

# AdHoc Research Request

Detail Adhoc Research Request to Market Research and Actionable Insights Dept

\* Required

\* This form will record your name, please fill your name.

## 1. SubDirectorate \*

- ☐ Advanced Analytics and Growth Marketing
- ☐ Prepaid Consumer Marketing
- ☐ Postpaid Consumer, International Roaming and Interconnect
- ☐ By.U
- ☐ Digital Lifestyle
- ☐ Customer Journey and Digital Experience
- ☐ Pricing Center of Excellence
- ☐ Brand and Marketing Communications
- ☐ Business Solution Management
- ☐ Home Broadband and FMC Consumer Marketing
- ☐ Other

## 2. Email PIC \*

## AdHoc Research Details

### 3. Business Category \*

☐ Mobile

☐ Fixed (Incl. FMC, IPTV, or Orbit)

### 4. Research Topic (e.g. 5G Package Evaluation) \*

### 5. Problem Statement \*

### 6. Hypothesis (If any, otherwise will be "Exploratory") \*

### 7. Research Objective \*

### 8. Target Segment \*

### 9. Business Goal/ Metric that can be supported by conducting this research \*

10. Related supporting file (If any)

 **Upload file**

File number limit: 1   Single file size limit: 10MB   Allowed file types: Word, Excel, PPT, PDF, Image, Video, Audio

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