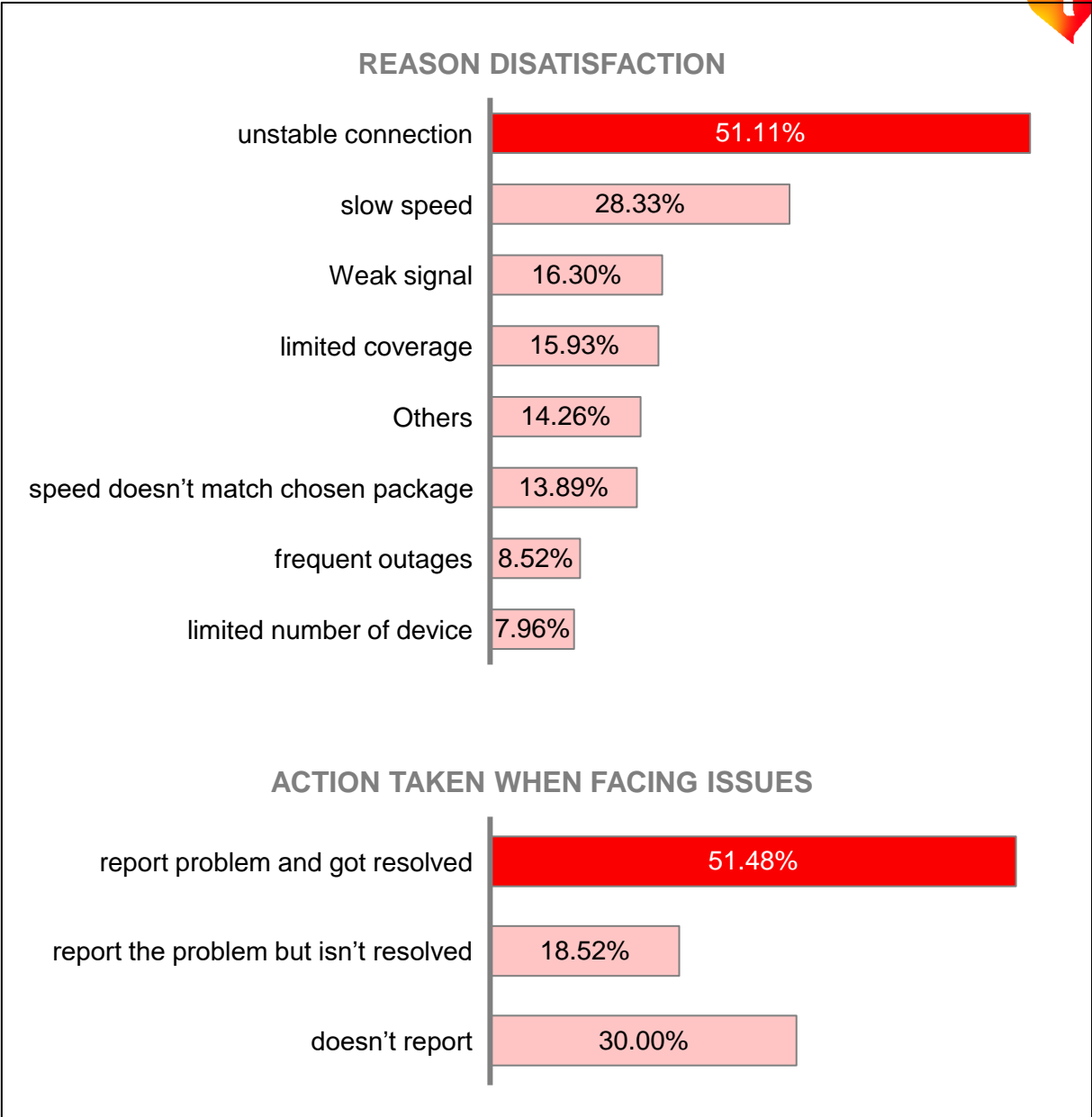
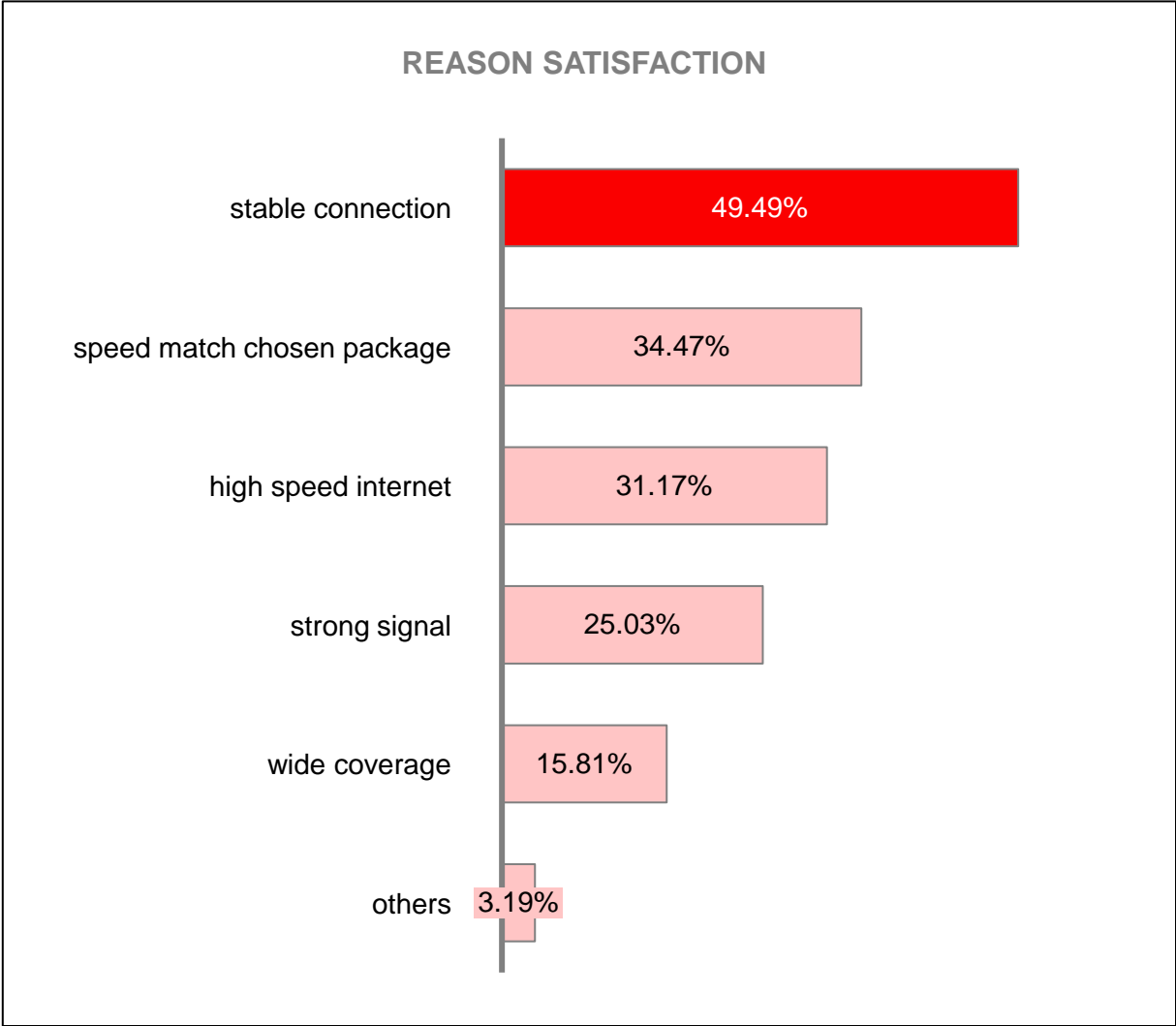


Q. Seberapa puaskah Anda dengan Kualitas (Jaringan/Harga/Kesesuaian Paket/romosi/Customer Service/Agent atau Teknisi) IndiHome saat ini?



Network

- Connection stability becoming the top reasons for feeling satisfied and dissatisfied with IndiHome.
- Overall, 51.48% of respondents who feels dissatisfied has report the problem that occurred to them and got resolved.

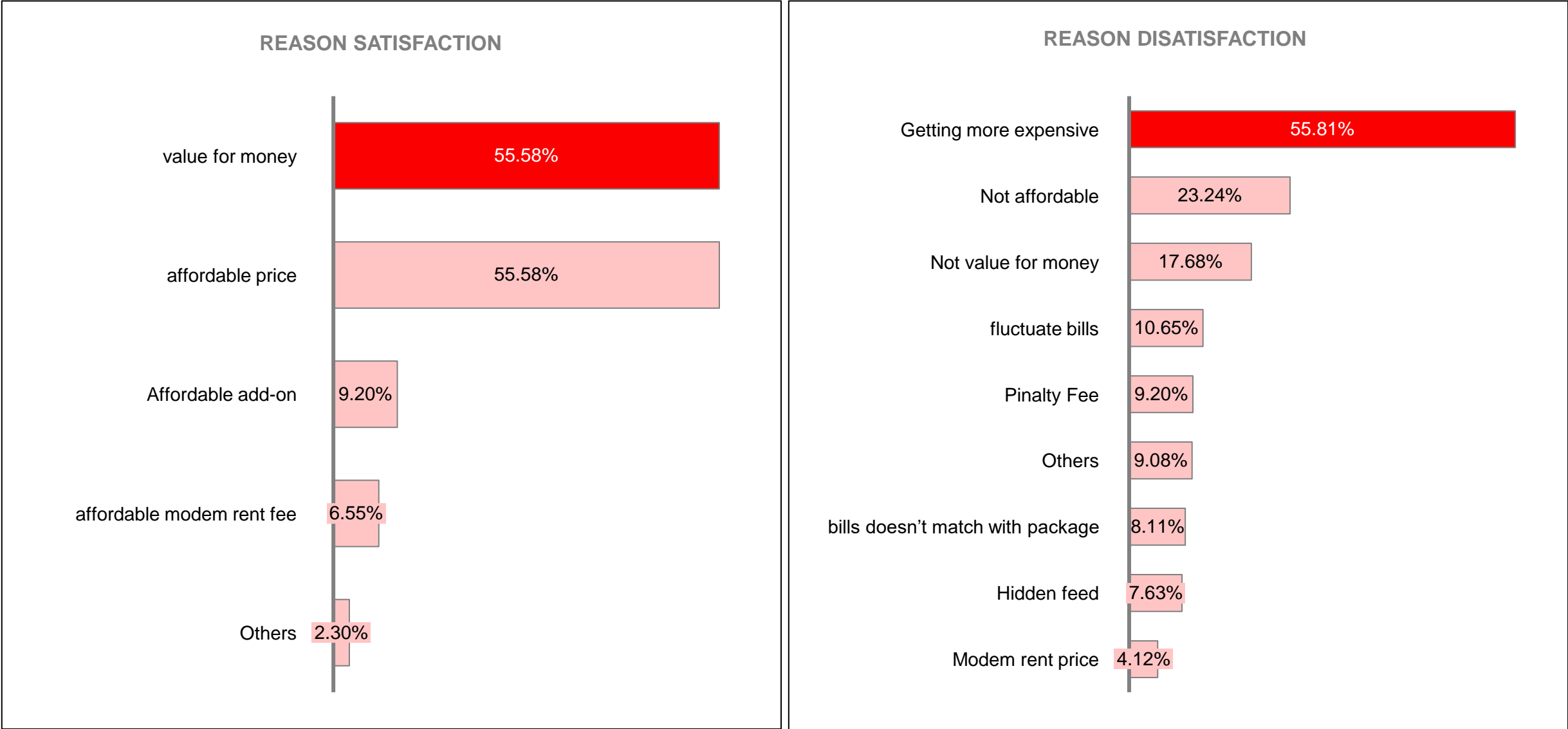


Q11. Faktor yang membuat Anda merasa puas terkait Jaringan IndiHome?Pilihlah maksimal 3 jawaban
Q9. Apa yang Anda rasa kurang memuaskan terkait Jaringan IndiHome?Pilihlah maksimal 3 jawaban
Q10. Apakah Anda pernah melaporkan masalah jaringan tersebut kepada layanan Customer Service IndiHome (Contoh: Call center 147, Social Media Indihome, Aplikasi MyIndiHome, dll.)?

Pricing



Reasons for satisfaction is due to IndiHome value for money (55.58%), meaning respondent think that IndiHome price and speed align with the quality. Meanwhile, those who feel dissatisfied, were driven by IndiHome price that they perceived as getting more expensive (55.81%)

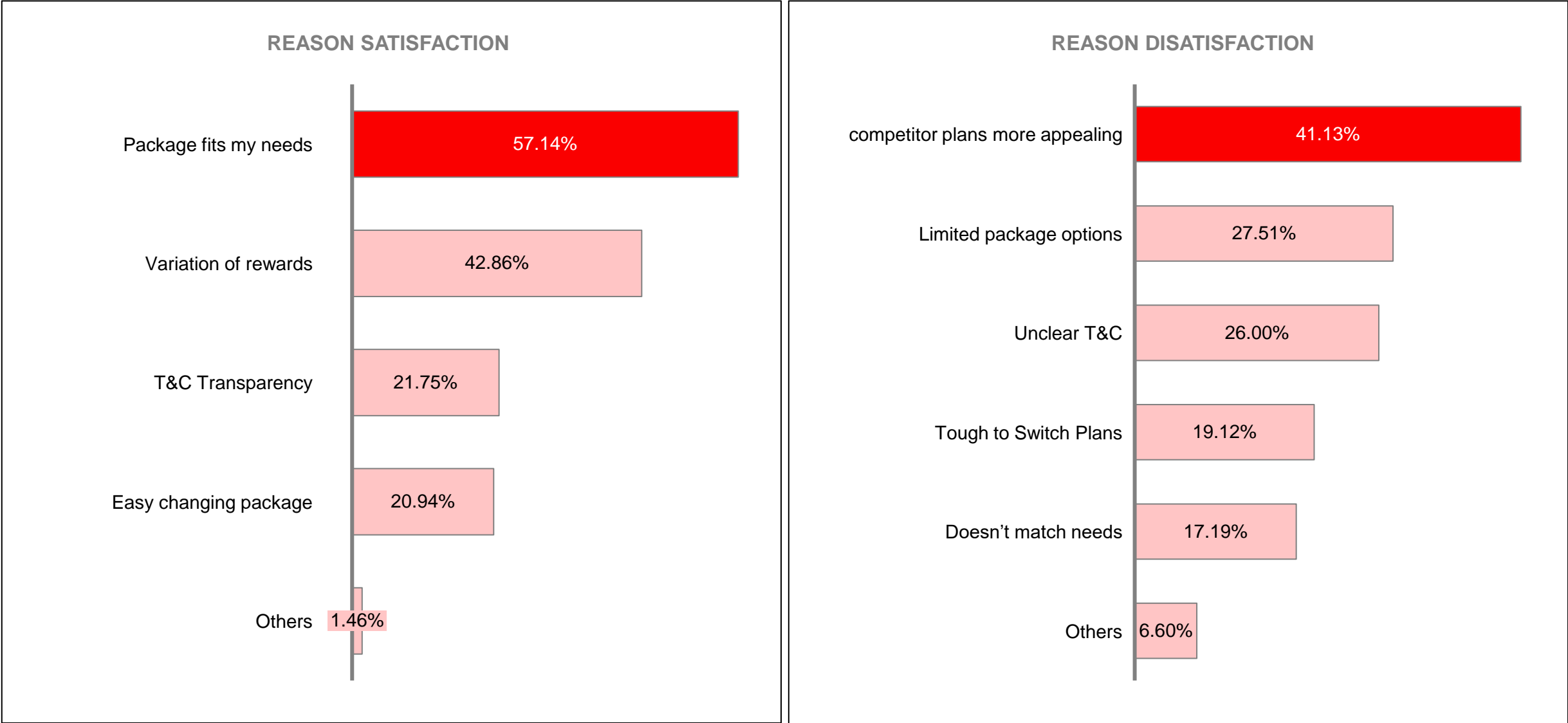


Q14. Faktor yang membuat Anda merasa puas terkait Harga IndiHome?Pilihlah maksimal 3 jawaban
Q13. Apa yang Anda rasa kurang memuaskan terkait Harga IndiHome?Pilihlah maksimal 3 jawaban

Package



Reasons for satisfaction is due to IndiHome package that they use fits their needs (57.14%). Meanwhile, main reason for dissatisfaction is because they perceived competitor plans is more appealing than IndiHome plans (41.13%).

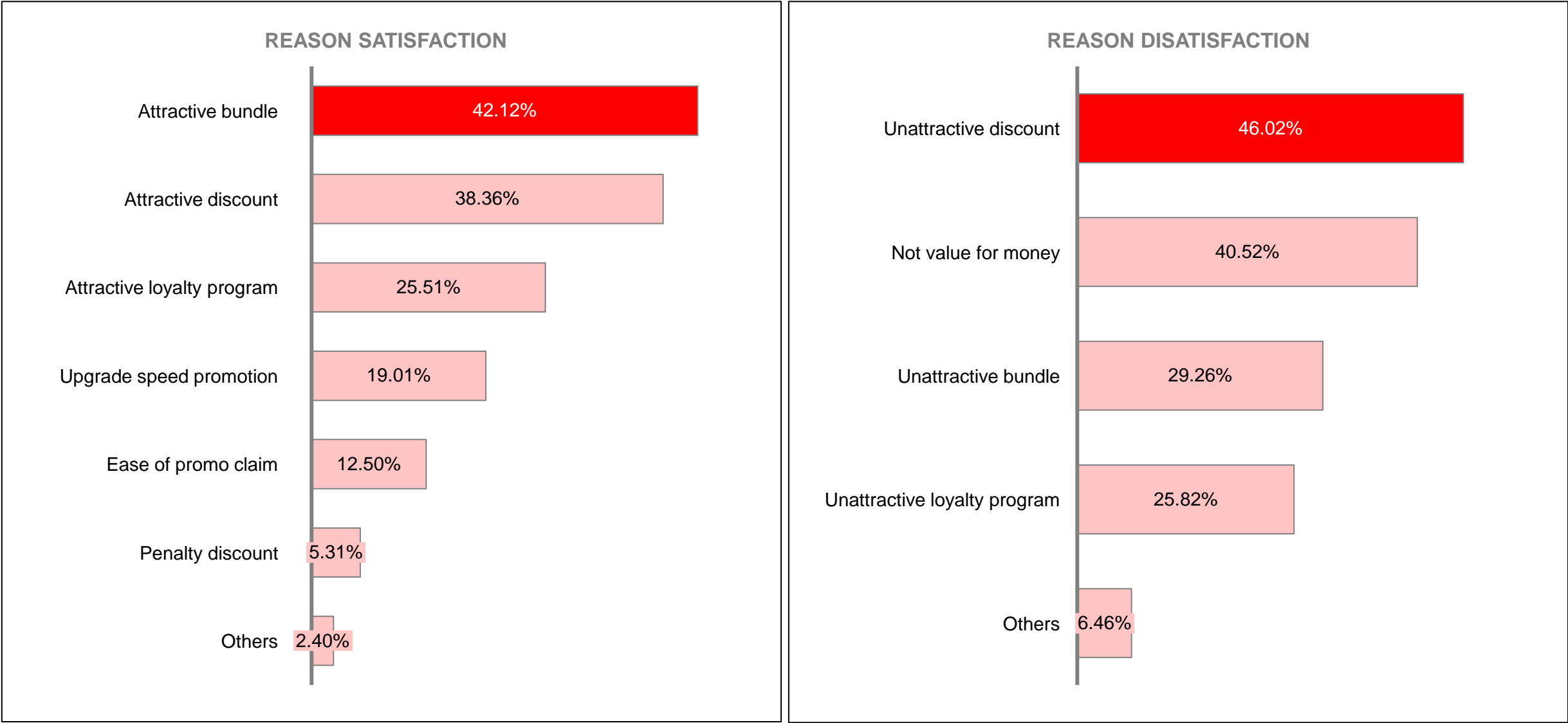


Q17. Faktor yang membuat Anda merasa puas terkait Kesesuaian Paket IndiHome?Pilihlah maksimal 3 jawaban
Q16. Apa yang Anda rasa kurang memuaskan terkait Kesesuaian Paket IndiHome?Pilihlah maksimal 3 jawaban

Promotion



Reasons for satisfaction is due to perception that IndiHome offers an attractive bundle (42.12%). Meanwhile, main reason for dissatisfaction is because the plans discount that is offered perceived as unattractive enough (46.02%).



Q20. Faktor yang membuat Anda merasa puas terkait Promosi Paket IndiHome?Pilihlah maksimal 3 jawaban
Q19. Apa yang Anda rasa kurang memuaskan terkait Promosi Paket IndiHome?Pilihlah maksimal 3 jawaban

Customer Service



Reasons for satisfaction is due to responsive customer service (56.01%). Meanwhile, main reason for dissatisfaction is because of long resolution time (49.30%).

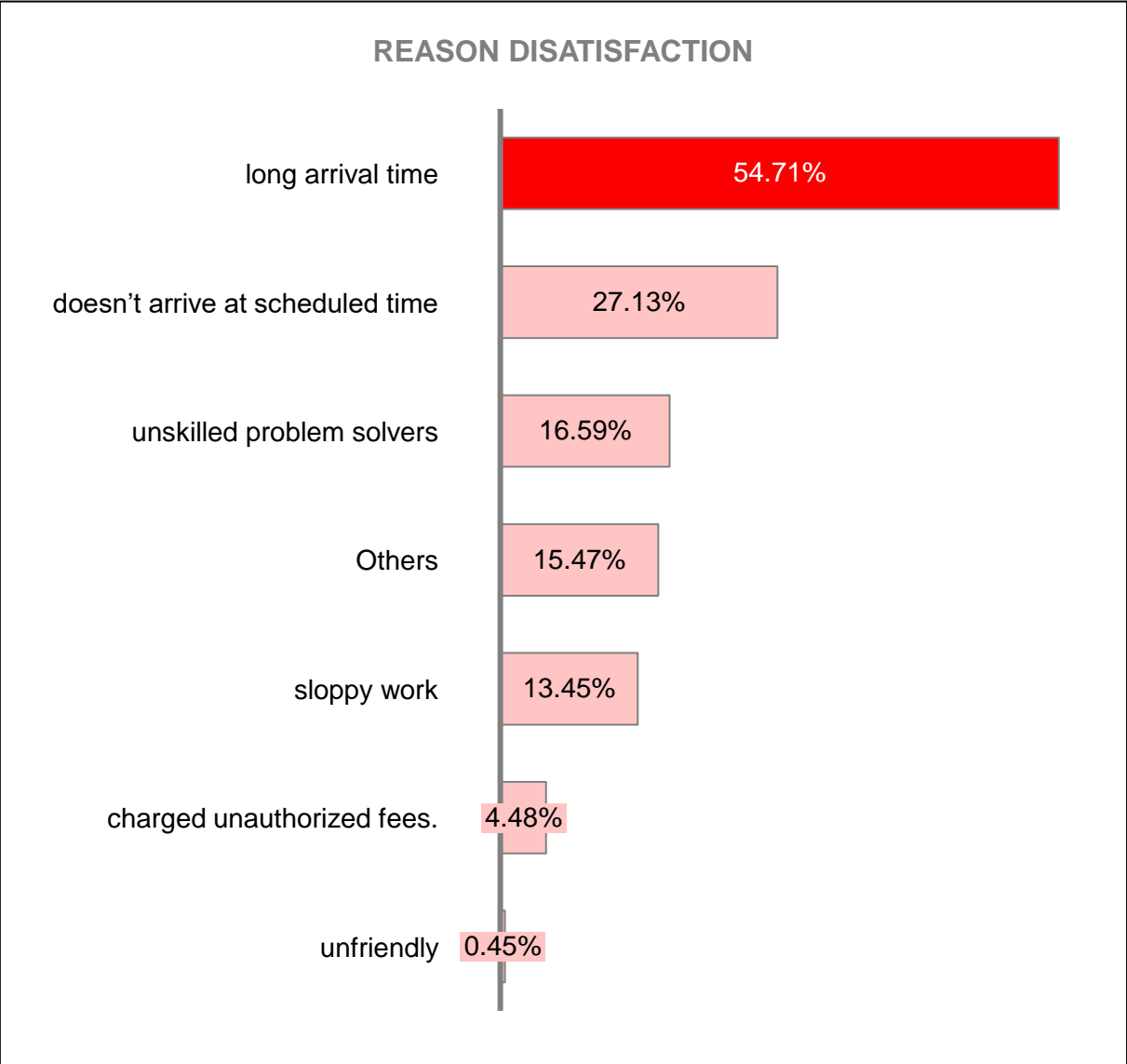


Q24. Faktor yang membuat Anda merasa puas terkait Customer Service IndiHome?Pilihlah maksimal 3 jawaban
Q23. Apa yang Anda rasa kurang memuaskan dari Customer Service IndiHome?Pilihlah maksimal 3 jawaban

Technician



Reasons for satisfaction is due to IndiHome Technician that is perceived as skilled problem solvers (53.05%). Meanwhile, main reason for dissatisfaction is because of technician long arrival team (54.71%).



Q27. Faktor yang membuat Anda merasa puas terkait Teknisi IndiHome?Pilihlah maksimal 3 jawaban
Q26. Apa yang Anda rasa kurang memuaskan terkait Teknisi IndiHome?Pilihlah maksimal 3 jawaban



Negative Feedback

Price: New customers favored over loyal ones

*"Pelanggan baru mendapatkan **benefit harga langganan yang lebih murah**, sedang pelanggan lama tidak bisa serta Merta ikut harga baru dan tidak bisa berpindah dengan tarif yang baru, harus putus dan menggunakan nama yang lain.. padahal menurut kami **seharusnya pelanggan yang loyal yang diutamakan atau dijaga..**"*

Customer Service: Trouble when accessing service using bot

*"Pelayanan menggunakan bot, tidak jelas, sudah menyebutkan nomor langganan tapi selalu **salah ketika pengulangan pengejaan nomor dari pihak bot**"*

Network: Frequent outages

*"Sering terjadi **pemadaman jaringan(eror)** biasa terjadi 3 sampai 4 kali dalam seminggu itu durasiinya lama 5 sampai 8 jam jaringanpun tdk terlalu kuat. Kamipun sebagai pengguna tdk ada potongan pembayaran perbulan padahal jaringan biasa lelet dan mati kami sebagai pelanggan merasa kecewa terima kasih"*

Promotion: promo integration

*"**Tidak ada integrasi promo** di aplikasi **mytelkomsel** untuk indihome"*

Customer Service: Bad service

"Terjadi di Grapari Marina Surabaya. Kualitas pelayanan buruk"

Technician: unresolve tickets

*"Sesuai pengalaman saya,,,**teknisi sudah janji utk lakukan pergantian modem** tapi sampai saat ini **tidak dilakulan** pergantian"*

Price: Competitor offer same speed and quality with lower price

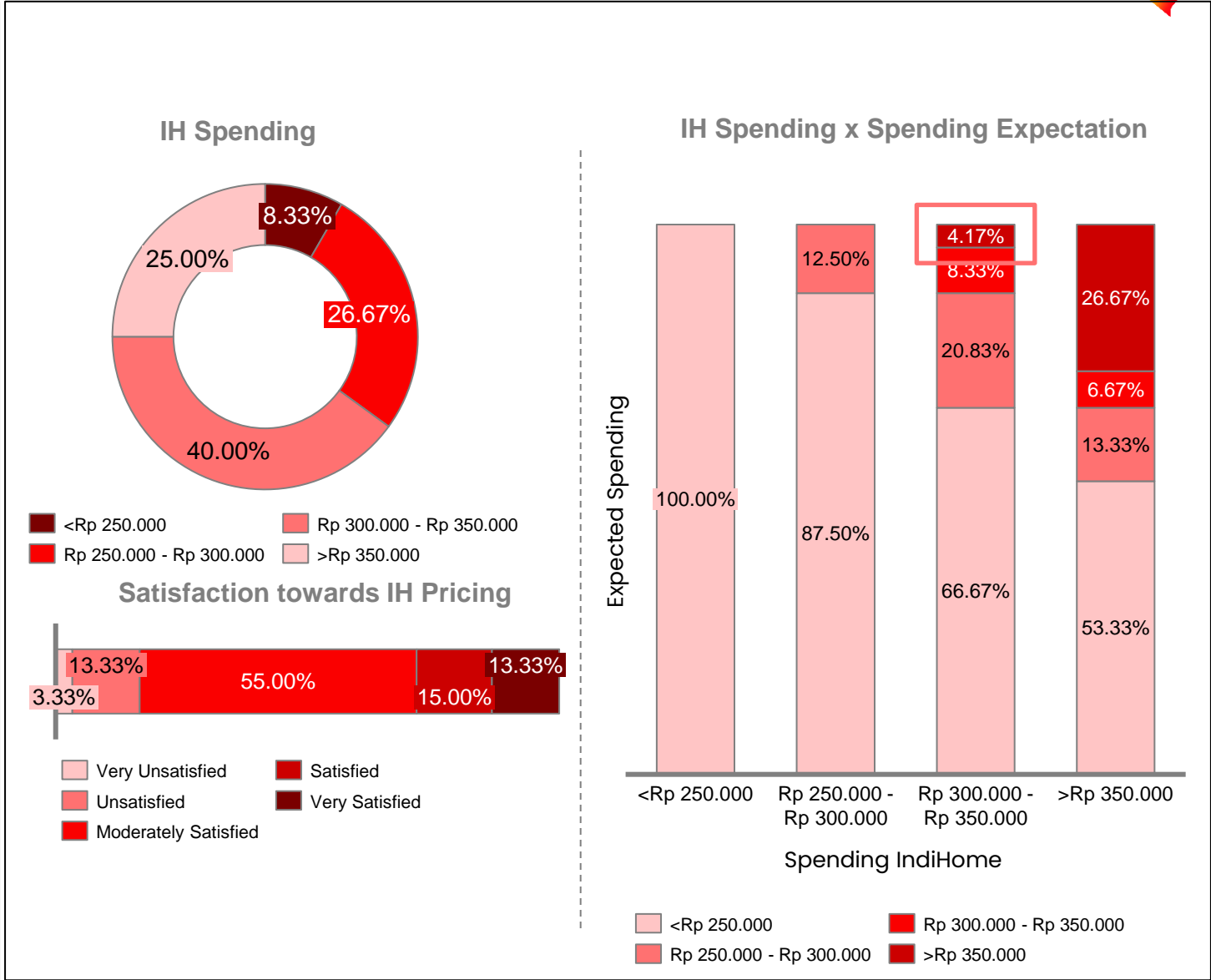
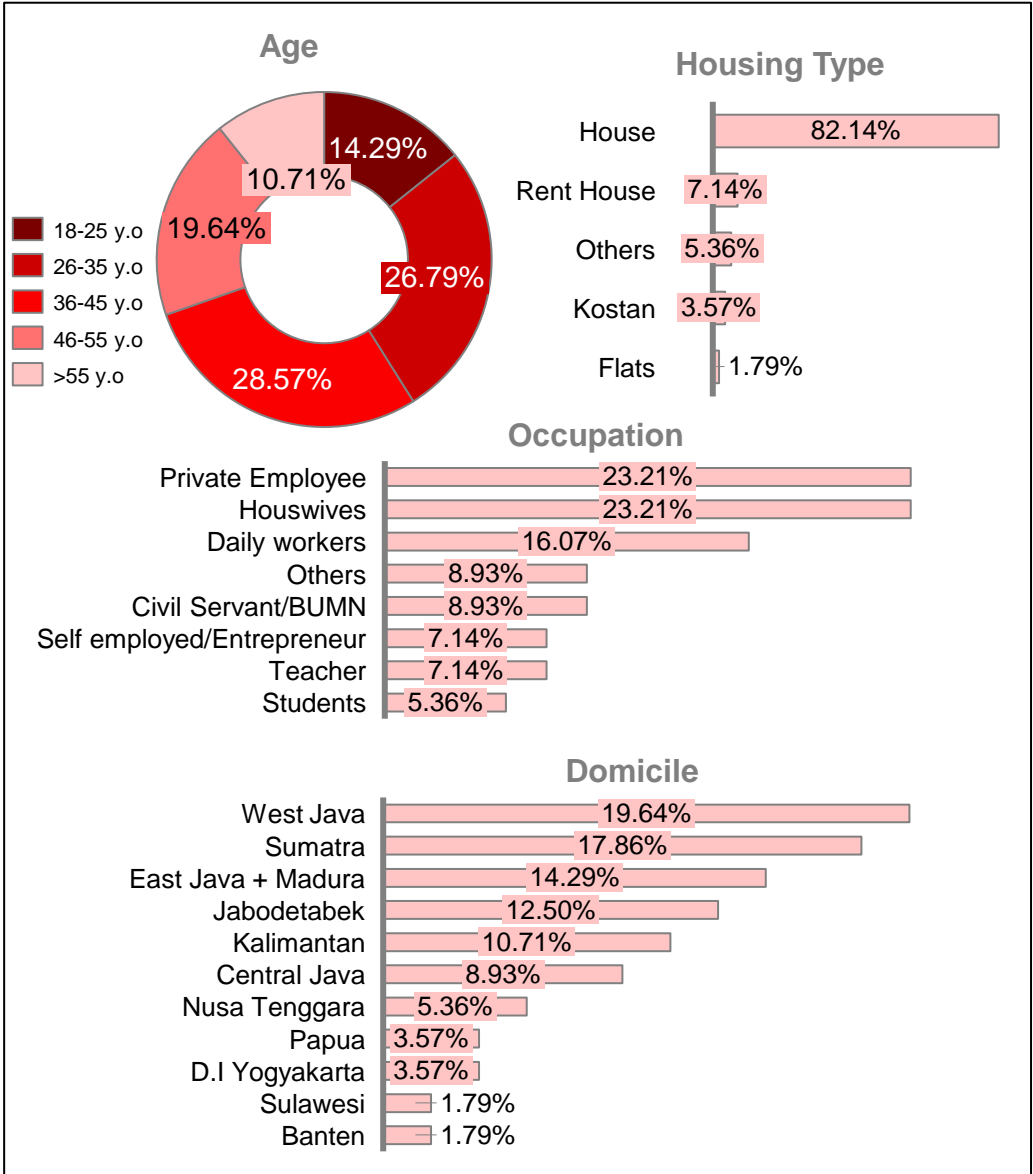
*"**Harga lebih mahal dari kompetitor lainnya**,,,saya dgn kualitas dan kecepatan yg sama,saya berharap biayanya bisa diturunkan lagi dibawah 250.000,agar bisa dijangkau semua orang apalagi dengan biaya hidup yg semakin mahal mgkin dgn di kurangi bisa sedikit membantu kami sebagai pelanggan setia indihome"*

Technician: forging data

*"Teknisi **mengisi no telpon** keluarga saya **dengan nomor yg tidak saya kenal**..dan menandatangani surat perjanjian sendiri...**memalsukan tanda tangan** saya."*



Deep Dive: CTO & PraNPC due to Saving Money



Q49. Berapa Usia Anda?
Q50. Apakah pekerjaan Anda saat ini?
Q51. Dimanakah domisili Anda saat ini?
Q52. Apakah jenis hunian tempat Anda tinggal saat ini?

Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?
Q12. Seberapa puaskah Anda dengan Harga layanan IndiHome saat ini?
Q7. Berapa ekspektasi (harapan) alokasi pengeluaran untuk berlangganan WiFi di hunian Anda?

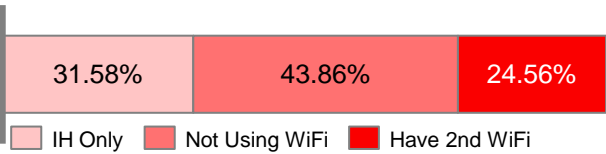
Internal

CTO Reasons Saving Money: 2nd WiFi Spending

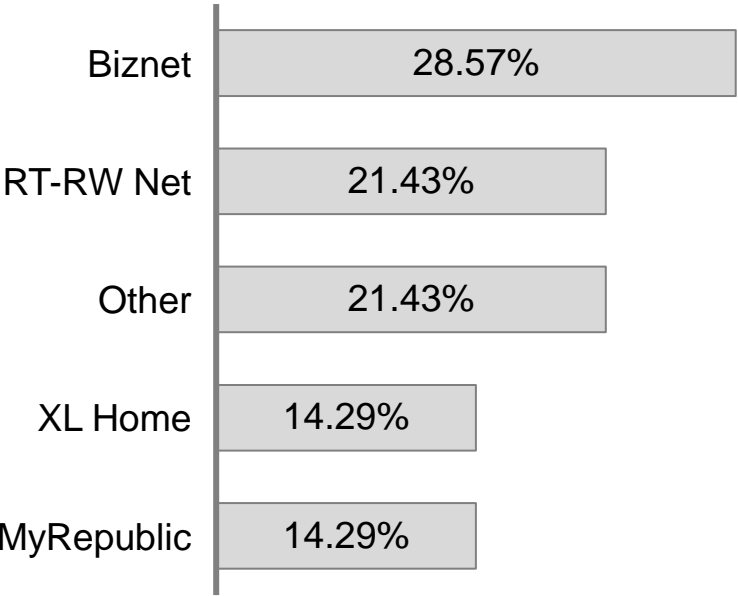


2nd WiFi Profile

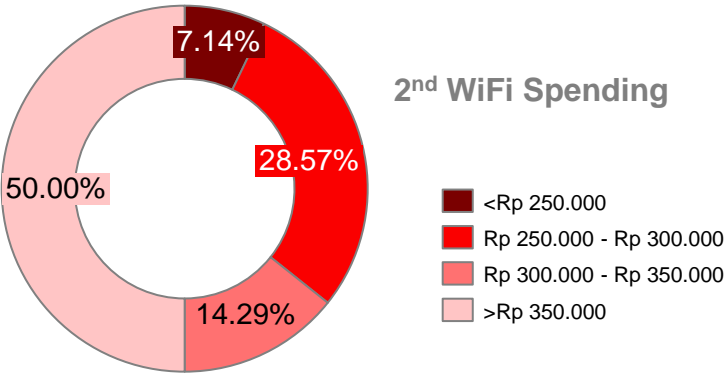
2nd WiFi



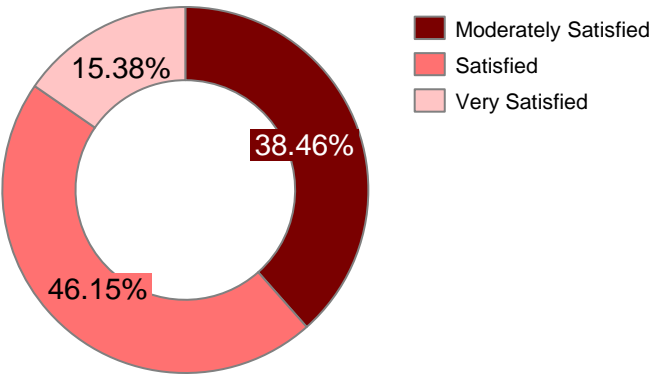
2nd WiFi Brand
(N: 14)



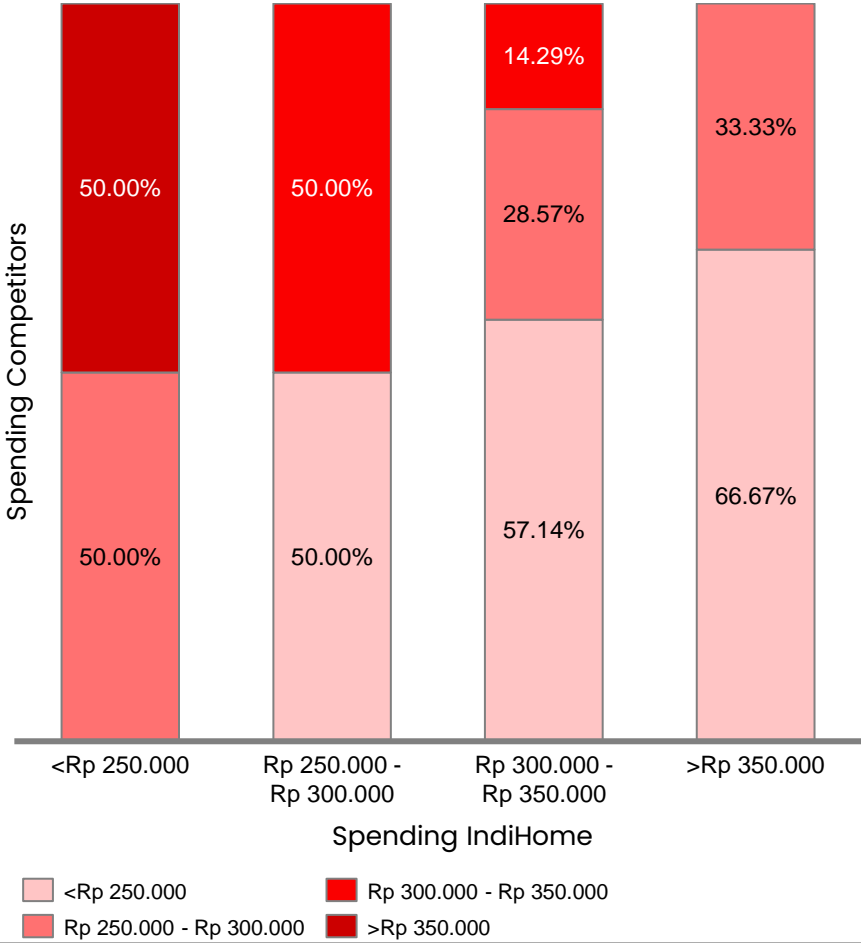
2nd WiFi Spending



Satisfaction: Price

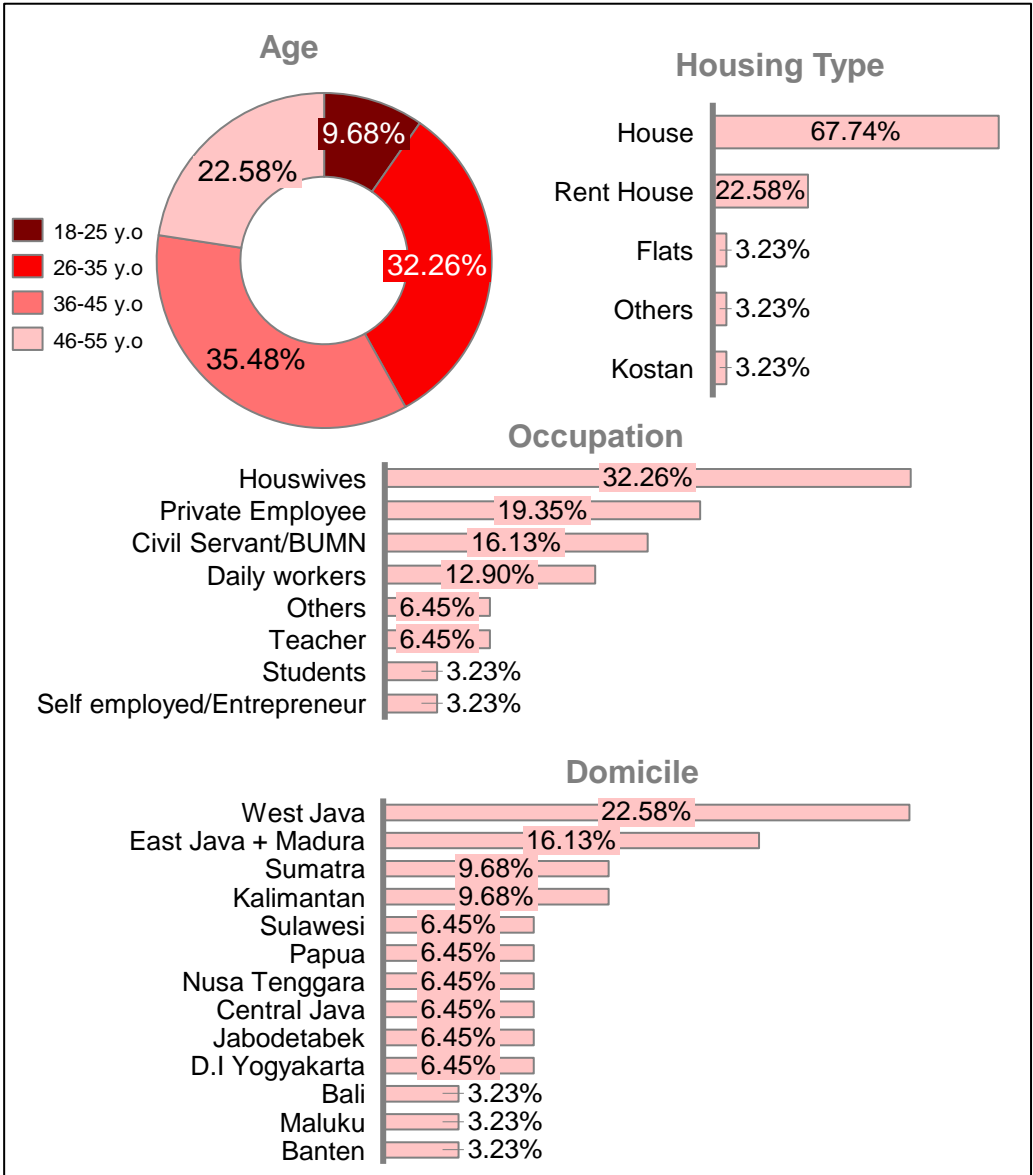


IH Spending x 2nd WiFi Spending

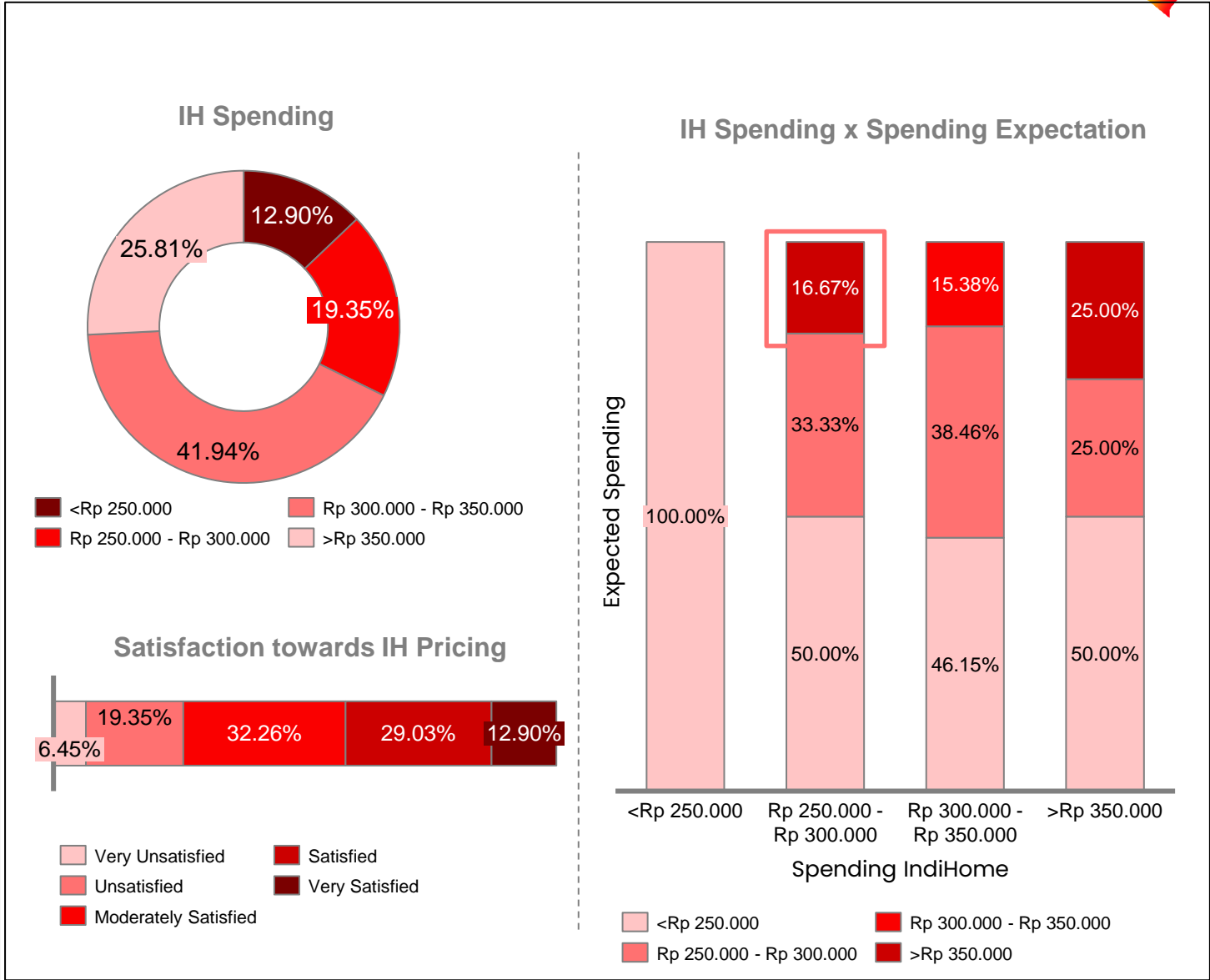


Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?
Q45. Berapa biaya yang dikeluarkan untuk berlangganan {{ Q41 }} di hunian Anda dalam sebulan?
Q46. Seberapa puaskah Anda dengan beberapa aspek layanan {{ Q41 }} di bawah ini?
Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?

PraNPC Reasons Saving Money: Profile and IndiHome Spending



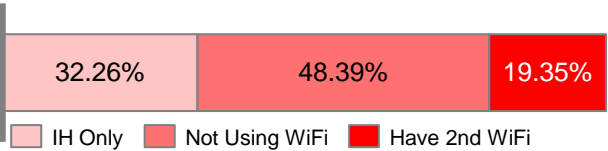
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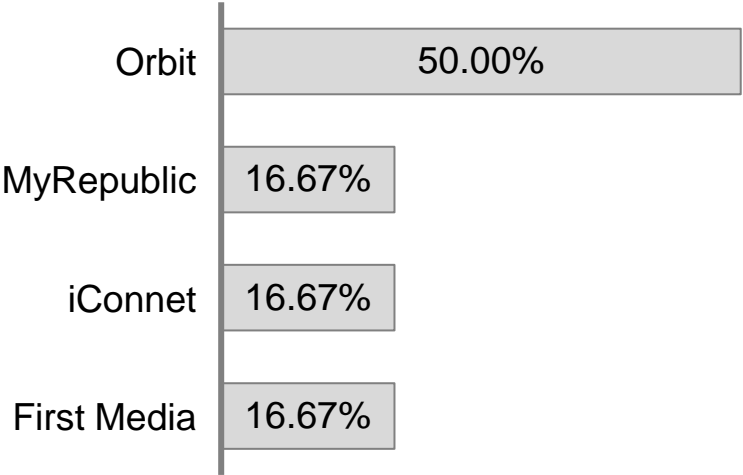
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Q12. Seberapa puaskah Anda dengan Harga layanan IndiHome saat ini?
Q7. Berapa ekspektasi (harapan) alokasi pengeluaran untuk berlangganan WiFi di hunian Anda?

2nd WiFi Profile

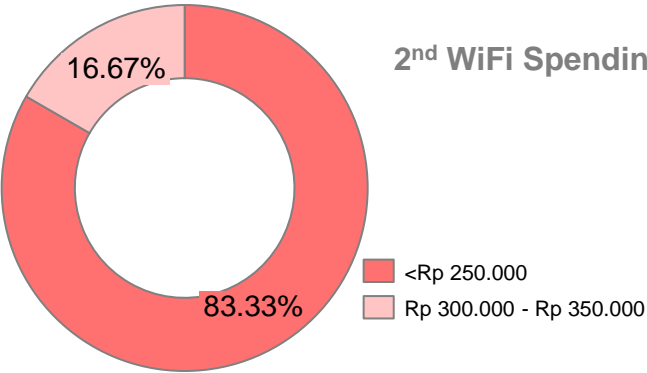
2nd WiFi



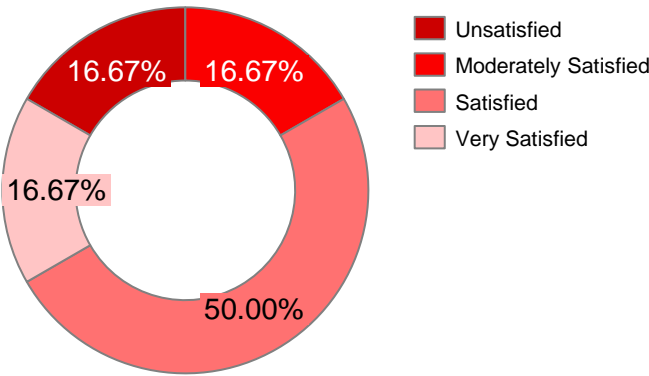
2nd WiFi Brand
(N: 14)



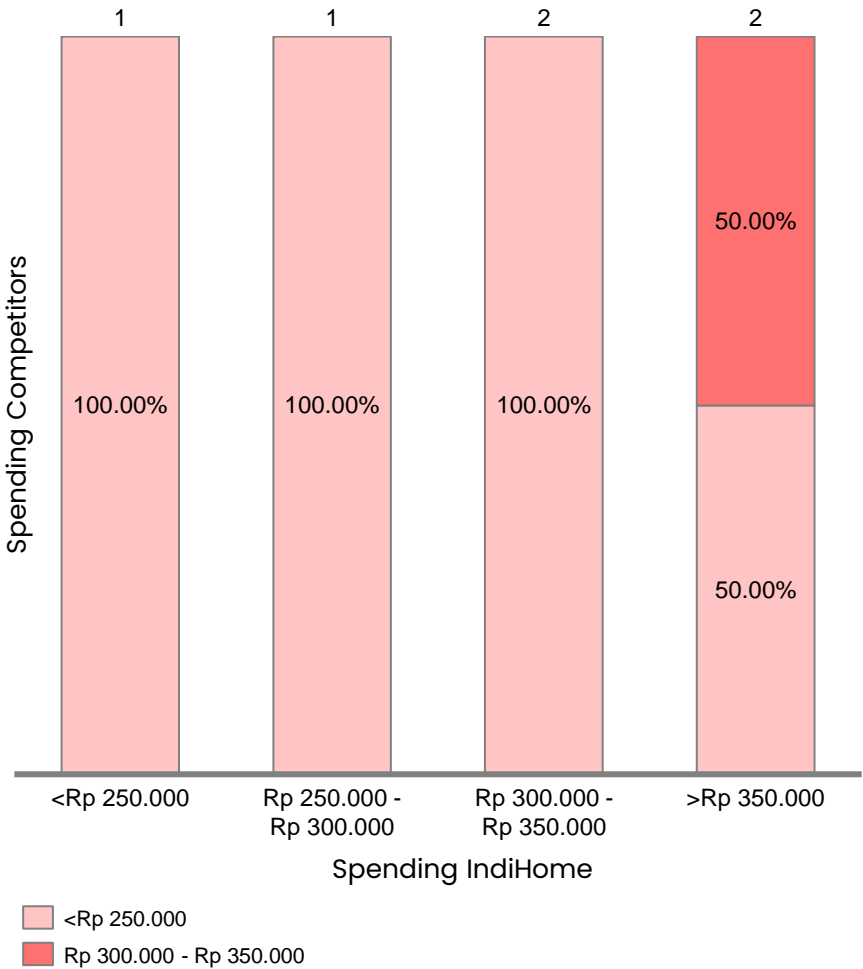
2nd WiFi Spending



Satisfaction: Price



IH Spending x 2nd WiFi Spending



Internal

Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?
Q45. Berapa biaya yang dikeluarkan untuk berlangganan {{ Q41 }} di hunian Anda dalam sebulan?
Q46. Seberapa puaskah Anda dengan beberapa aspek layanan {{ Q41 }} di bawah ini?
Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?

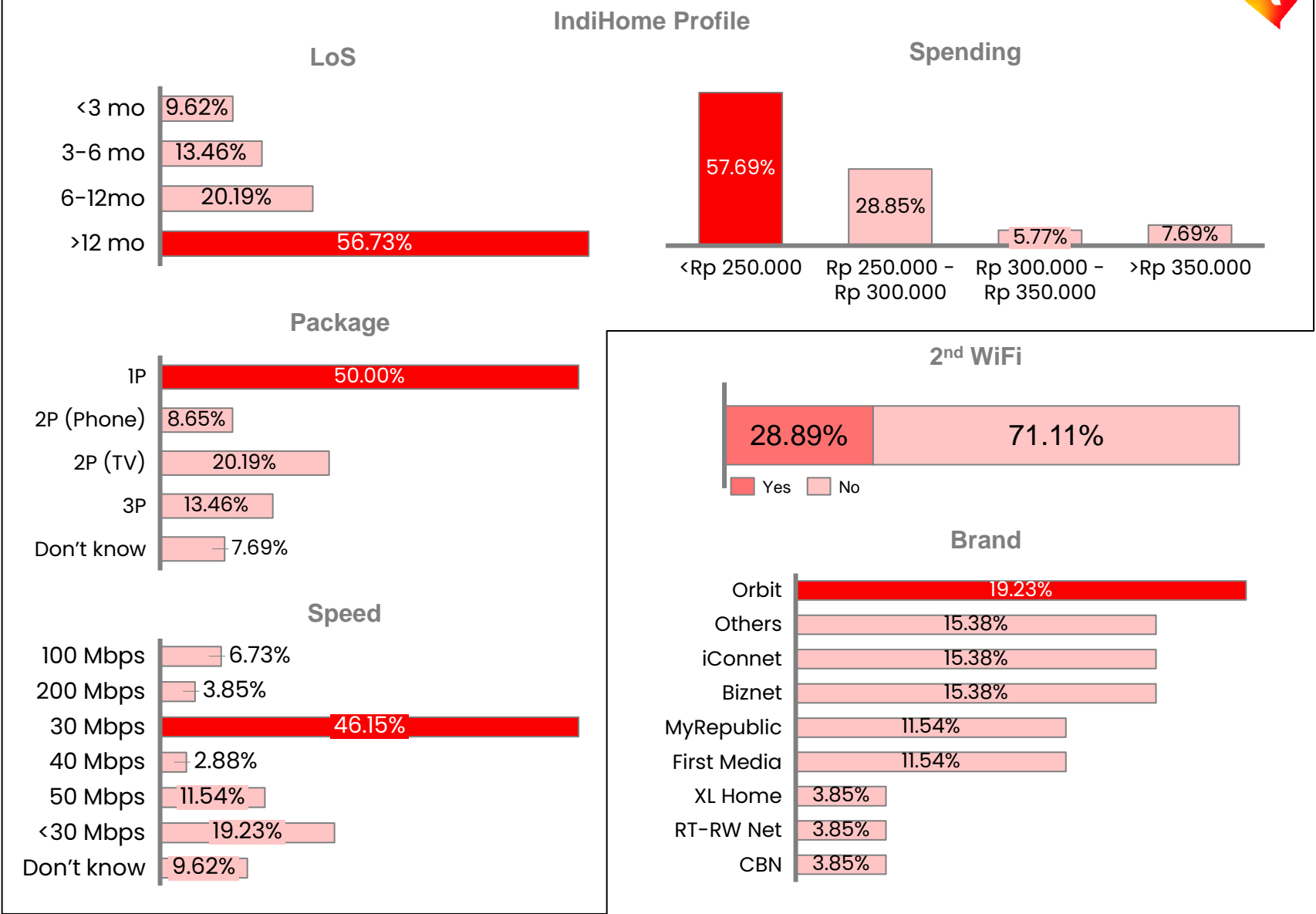


PraNPC

Profile PraNPC (N: 104)



Profile PraNPC	
Age	
18-25 y.o	4.82%
26-35 y.o	28.92%
36-45 y.o	50.60%
46-55 y.o	14.46%
Above 55 y.o	1.20%
Occupation	
Teacher	4.82%
Housewives	21.69%
Civil servants/BUMN	13.25%
Private Employee	22.89%
Self employed and Entrepreneur	10.84%
Daily workers	9.64%
Students	2.41%
Others	14.46%
Domicile	
Bali	4.82%
Banten	2.41%
D.I Yogyakarta	1.20%
Jabodetabek	8.43%
West Java	18.07%
Central Java	4.82%
East Java + Madura	9.64%
Kalimantan	7.23%
Maluku	1.20%
Nusa Tenggara	6.02%
Papua	7.23%
Sulawesi	8.43%
Sumatra	20.48%
Housing Type	
Apartment	1.20%
Rent House	12.05%
Dorm	4.82%
House	74.70%
Flats	1.20%
Others	6.02%



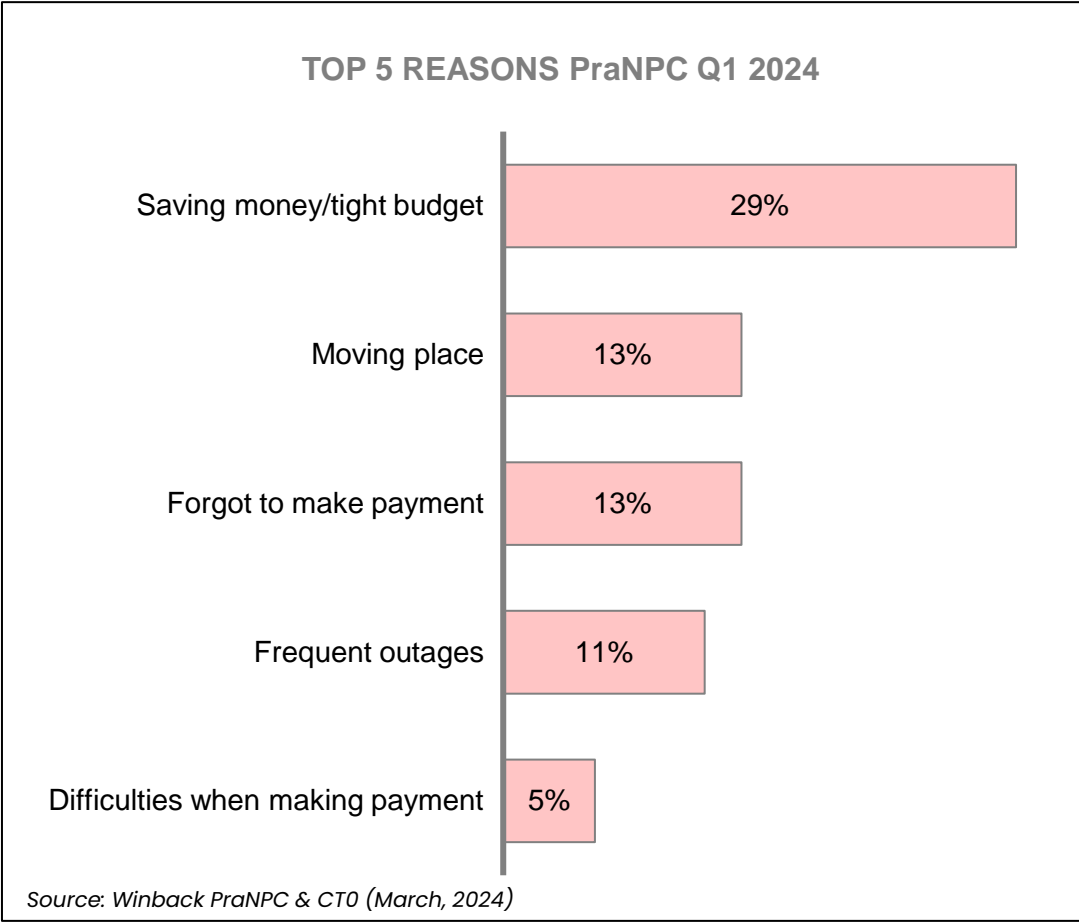
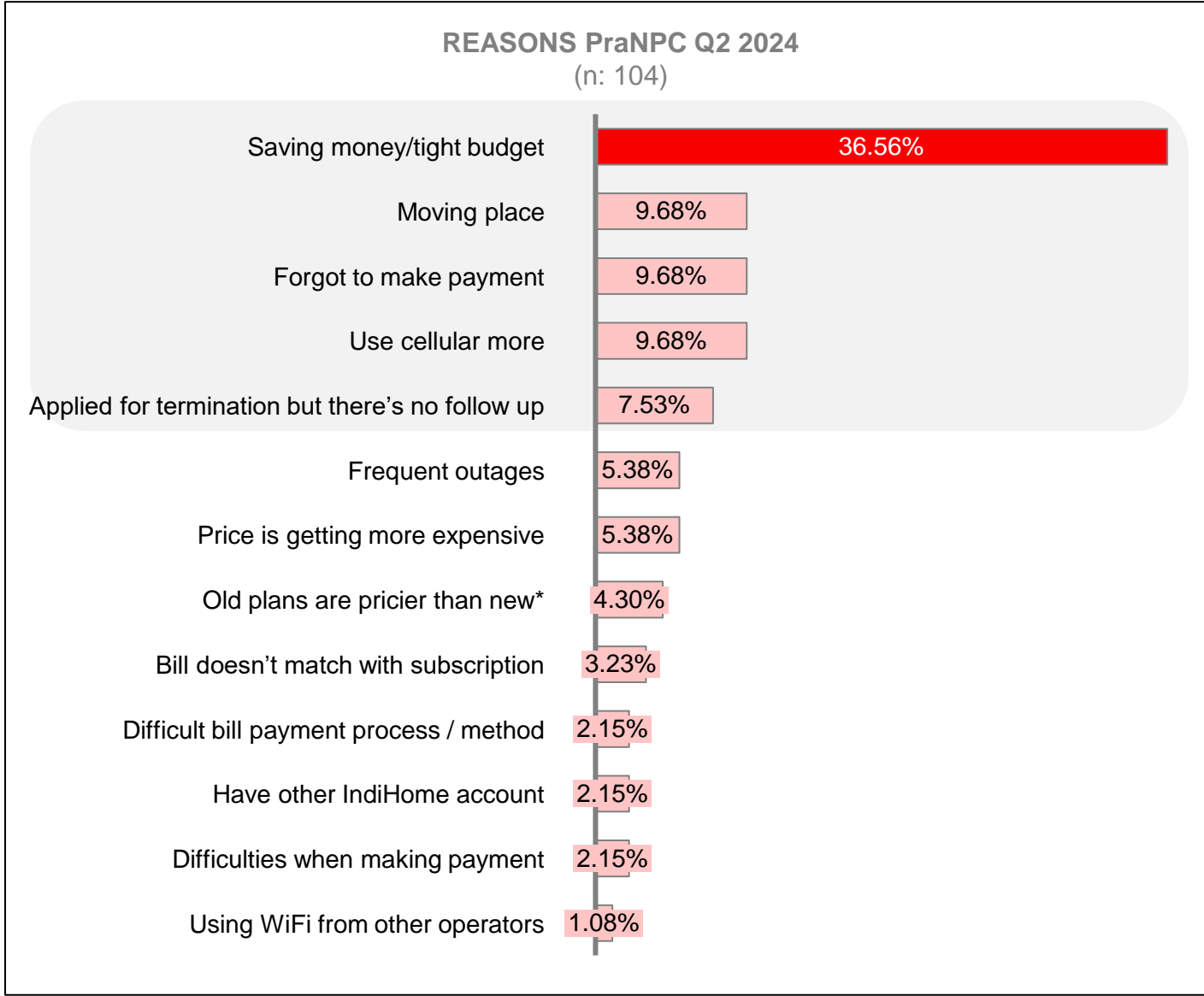
Q2. Sudah berapa lama Anda menggunakan IndiHome?
Q3. Apakah jenis paket IndiHome yang Anda gunakan?
Q4. Berapakah kecepatan paket IndiHome yang Anda gunakan?
Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?

Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?

Reasons for Turning into PraNPC



The top reasons for turning into PraNPC is due to saving money/tight budget (36.17%), followed by Moving place (9.57%), forgot to make payment (9.57%), and use cellular more (9.57%).

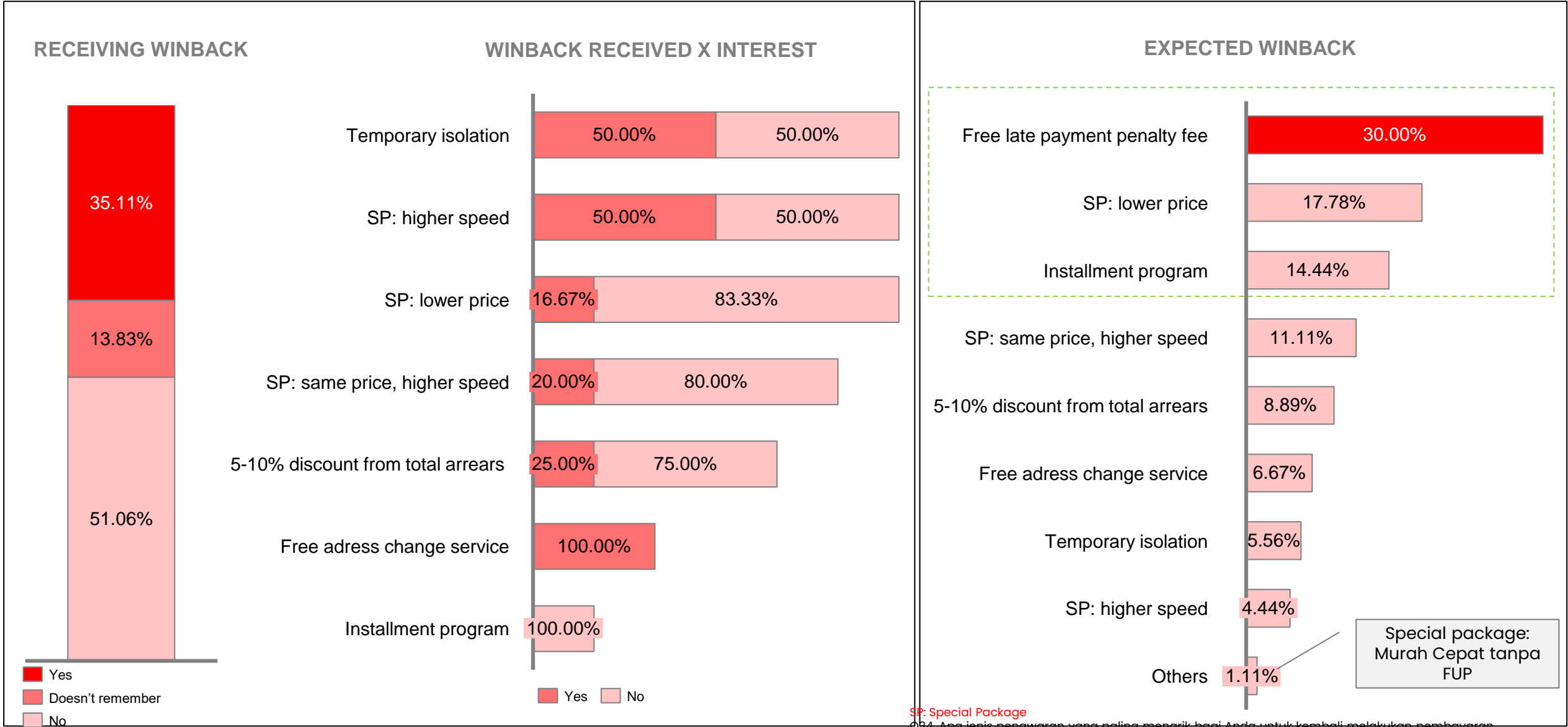


Q29. Apakah alasan utama Anda tidak melakukan pembayaran layanan IndiHome?

Winback Offering PraNPC (N: 104)



- 35.11% who claimed to be PraNPC stated that they had received a winback offer. Most of them received temporary isolation, special package: higher speed, and special package at lower speed.
- Overall, respondents want to get a winback offer in the form of Free late payment penalty fee (28.89%)



Q31. Apakah Anda pernah didatangi/dihubungi agen indihome dalam 3 bulan terakhir untuk diberikan penawaran produk?
Q32. Penawaran apa saja yang pernah Anda terima?
Q33. Apakah penawaran yang didapatkan menarik bagi Anda?

Q34. Apa jenis penawaran yang paling menarik bagi Anda untuk kembali melakukan pembayaran dan/atau berlangganan IndiHome?



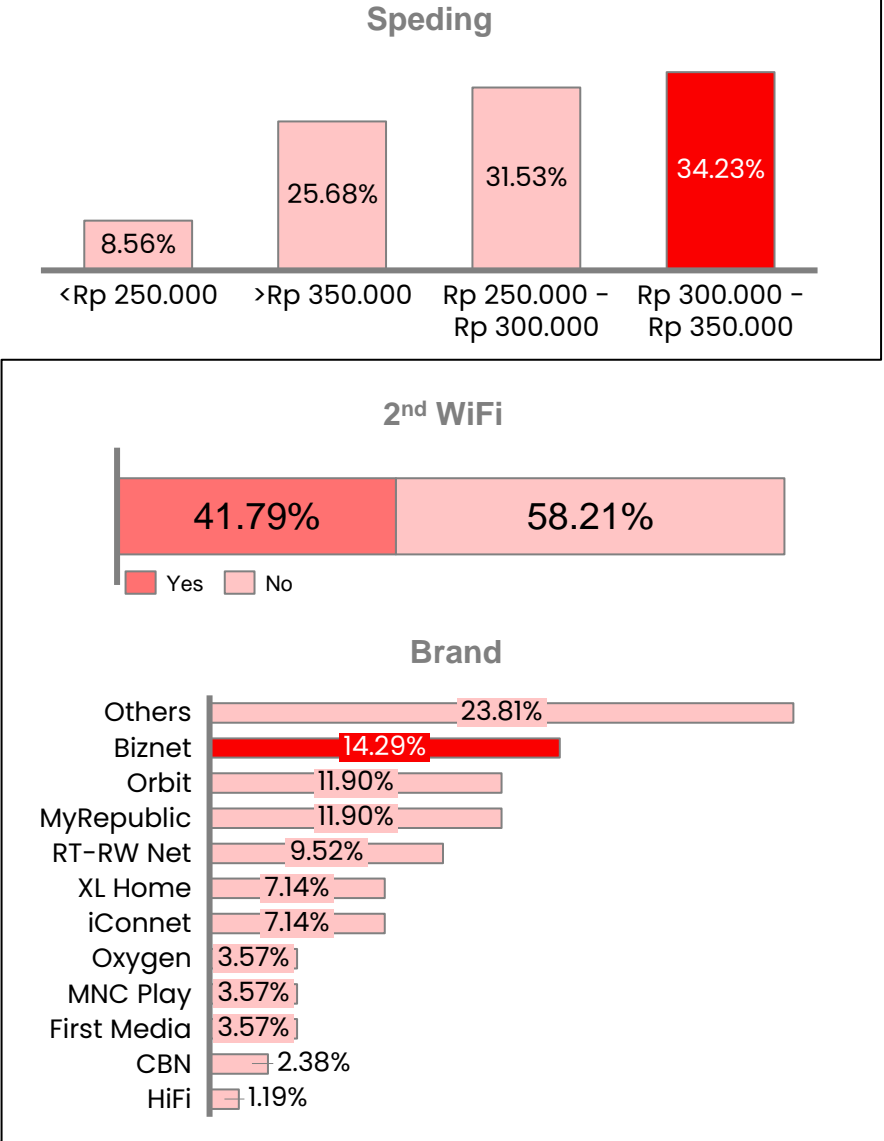
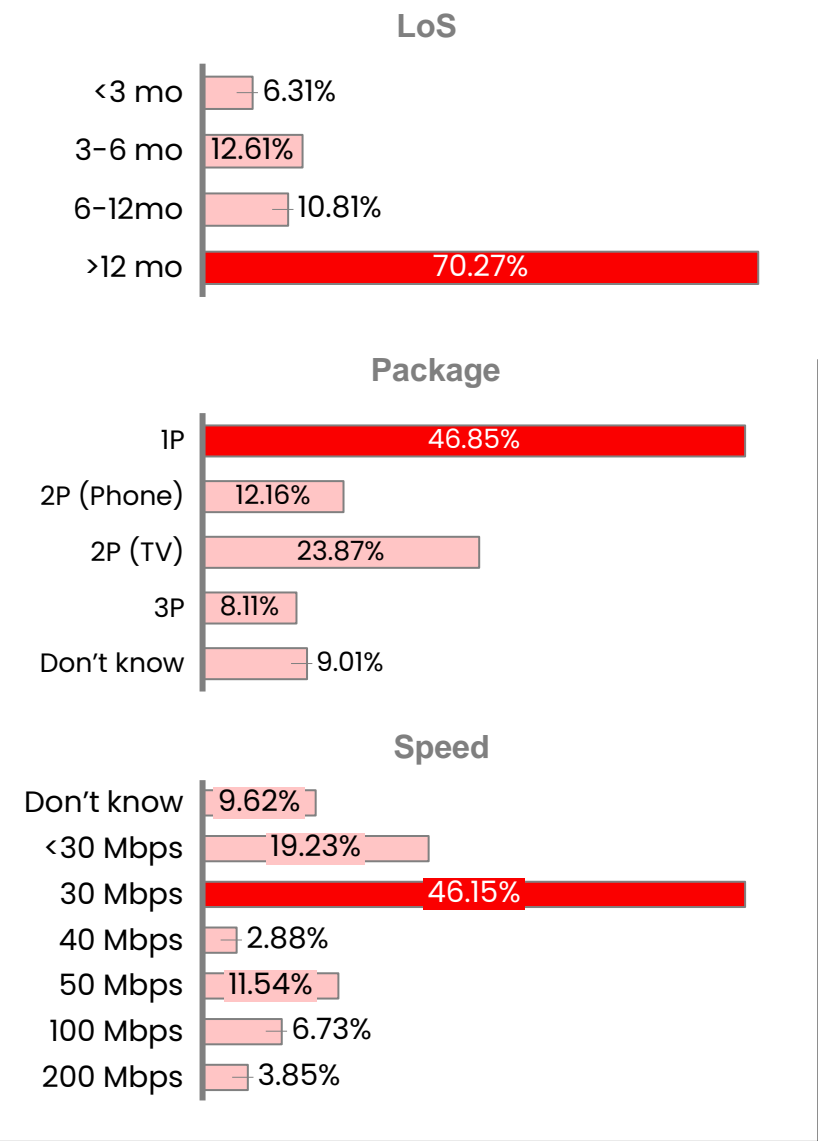
CTO

Profile CTO (N: 222)



Profile PraNPC	
Age	
<18 y.o	1.56%
18-25 y.o	14.06%
26-35 y.o	34.90%
36-45 y.o	29.69%
46-55 y.o	13.54%
Above 55 y.o	6.25%
Occupation	
Teacher	5.21%
Housewives	15.10%
Civil servants/BUMN	8.85%
Private Employee	27.60%
Self employed and Entrepreneur	15.63%
Daily workers	9.38%
Students	7.81%
Others	10.42%
Domicile	
Banten	3.13%
D.I Yogyakarta	3.65%
Jabodetabek	14.06%
West Java	15.10%
Central Java	7.81%
East Java+ Madura	11.98%
Kalimantan	5.73%
Maluku	0.52%
Nusa Tenggara	5.73%
Papua	5.73%
Sulawesi	6.77%
Sumatra	19.79%
Housing Type	
Apartment	0.52%
Rent House	10.94%
Dorm	2.60%
House	79.17%
Flats	2.08%
Others	4.69%

INDIHOME PROFILE



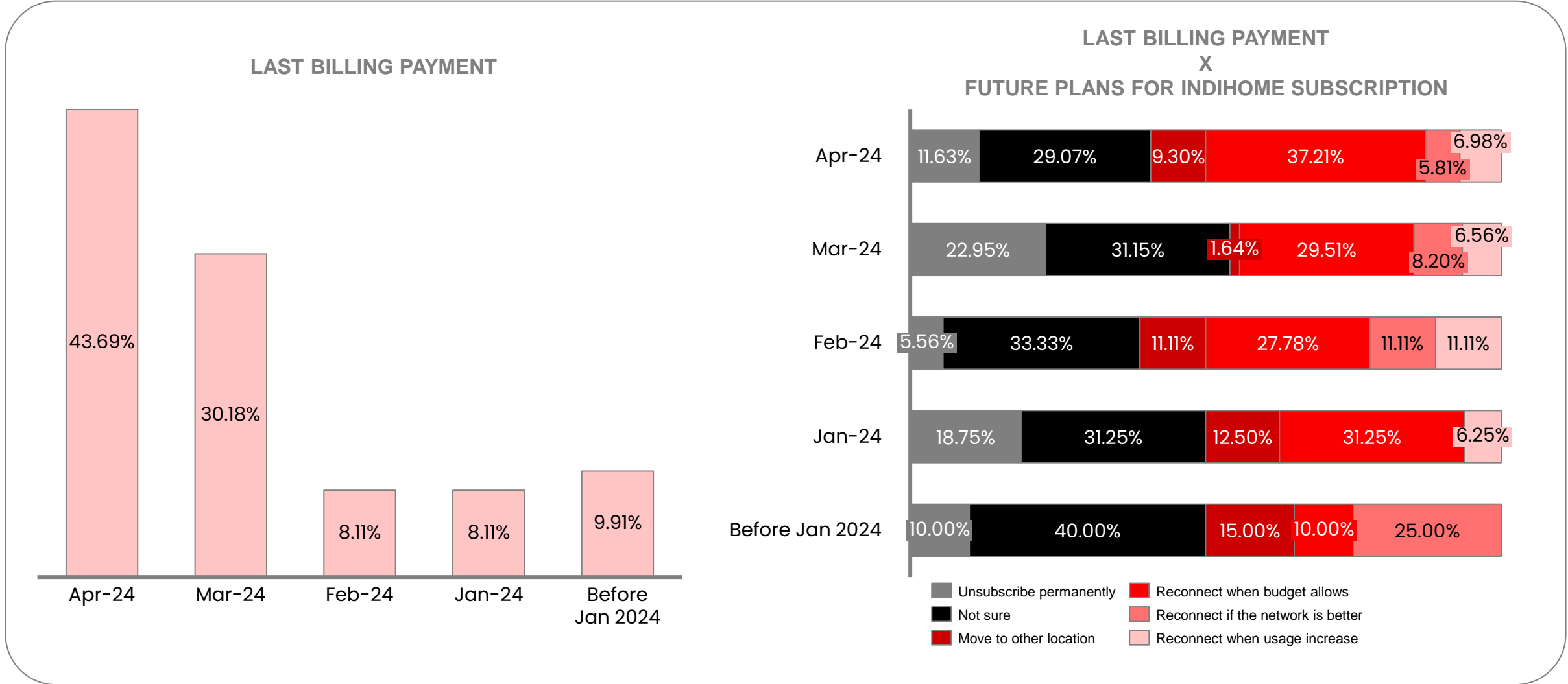
Q2. Sudah berapa lama Anda menggunakan IndiHome?
Q3. Apakah jenis paket IndiHome yang Anda gunakan?
Q4. Berapakah kecepatan paket IndiHome yang Anda gunakan?

Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?
Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?

Last Billing Payment and Future Plans (N: 222)



Align with previous research findings, respondent who claimed to be CT0, the longer they do not pay the bill their tendency to reconnect is declining. But there's a unique findings in this period survey, those who stop paying bill since March 2024 has a higher tendency of unsubscribing permanently (22.95%).



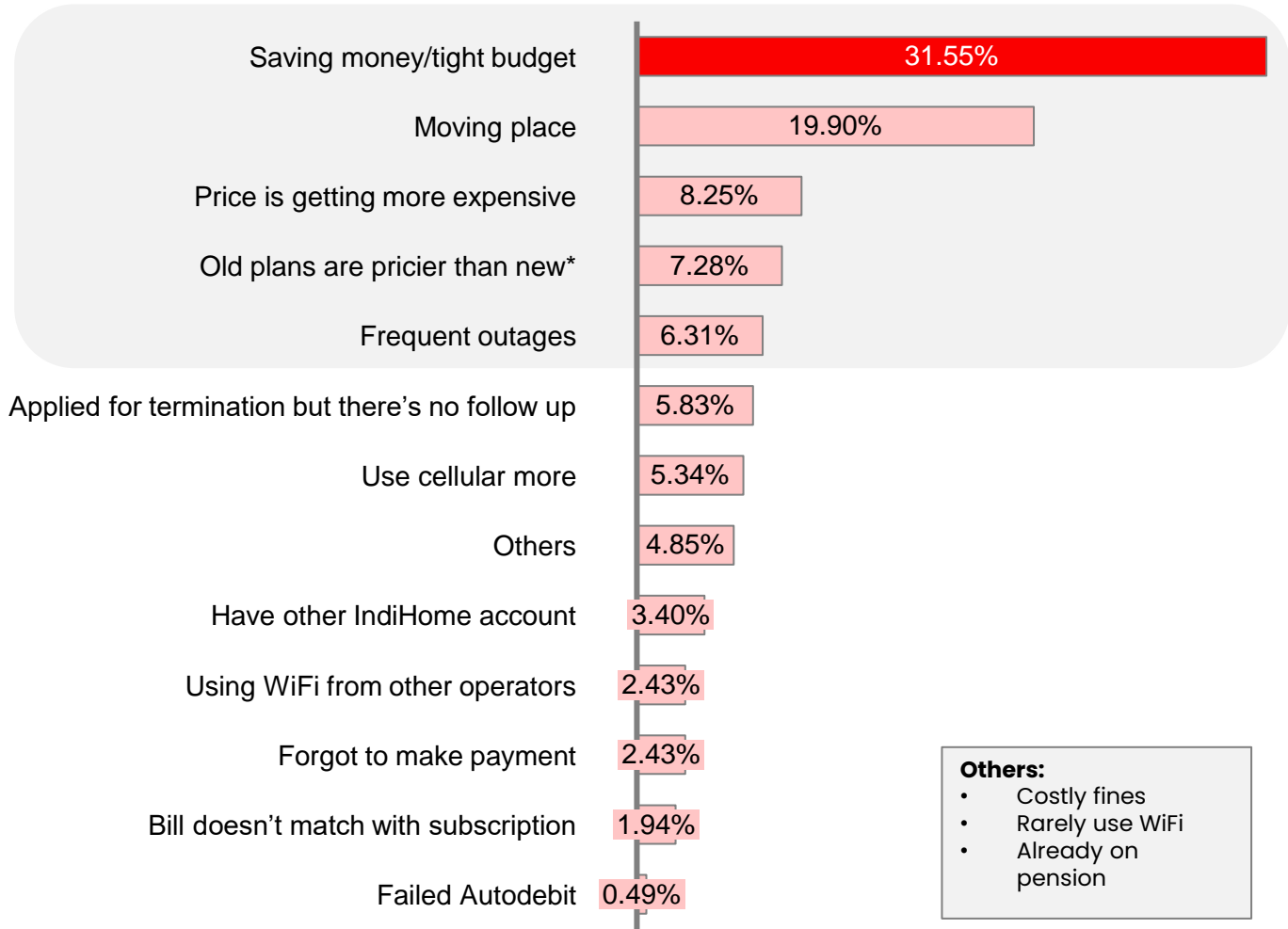
Q28. Kapan terakhir kali Anda melakukan pembayaran IndiHome?
Q35. Apakah yang akan Anda lakukan dengan layanan IndiHome dalam 3 bulan ke depan?

Reasons for Turning into CT0

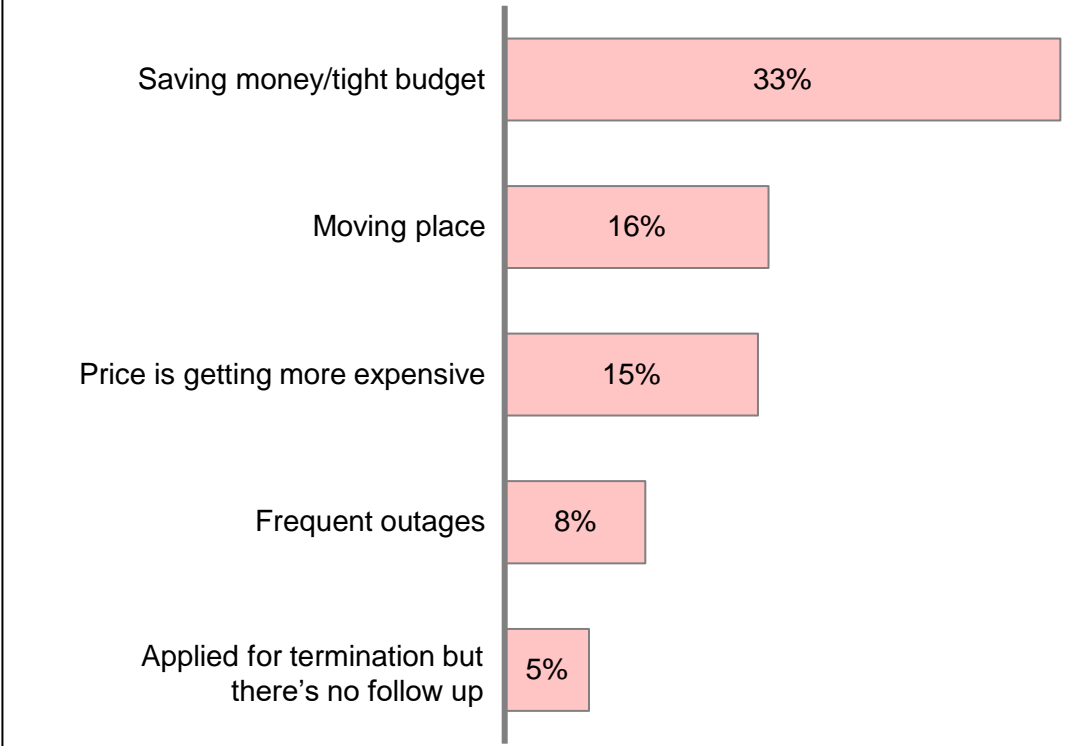


The top reasons for turning into CT0 is due to saving money/tight budget (31.55%), followed by Moving place (19.90%), and Price is getting more expensive (98.25%)

REASONS CT0 Q2 2024
(N: 222)



TOP 5 REASON CT0 Q1 2024



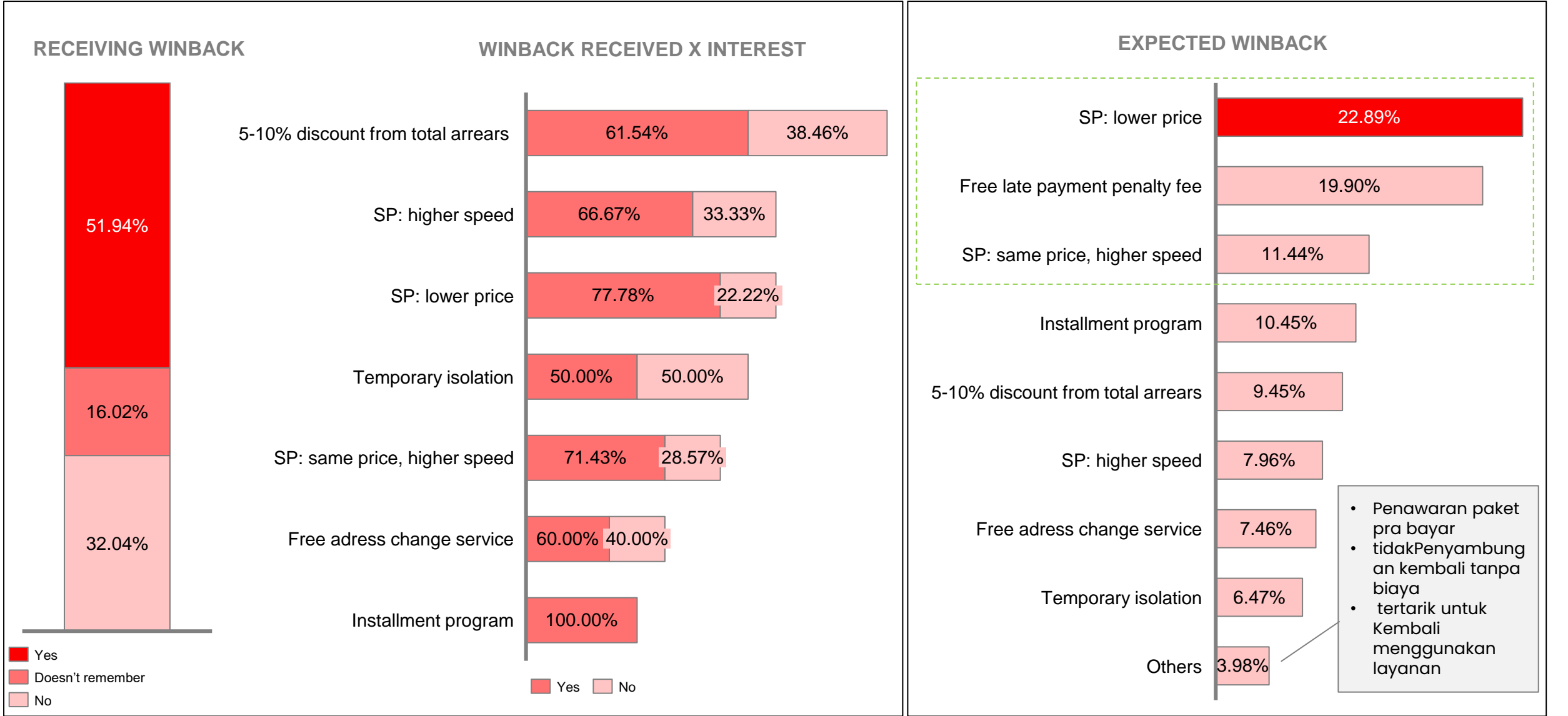
Source: Winback PraNPC & CT0 (March, 2024)

Q29. Apakah alasan utama Anda tidak melakukan pembayaran layanan IndiHome?

Winback Offering CT0 (N: 222)



- 51.94% who claimed to be CT0 stated that they had received a winback offer. Most of them received winback offer in the form of 5-10% discount from total arrears, and 61.54% think that the offer is tempting.
- Overall, CT0 respondents wants to get a winback offer in the form of Special Package that has a Lower Price than their current package.



Internal

Q31. Apakah Anda pernah didatangi/dihubungi agen indihome dalam 3 bulan terakhir untuk diberikan penawaran produk?
Q32. Penawaran apa saja yang pernah Anda terima?
Q33. Apakah penawaran yang didapatkan menarik bagi Anda?

SP: Special Package
Q34. Apa jenis penawaran yang paling menarik bagi Anda untuk kembali melakukan pembayaran dan/atau berlangganan IndiHome?



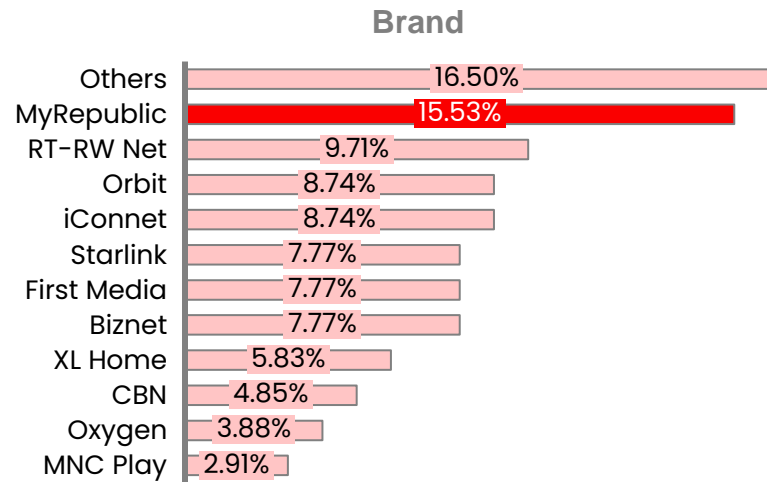
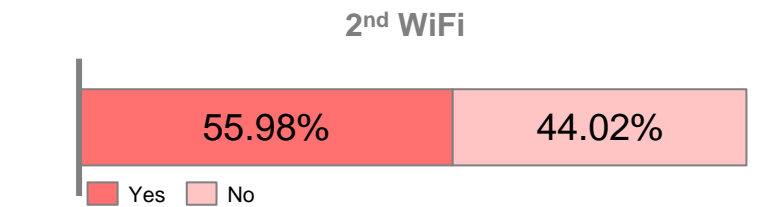
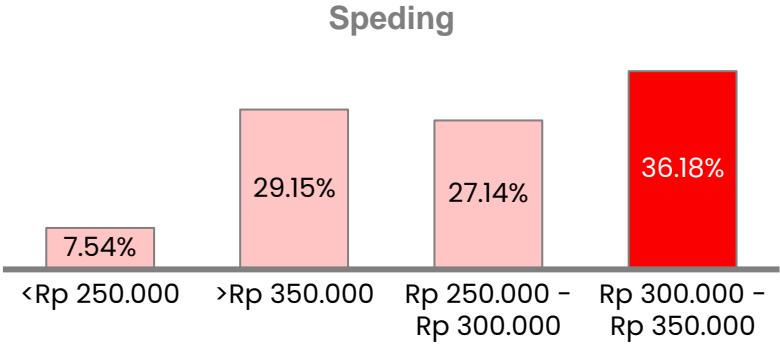
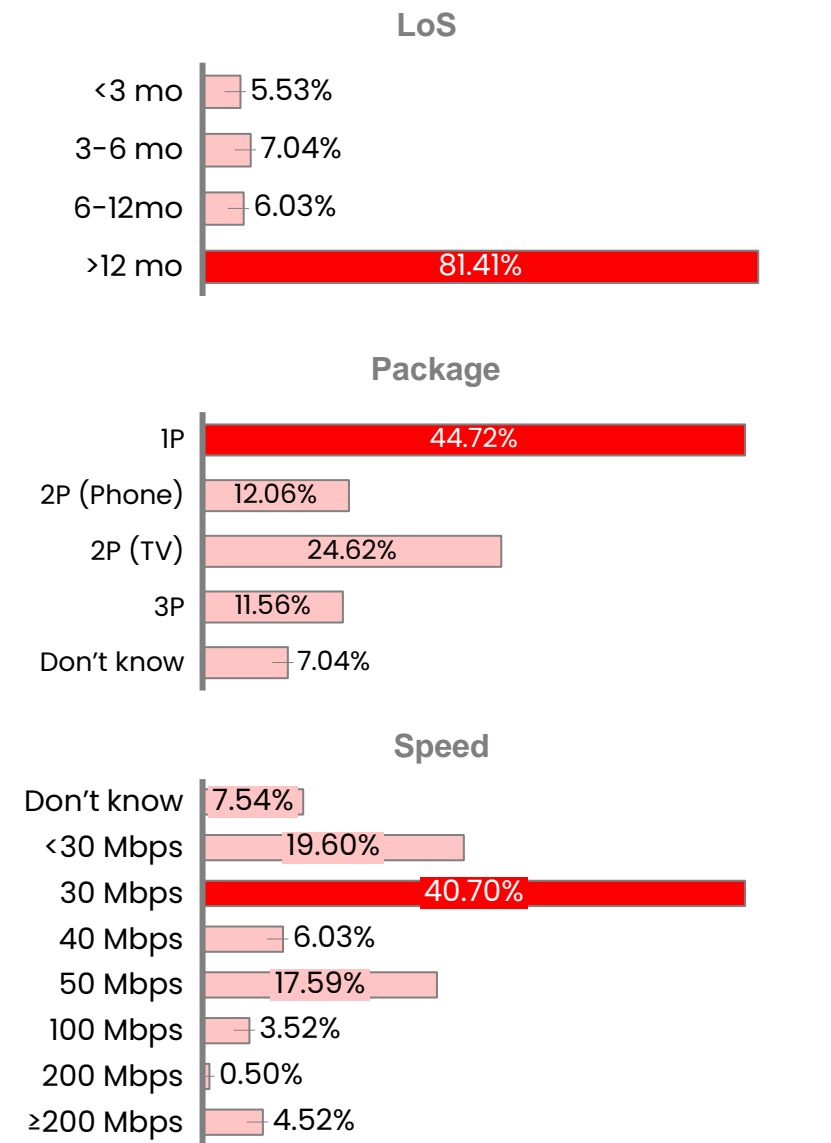
CAPS

Profile CAPS (N: 199)



Profile PraNPC	
Age	
<18 y.o	0.58%
18-25 y.o	19.77%
26-35 y.o	29.65%
36-45 y.o	29.07%
46-55 y.o	15.12%
Above 55 y.o	5.81%
Occupation	
Teacher	4.65%
Housewives	9.88%
Civil servants/BUMN	9.88%
Private Employee	32.56%
Self employed and Entrepreneur	19.77%
Daily workers	5.81%
Students	10.47%
Others	6.98%
Domicile	
Bali	1.74%
Banten	4.07%
D.I Yogyakarta	2.91%
Jabodetabek	15.70%
Jawa Barat	12.79%
Jawa Tengah	10.47%
Jawa Timur + Madura	14.53%
Kalimantan	6.40%
Maluku	1.16%
Nusa Tenggara	0.58%
Papua	0.58%
Sulawesi	5.23%
Sumatra	23.84%
Housing Type	
Apartment	1.74%
Rent House	10.47%
Dorm	3.49%
House	80.81%
Flats	0.58%
Others	2.91%

INDIHOME PROFILE



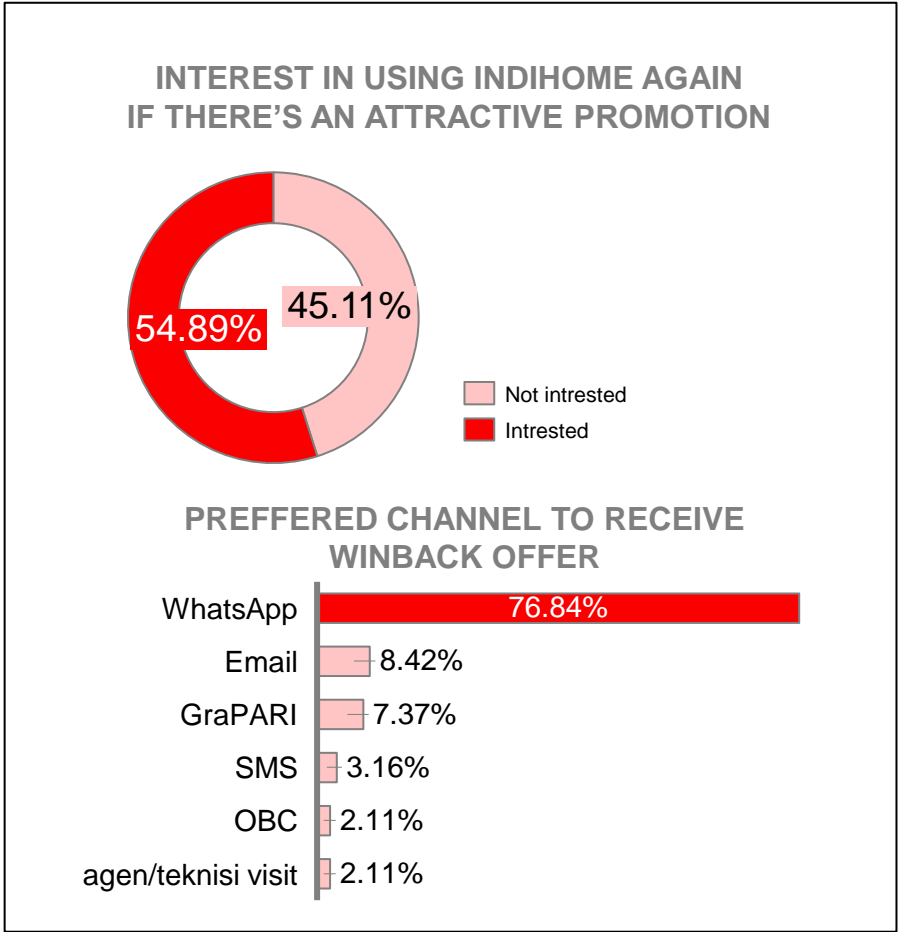
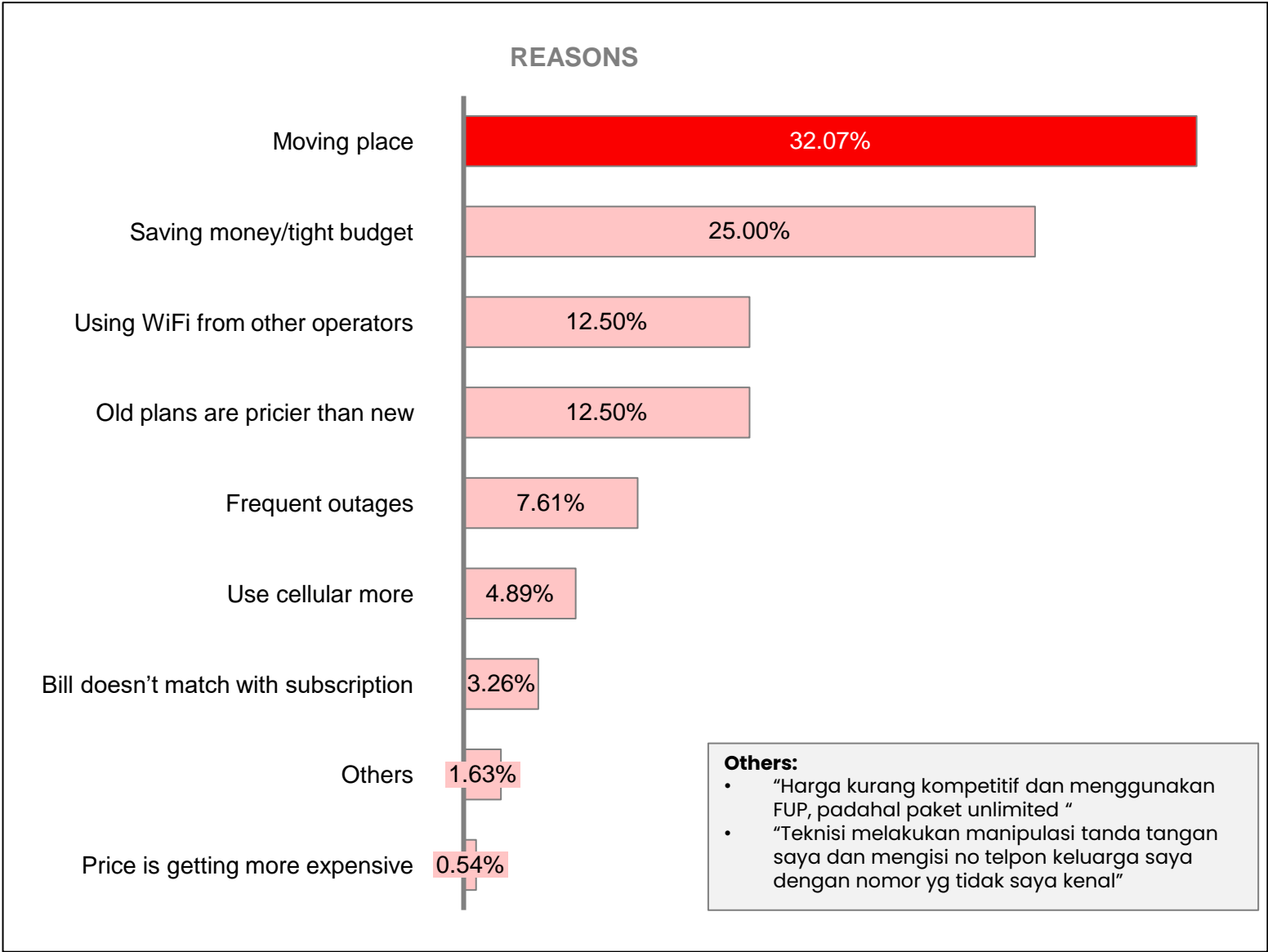
Q2. Sudah berapa lama Anda menggunakan IndiHome?
Q3. Apakah jenis paket IndiHome yang Anda gunakan?
Q4. Berapakah kecepatan paket IndiHome yang Anda gunakan?

Q6. Berapa biaya yang dikeluarkan untuk berlangganan WiFi IndiHome di hunian Anda dalam sebulan?
Q41. Selain IndiHome, Merek Wi-Fi apa yang Anda gunakan saat ini?

Reasons for Turning into CAPS (N: 199)



The top 3 reasons for turning into CAPS is due to moving place (32.07%), followed by saving money/tight budget (25%), and Already using WiFi from other operators (12.50%). 54.89% respondents claimed that they're interested in using IndiHome again if there's an attractive promotion.

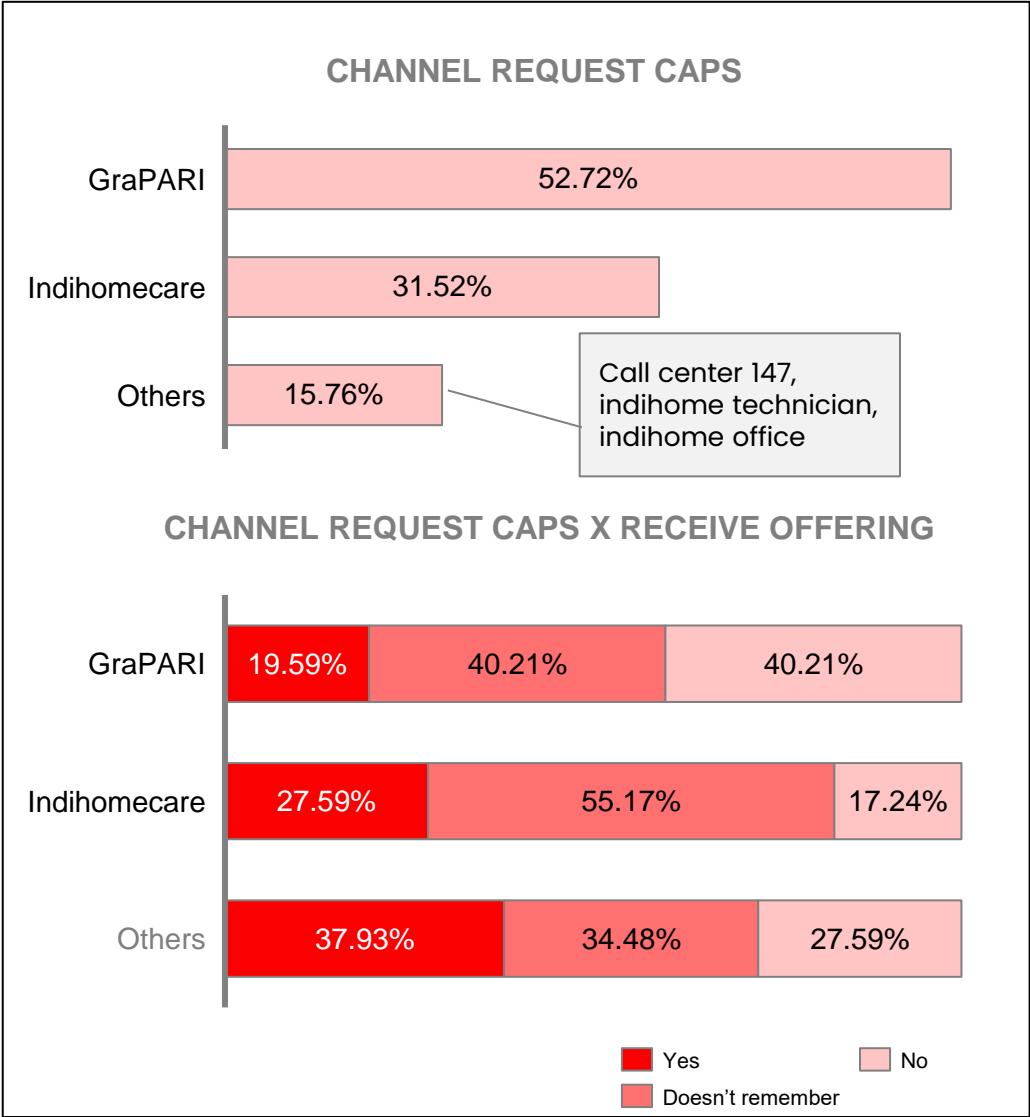
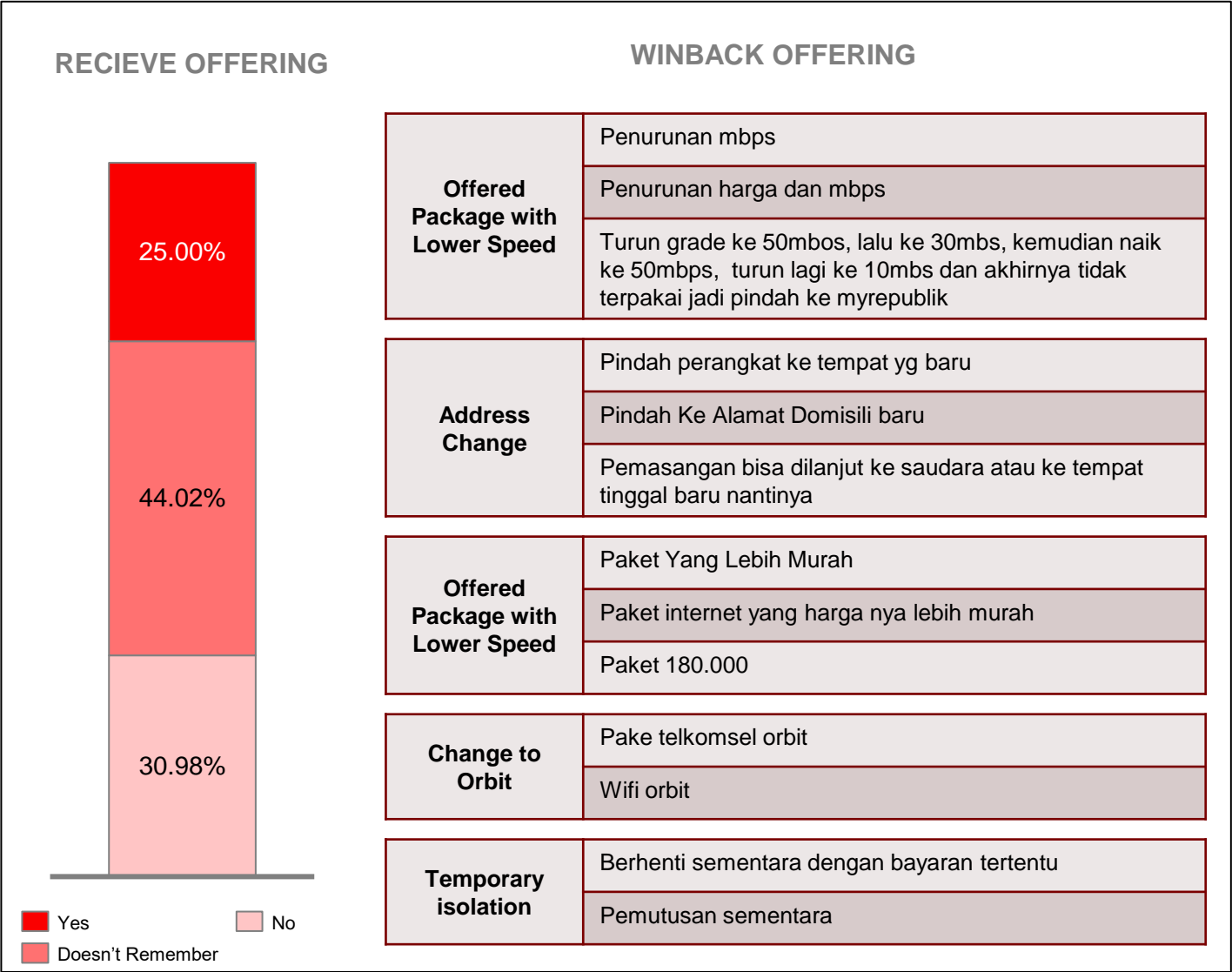


Q36. Apakah alasan utama Anda berhenti berlangganan IndiHome?
Q39. Jika Anda mendapatkan penawaran menarik untuk kembali berlangganan IndiHome. Apakah Anda tertarik untuk berlangganan kembali?
Q53. Anda lebih suka mendapatkan penawaran melalui saluran (channel) apa?

Winback Offering CAPS (N: 199)



Only 25% CAPS respondents who receive winback offer. Based on Channel request CAPS, for GraPARI only 19.59% and IndiHomecare only 17.59 of respondents who asked for stopping IndiHome subscription through that channel who received offerings.



Q38. Apakah saat mengajukan pemberhentian layanan, Anda diberikan penawaran produk?
Q37. Melalui channel apakah Anda melakukan pengajuan pemberhentian langganan IndiHome?