



IndiHome Loyalty Program

July 2024
Advanced Analytic And Growth Marketing

Background Study and objectives



Background

Problem Statement

IndiHome points in relation to Tsel points

Objectives

- To find out if current loyalty program is one of the consideration for factor to remain with IndiHome
- To explore market perception about IndiHome loyalty program (Telkomsel Poin)
- To explore market awareness and interest towards indihome loyalty program (Telkomsel Poin)
- To find the pain point when redeeming Telkomsel poin for IndiHome users
- To explore customer rewards preference

Hypothesis

- Loyalty program become one of the reasons why customer stick with IndiHome
- The rewards and programs is already attractive, but the number of redemption is still low among IndiHome users due to low in awareness and understanding about Telkomsel loyalty program.

Methodology

- In-house online survey conducted using Survey Monkey
- Quantitative
- Sampling method : Purposive defined sampling with descriptive analysis
- Survey period : 1st batch: 12-14 July 2024 & 2nd Batch: 23-25 July 2024

Segment	Criteria	Whitelist	Takers	TUR
Segment 1	IndiHome & Tsel Mobile user, Tier Regular	155,564	799	0.51%
Segment 2	IndiHome & Tsel Mobile user, Tier Gold	147,958	860	0.58%
Segment 3	IndiHome & Tsel Mobile user, Tier Platinum	163,374	995	0.61%
Segment 4	IndiHome & Tsel Mobile user, Tier Diamond	30,232	163	0.54%
Total		497,128	2817	0.57%

Disclaimer

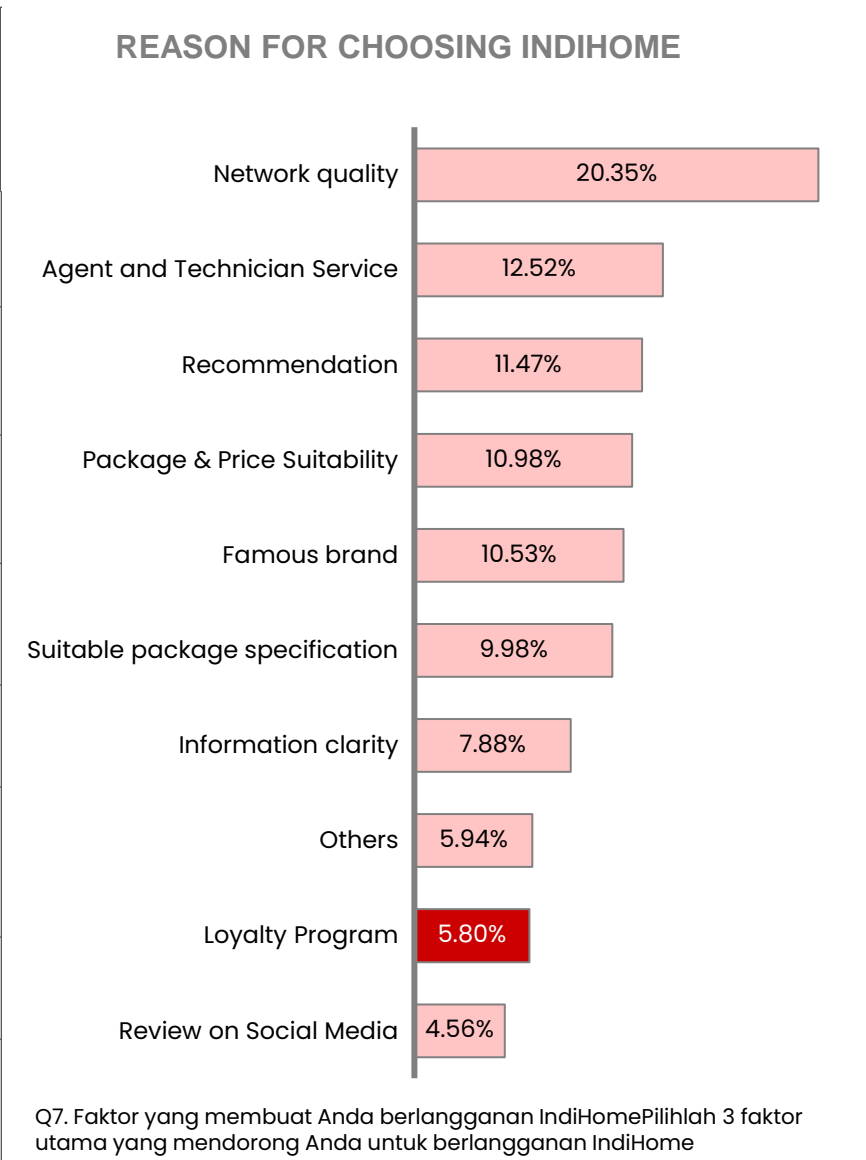
- This survey is not an absolute result (indicative) that can be used as a reference in decision-making
- It's important to note that market conditions and customer preferences may change over time, and the effectiveness of these recommendations may vary accordingly.
- Therefore, careful consideration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

Respondents Profile & Reason for Choosing IndiHome



The majority voters have skewness to age 36–45 years old (32.55%), working as private employee (30.03%), mostly from Sumatra (21.87%), living in an ordinary house (86.08%), with using IndiHome for more than 12 months (61.55%), package internet only (42.10%), speed 30Mbps (30.71%), and spending more than Rp 350.000 each month for their IndiHome service (54.49%).

	Majority Group Respondent N: 2817	Segment #1 IndiHome user, Tier Regular N: 799	Segment #2 IndiHome user, Tier Gold N: 860	Segment #3 IndiHome user, Tier Platinum N: 995	Segment #4 IndiHome user, Tier Diamond N: 163
Age	36–45 y.o (32.55%)	26–35 y.o (41.43%)	26–35 y.o (28.37%)	36–45 y.o (36.98%)	36–45 y.o (41.10%)
Occupation	Private Employee (30.03%)	Private Employee (28.79%)	Private Employee (28.95%)	Private Employee (31.66%)	Private Employee (31.90%)
Region	Sumatra (21.87%)	Sumatra (27.91%)	Sumatra (25%)	Jabodetabek (17.99%)	Sumatra (17.79%)
Residential Type	Ordinary House (86.08%)	Ordinary House (80.73%)	Ordinary House (86.16%)	Ordinary House (89.85%)	Ordinary House (88.96%)
LoS	>12 Months (61.55%)	<3 Months (41.05%)	>12 Months (59.88%)	>12 Months (94.07%)	>12 Months (95.09%)
IndiHome Package	Internet Only (42.10%)	Internet Only (69.59%)	Internet Only (48.37%)	Internet + TV (35.68%)	Internet + TV + Phone (38.04%)
Speed	30Mbps (30.71%)	30Mbps (47.18%)	30Mbps (37.09%)	50Mbps (33.77%)	>= 100 Mbps (65.03%)
Spending	> Rp 350.000 (54.49%)	Rp 300.000 – Rp 350.000 (31.79%)	> Rp 350.000 (34.19%)	> Rp 350.000 (93.57%)	> Rp 350.000 (89.57%)



What is Loyalty Program?



"Loyalty program is a special program that is designed to appreciate loyal customers in the form of rewards (bonus, discount, etc.)"

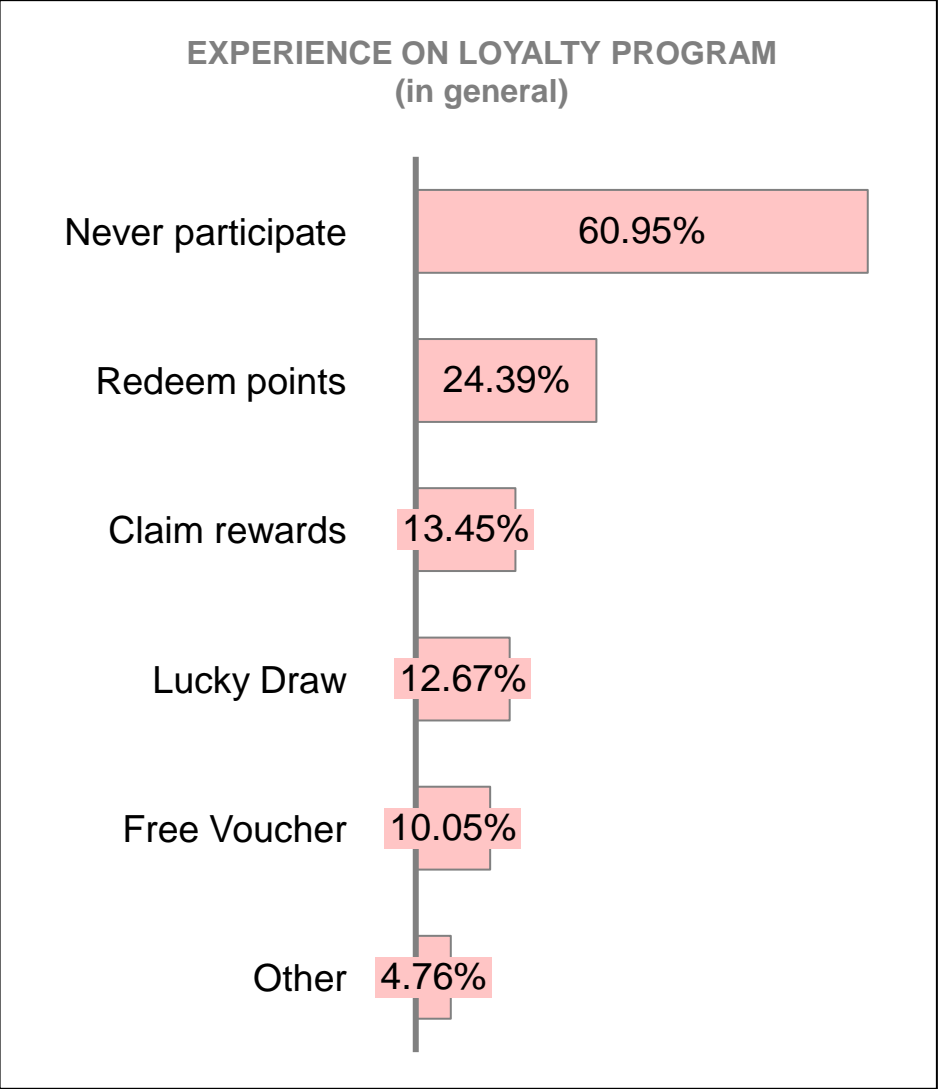
LOYALTY PROGRAM BASED ON PREVIOUS STUDY

An act of appreciation from brands or products for their customers, which will give them a certain amount or form of benefits later after they've done a certain number of transactions or activities.

- Nielsen Loyalty Study (2019)

Obtain benefit and can feel the difference from non-loyal customer. Benefit is something that is unexpected and memorable with minimum effort to get it.

- UX Prodigy x MCI Reeflecting Telkomsel Loyalty Program (2023)

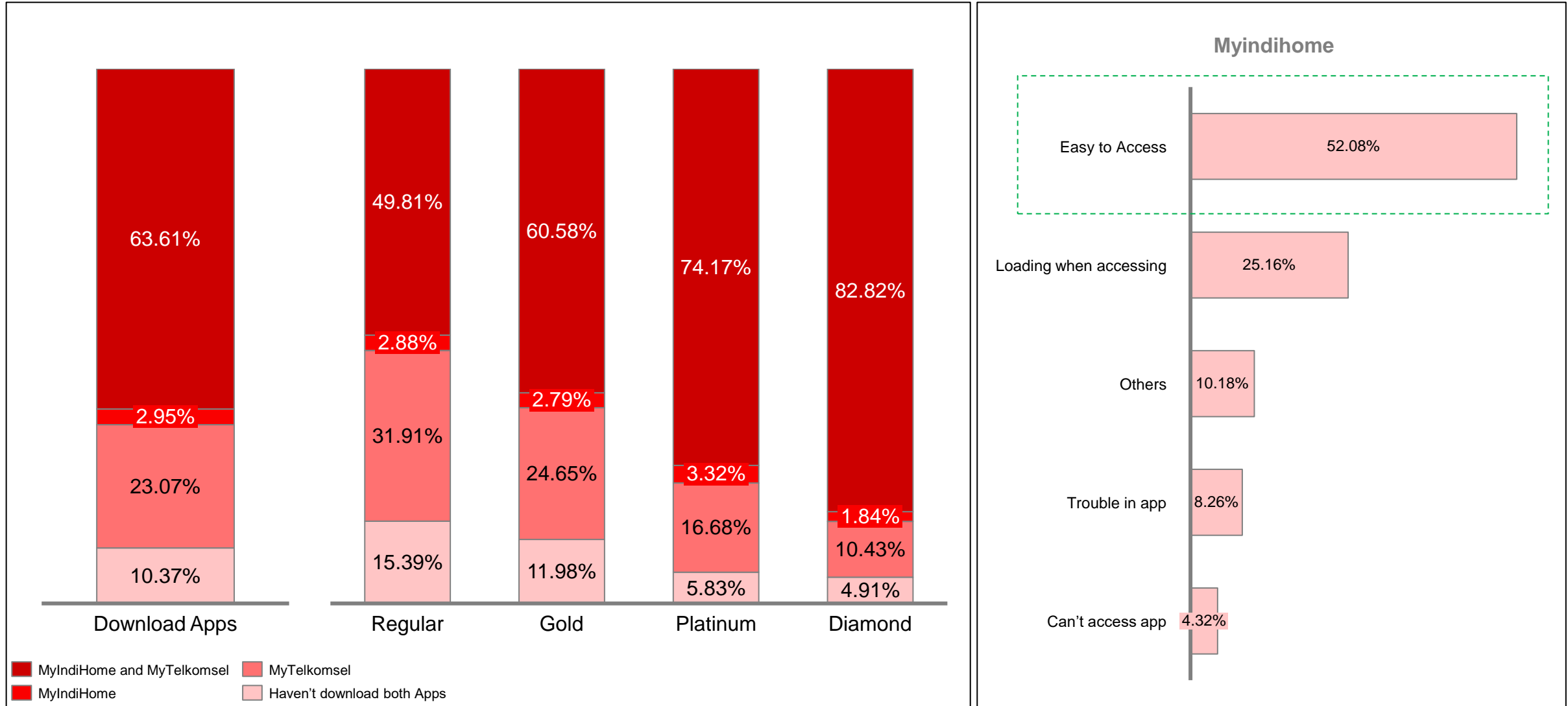


Q8. Apakah yang terpikirkan oleh Anda ketika melihat kata "loyalty program"?
Q9. Bentuk loyalty program seperti apa yang pernah Anda ikuti?

Apps Usage



10.37% respondents still haven't downloaded MyIndiHome and MyTelkomsel Apps, and most of them come from Regular Tier segments. 52.08% of those who have used Myindihome found that it is easy to access information about Telkomsel Poin in Myindihome apps.

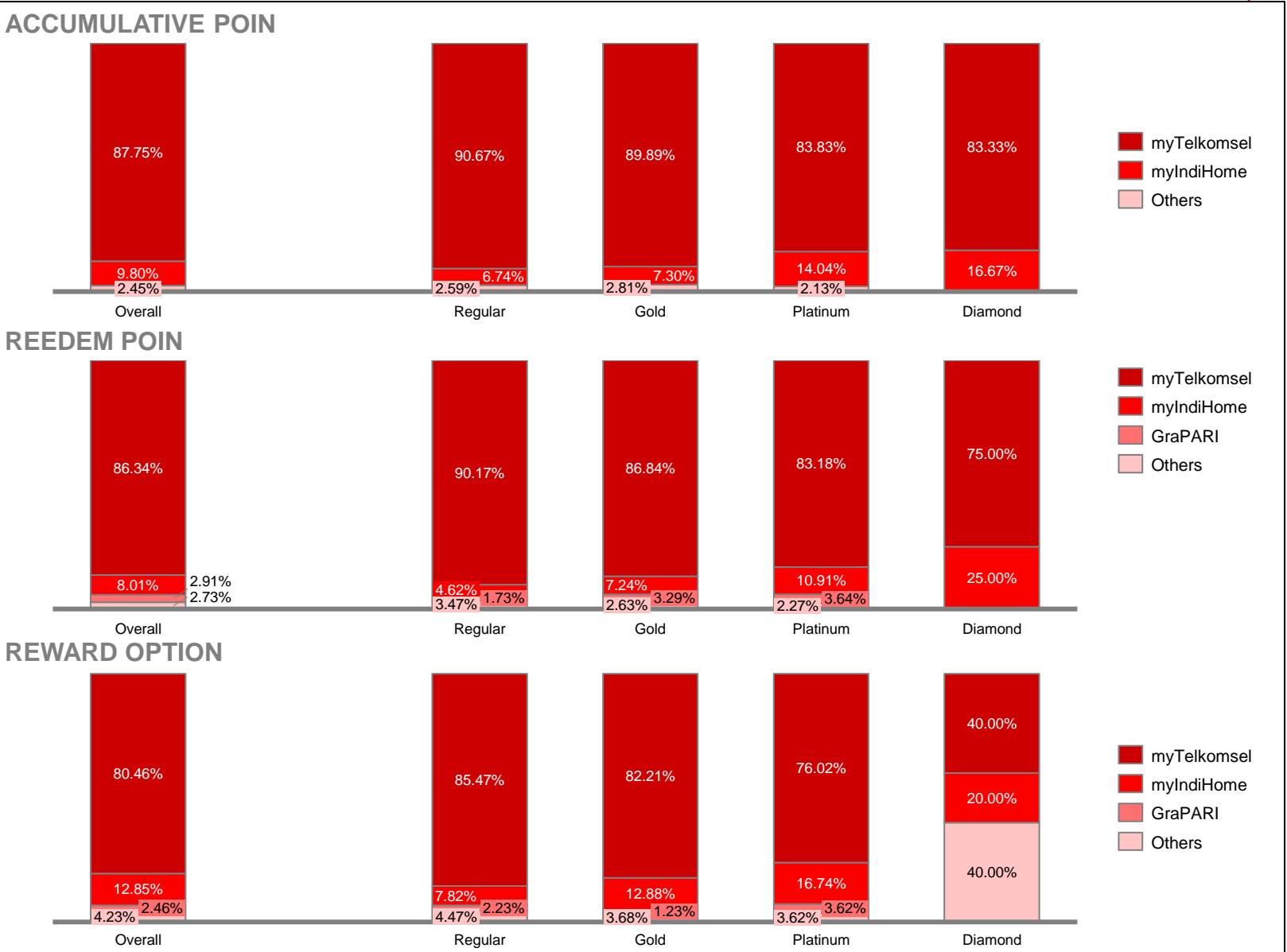
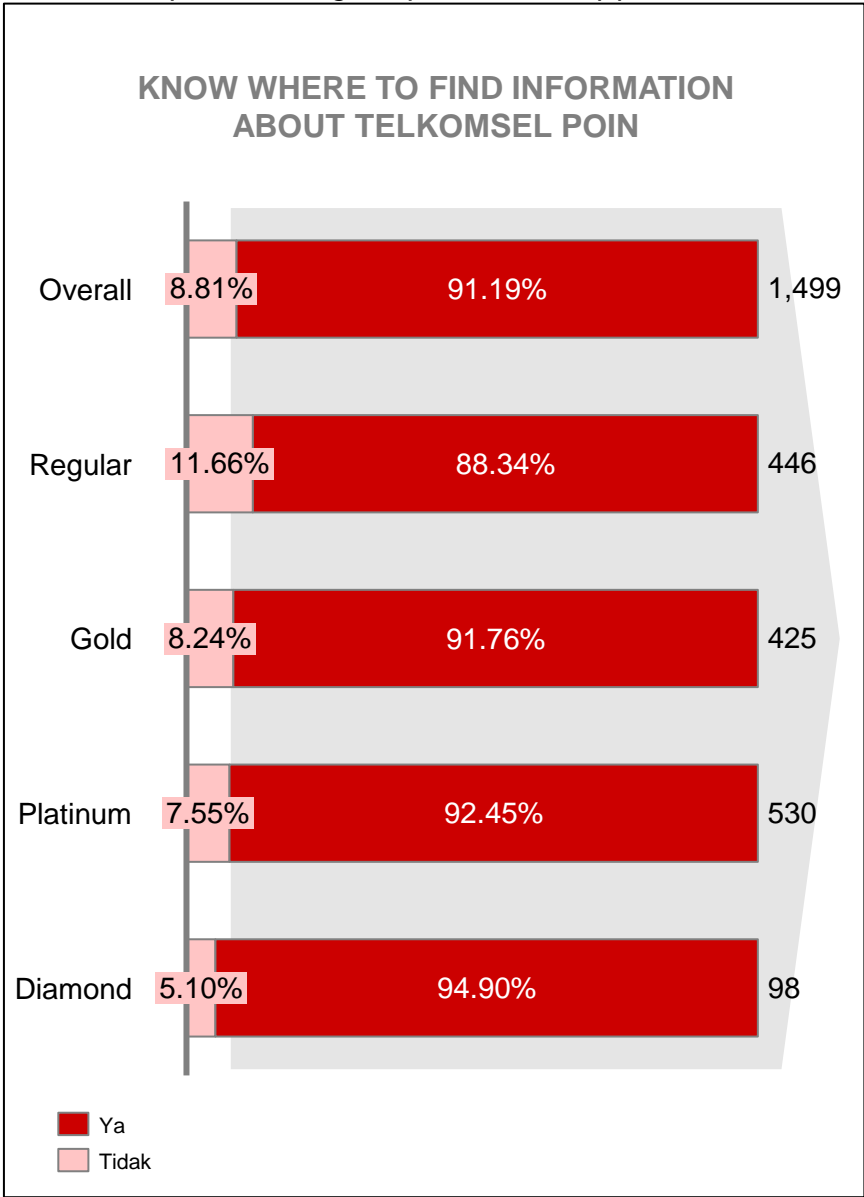


Q10. Apakah Anda sudah download aplikasi MyIndihome dan MyTelkomsel?

Q11. Bagaimana pengalaman Anda ketika mengakses informasi Telkomsel Poin di aplikasi MyIndihome?

Telkomsel Poin Source of Information

91.19% respondents acknowledge where to find information about Telkomsel Poin. and they mostly find information about total poin, how to redeem poin and rewards option through myTelkomsel apps.



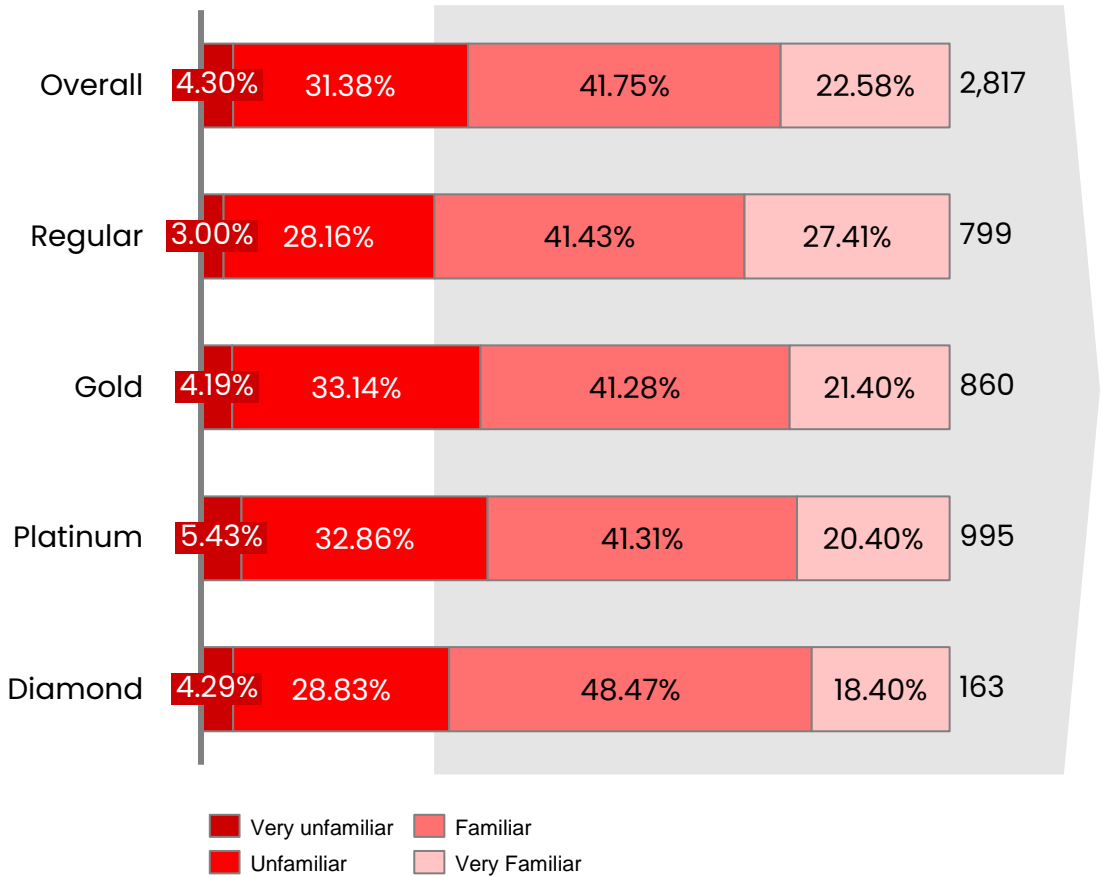
Q15. Apakah Anda mengetahui dimana mencari informasi jumlah Telkomsel poin Anda ?
Q17. Dimanakah Anda mendapatkan informasi terkait Telkomsel Poin Anda?

Telkomsel Poin Awareness

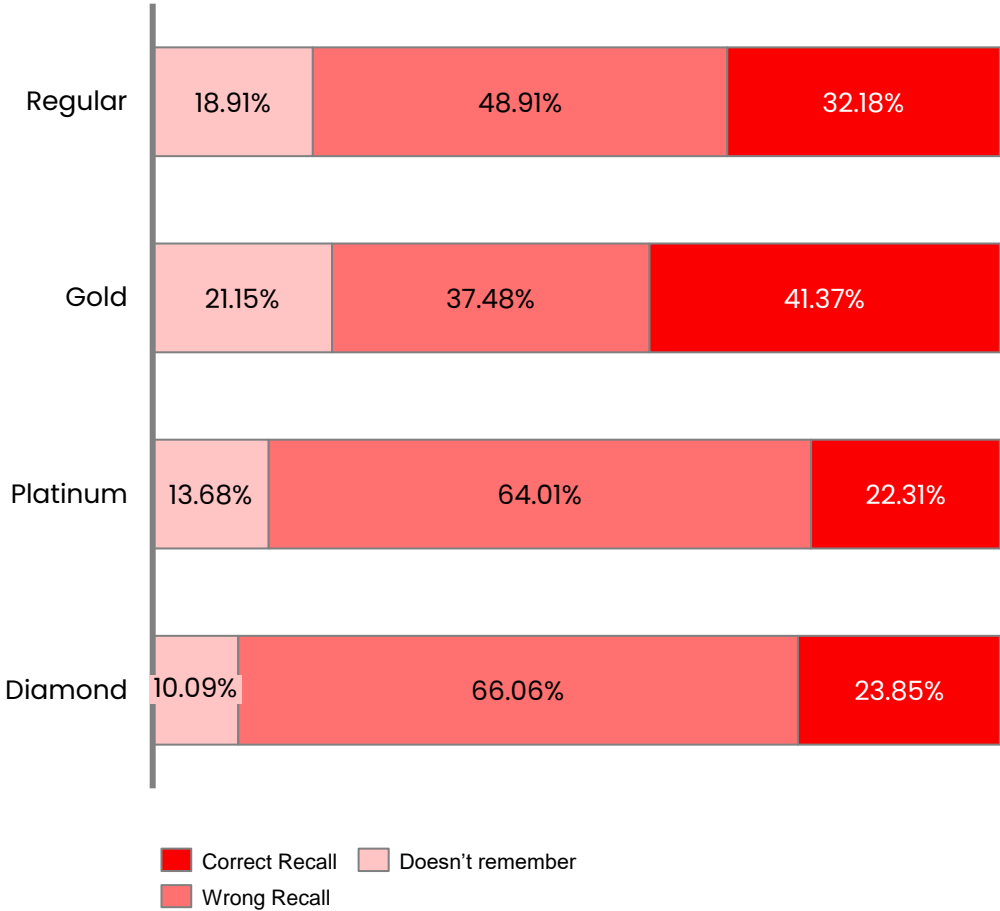


Overall, most respondents are already familiar with Telkomsel Poin (64.33%) but more than 50% of them is either doesn't know their own tier or wrongly recall their tier.

FAMILIARITY WITH TELKOMSEL POIN



AWARENESS ABOUT THE TIER OWNERSHIP



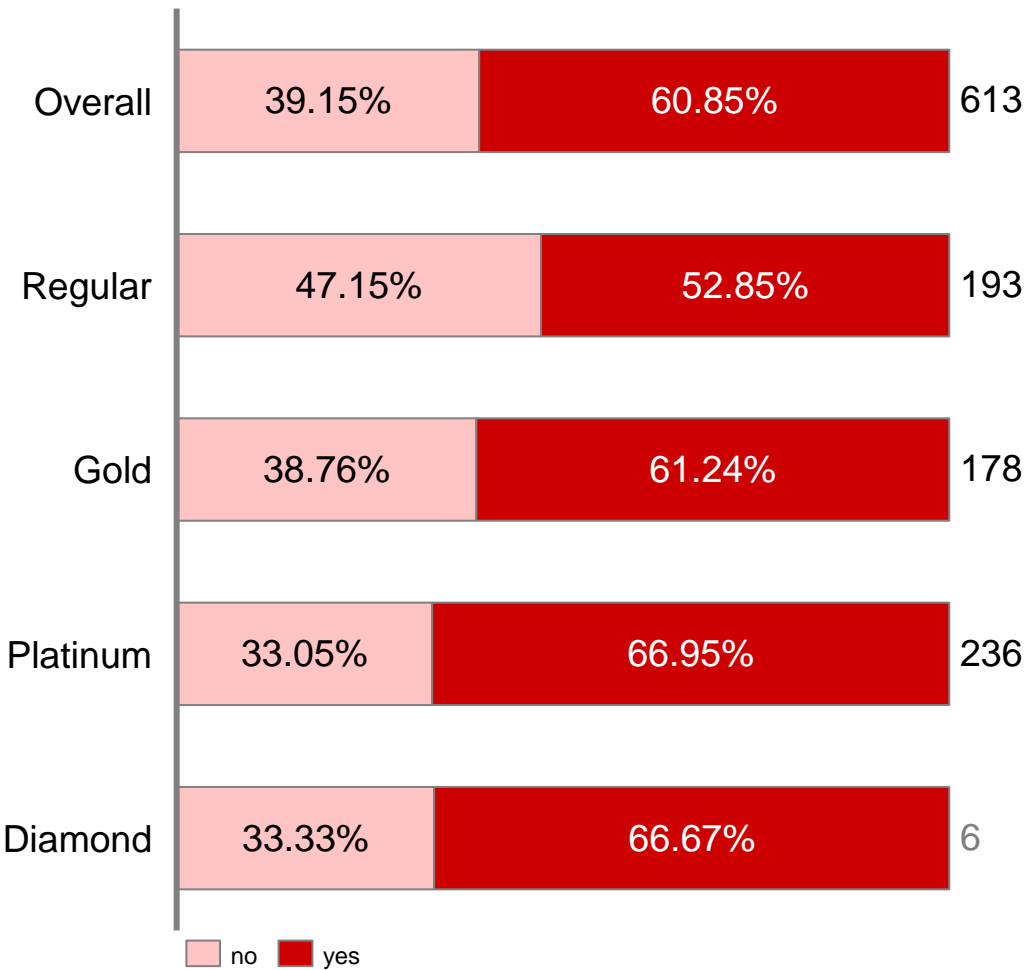
Q12. Apakah Anda familiar dengan Telkomsel poin?Sebelumnya juga dikenal dengan IndiHome poin
Q14. Apa tingkatan Telkomsel poin Anda saat ini?

Poin Reeden Behavior



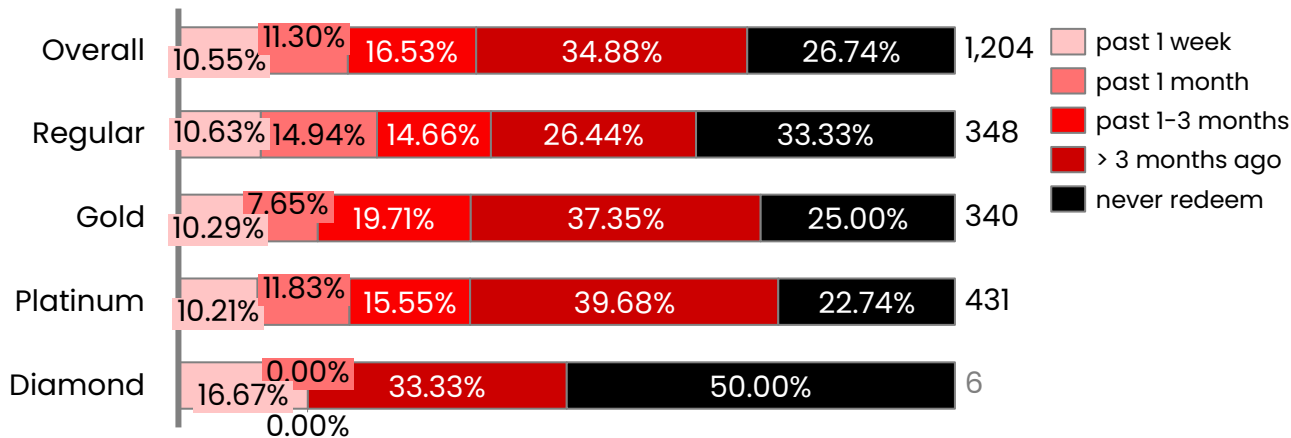
- Overall, 60.85% respondents claimed that they're aware of their total poin. 26.74% of them never redeem their point.
- 38.38% respondents redeem their point in the past 3 months, majority already redeem 1-100 points (25%)

AWARNESS OF THEIR TOTAL POIN

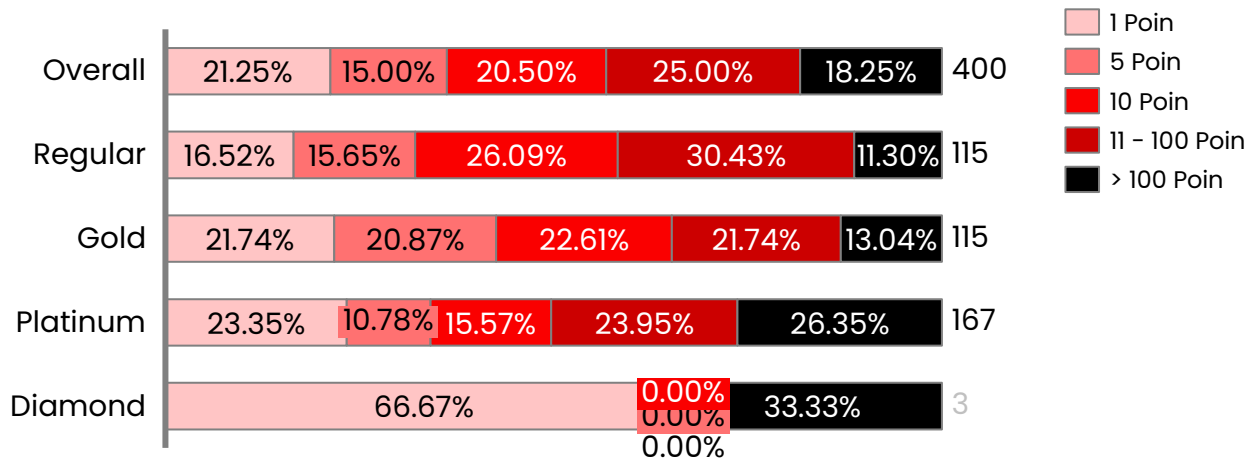


Q18. Apakah Anda mengetahui jumlah Telkomsel Poin Anda saat ini?
Q19. Kapan terakhir kali Anda melakukan penukaran Telkomsel poin anda?
Q20. Jumlah poin yang Anda tukarkan dalam satu bulan terakhir?

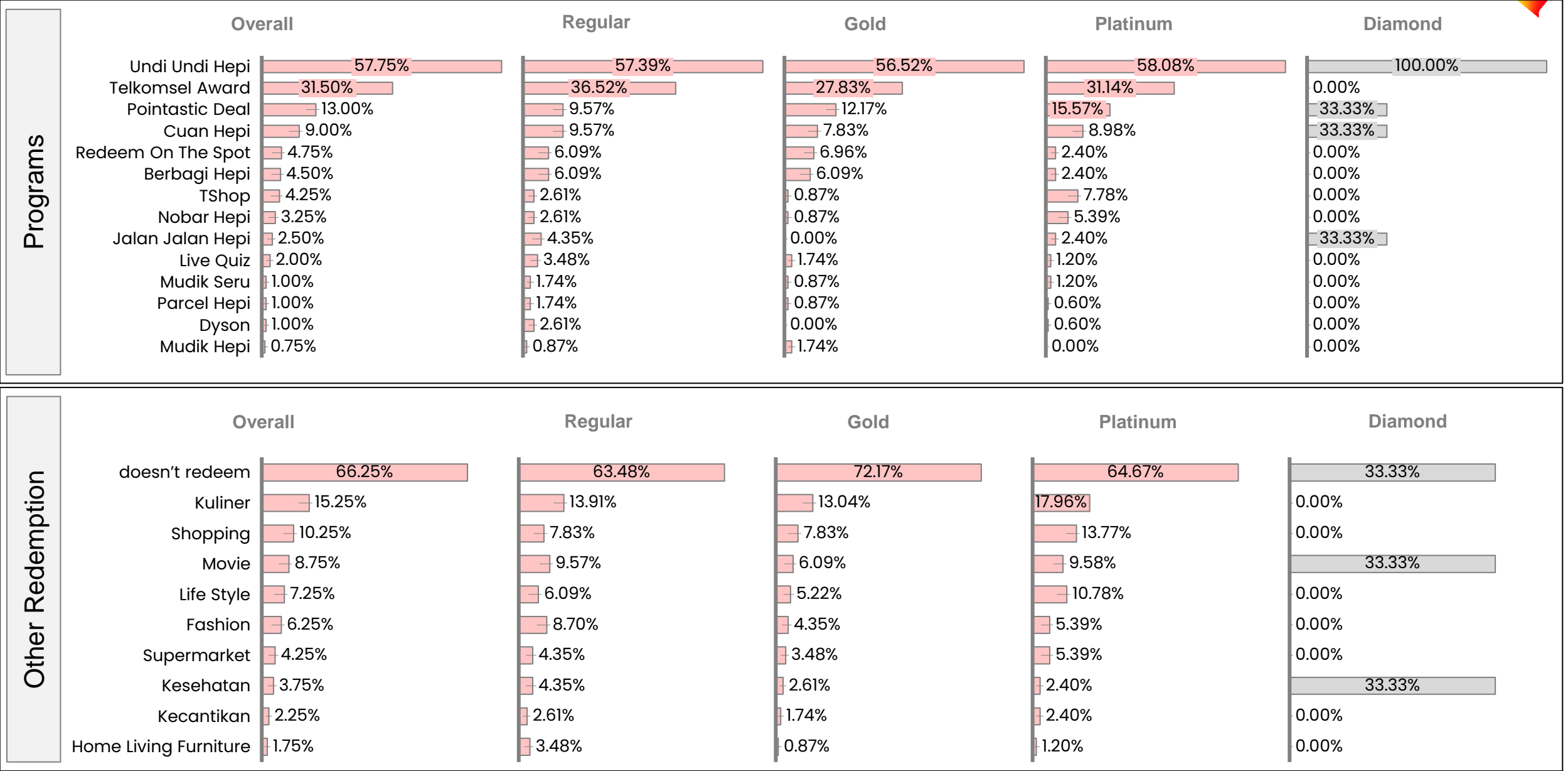
REEDEM POIN PERIODS



TOTAL REDEMPTION POIN



Redeemers: Program and Rewards redeemed with Telkomsel Poin

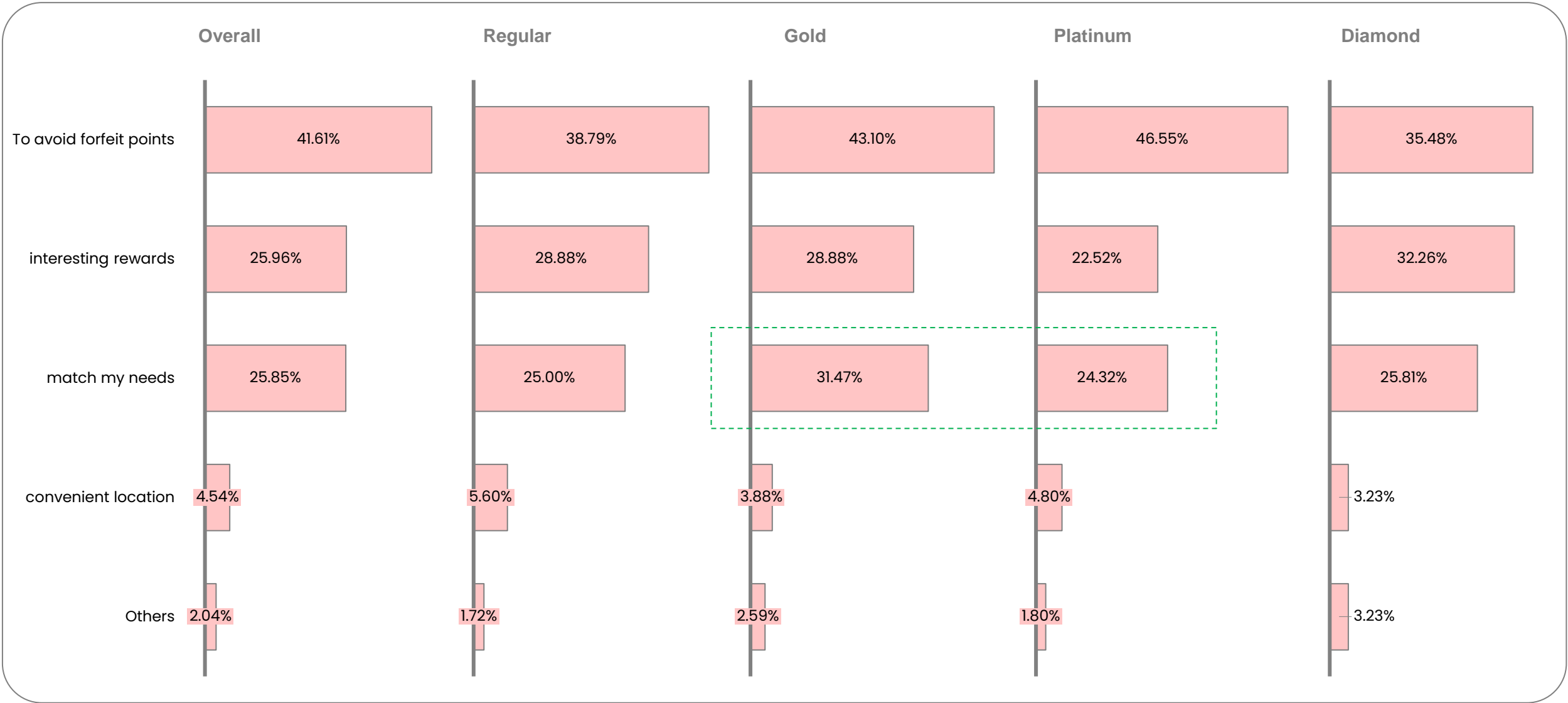


Q21. Selama menjadi pelanggan IndiHome, Program Loyalty mana yang pernah Anda ikuti dengan melakukan Tukar Poin?
Internal Q22. Selain program diatas, apakah Anda pernah Tukar Poin dalam salah satu kategori di bawah ini?Pilihlah kategori yang pernah Anda pilih untuk penukaran poin

Reason for Redemption



Top reason for redemption is to avoid forfeit points (41.61%). And for the second reason for tier regular is due to interesting rewards (28.88%), and for respondents of tier gold and tier platinum their second driver to redeem their Telkomsel Poin is due to the rewards match their needs (Tier Gold: 31.47%; Tier Platinum: 24.32%)

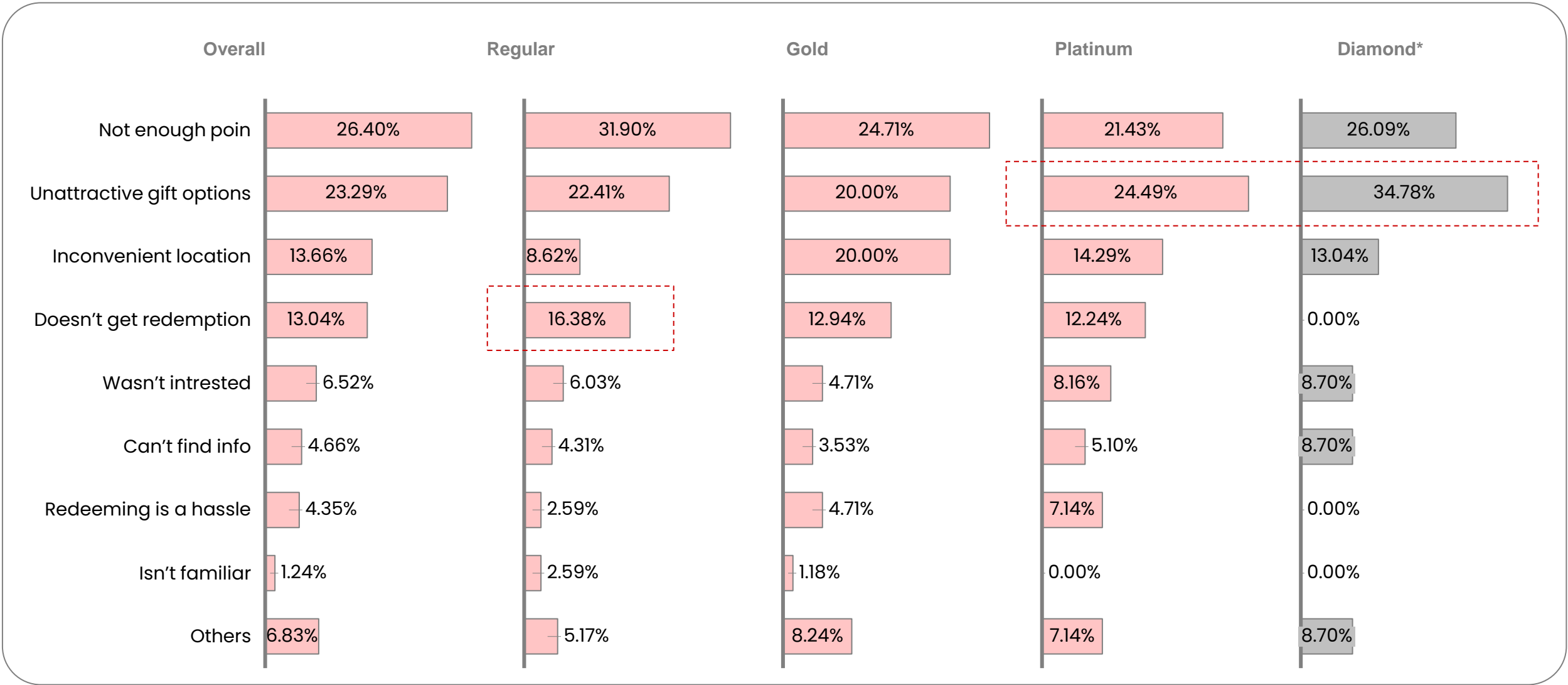


Q23. Hal apa yang membuat Anda memutuskan menukarkan Telkomsel Poin Anda?

Non Redeemers: Reason for Not Redeeming Point



Overall, the top reason for not redeeming Telkomsel Poin is due to respondent doesn't have enough poin to get the rewards they want (26.40%), but for Platinum and Diamond Tier, their top reasons is due to unattractive gift options (Tier Platinum: 24.49%; Tier Diamond: 34.78%).



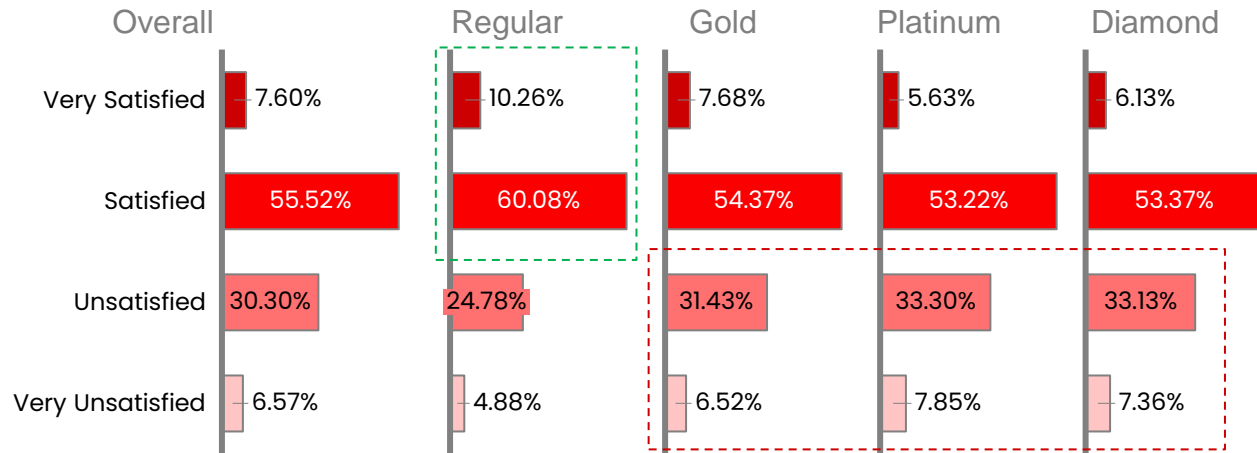
*Diamond takers for Non Redeemers is insufficient (N: 23)
Q24. Hal apa yang membuat Anda tidak menukarkan Telkomsel Poin yang Anda miliki?

Satisfaction Towards Telkomsel Poin

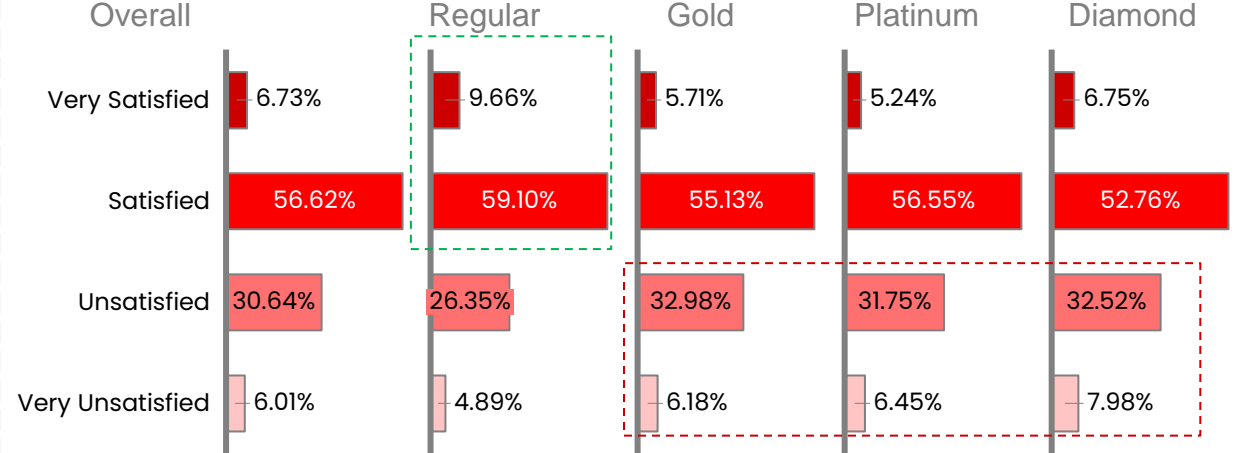


Overall, respondents already feel satisfied with all aspects of Telkomsel Poin. But we need to watch out for Gold, Platinum, and Diamond Tier because they tend to more likely to claimed unsatisfied to aspects of Telkomsel Poin.

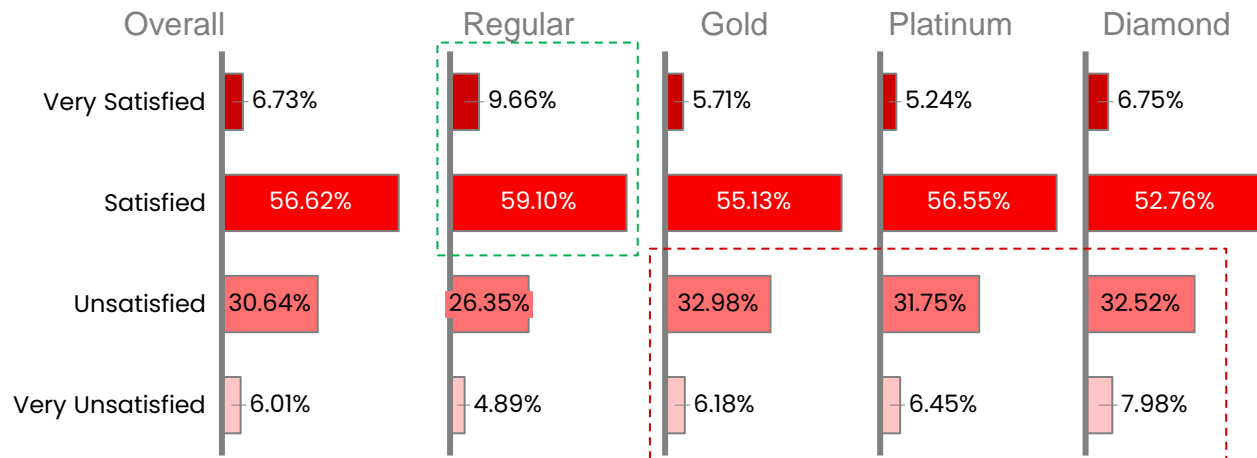
INFORMATION CLARITY



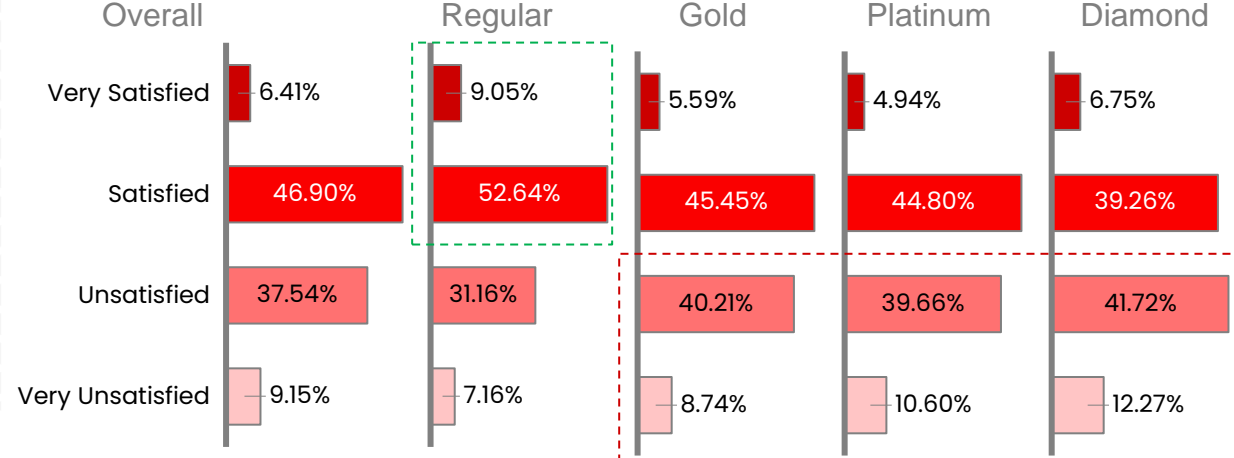
POIN COLLECTION



REWARDS' OPTIONS



REEDM PROCESS



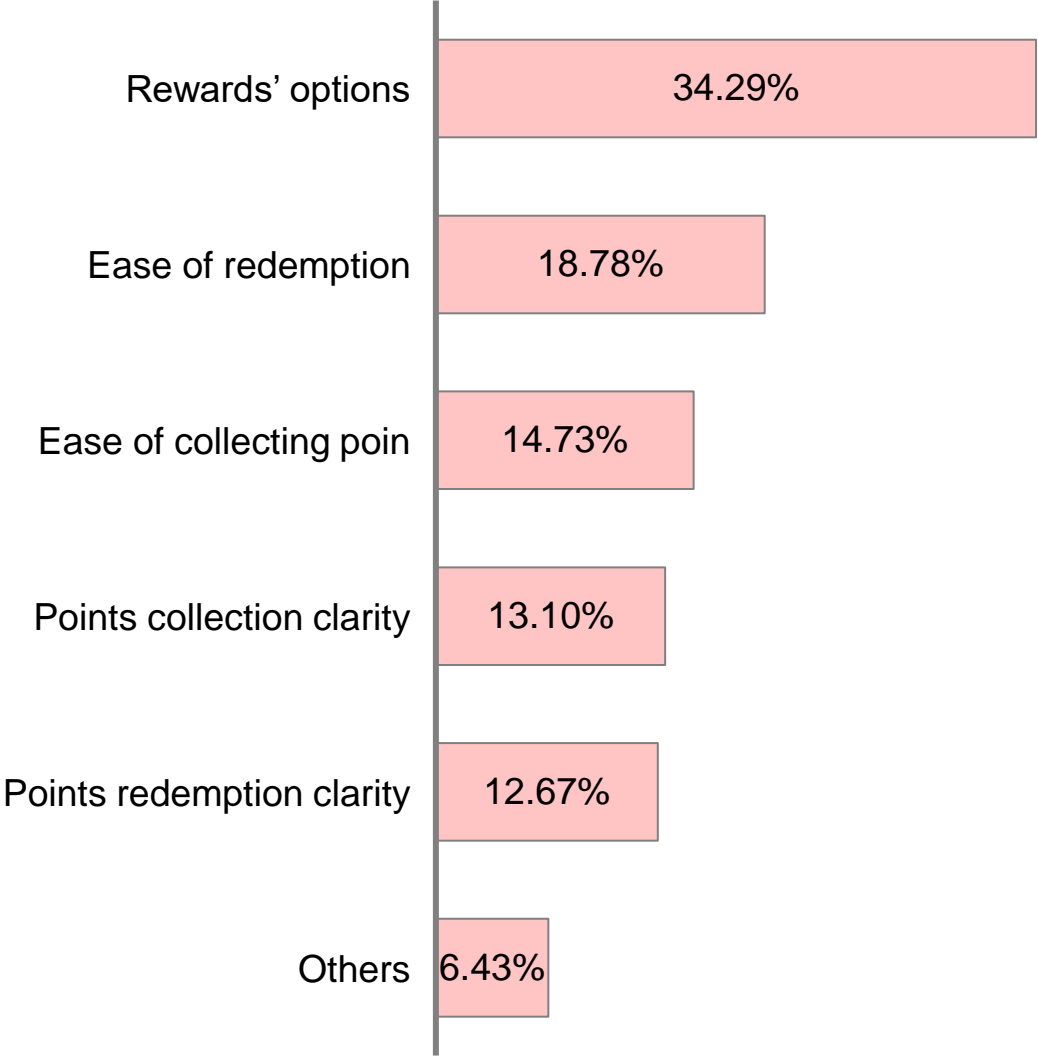
Q25. Seberapa puas Anda terhadap beberapa aspek Telkomsel Poin berikut?

Improvement Area



34.29% respondents claimed that rewards' option is the thing that need urgently to improve from Telkomsel loyalty program.

FEEDBACK



Q26. Hal apa yang paling harus ditingkatkan dari Telkomsel Poin?

VERBATIM OTHERS

Ease of Getting Rewards	Hadiah diberikan hrs fair, jgn hanya yg banyak poin saja yg kebagian
	Hadiah penukaran harus relevan dan mudah didapat, apalagi saya pengguna telkomsel sejak tahun 2006
	Hadiah tidak adil, dapat poin tinggi selalu tidak ada hadiah
Transparent Information about Lucky Draw	Kejelasan Informasi saat tidak atau memenangkan hadiah
	Hasil penukaran poin maupun informasi undian yg kurang jelas/transparan
	Kejelasann apakah benar jadian yang mobil itu ada atau hanya gimick aja
Poin Reminders	Untuk penukaran poin, mohon dsediakan untuk bilangan penukaran 5 atau 10 poin, dan berlaku kelipatan. Jangan hanya di akhir tahun
	Muncul di layar mytelkomsel berapa poin.
	Klo bisa di beritahu lewat sms ataupun wa ataupun lewat lainnya
Information about Rewards	kemudahan menukarkan poin, karena minim nya info untuk reward apa saja yang masih ada di setiap daerah yang ada, dimana juga terlalu membuang waktu ketika harus menunggu dan reward yang dicari habis atau tidak ada
	cara menukarkan poin dan pilihan hadiah di sesuaikan tempat tinggal costumer berada

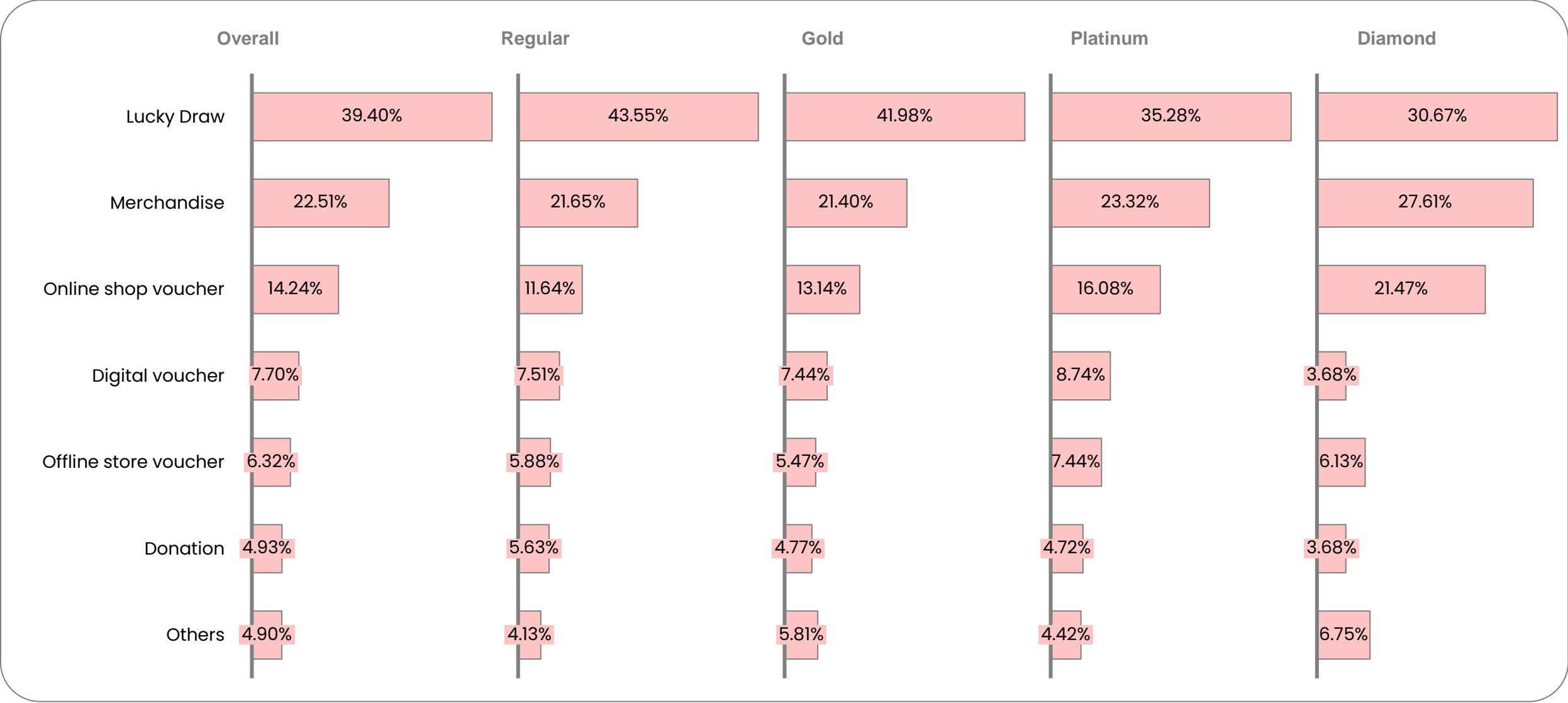


Exploration Future Rewards

Rewards Preference Exploration



39.40% of respondents prefer Lucky draw for redeem Telkomsel Poin while merchandise (22.51%) ranks the second, then Online shopping voucher (14.24%) the third.

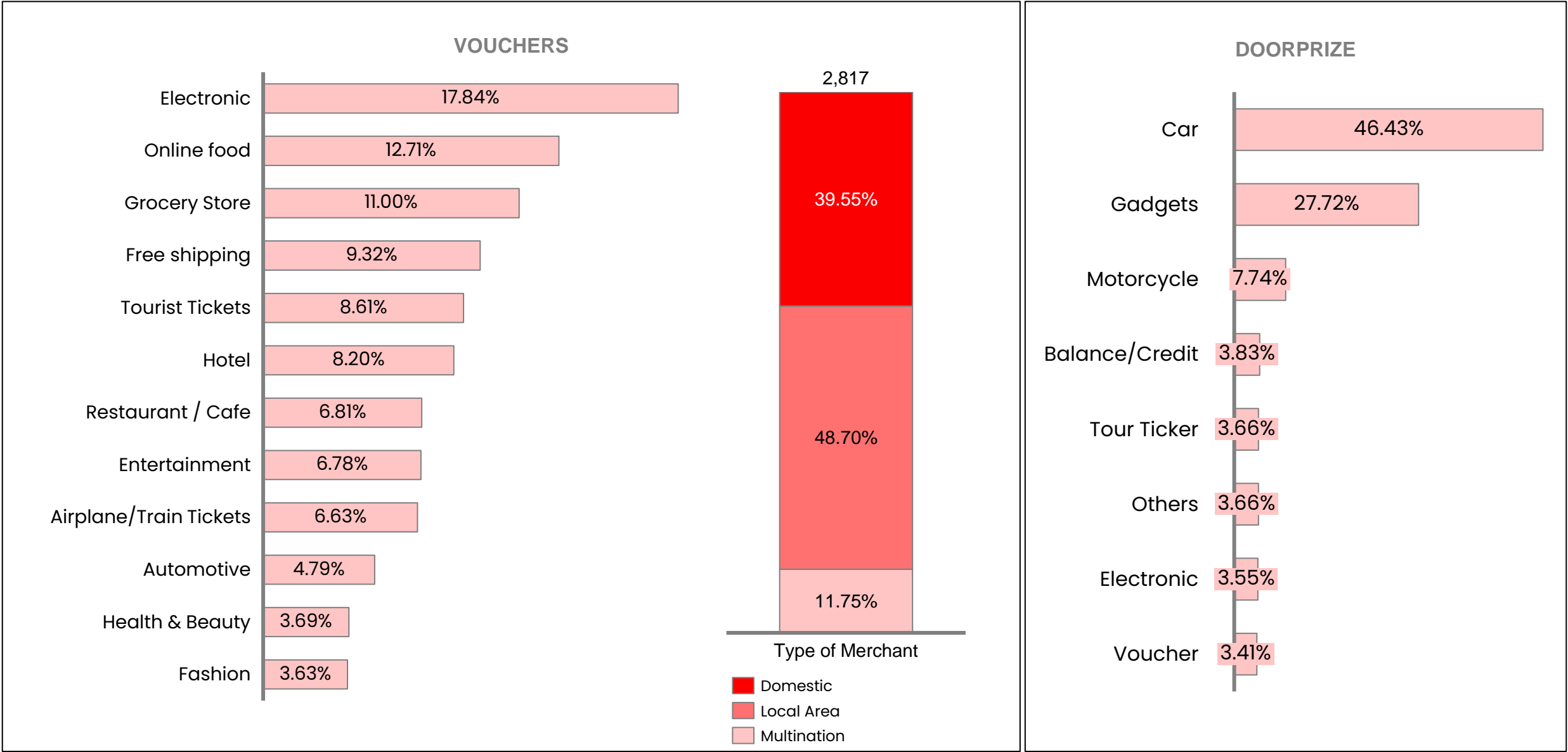


Q27. Dari pilihan berikut, jenis hadiah apa yang menurut Anda paling menarik untuk ditukar Telkomsel Poin?

Voucher and Lucky Draw Doorprize Preference Exploration



The most interesting voucher to redeem with Telkomsel Poin is Electronic product voucher (17.84%). Respondents would like it better if the merchant offered is a local area merchant (48.70%). And for door prize, the most expected prize is Car (46.43%).



Q28. Hadiah voucher apa yang menarik untuk ditukar Telkomsel Poin?Pilih 3 hadiah voucher yang paling Anda minati
Q30. Jenis merchant yang paling Anda minati untuk menukarkan Telkomsel Poin?

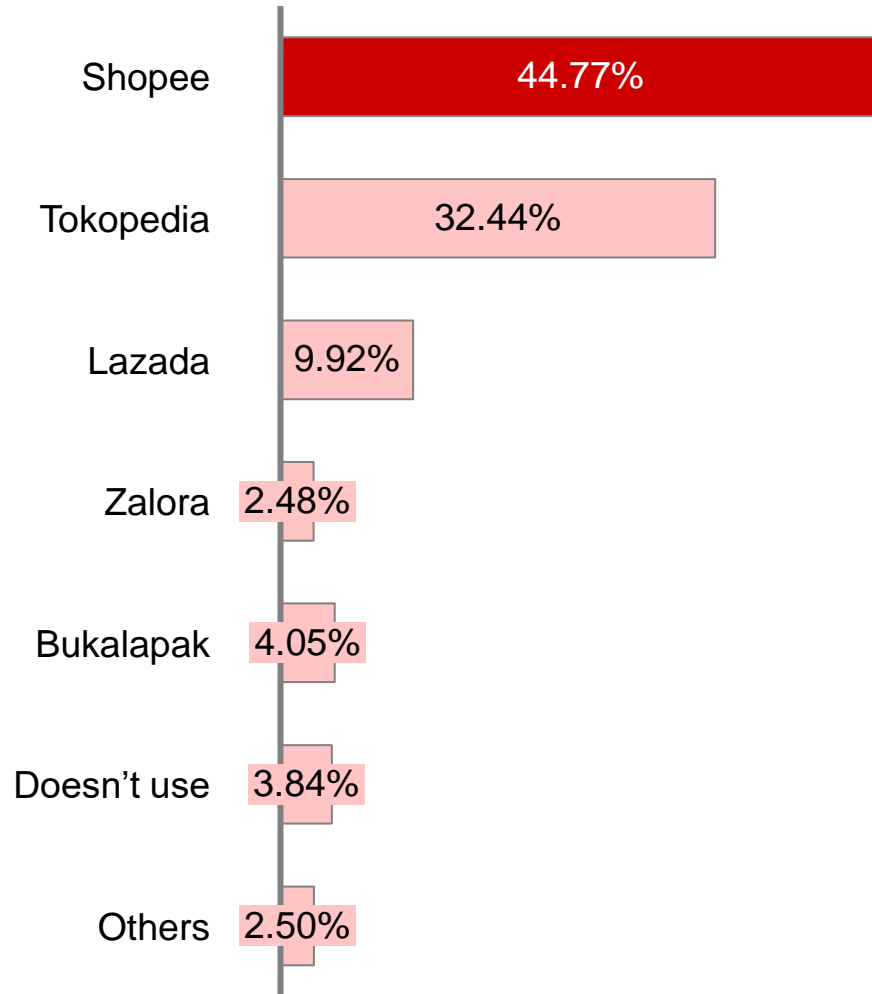
Q29. Hadiah Undian Poin yang paling Anda harapkan?

E-Commerce Preference & Purchase Behavior Exploration

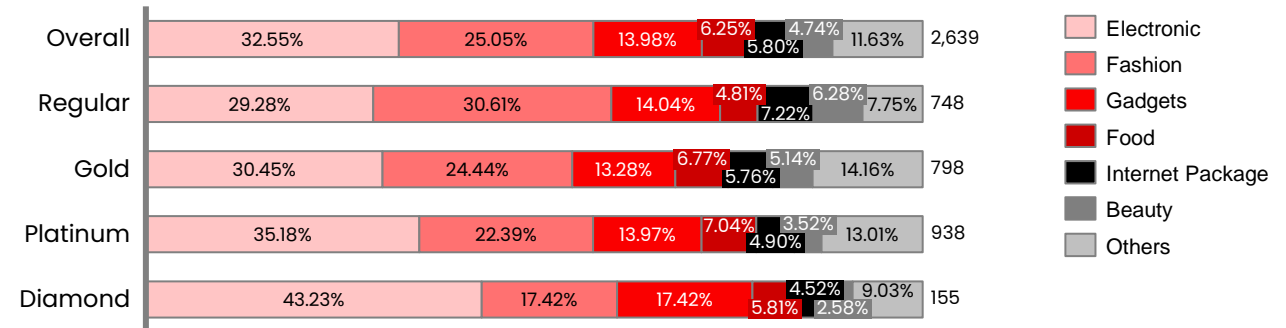


Top preference for online store is Shopee (73.73%) and Tokopedia (53.43%). Overall, most respondents purchased Electronic (3255%) in e-commerce, purchased frequency is 1-2 times a month (43.65%) and spends Rp 100.000 – Rp 500.000 monthly (40.55%).

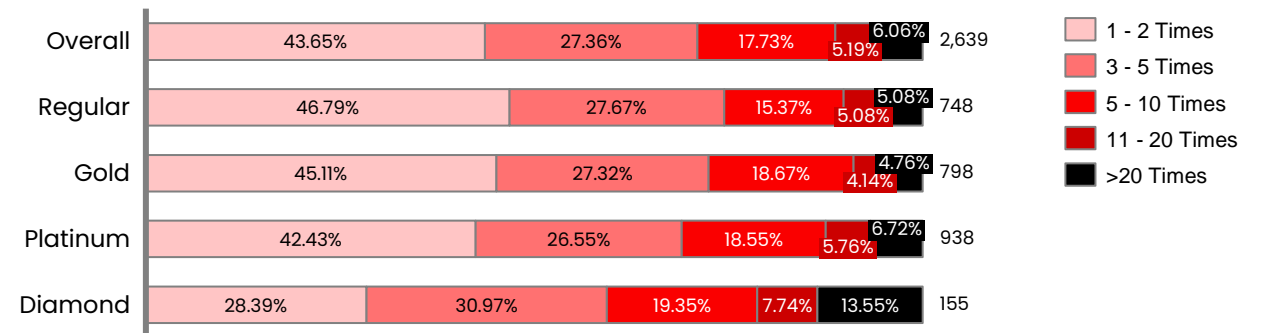
PREFERRED ONLINE STORE



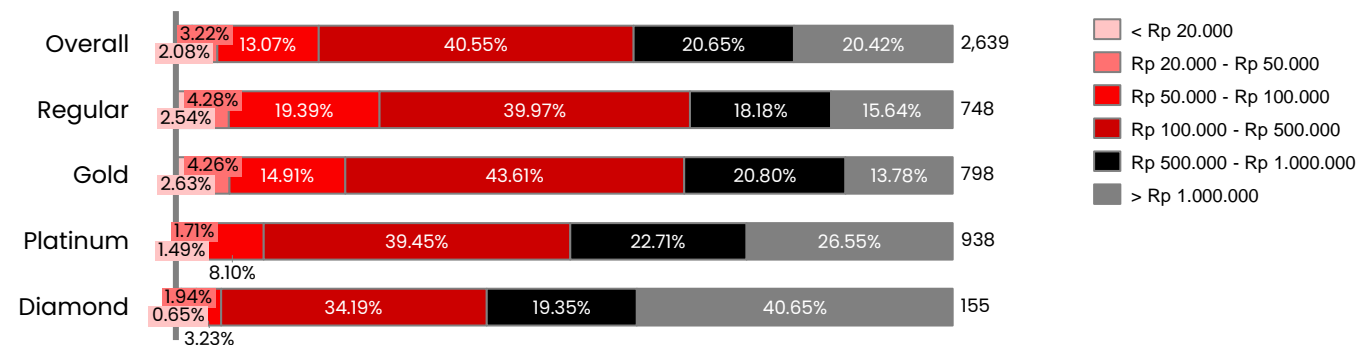
ITEM PURCHASED



PURCHASE FREQUENCIES



E-COMMERCE MONTHLY SPENDING



Q31. E-commerce yang Anda gunakan untuk berbelanja online?

Q32. Jenis barang yang Anda beli di e-commerce?

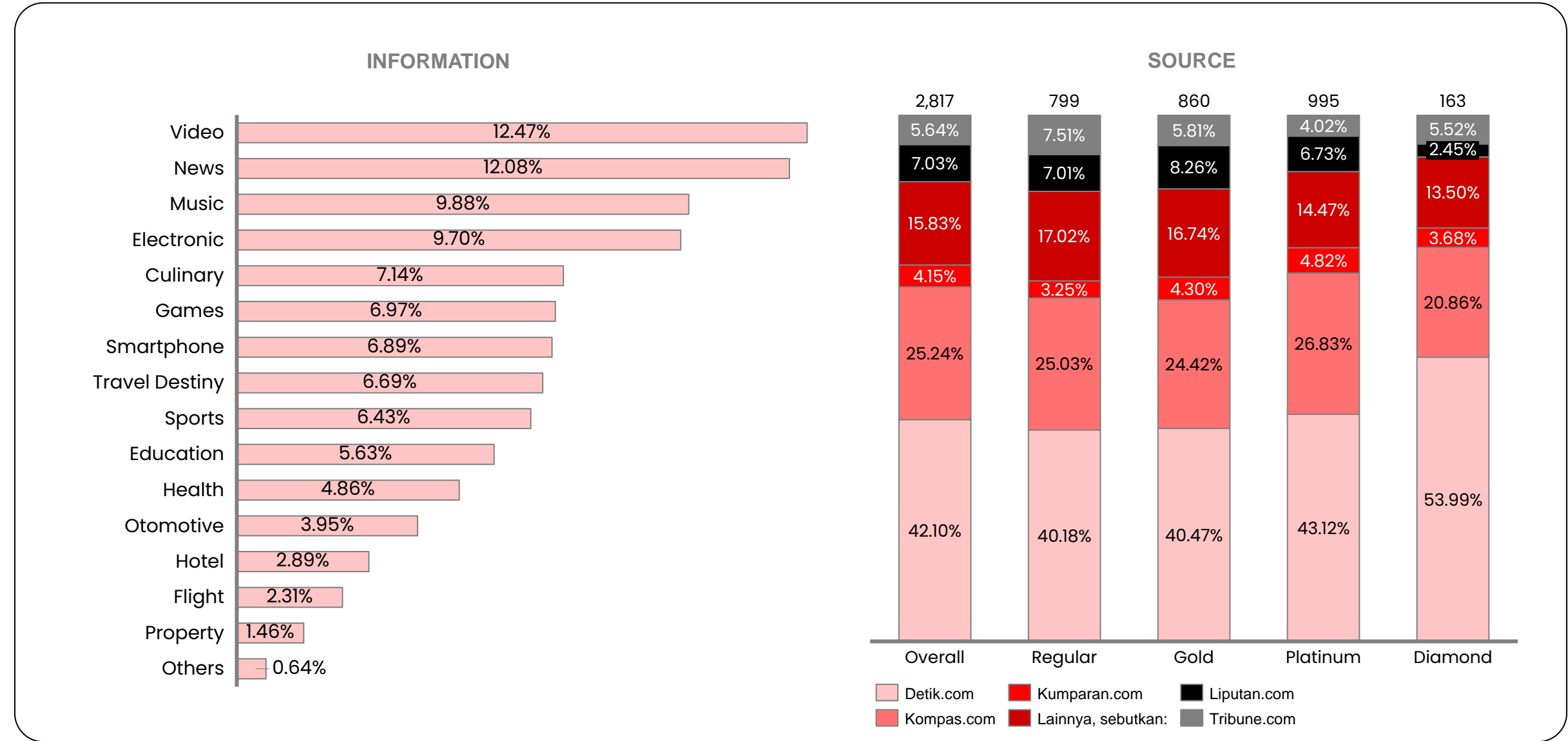
Q33. Berapa kali transaksi e-commerce yang Anda lakukan tiap bulannya?

Q34. Berapa pengeluaran Anda untuk berbelanja di e-commerce setiap bulannya?

Information Interest



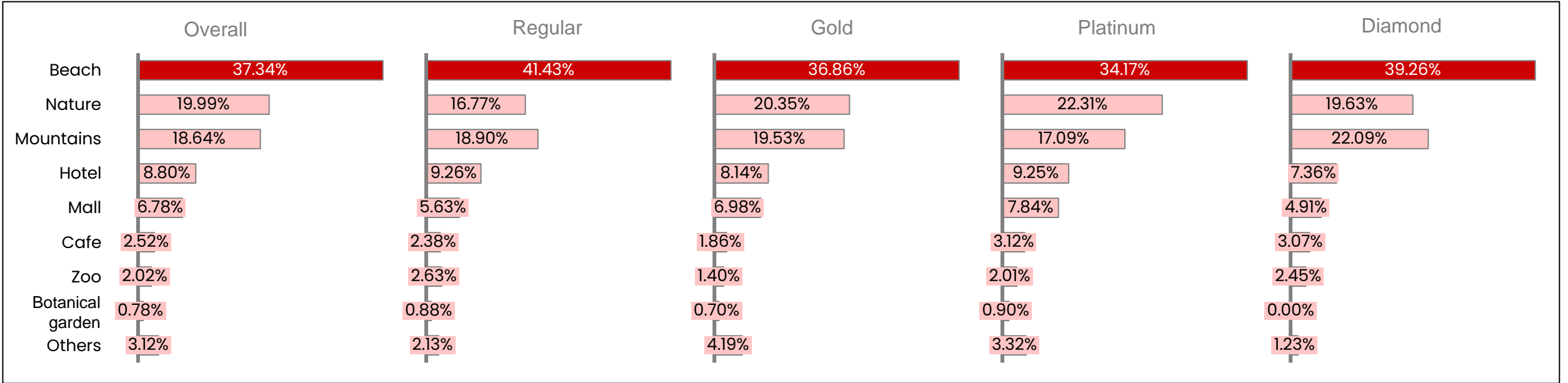
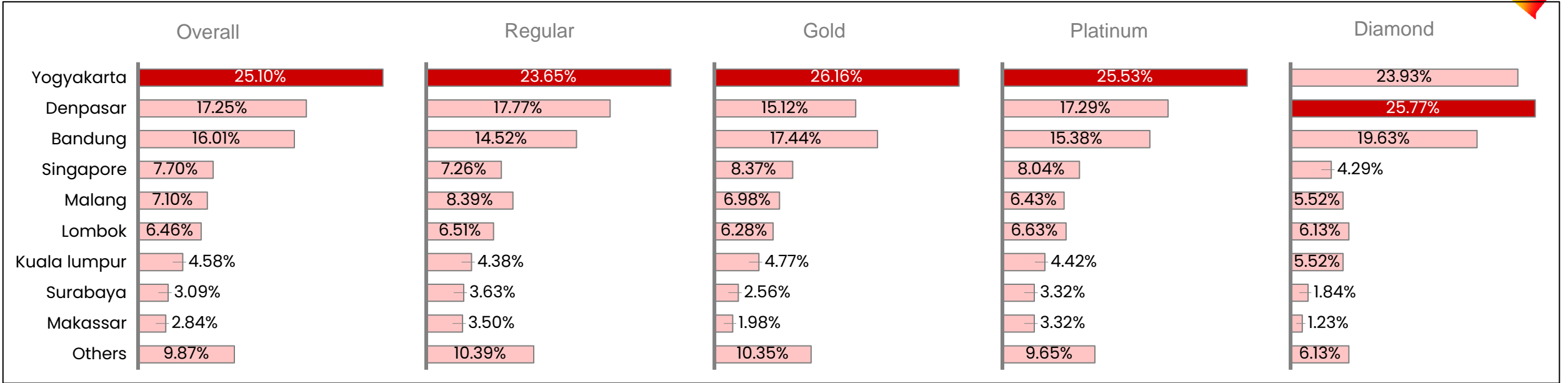
Type of information that respondent are most interested in is Video (12.47%), News (12.08%), and Music (9.88%). And their source of information is from Detik.com (42.10%) and Kompas.com (25.24%).



Q35. Apakah Anda tertarik mengakses beberapa informasi seperti?Pilihlah 3 kategori informasi yang paling menarik bagi Anda

Q36. Dimanakah biasanya Anda mengakses berita dan informasi?

Travelling Interest



Q37. Kota destinasi wisata favorit Anda?

Q38. Kegiatan wisata favorit Anda?

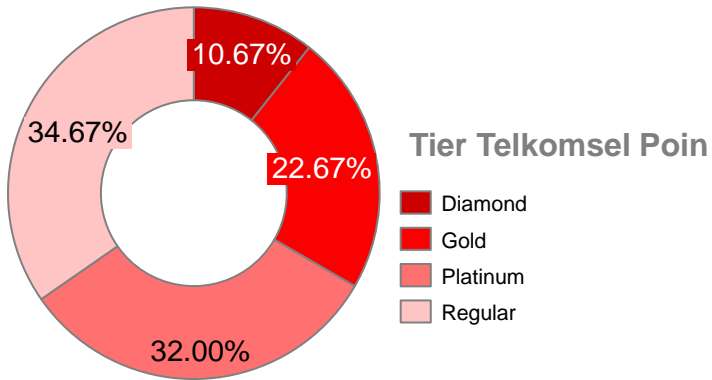


Deep Dive: Non Redeemers due to unattractive rewards' options

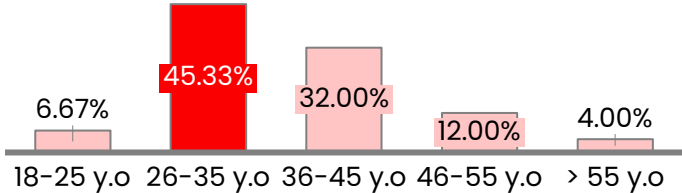
Profile & Rewards Exploration



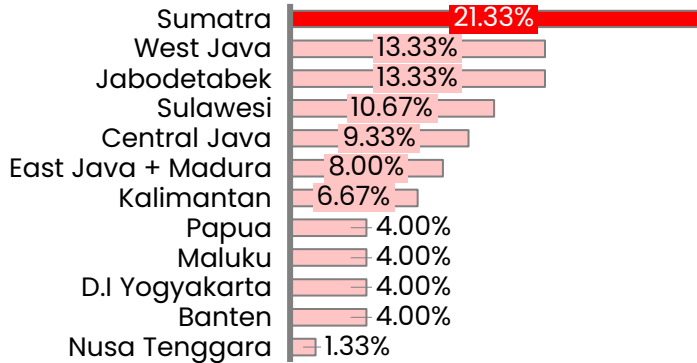
PROFILE



Age



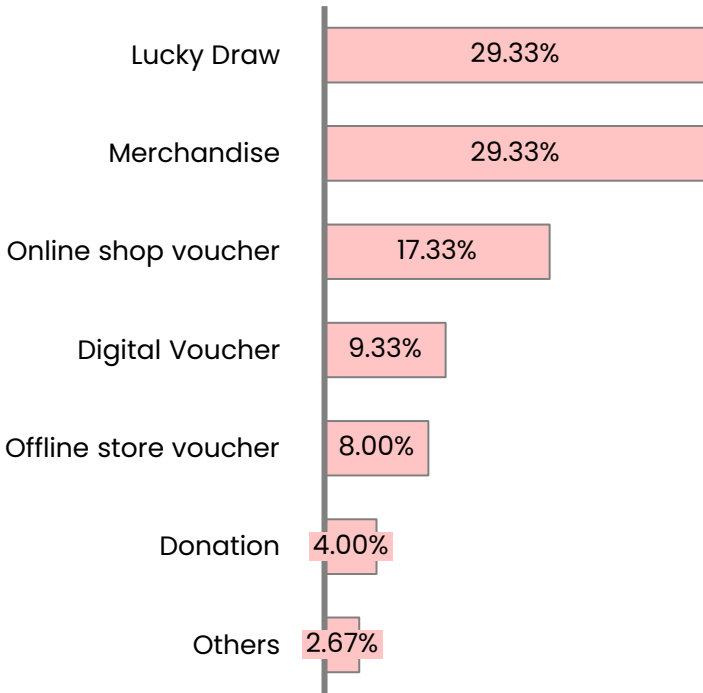
Domicile



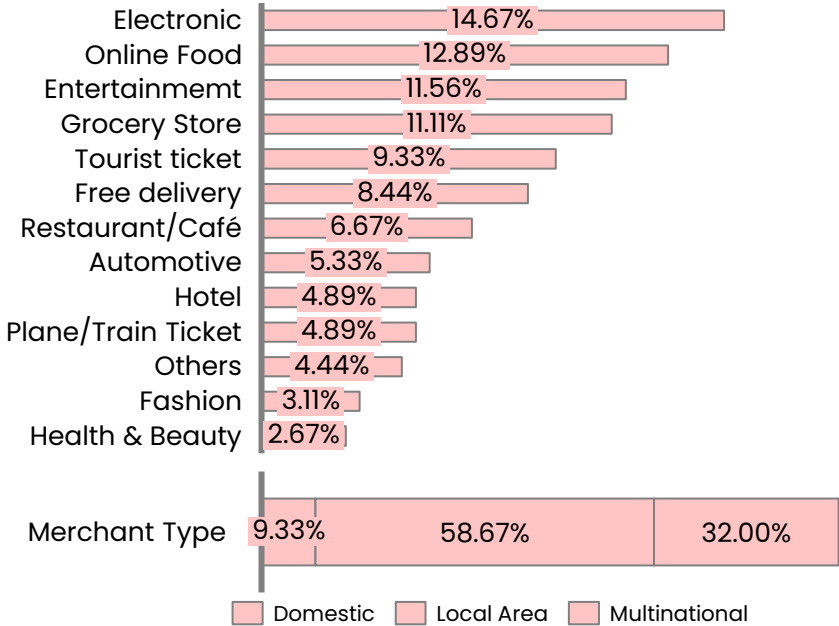
REWARDS EXPLORATION

- Respondents expected to claim their poin through lucky draw (29.33%) and Merchandise (29.33%).
- For lucky draw, respondents expected the doorprize to be a Car (37.33%) or Gadgets (33.33%).
- If the rewards is in the form of voucher, they preferred the voucher can be claimed for Electronic products (14.67%), Online food (12.89%), or Entertainment (11.56%). It is preferred if it's a local area merchant (58.67%).

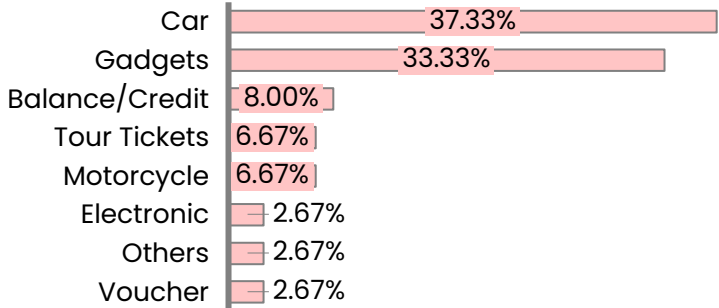
Rewards Preference



Voucher Rewards Exploration



Lucky Draw Doorprize



Q27. Dari pilihan berikut, jenis hadiah apa yang menurut Anda paling menarik untuk ditukar Telkomsel Poin?

Q28. Hadiah voucher apa yang menarik untuk ditukar Telkomsel Poin? Pilih 3 hadiah voucher yang paling Anda minati

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Q29. Hadiah Undian Poin yang paling Anda harapkan?

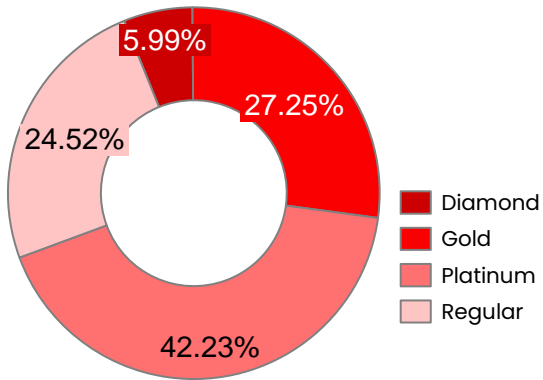


Deep Dive: Redeemers due to avoiding forfeit poin

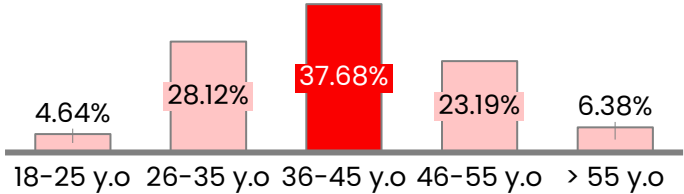
Profile & Redemption



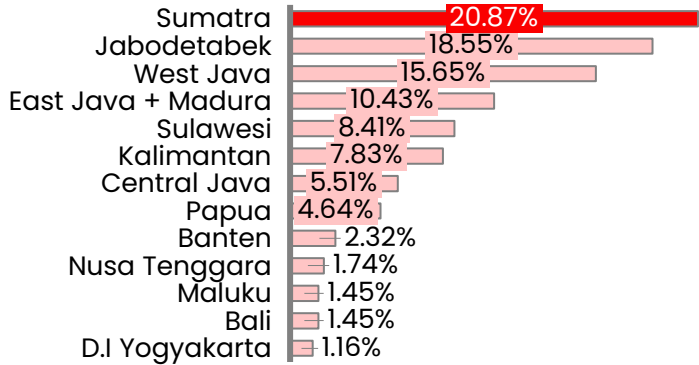
PROFILE



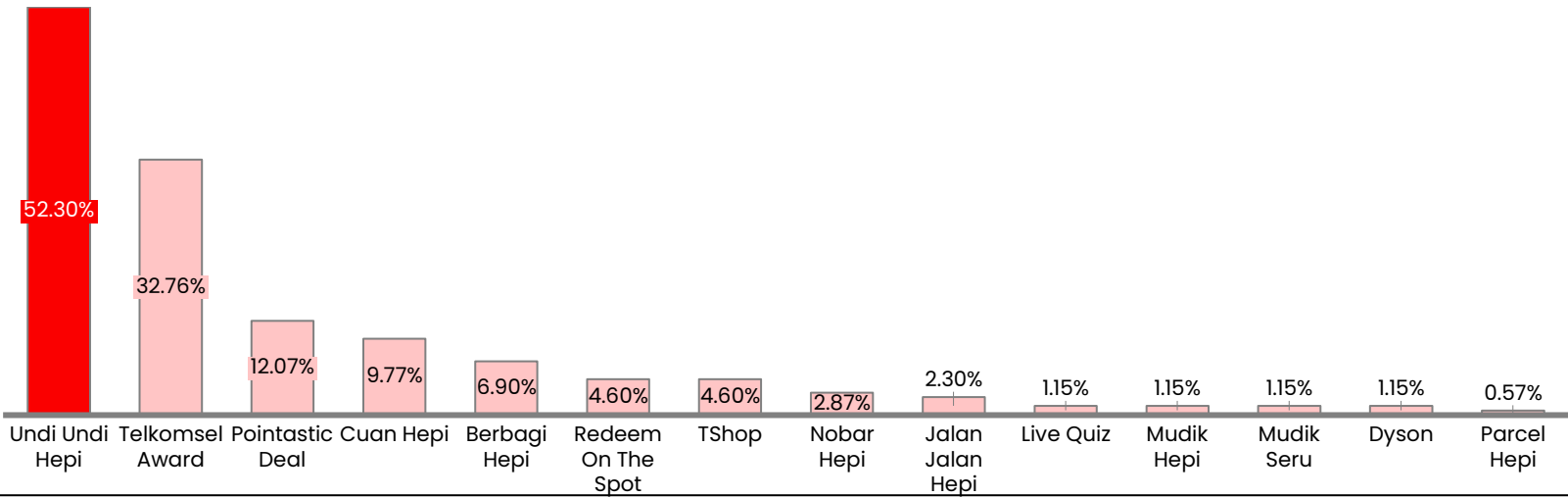
Age



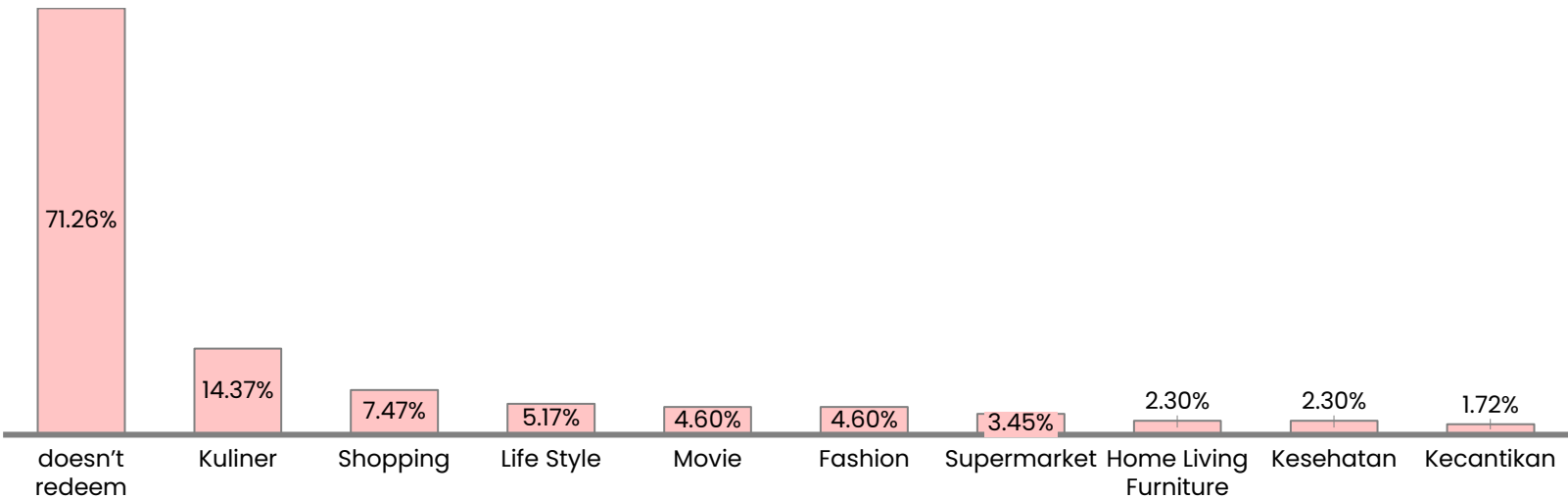
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REDEMPTION PROGRAM



OTHER REDEMPTION

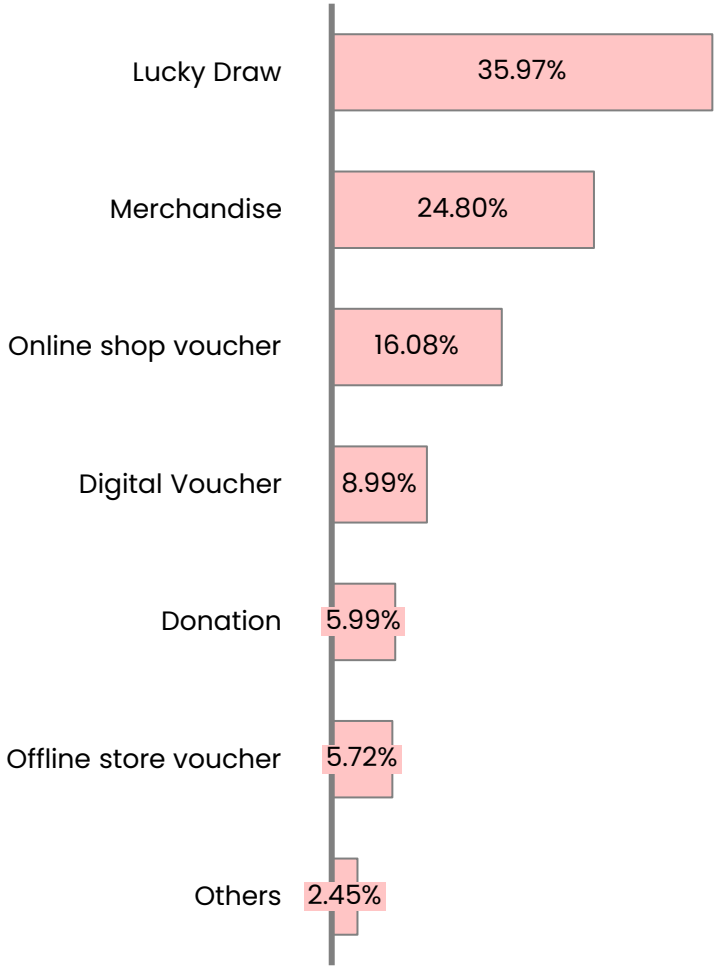


Q21. Selama menjadi pelanggan IndiHome, Program Loyalty mana yang pernah Anda ikuti dengan melakukan Tukar Poin?
Q22. Selain program diatas, apakah Anda pernah Tukar Poin dalam salah satu kategori di bawah ini?Pilihlah kategori yang pernah Anda pilih untuk penukaran poin

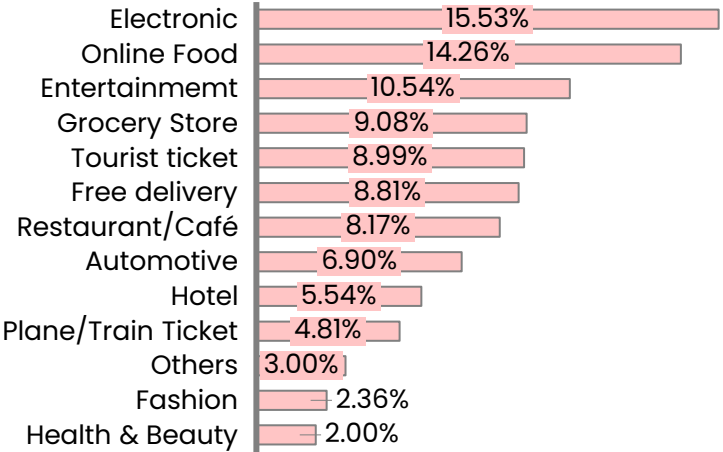
Rewards Exploration



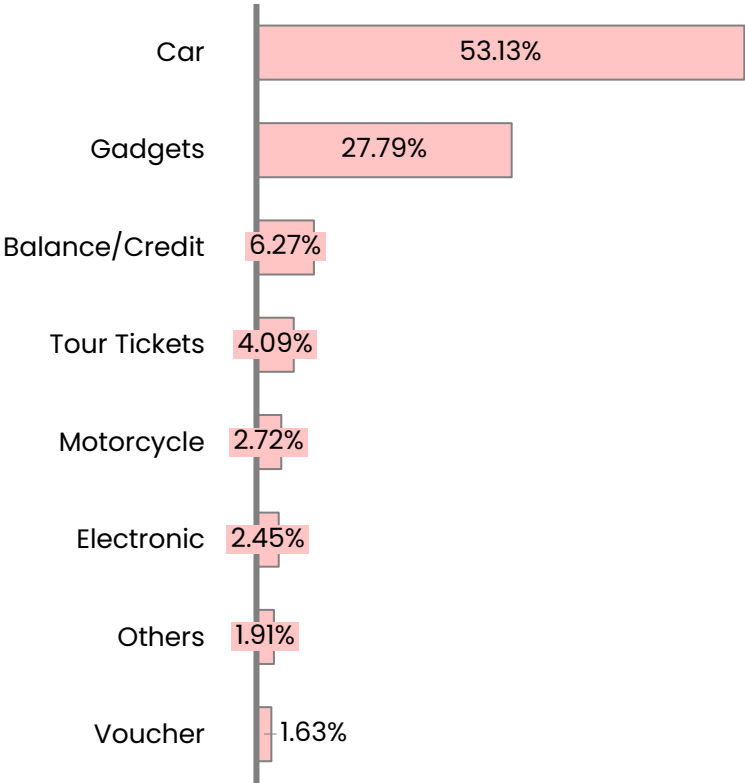
REWARDS PREFERENCE



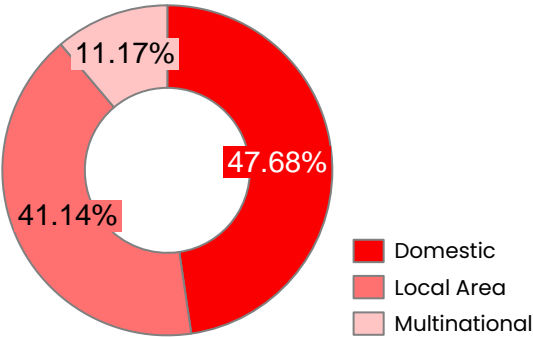
Voucher Rewards Exploration



Lucky Draw Doorprize



Type of Merchant



Q27. Dari pilihan berikut, jenis hadiah apa yang menurut Anda paling menarik untuk ditukar Telkomsel Poin?
Q28. Hadiah voucher apa yang menarik untuk ditukar Telkomsel Poin?Pilih 3 hadiah voucher yang paling Anda minati
Q30. Jenis merchant yang paling Anda minati untuk menukarkan Telkomsel Poin?
Q29. Hadiah Undian Poin yang paling Anda harapkan?



Summary

- 17.39% respondents claimed that one of the reason why they choose IndiHome is IndiHome Loyalty Program.
- Overall, most respondent already familiar with Telkomsel Poin (64.33%). Unfortunately, more than 50% of them is either doesn't know their own tier or wrongly recall their tier.
- 38.38% respondents redeem their point in the past 3 months, majority already redeem 1-100 points (25%). The top choice program to redeem with Telkomsel Poin is Undi Undi Hepi (57.75%) and Telkomsel Awards (31.50%).
- 26.74% of respondents found they never redeem their point. Overall, the top reason for not redeeming Telkomsel Poin is they "doesn't have enough poin" to get the rewards that they wish (26.40%), but for Platinum Tier, their top reasons is unattractive gift options (24.49%).
- Top reason for redemption is to avoid forfeit points (41.61%). And for the second reason for regular tier is "interesting rewards" (28.88%) while for gold and platinum tier , their reason is "the rewards match their needs" (Tier Gold: 31.47%; Tier Platinum: 24.32%)
- Overall, respondents already feel satisfied with all aspects of Telkomsel Poin. But we need to keep sight for Gold, Platinum, and Diamond Tier owing to they tend to more likely to claim "unsatisfied" to aspects of Telkomsel Poin. 34.29% respondents claimed that rewards' option is the thing that is urgently needed to improve from Telkomsel loyalty program.

Recommendation

Awareness

- Drive customers to download MyTelkomsel and Myindihome apps so they will be more exposed with Telkomsel loyalty programs.
- Create more awareness about Telkomsel Poin by broadcast reminders about their accumulative points, expired date, and rewards options, additionaly types of rewards programs.

Rewards: Ideas for future Telkomsel Poin rewards

- Voucher: Electronic product, Online Food, Grocery store. It is recommended if the merchant offered is a local area merchant (48.70%). If it is an online shop voucher, it is recommended if the voucher can be redeemed through Shopee and Tokopedia.
- Doorprize: Car (46.43%), Gadgets (27.72%), Motorcycles (7.74%) are preferable
- Travel tickets: Yogyakarta, Denpasar, and Bandung.