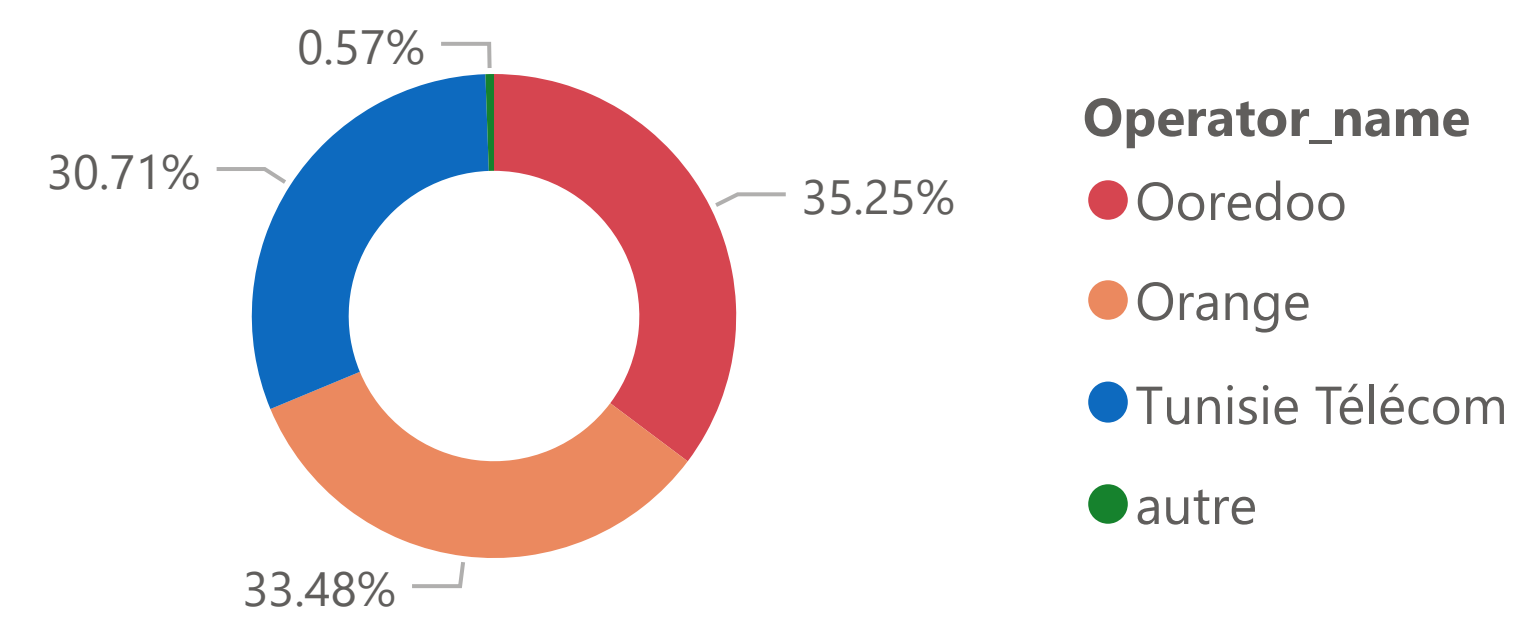




Count of client_id by Operator_name



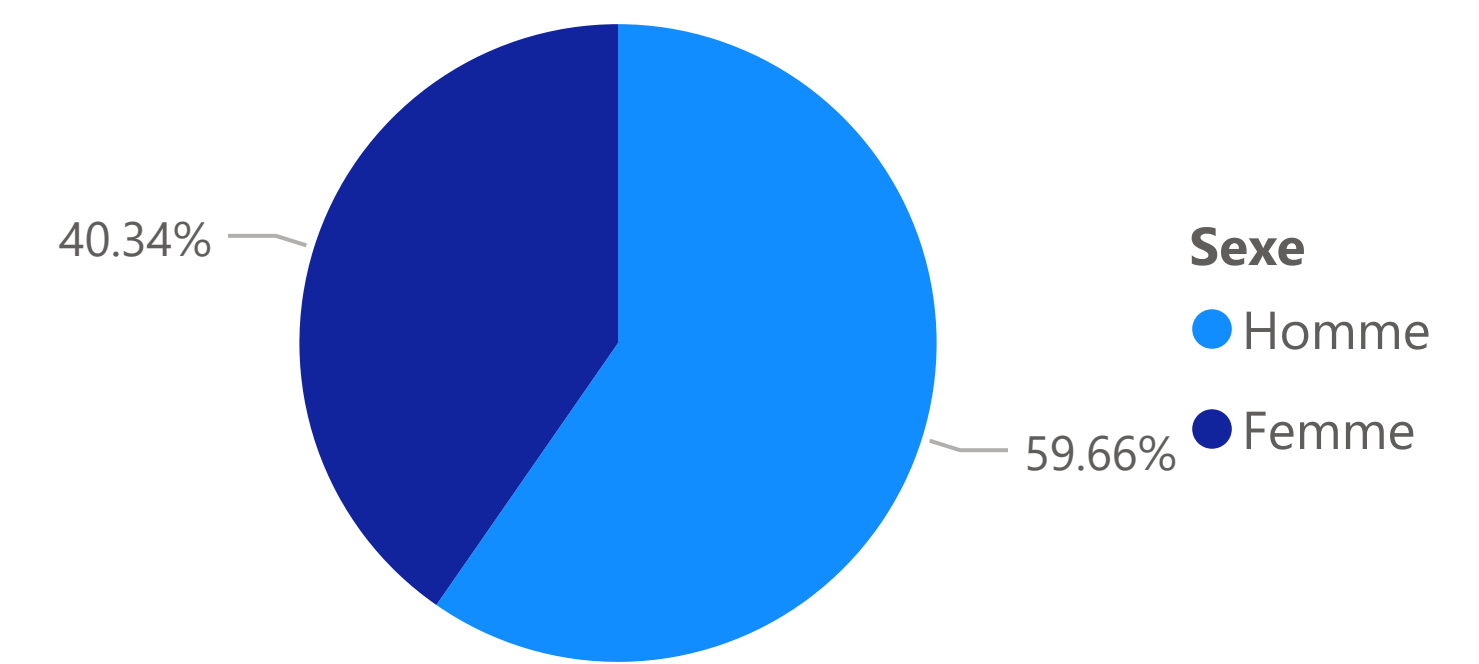
Sect_comp	Count of client_id
Administration/gouvernement (Government and Public	68
Assurances	26
autre	7
Banque	81
Commerce (détail)	721
Industrie	92
INFORMATIQUE	2
Santé (Healthcare)	68
Services	309
Tourisme	36
Total	1410

Sample Presentation

1410

Count of client_id

Client Distribution by Sex



Operator_name	Count of client_id
autre	8
Ooredoo	497
Orange	472
Tunisie Télécom	433
Total	1410

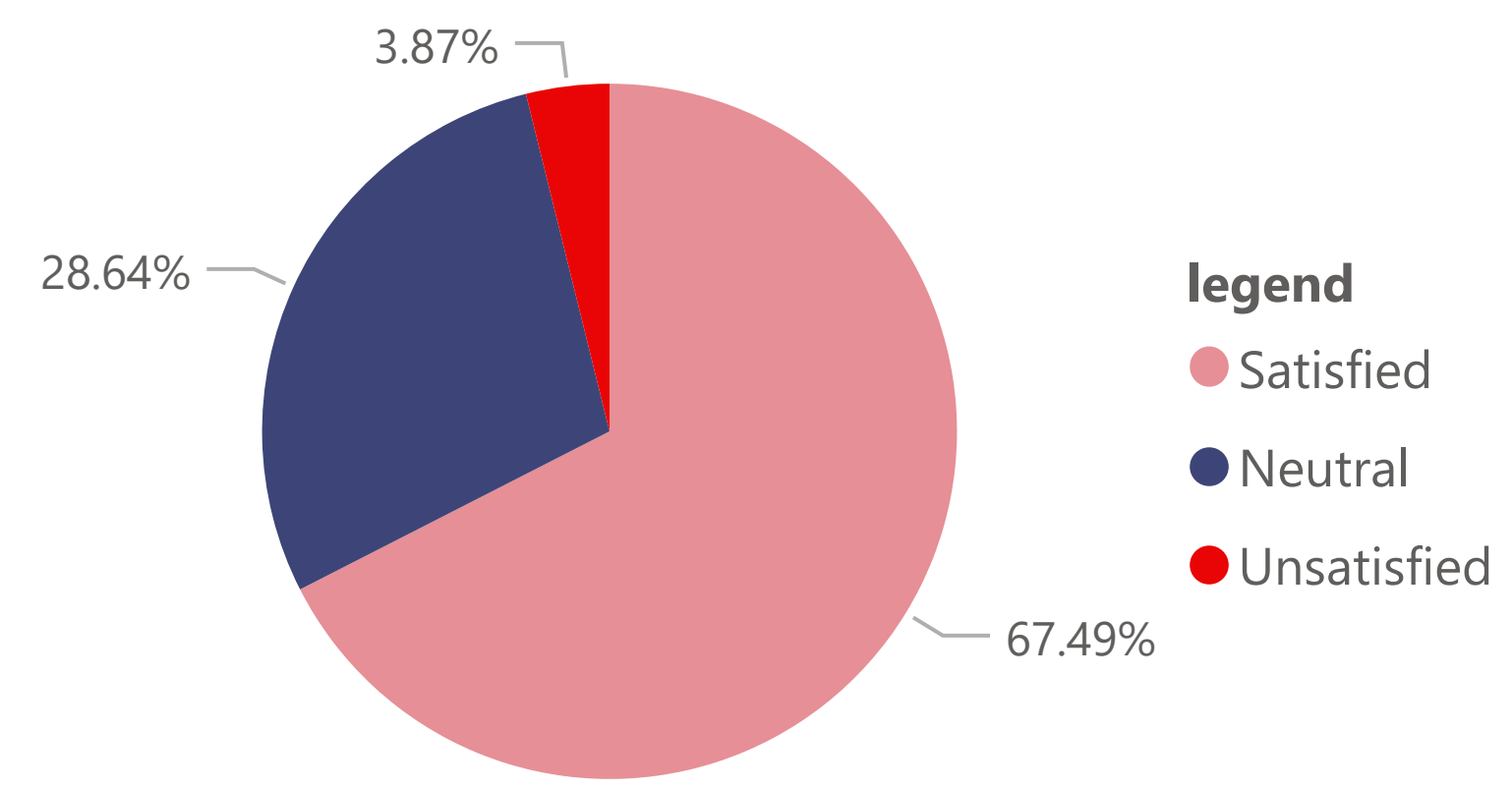
Operator name

Tunisie Télécom

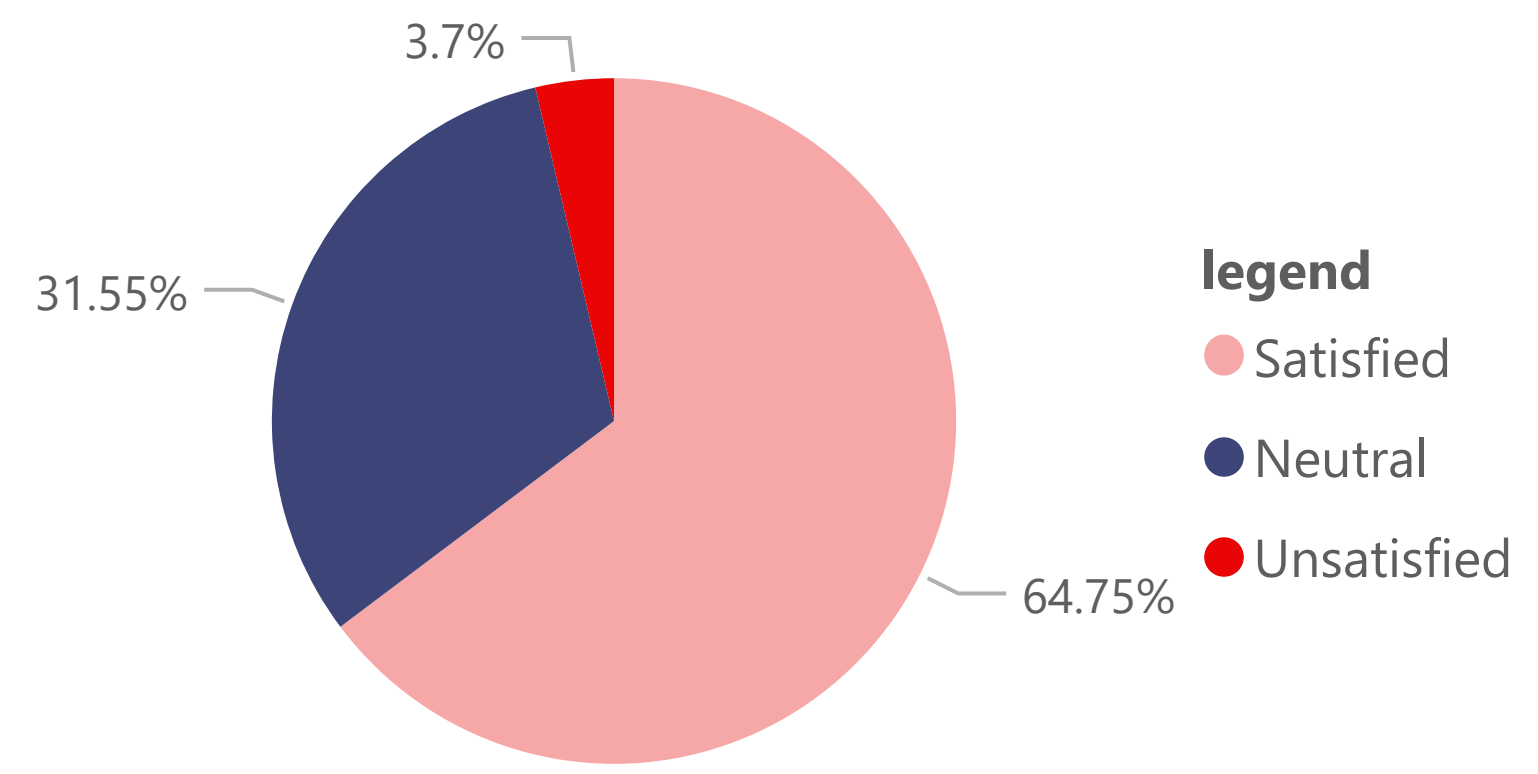
Orange



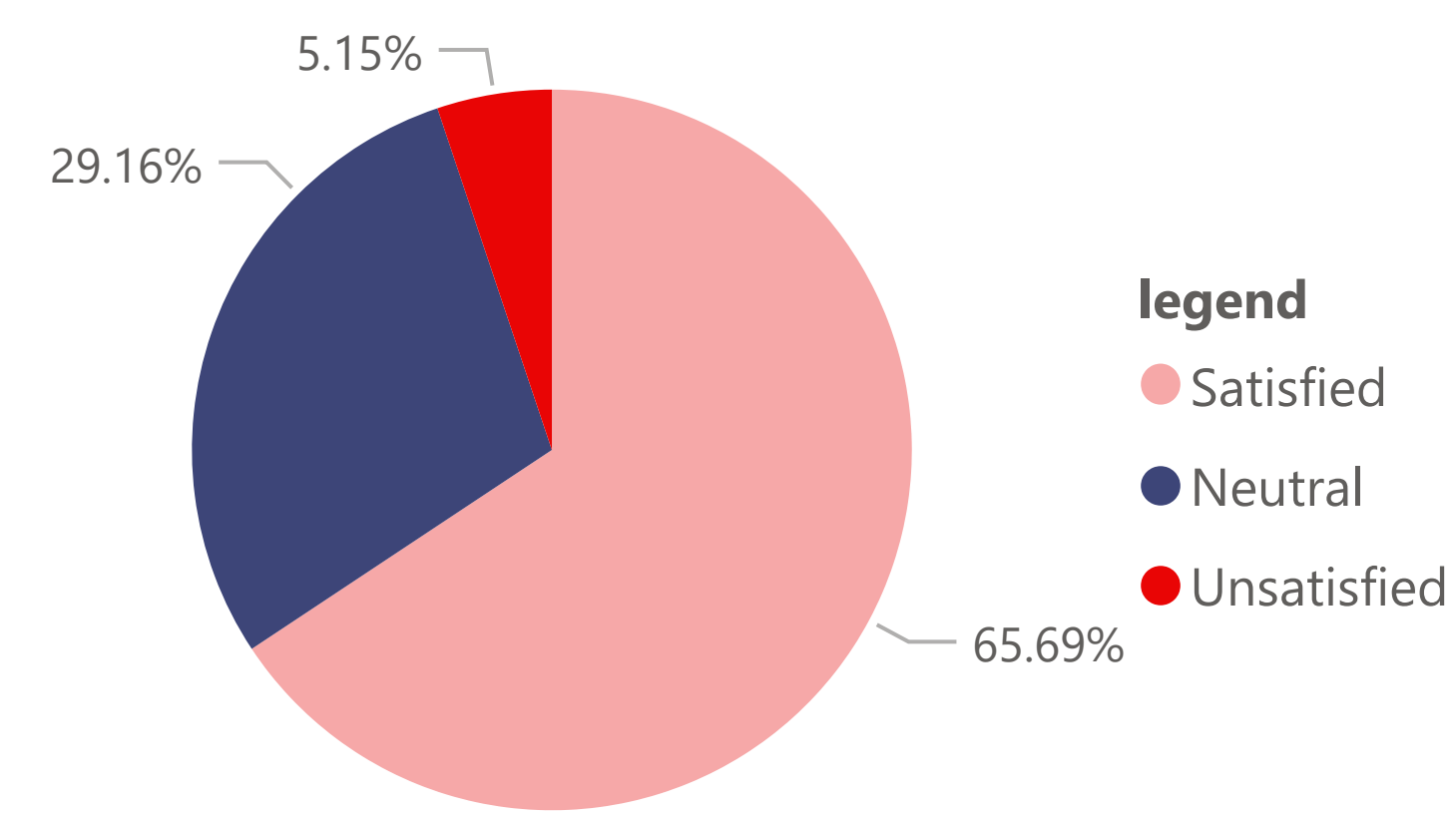
Satisfaction globale All Operators



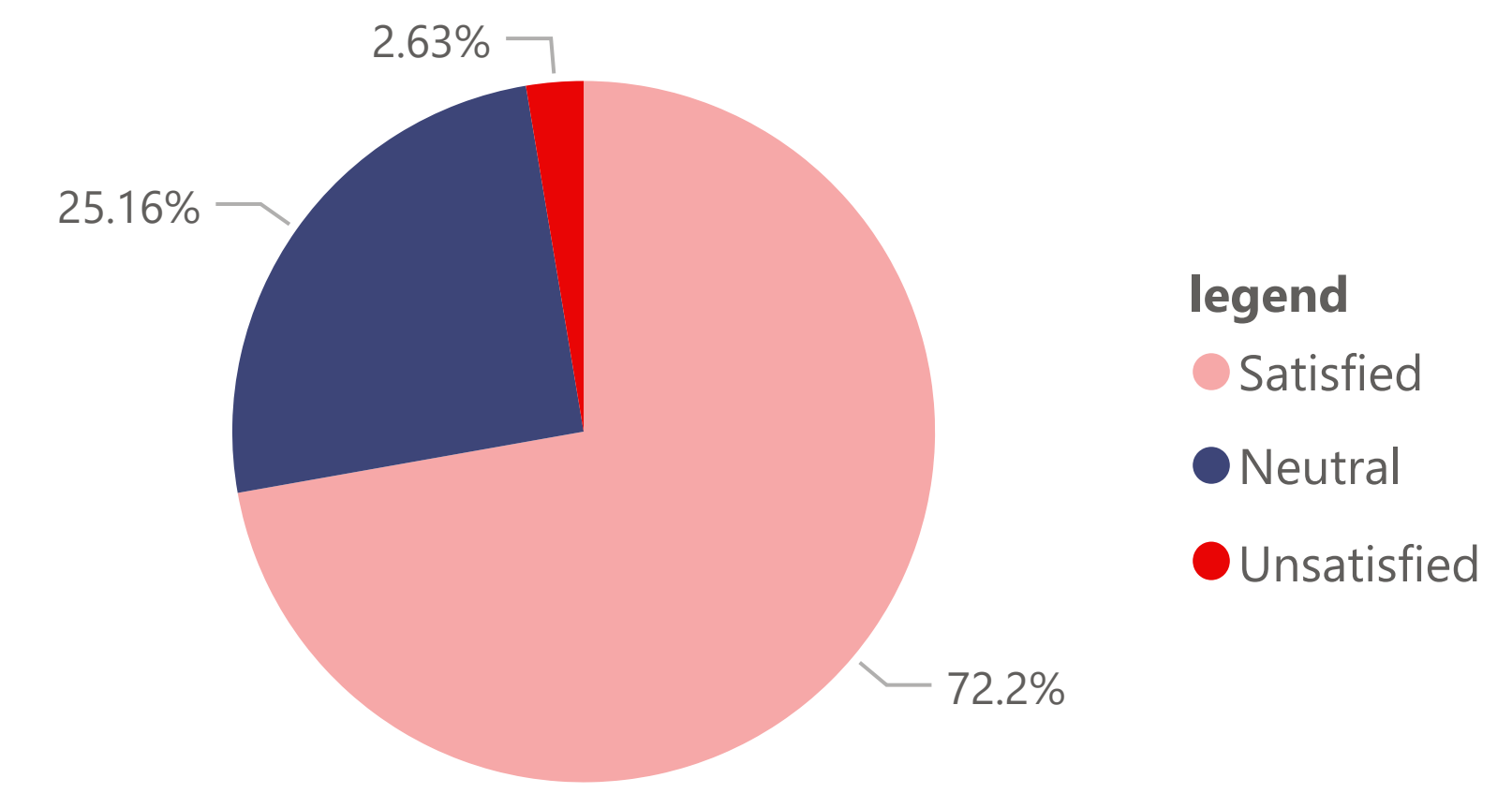
Telecom



Ooredoo



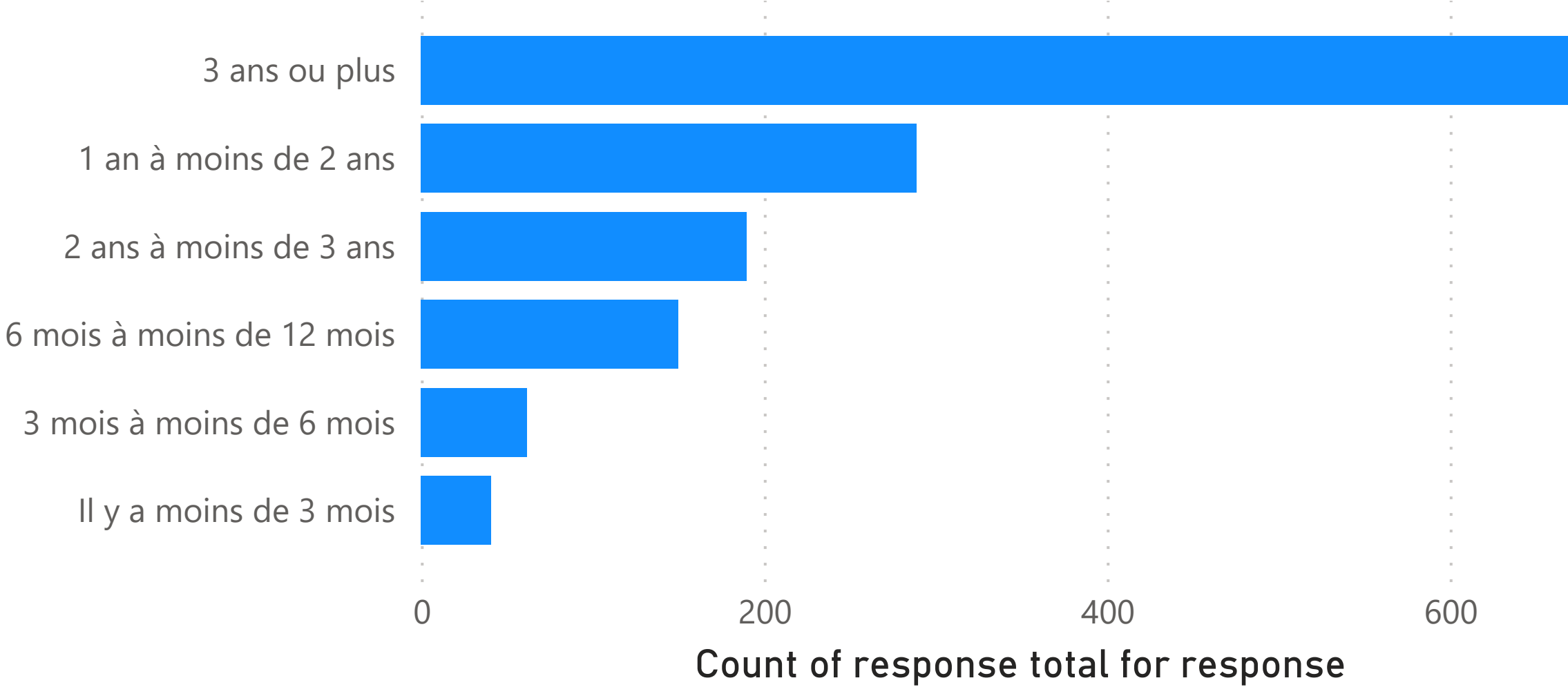
Orange





Depuis combien de temps votre entreprise est-elle cliente de cet opérateur principal

response (groups)

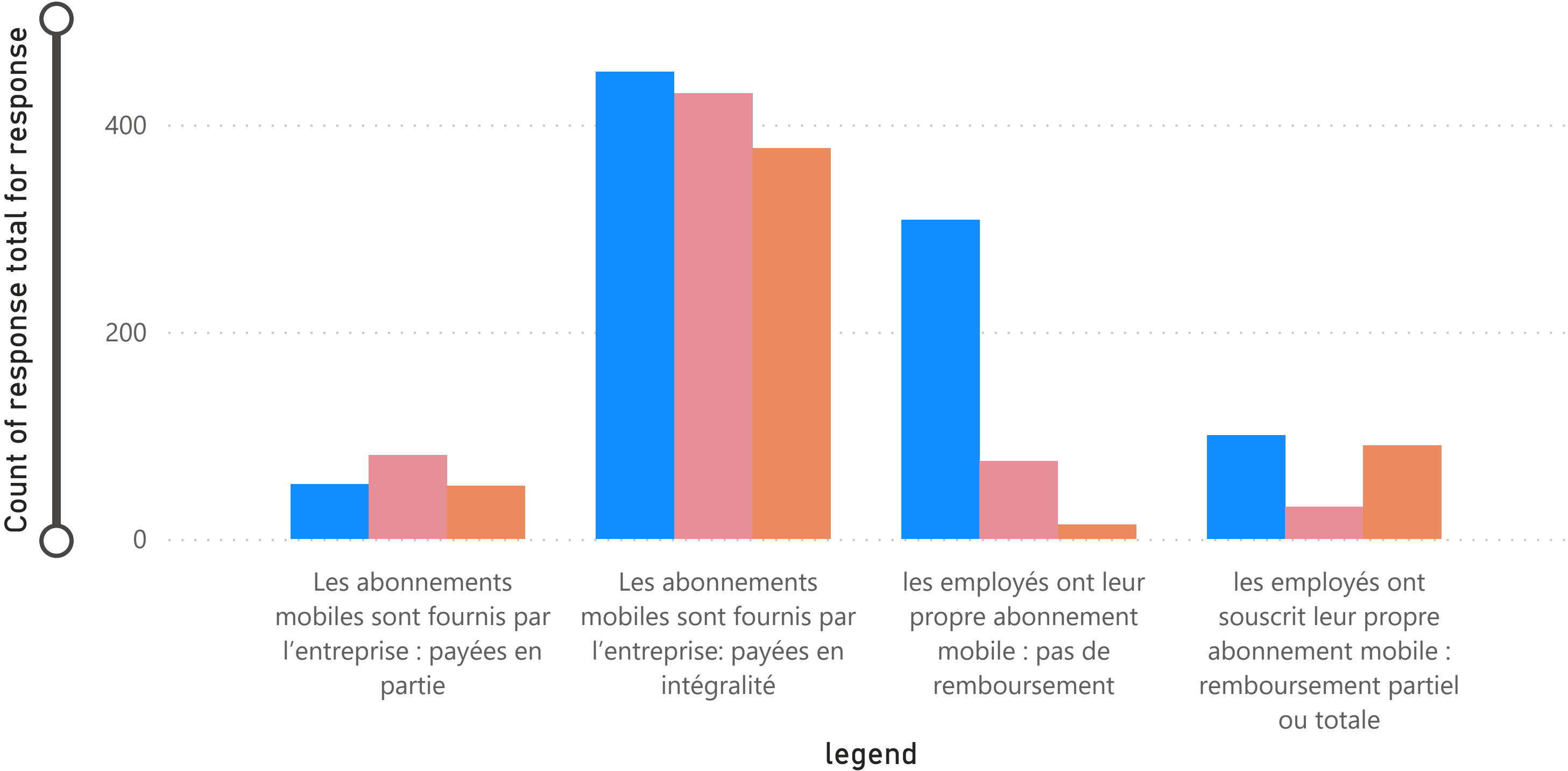


Operator name

- Tunisie Télécom
- Orange

Relation Client-Entreprise-Operateur

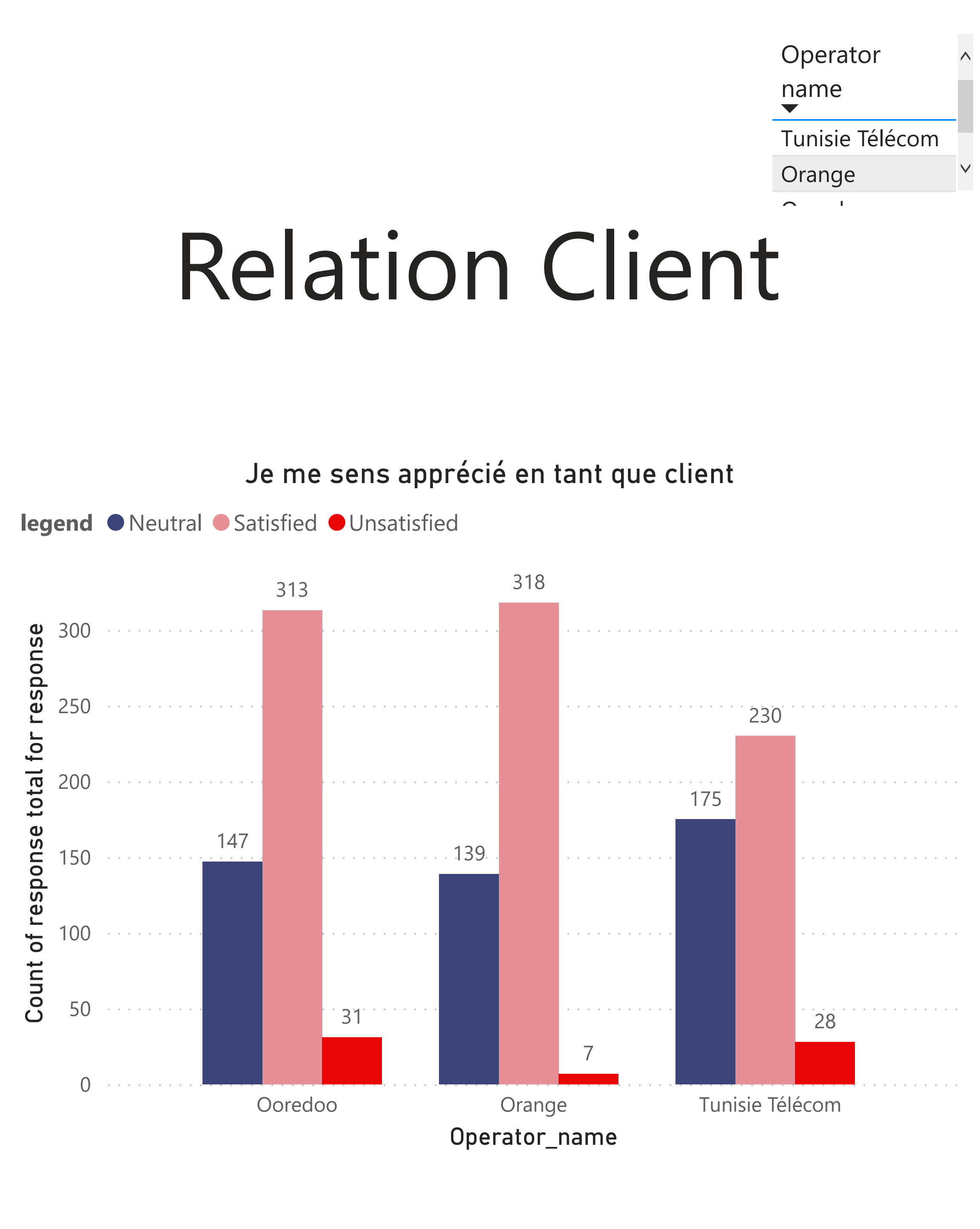
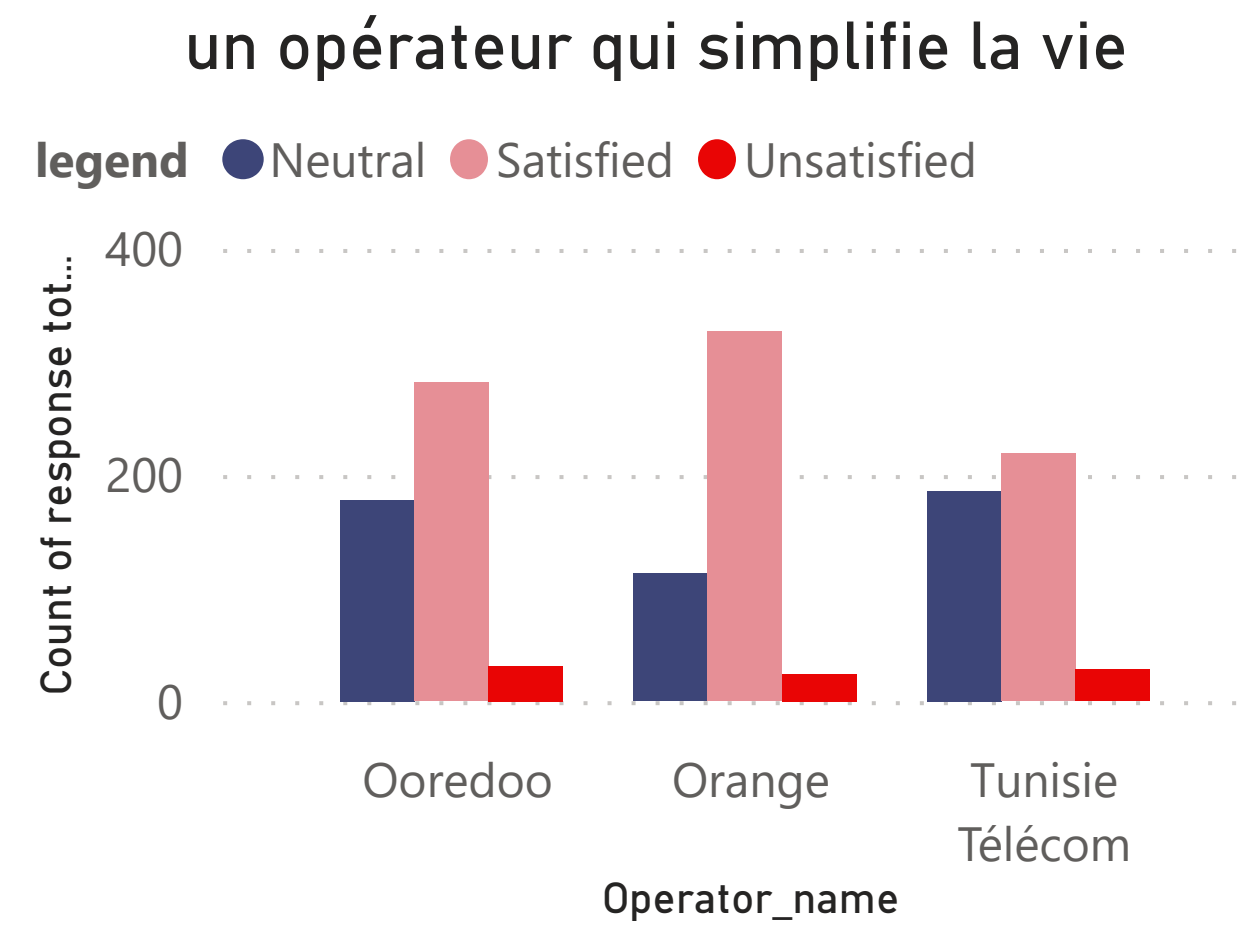
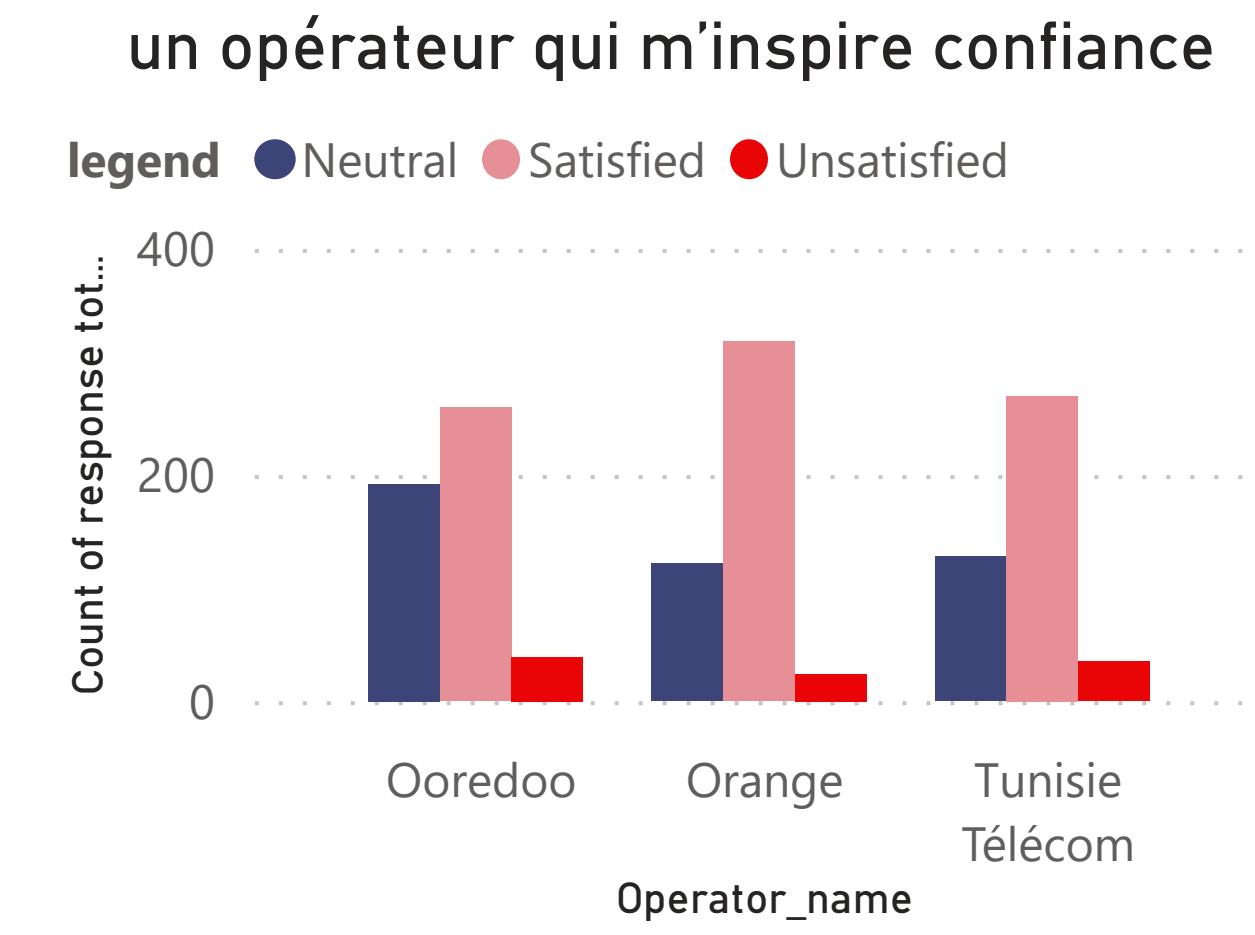
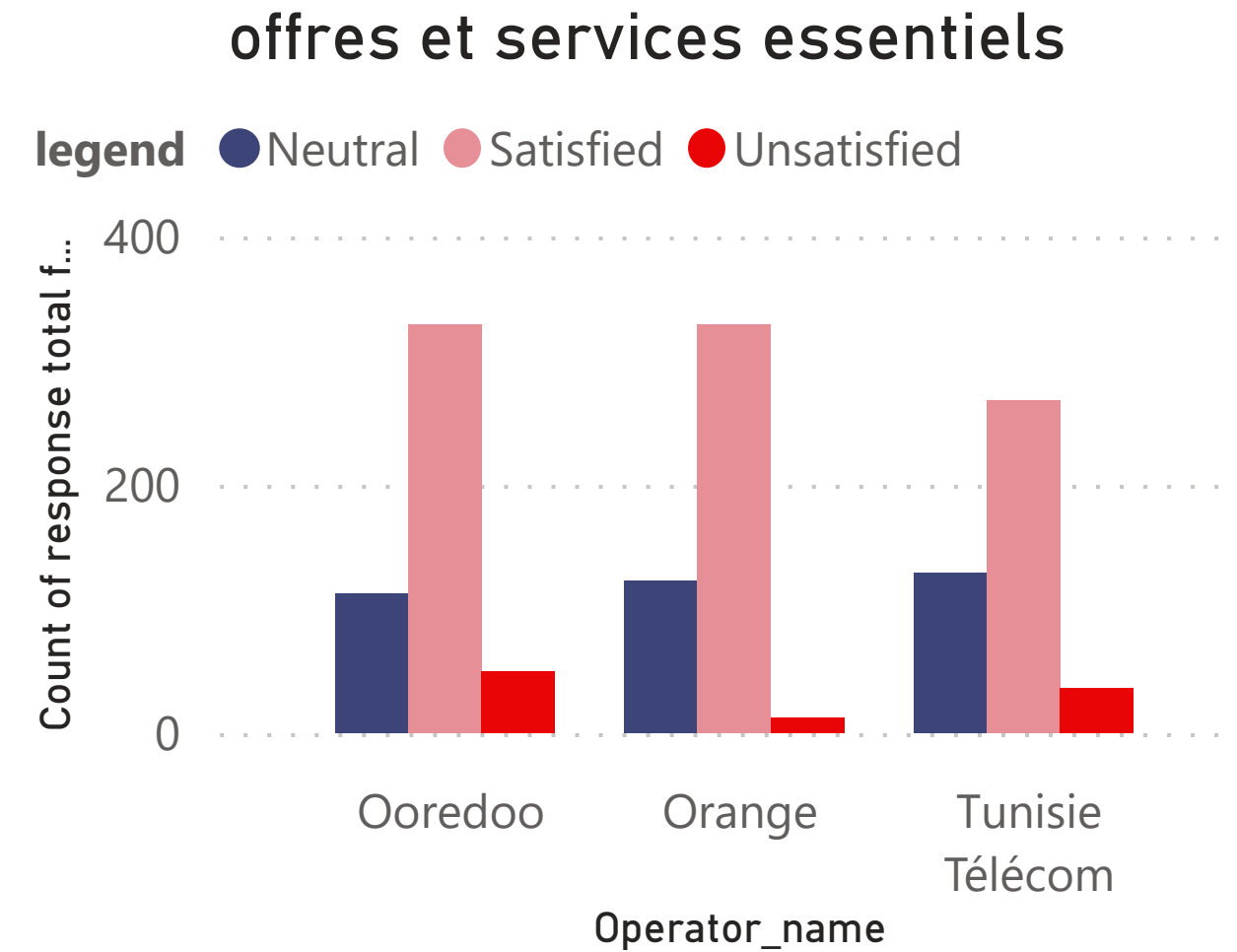
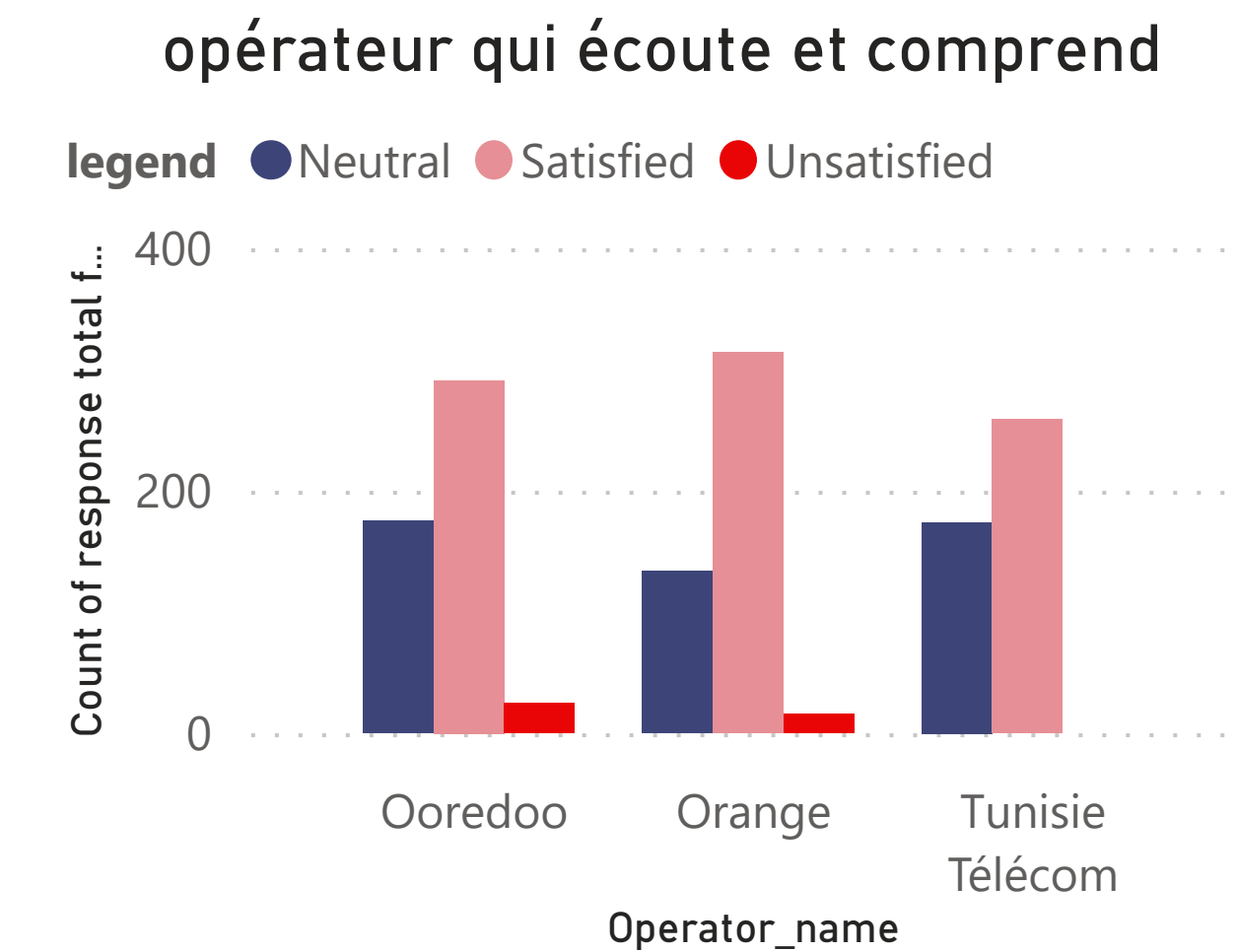
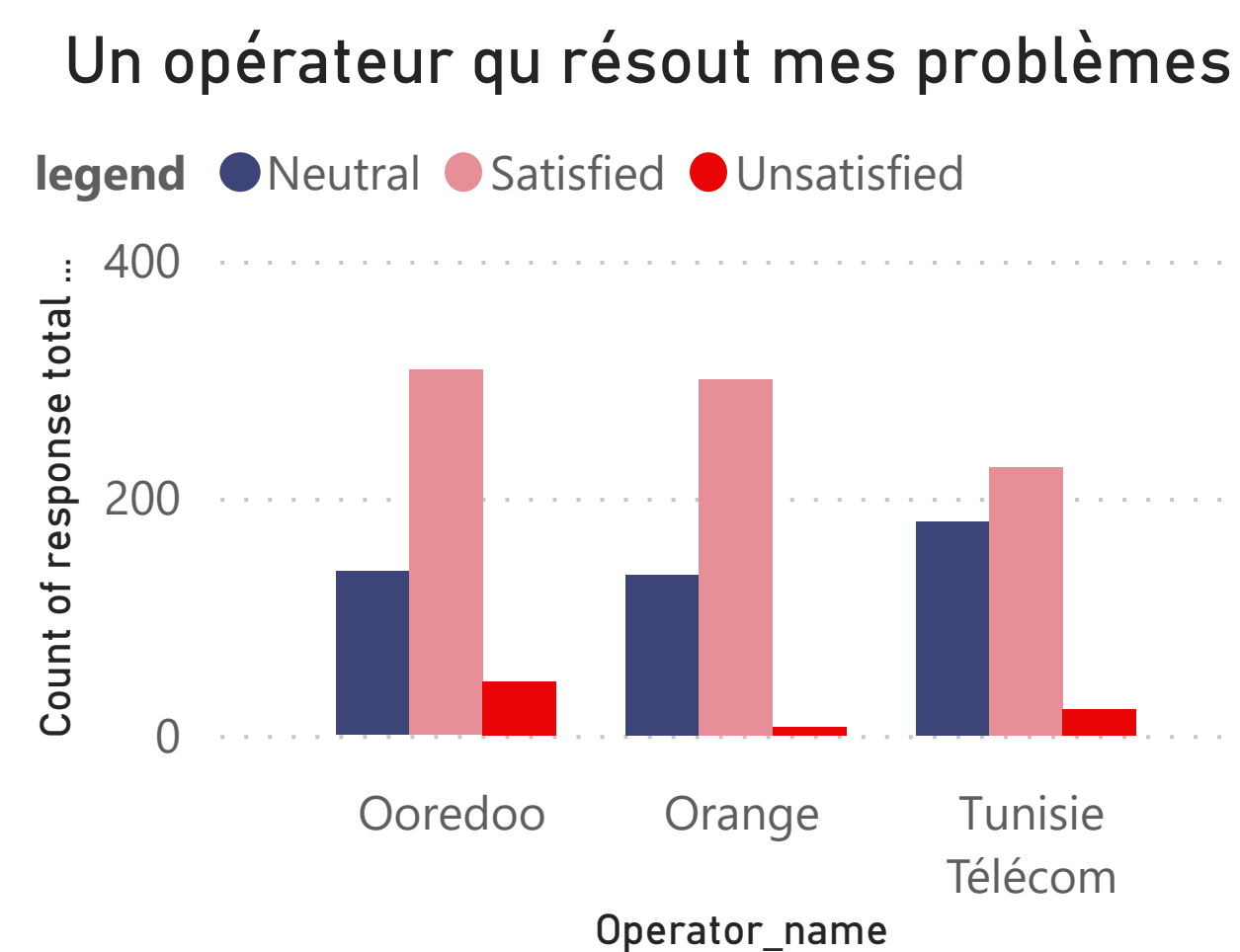
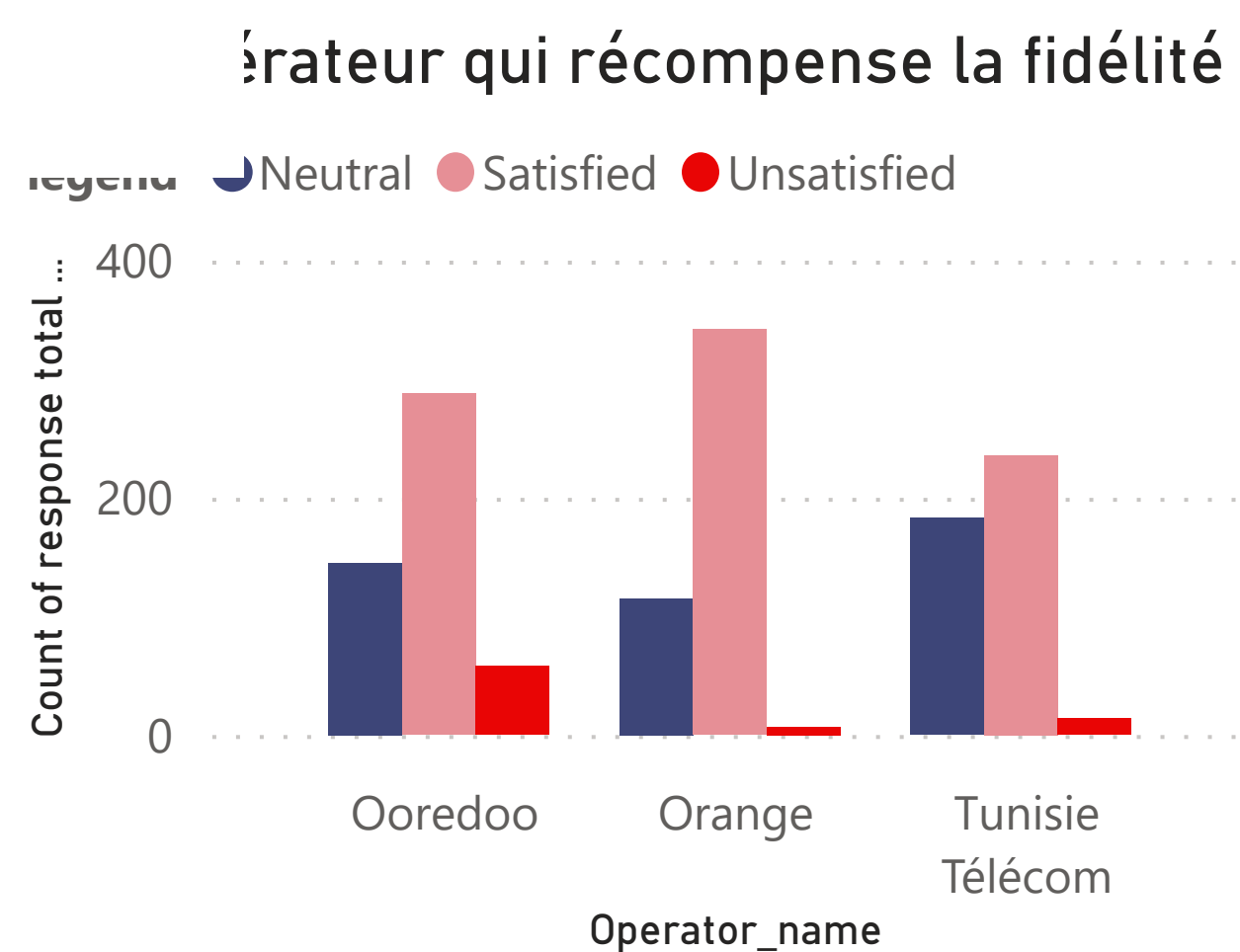
Offres d'entreprise par operator



Offre choisie par les clients

nombre

Offre mobile prépayée	808
Offre mobile postpayé	348
Offre mobile prépayée avec tarif préférentiel intra-flotte	156
Offre mobile postpayée avec tarif préférentiel intra-flotte	58
Offre hybride	32
Total	1402





ow did you find the information (offers) you were looking for?



- Dans la presse
- En boutique / agence
- Sur le site Internet de l'op...
- En appelant le Service Client
- Chez votre distributeur
- Sur Facebook, Twitter
- Sur Internet via un moteur...
- Via le bouche à oreille

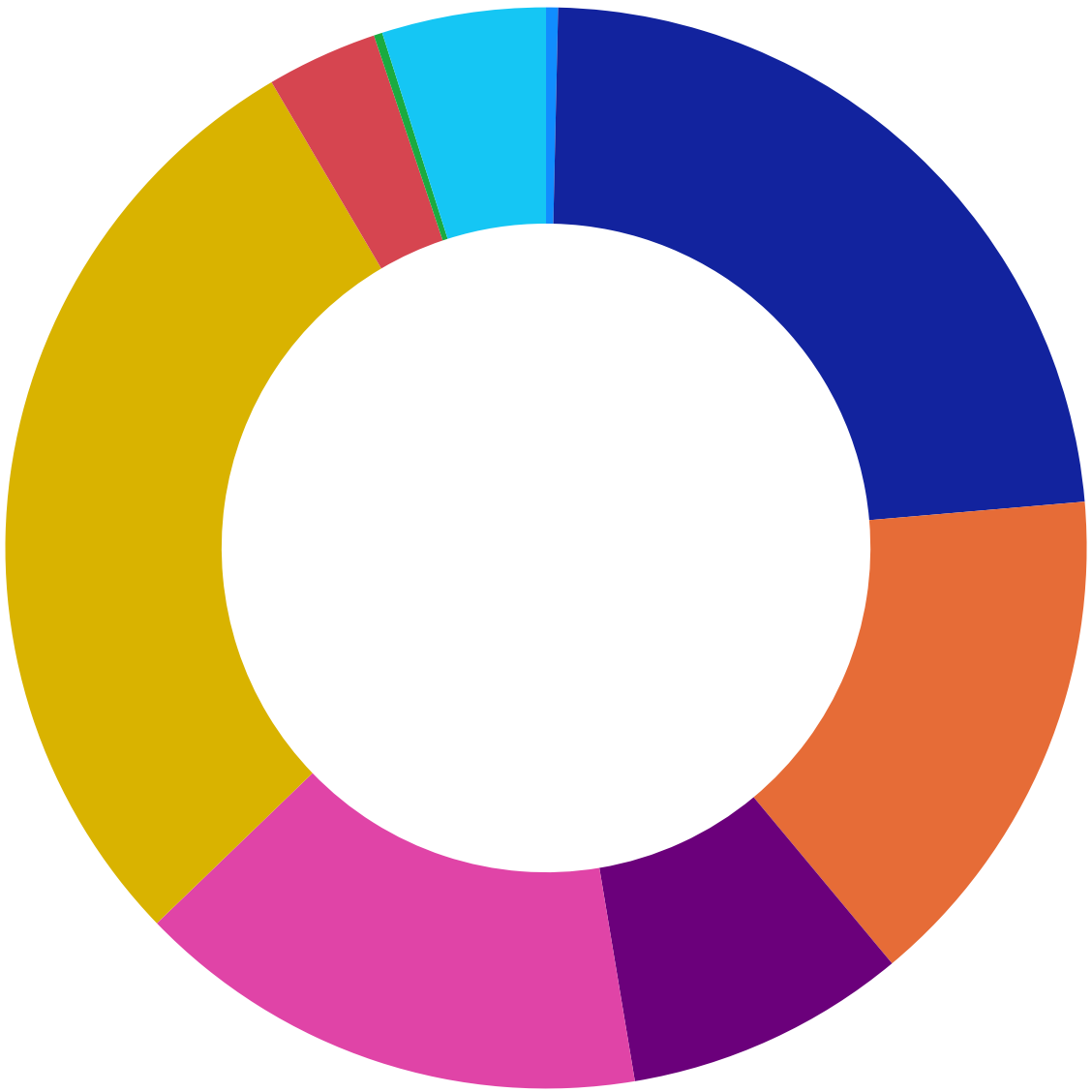
Operator

name

Tunisie Télécom

Orange

By what main means did you receive this information from your operator?



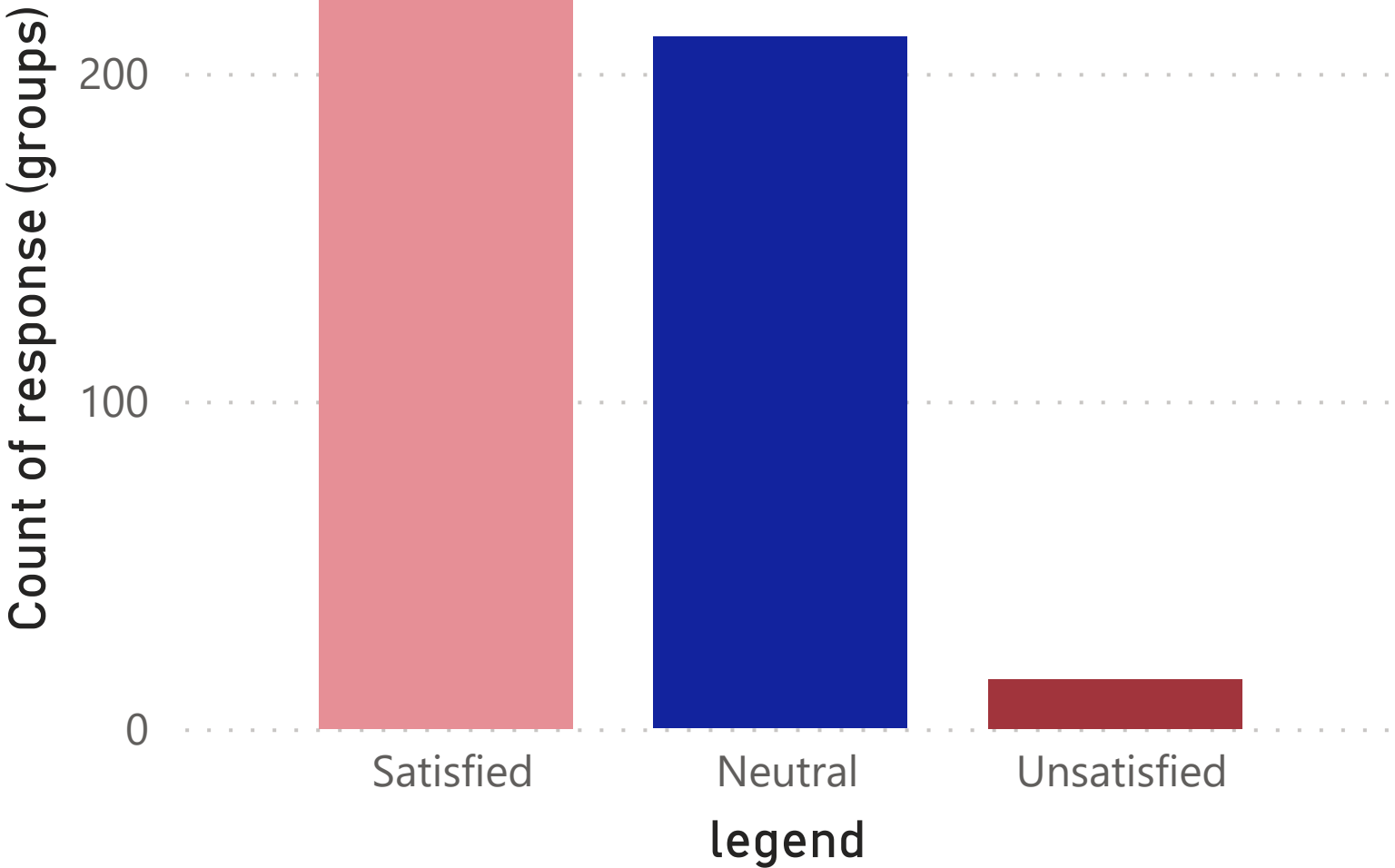
- Via un évènement cultu...
- Visite d'un commercial
- Via la télévision
- Via la radio
- Via affichage publicitaire
- Sur Facebook, Twitter, e...
- Par SMS (message texte)
- Par le service client
- la Presse
- Dans un prospectus
- Dans un mailing, par co...

Do you know the business offers of your operator?

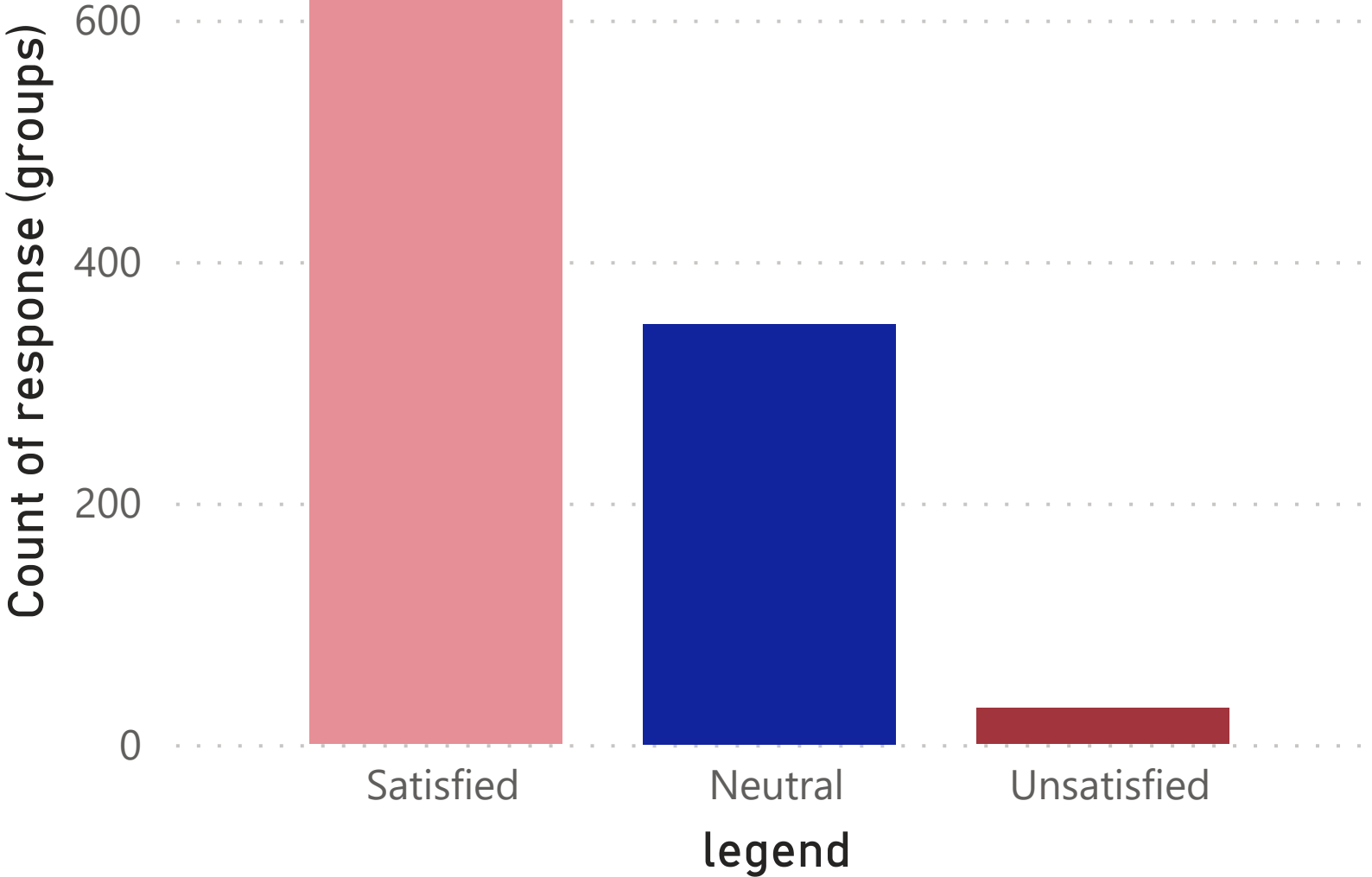


- response (grou...
- Oui
 - Non

The ease of finding the information you were looking for, regardless of the medium

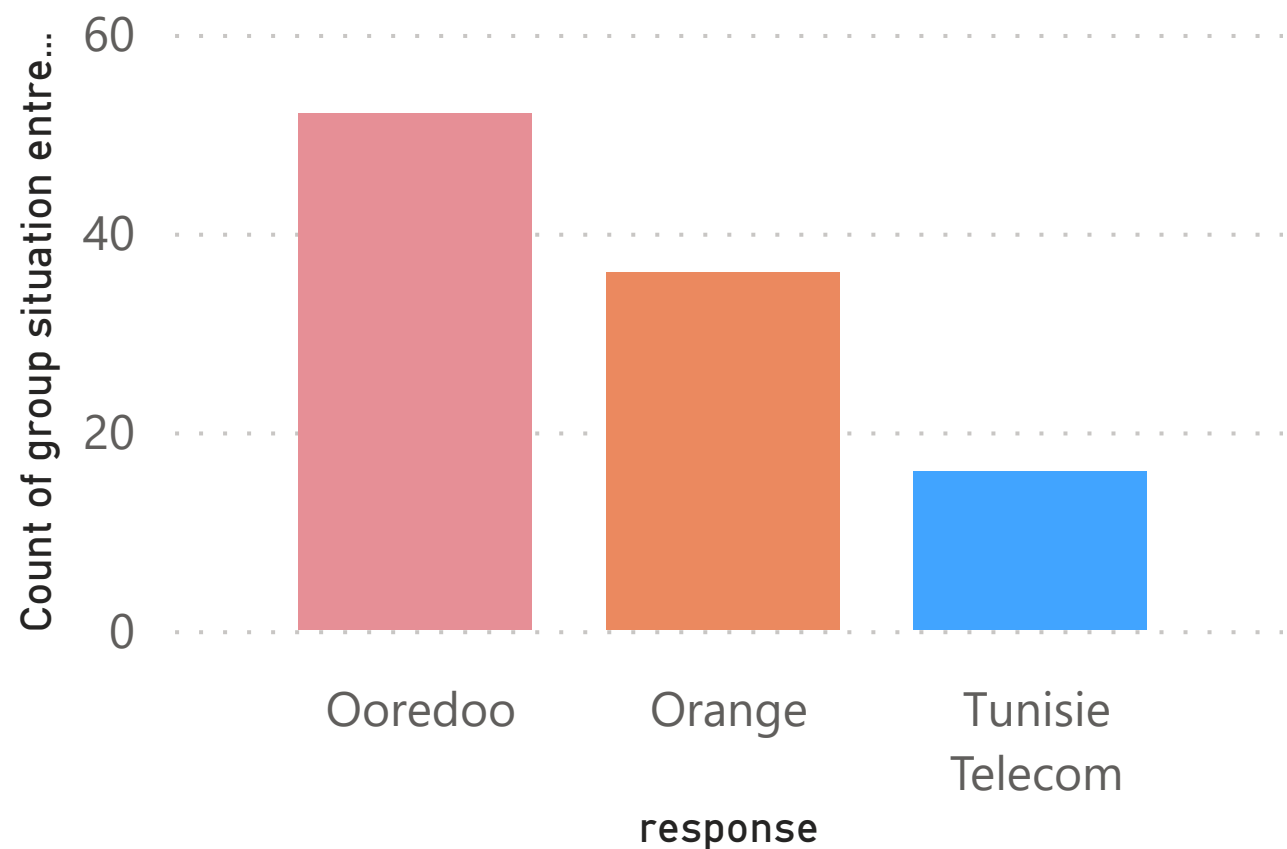


The ease of understanding this information

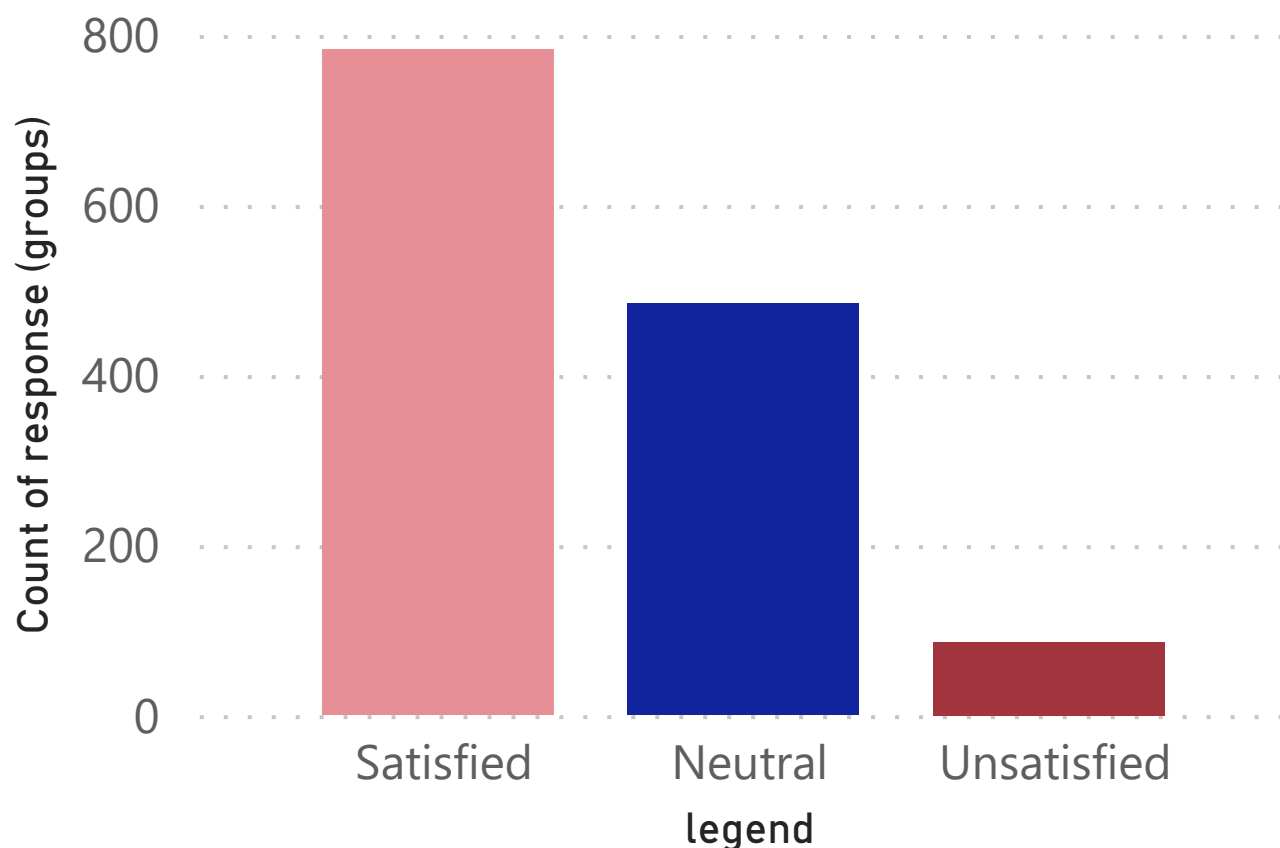




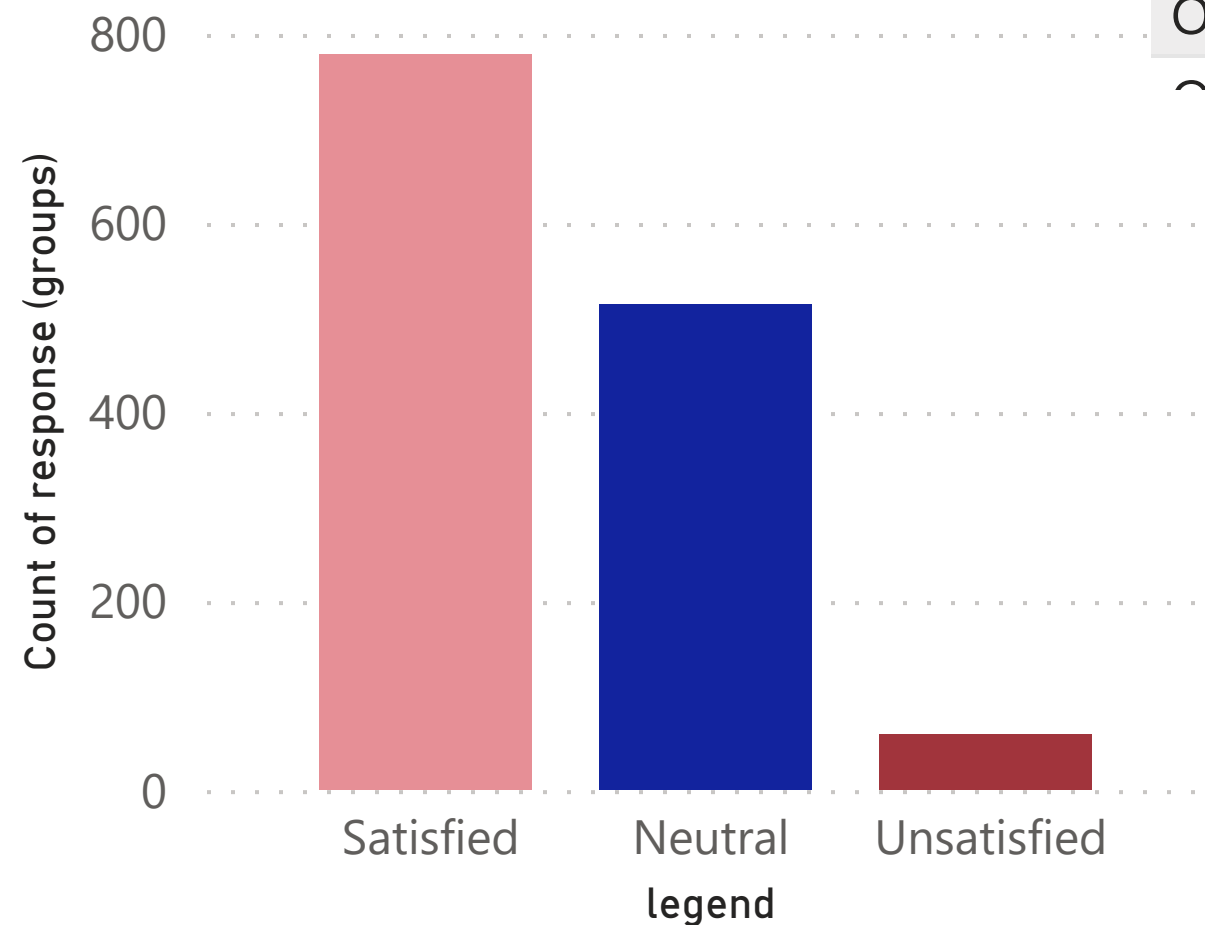
For which operator does your company plan to subscribe to a mobile Internet offer for one or more employees?



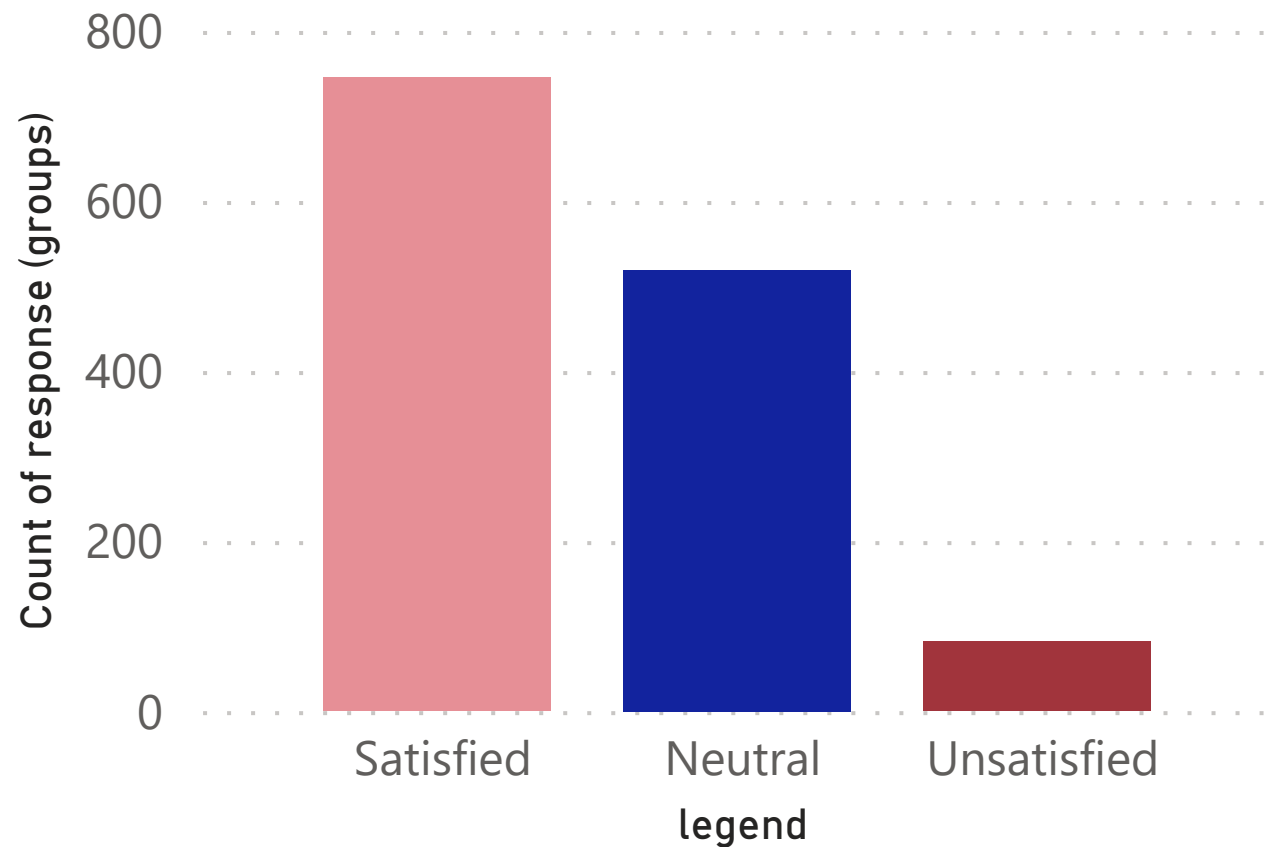
The ability of your main operator to provide offers that meet your business needs



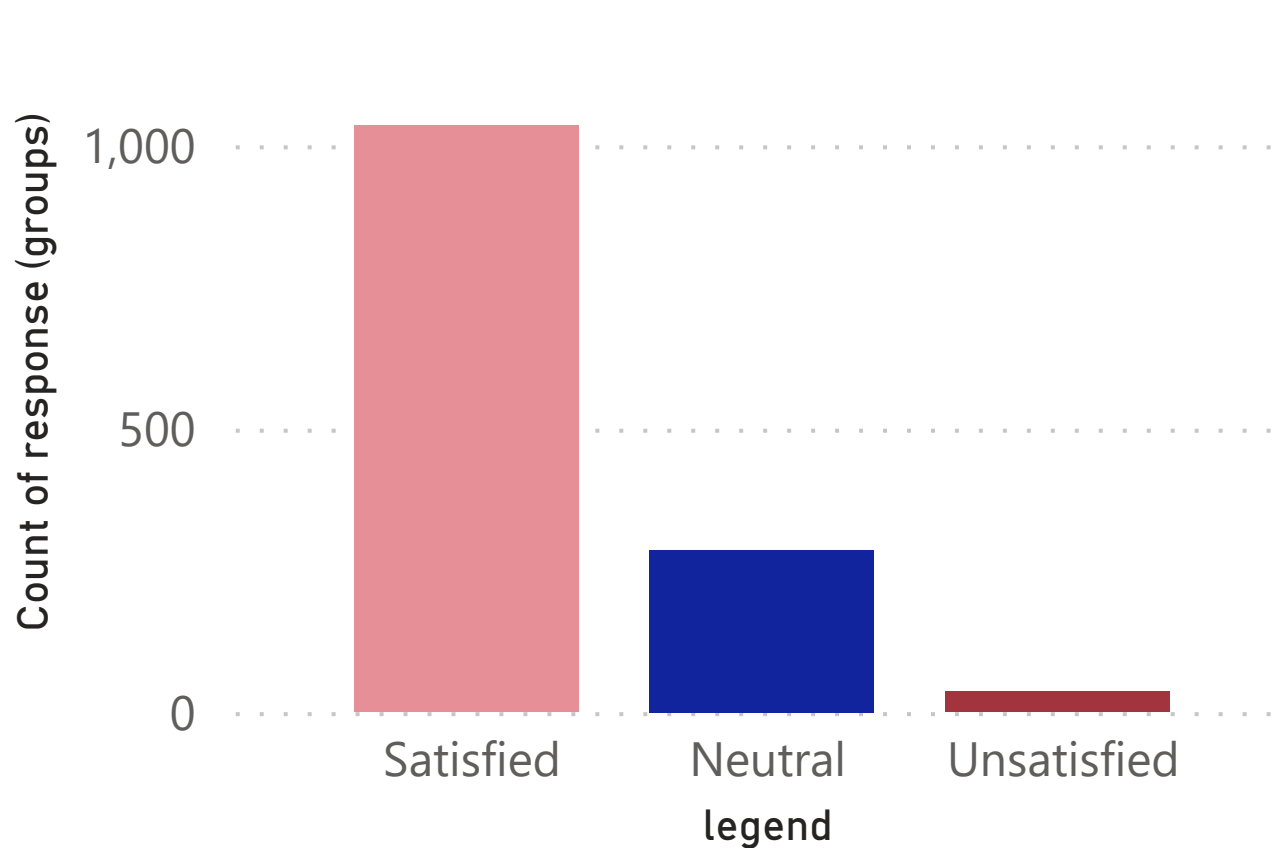
The clarity of tariffs intended for businesses



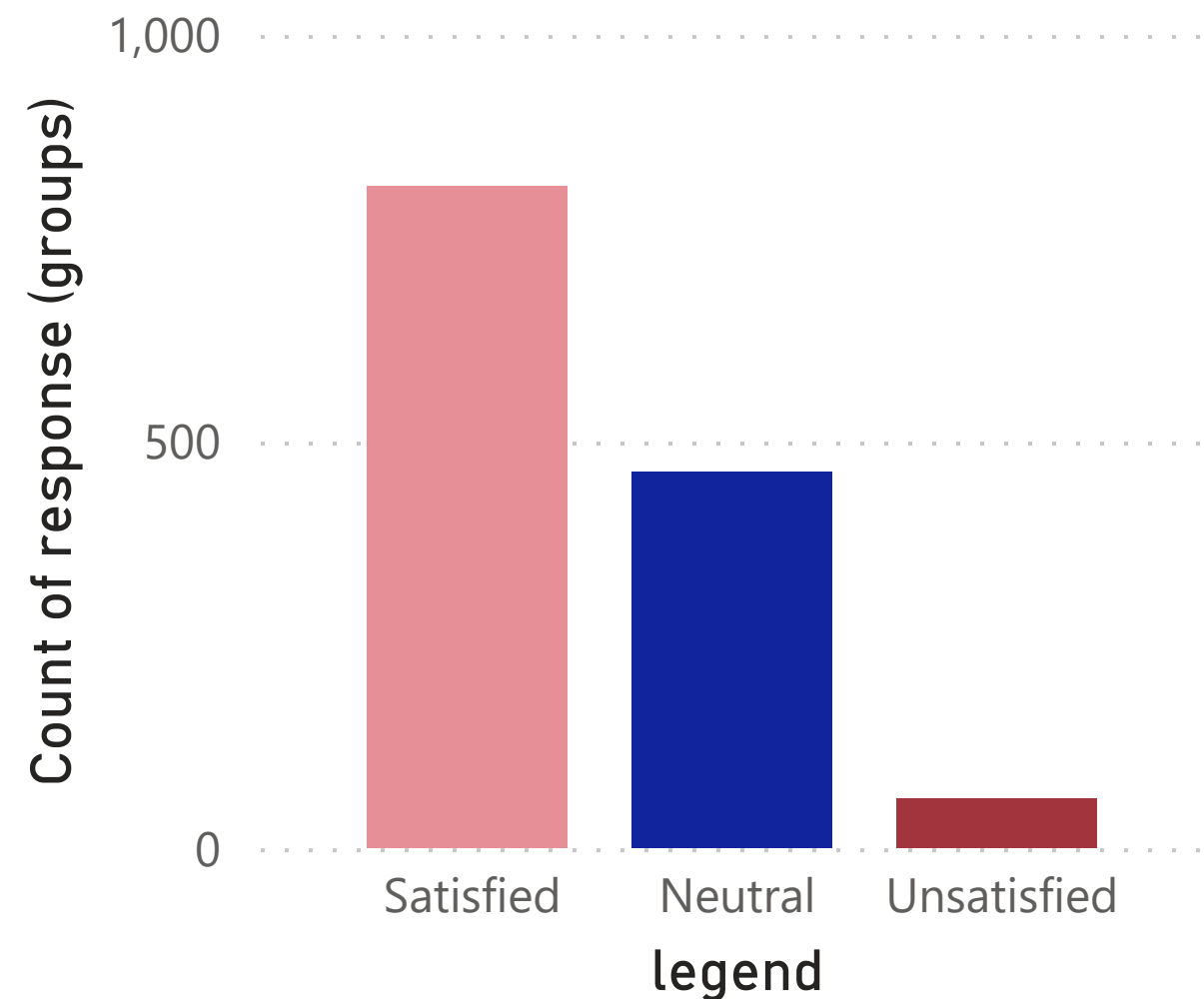
The ability of your main operator to offer businesses offers / services different from its competitors



Overall the commissioning of your offers and services purchased from your operator?



Its ability to offer innovative offers



Operator name

Tunisie Télécom

Orange



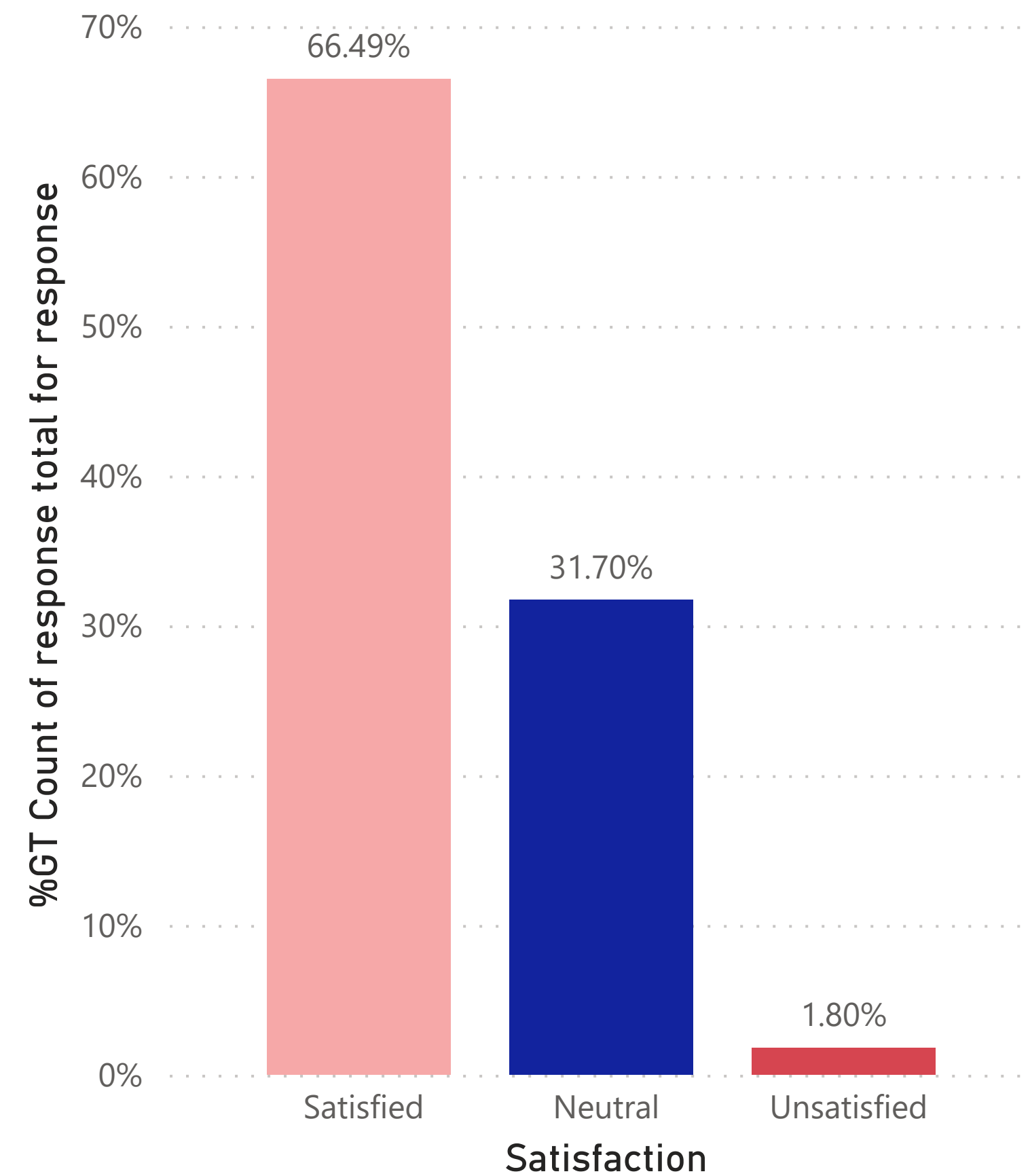
Operator name

Tunisie Télécom

Orange

351

Received a visit from a sales representative



Sales department

375

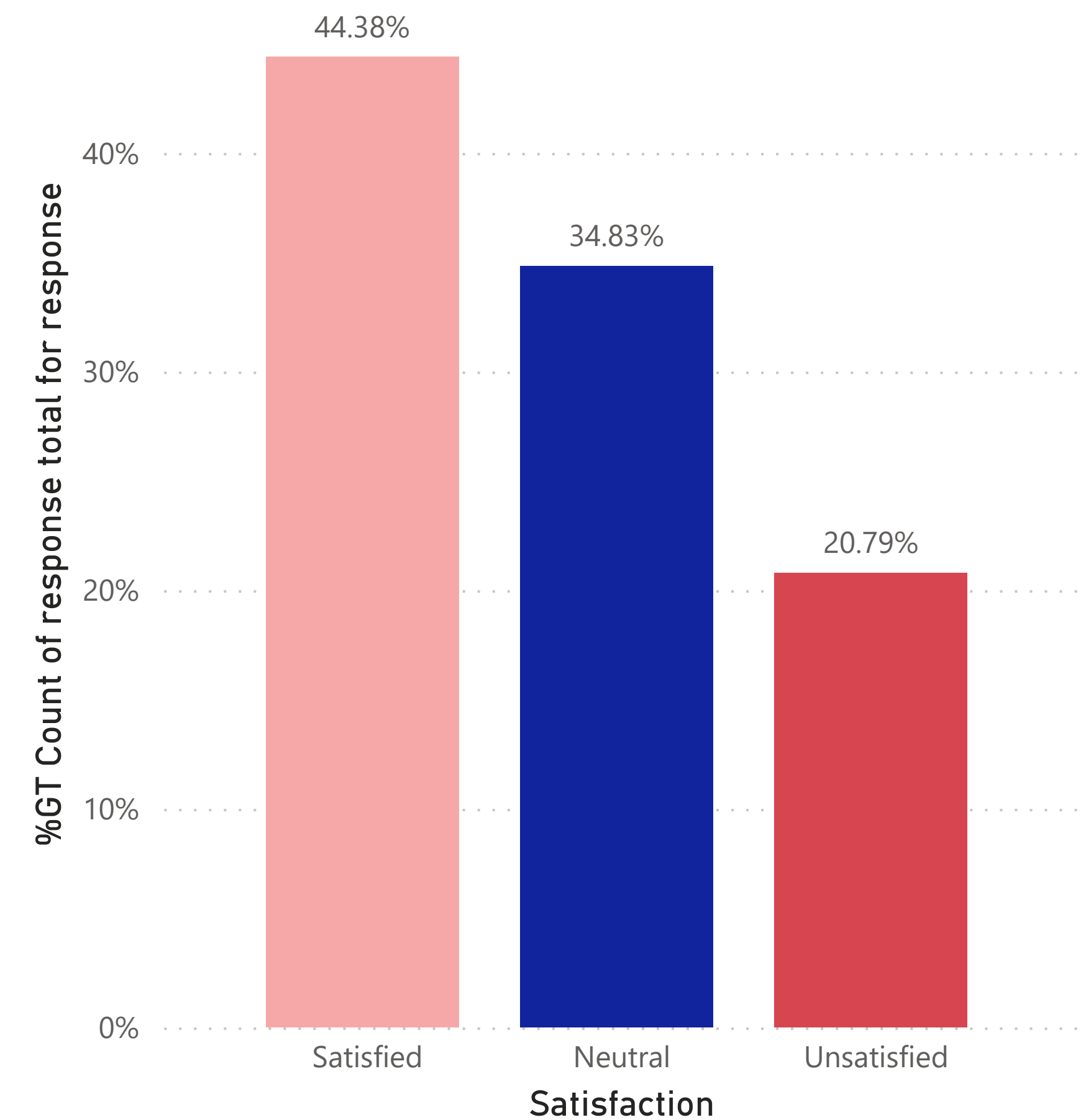
Signed a contract for the first time

178

Canceled a contract or subscription

155

Was in store / agency





Operator

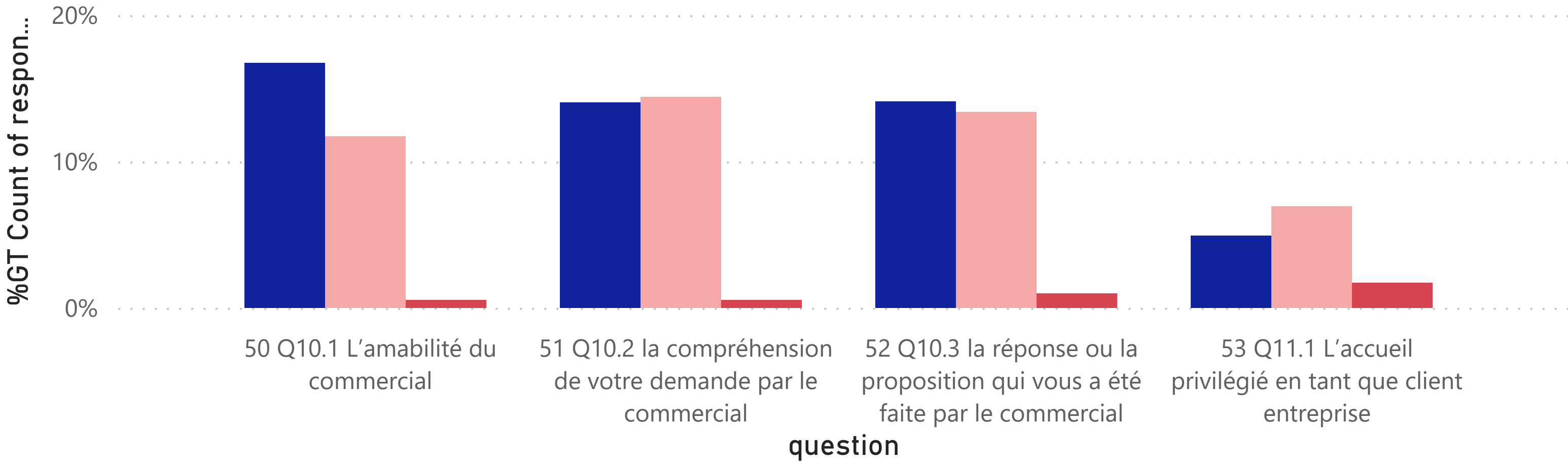
name

Tunisie Télécom

Orange

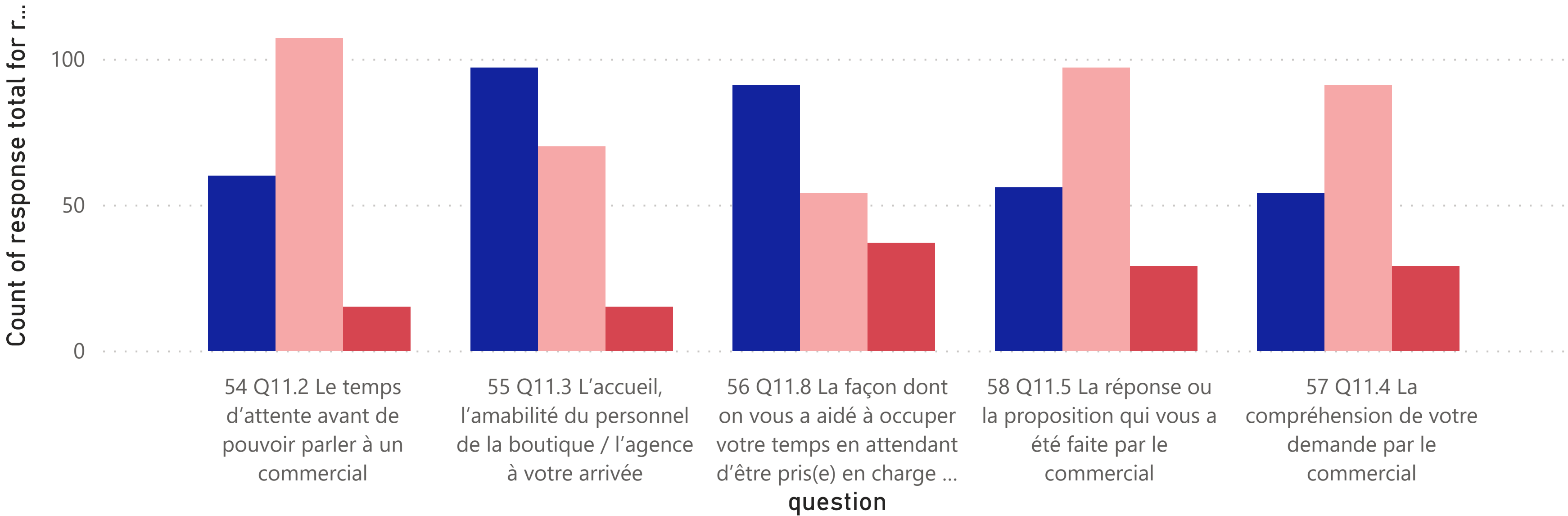
Sales person

legend Neutral Satisfied Unsatisfied



Store /Agency

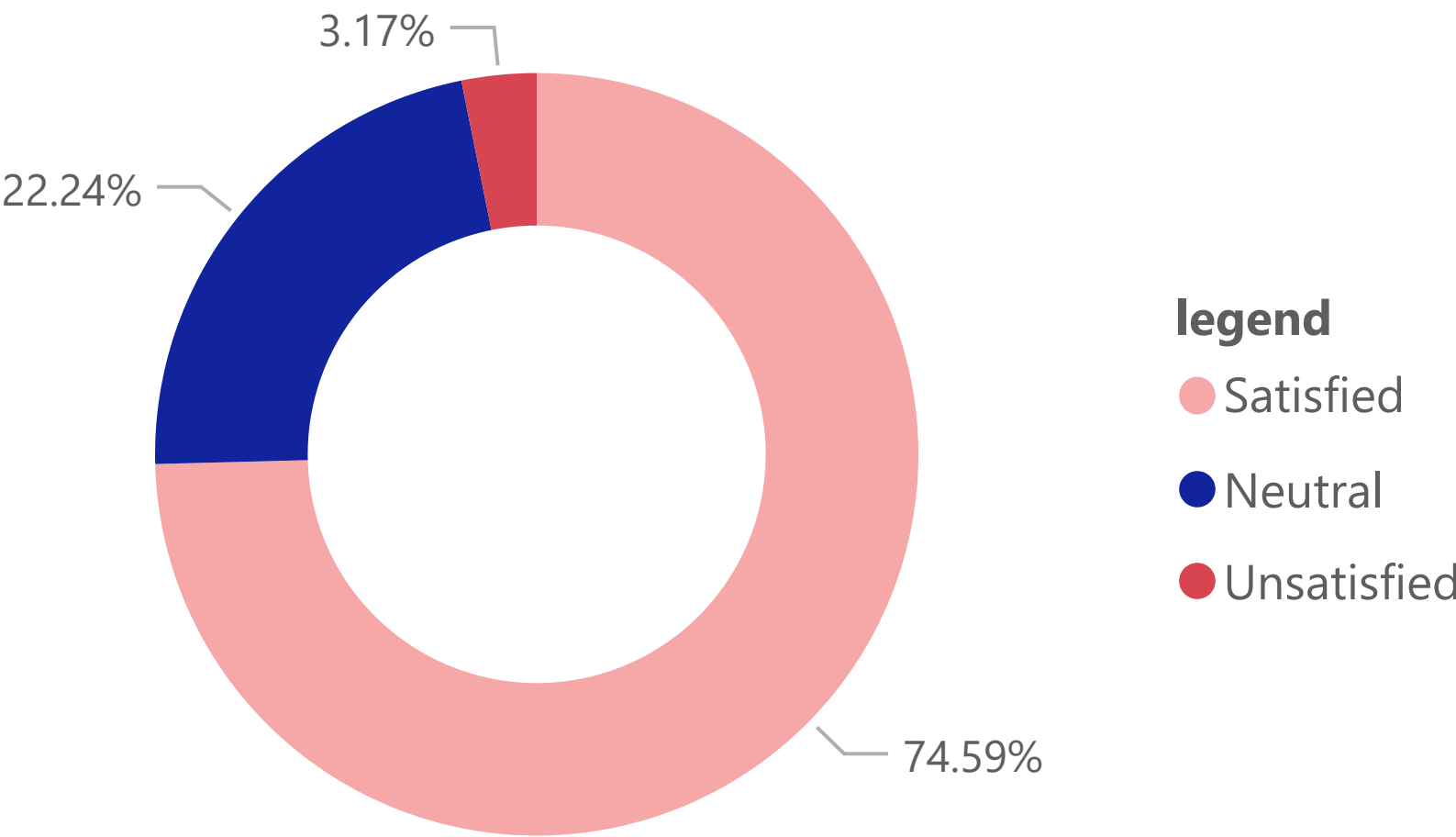
legend Neutral Satisfied Unsatisfied



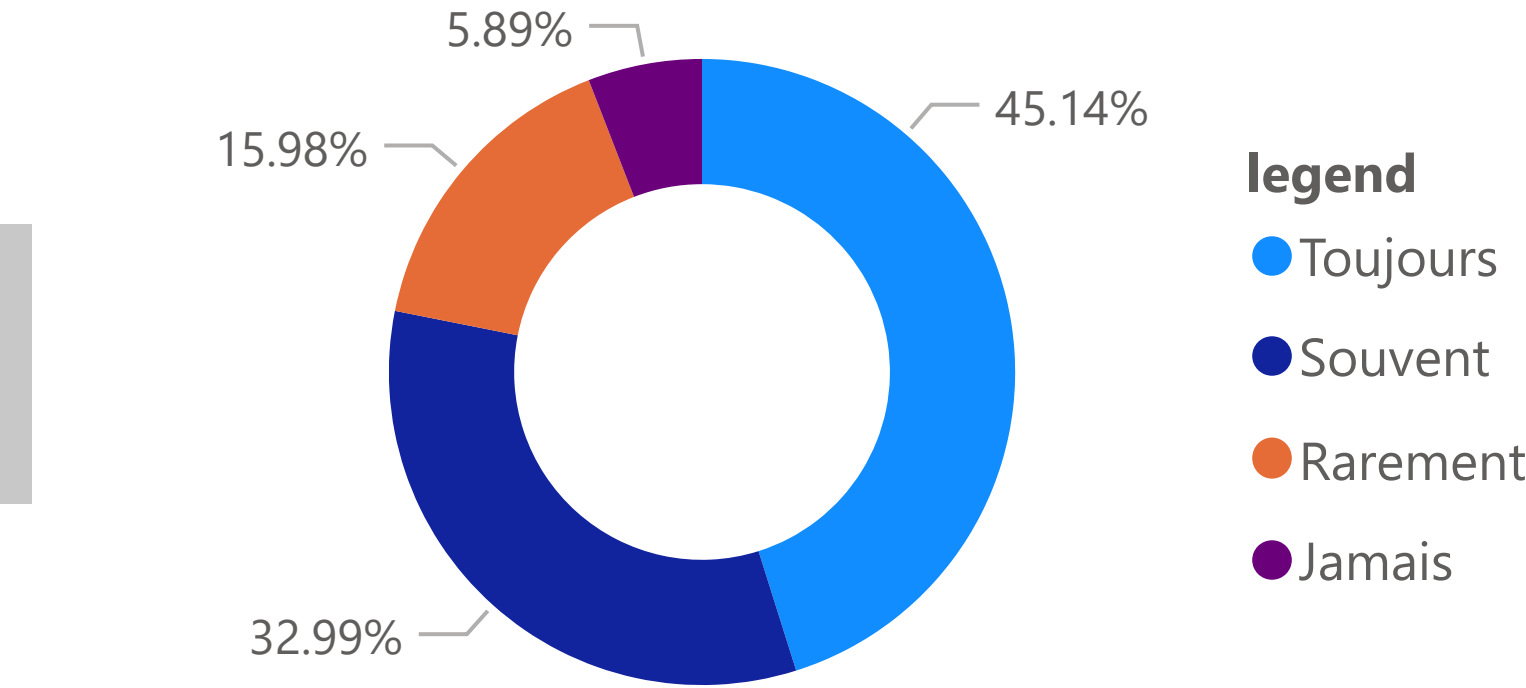


Telephone network

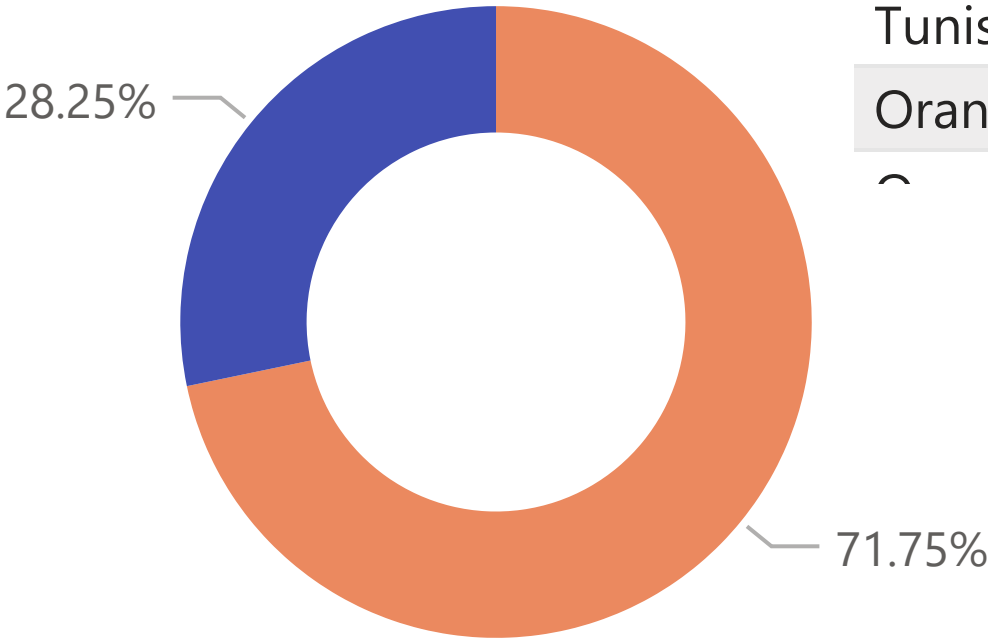
Global Satisfaction



First try success



Problems



Operator name

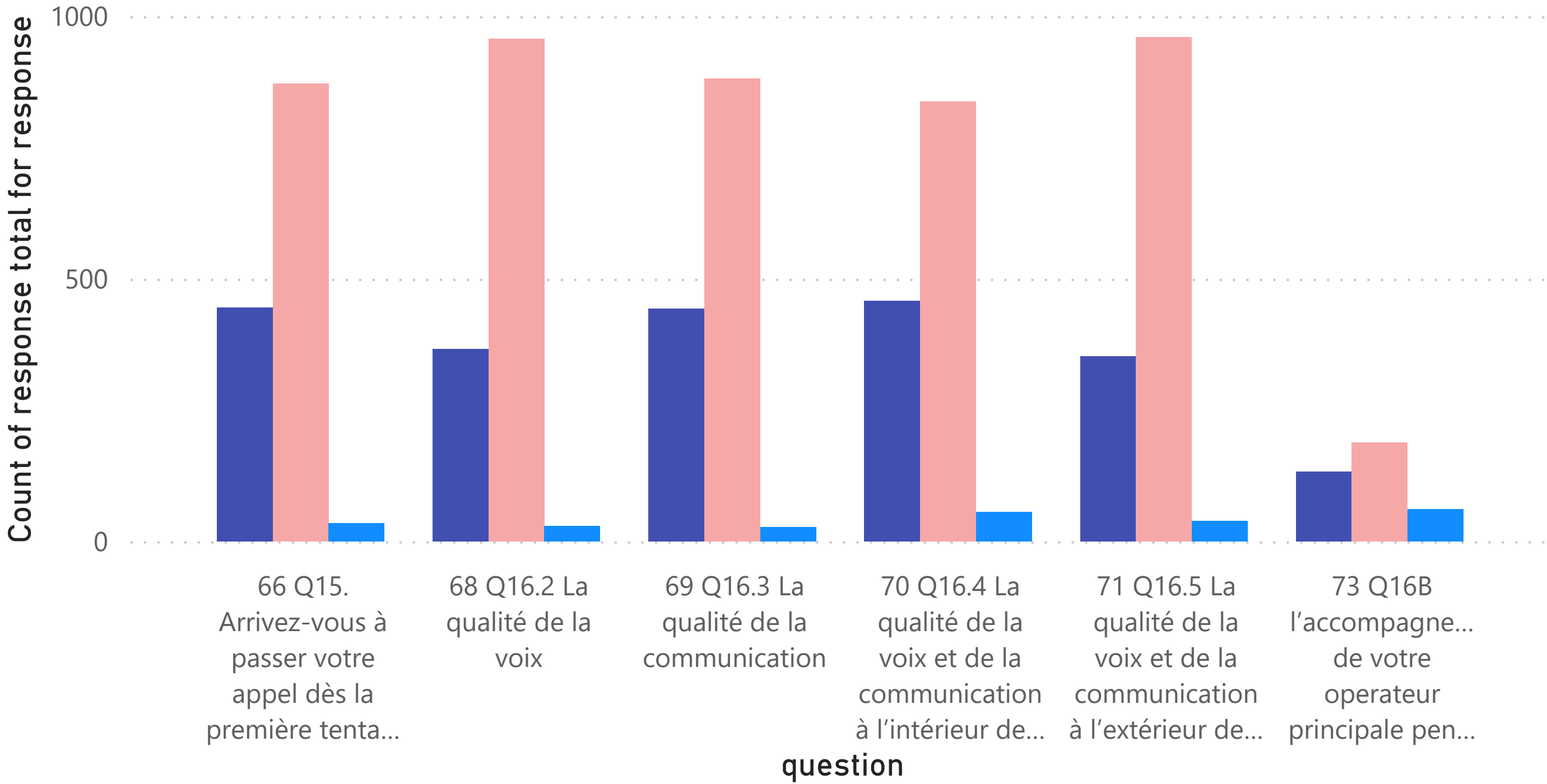
Tunisie Télécom

Orange

legend

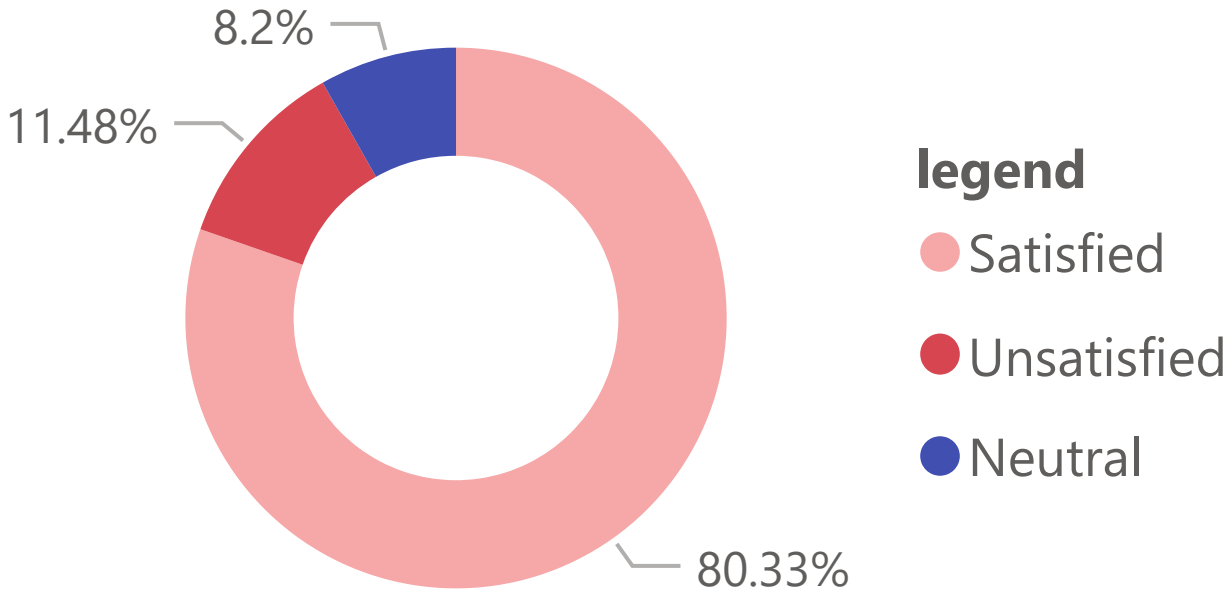
- Non
- Oui

legend Neutral Satisfied Unsatisfied

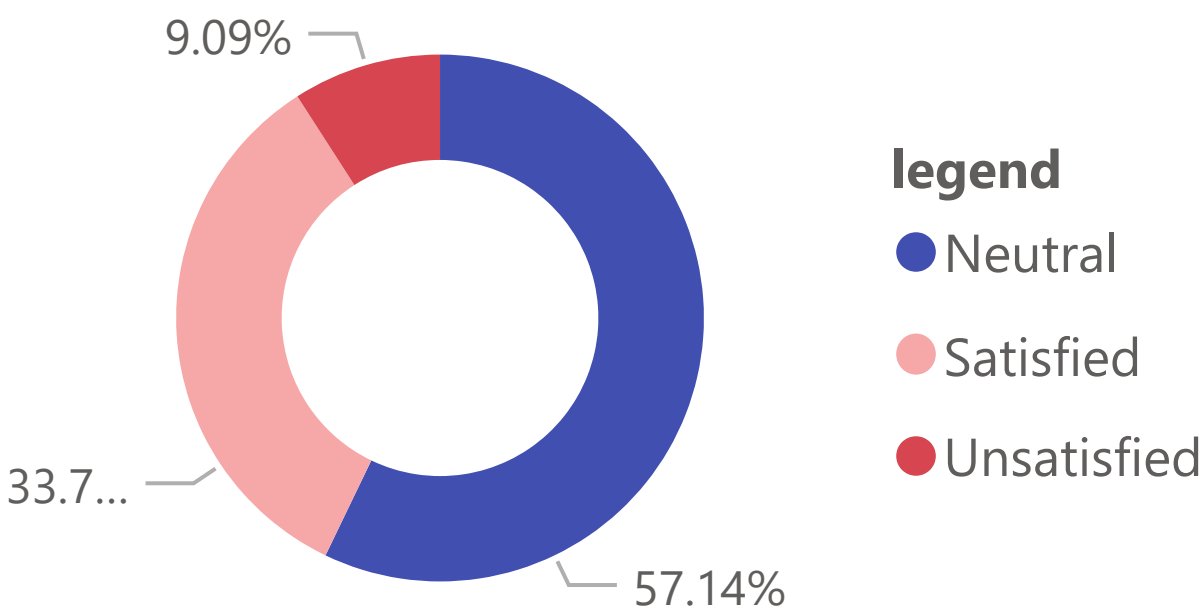




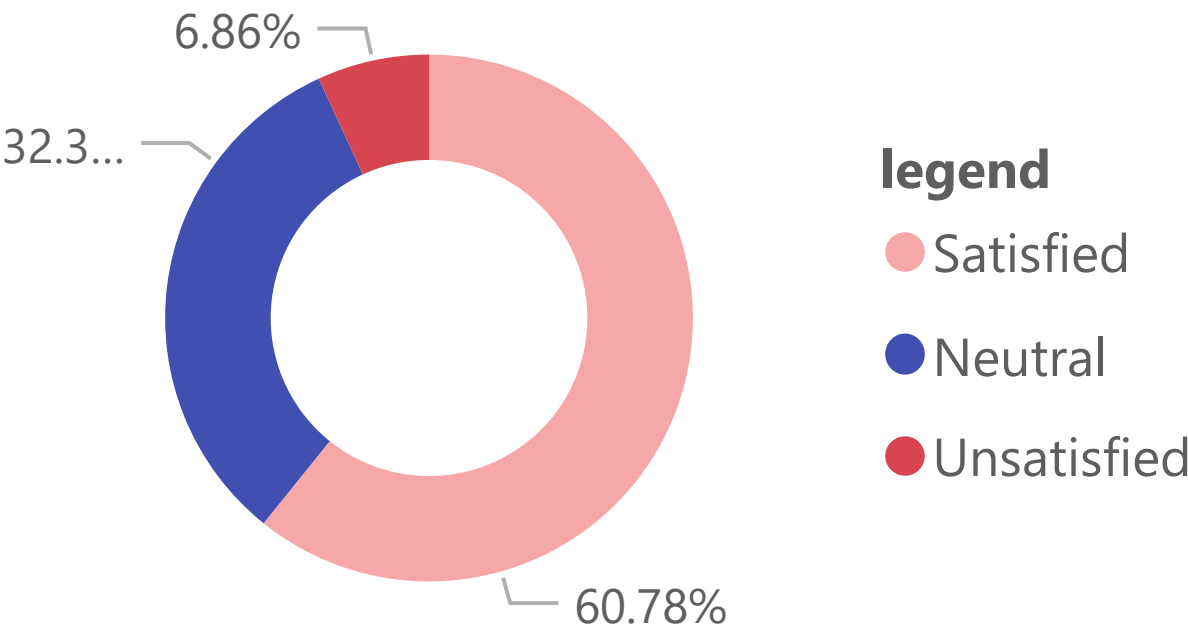
Conf call pro



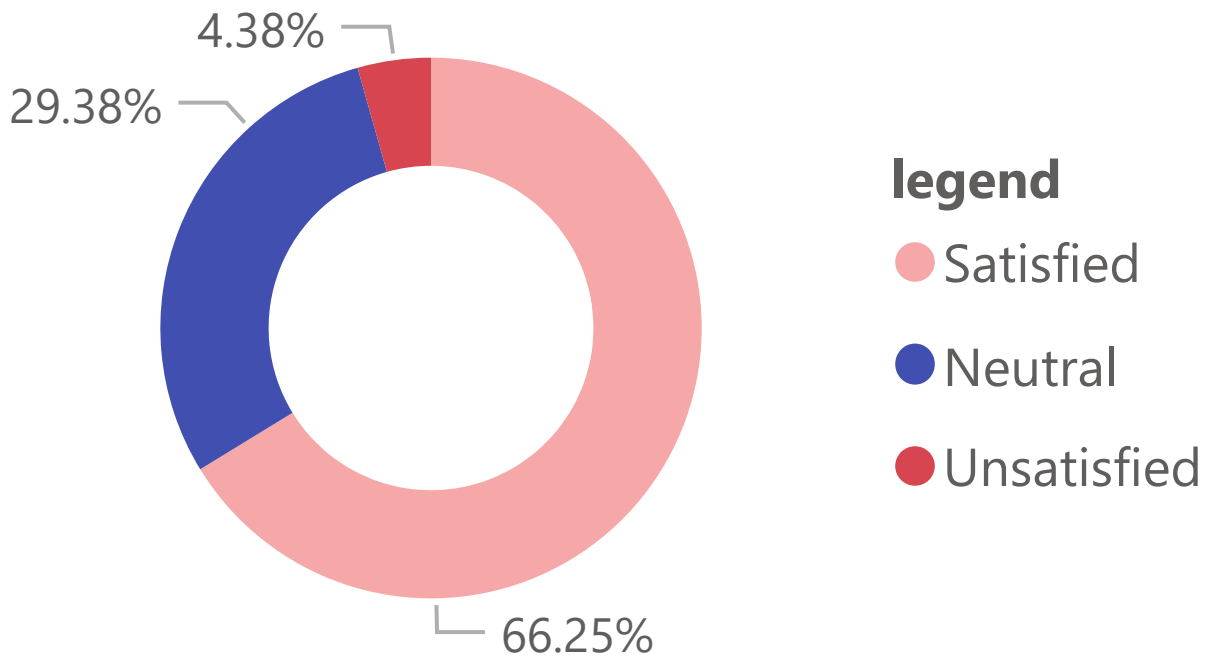
SOS



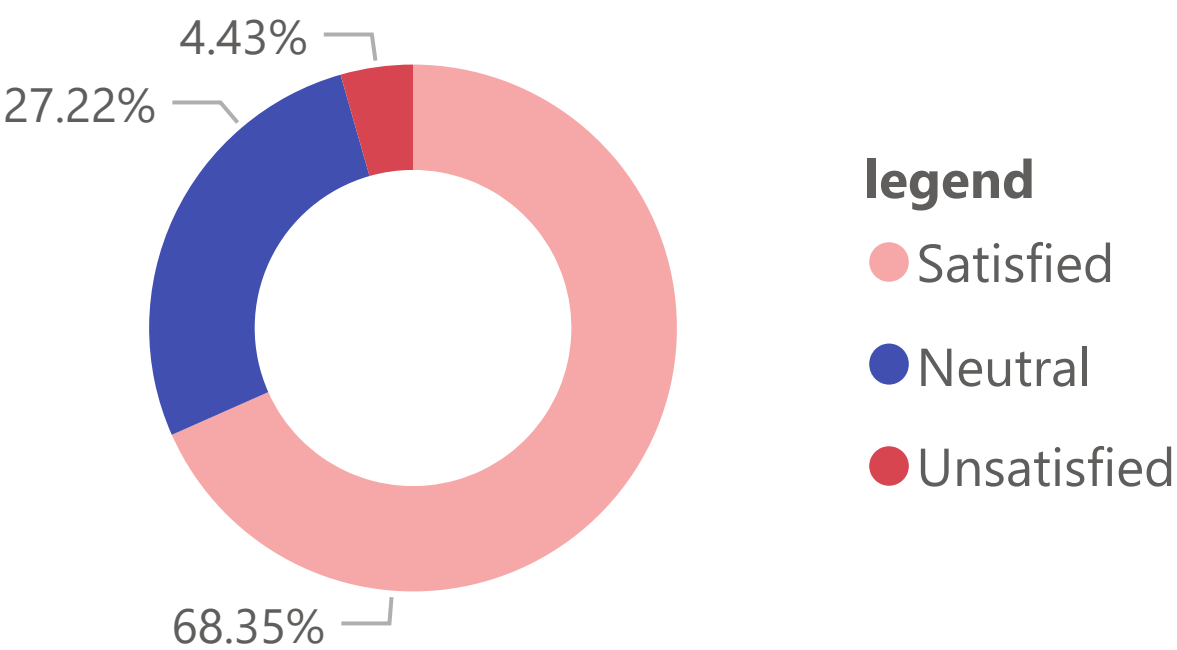
Credit transfer



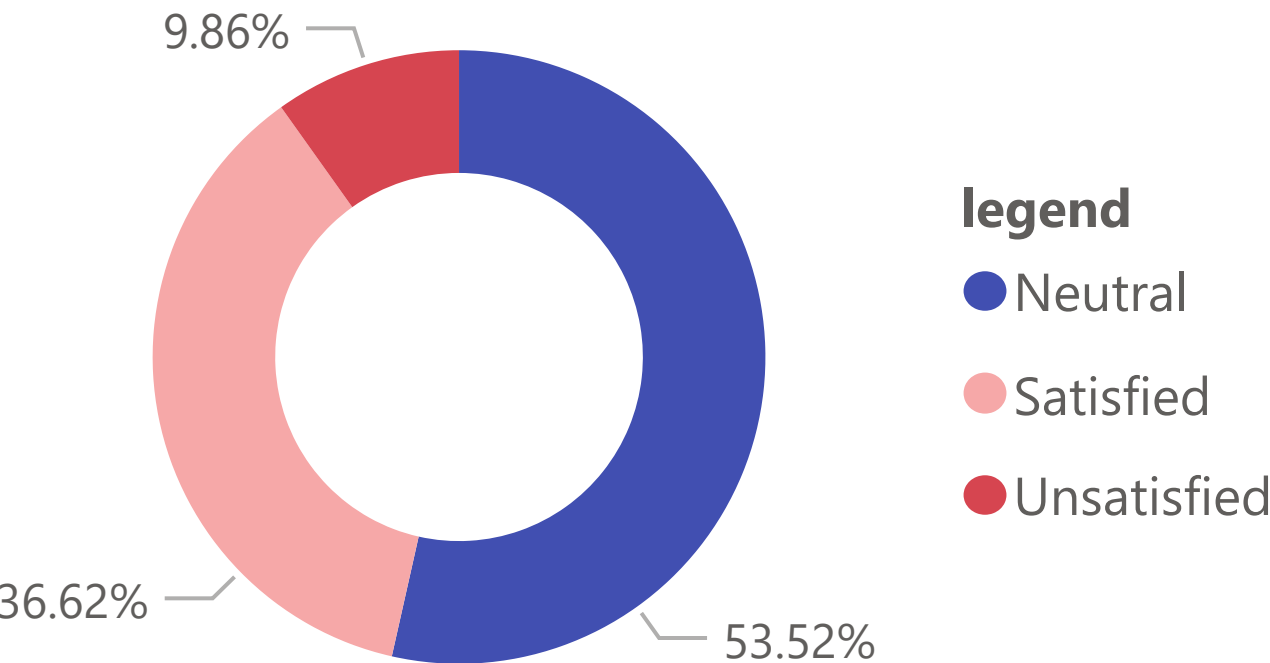
Internet transfer



Voicemail



Orange fidélité ou Points Merci ou Kelma



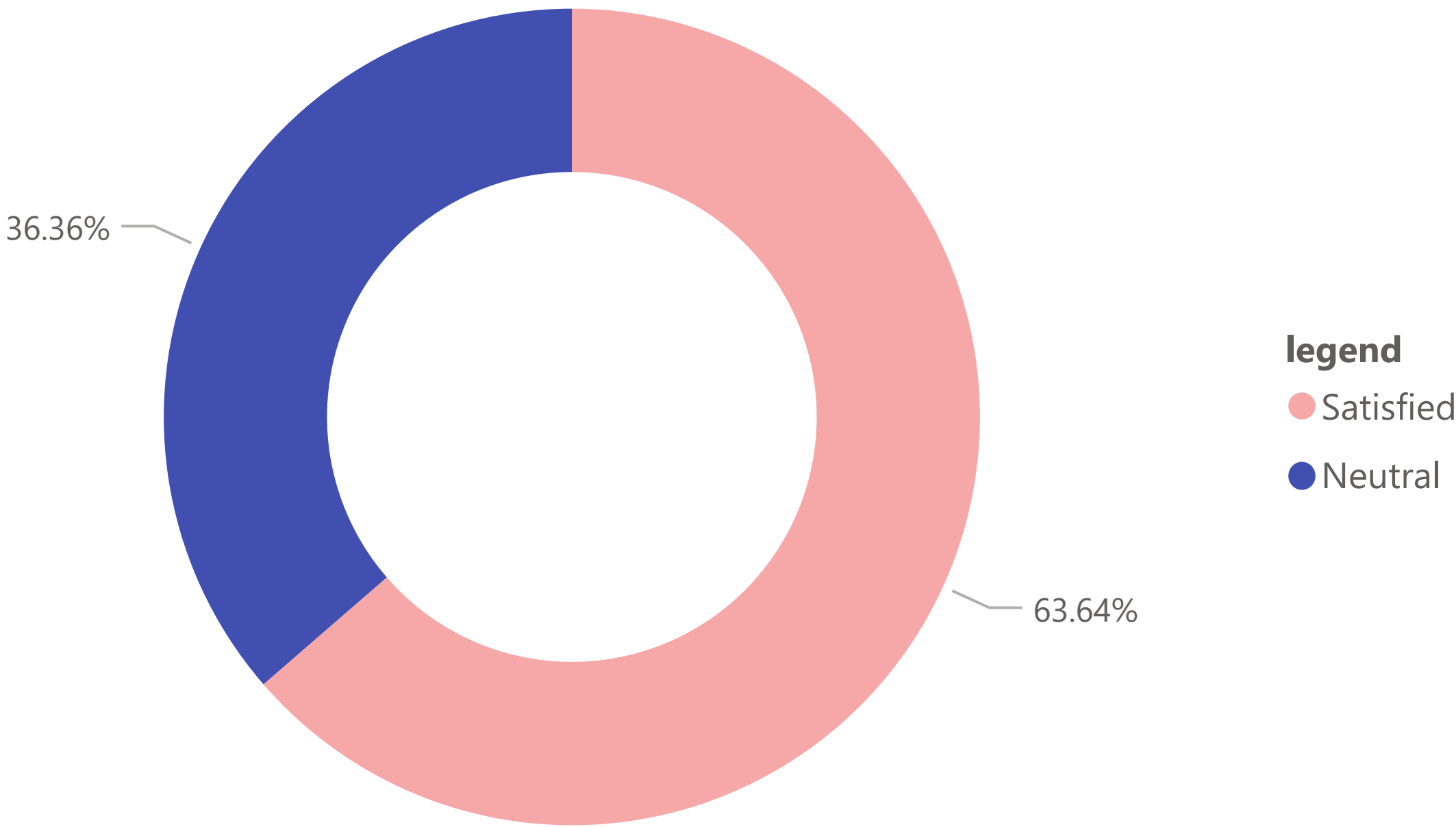
Operator name

Tunisie Télécom

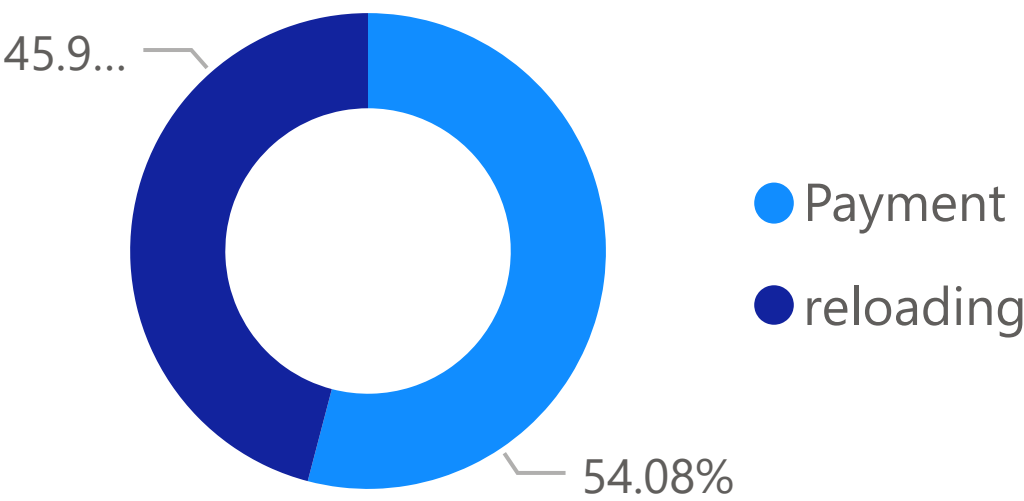
Orange

Orange Money

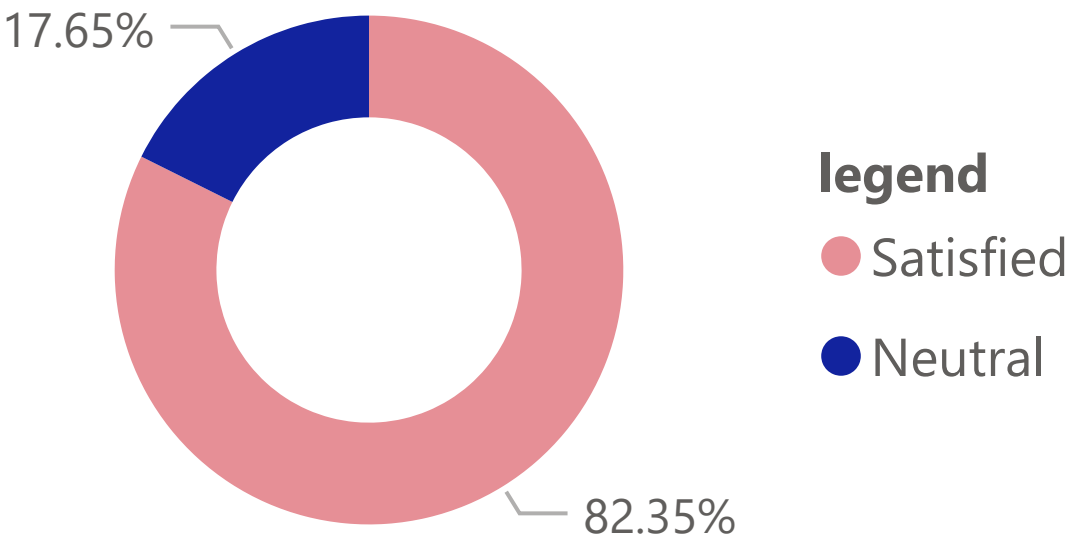
Global Satisfaction



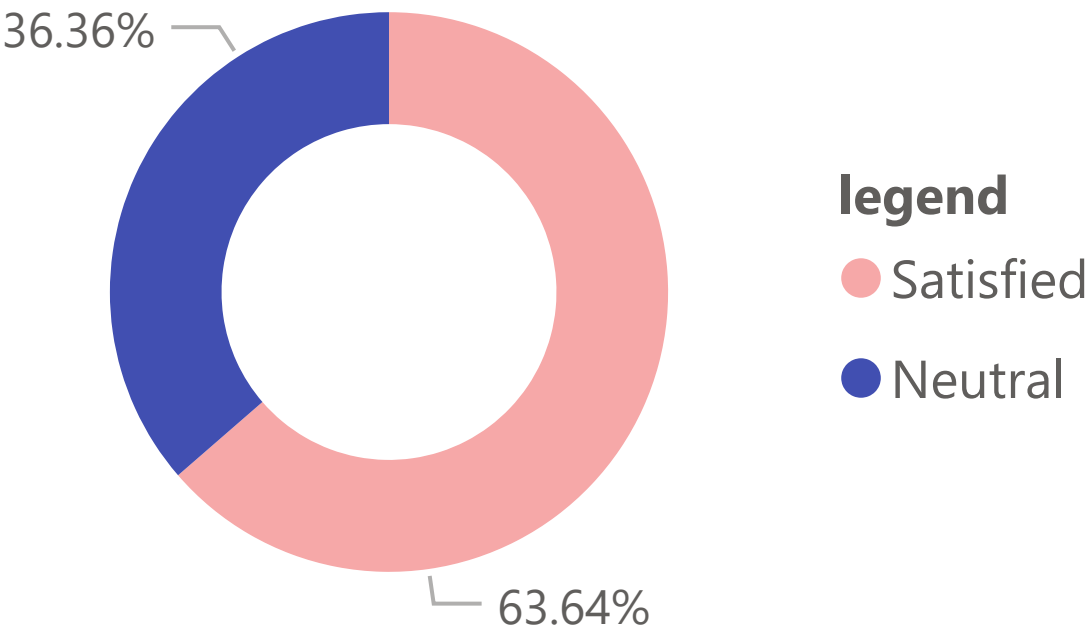
Reason to use



Ease of use



Performance



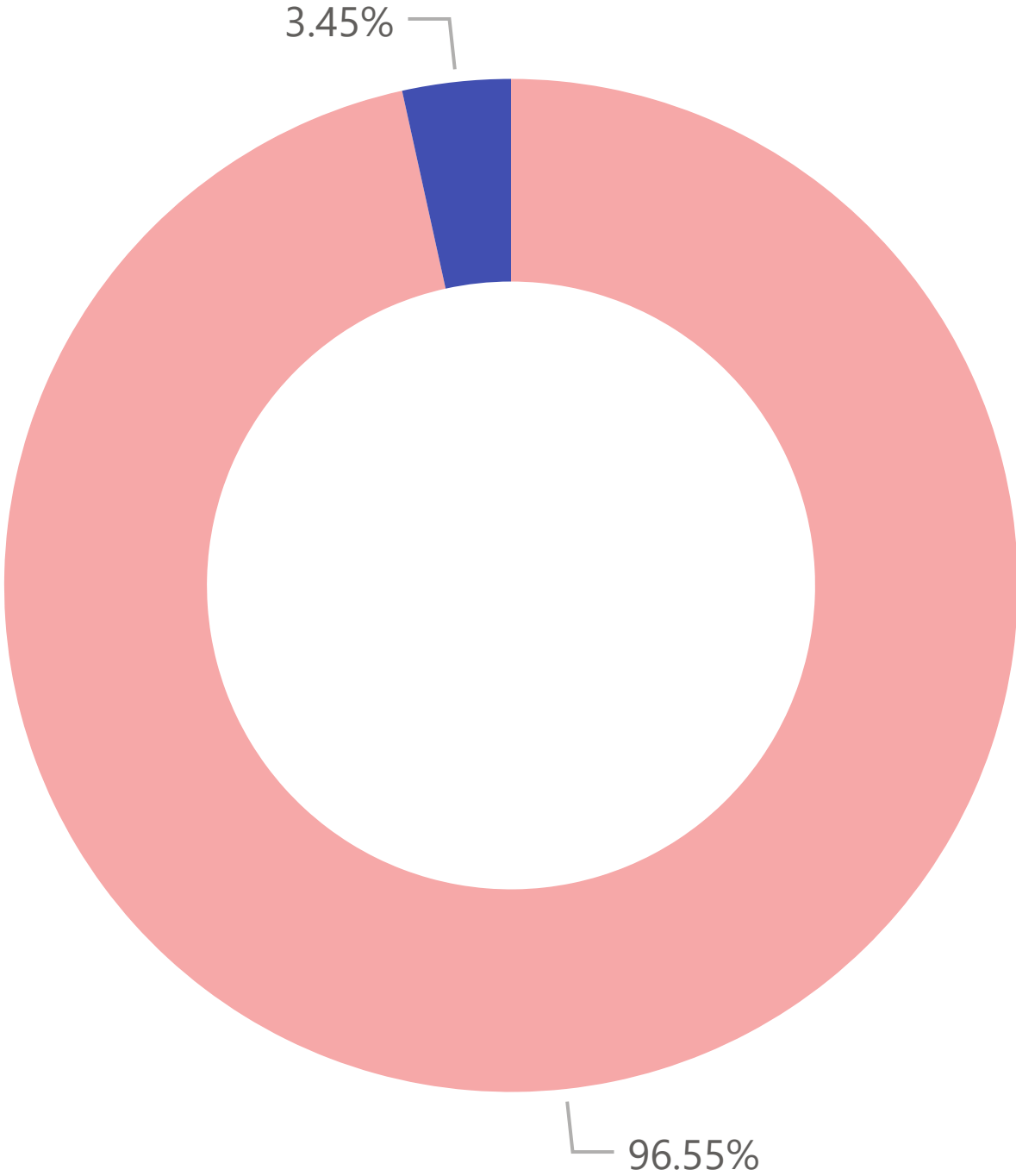
Operator name

Tunisie Télécom

Orange

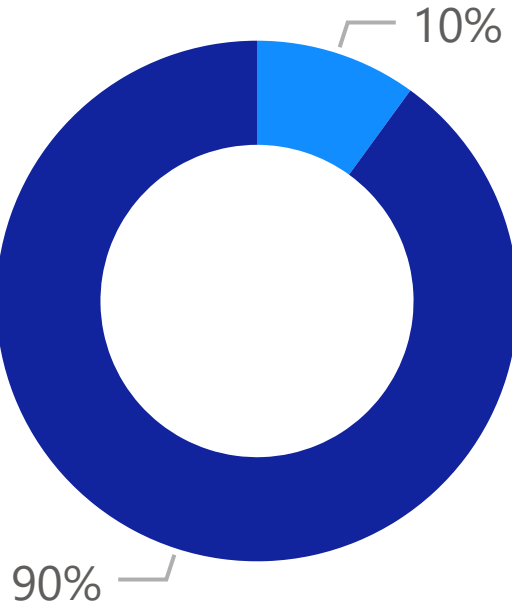
MOBICASH

Global Satisfaction



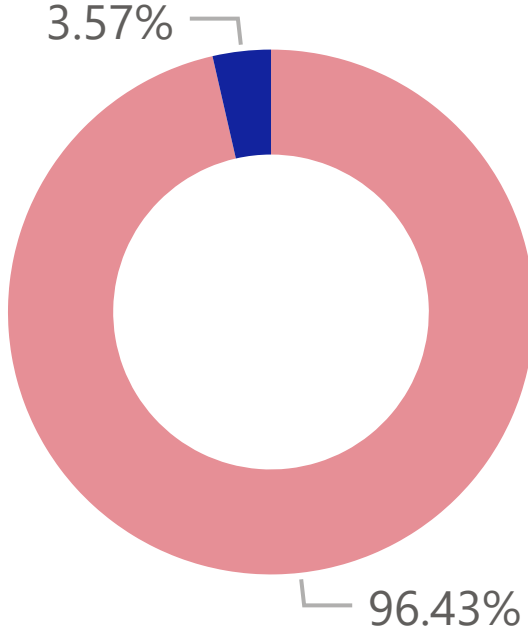
- legend**
- Satisfied
 - Neutral

Reason to use



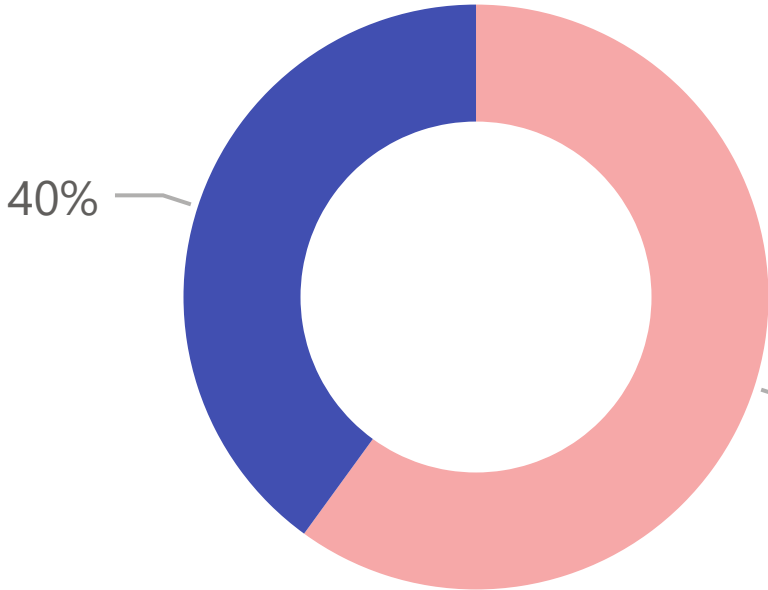
- Payment
- reloading

Ease of use



- legend**
- Satisfied
 - Neutral

Performance



- legend**
- Satisfied
 - Neutral

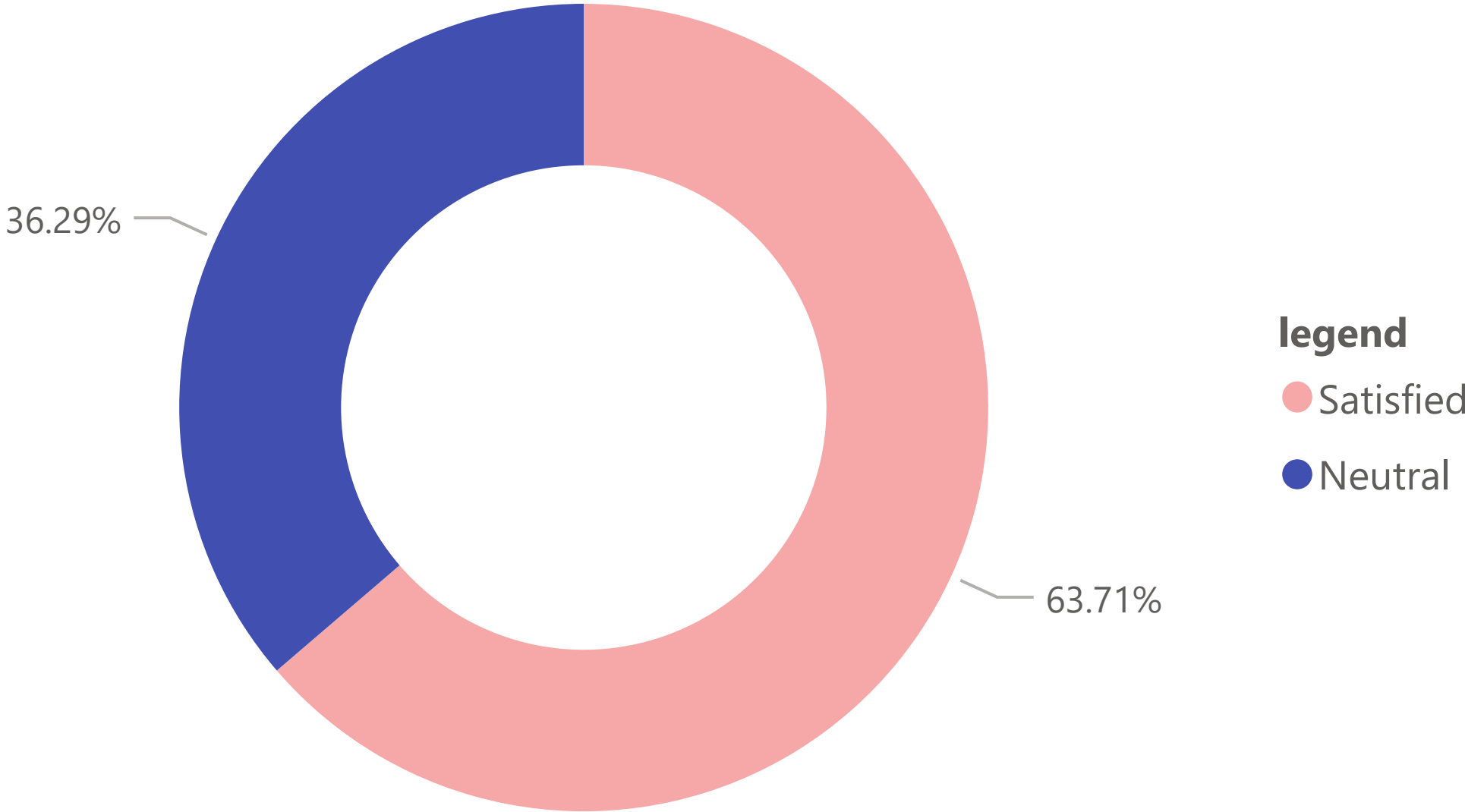
Operator name

Tunisie Télécom

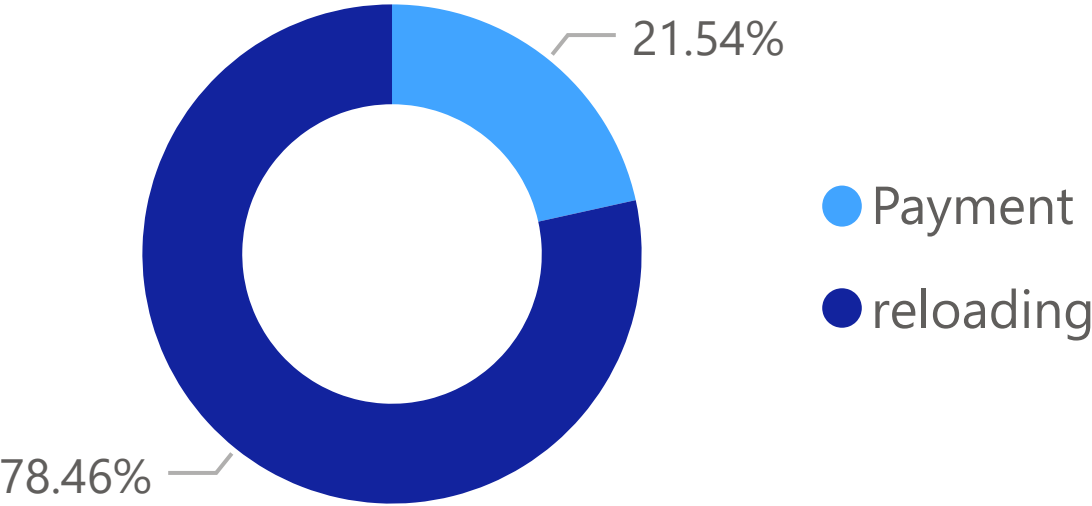
Orange

MDINAR

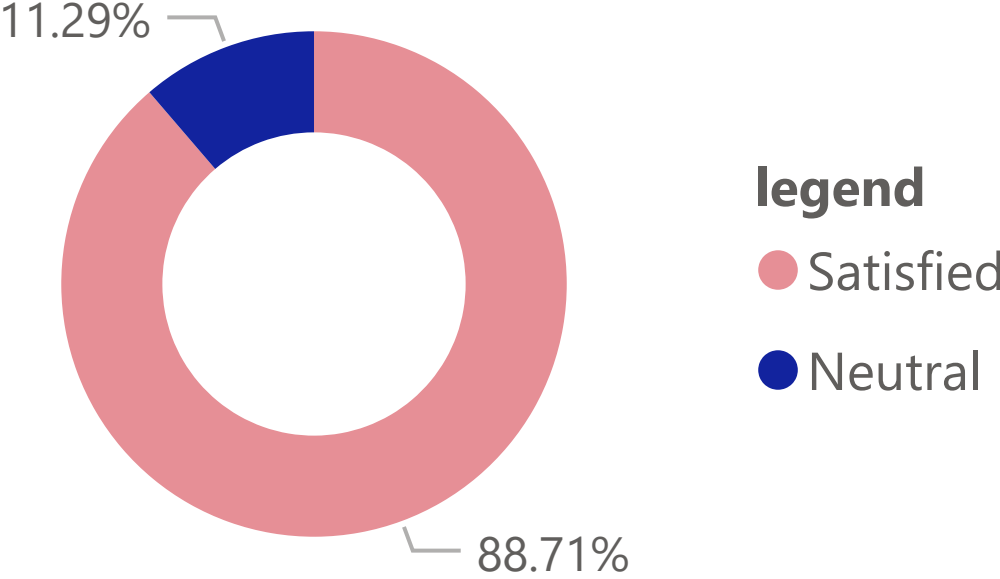
Global Satisfaction



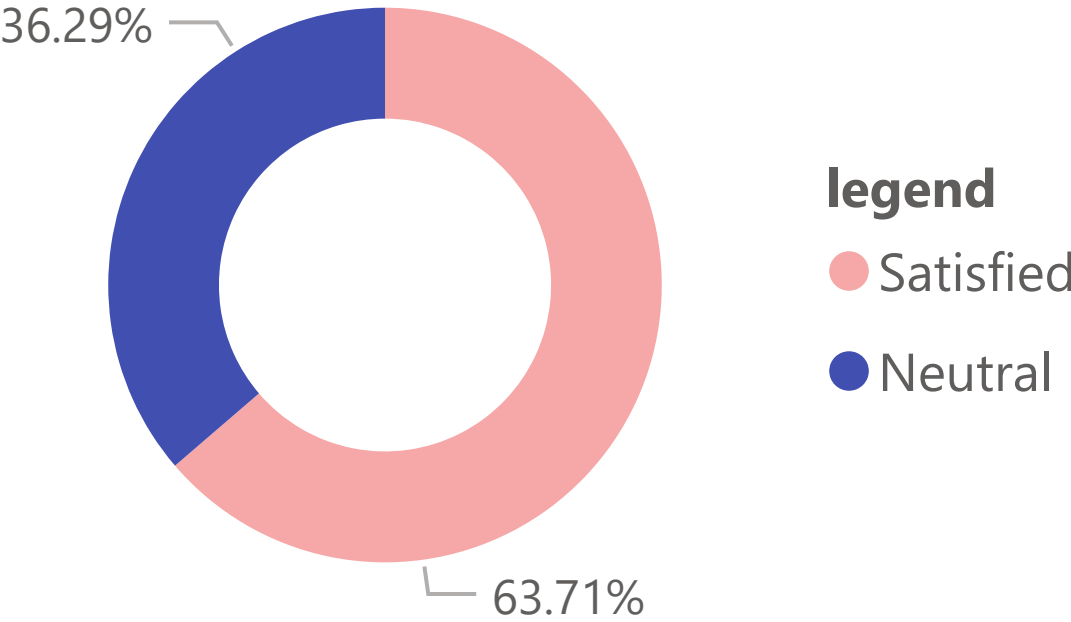
Reason to use



Ease of use



Performance



Operator
name

Tunisie Télécom
Orange



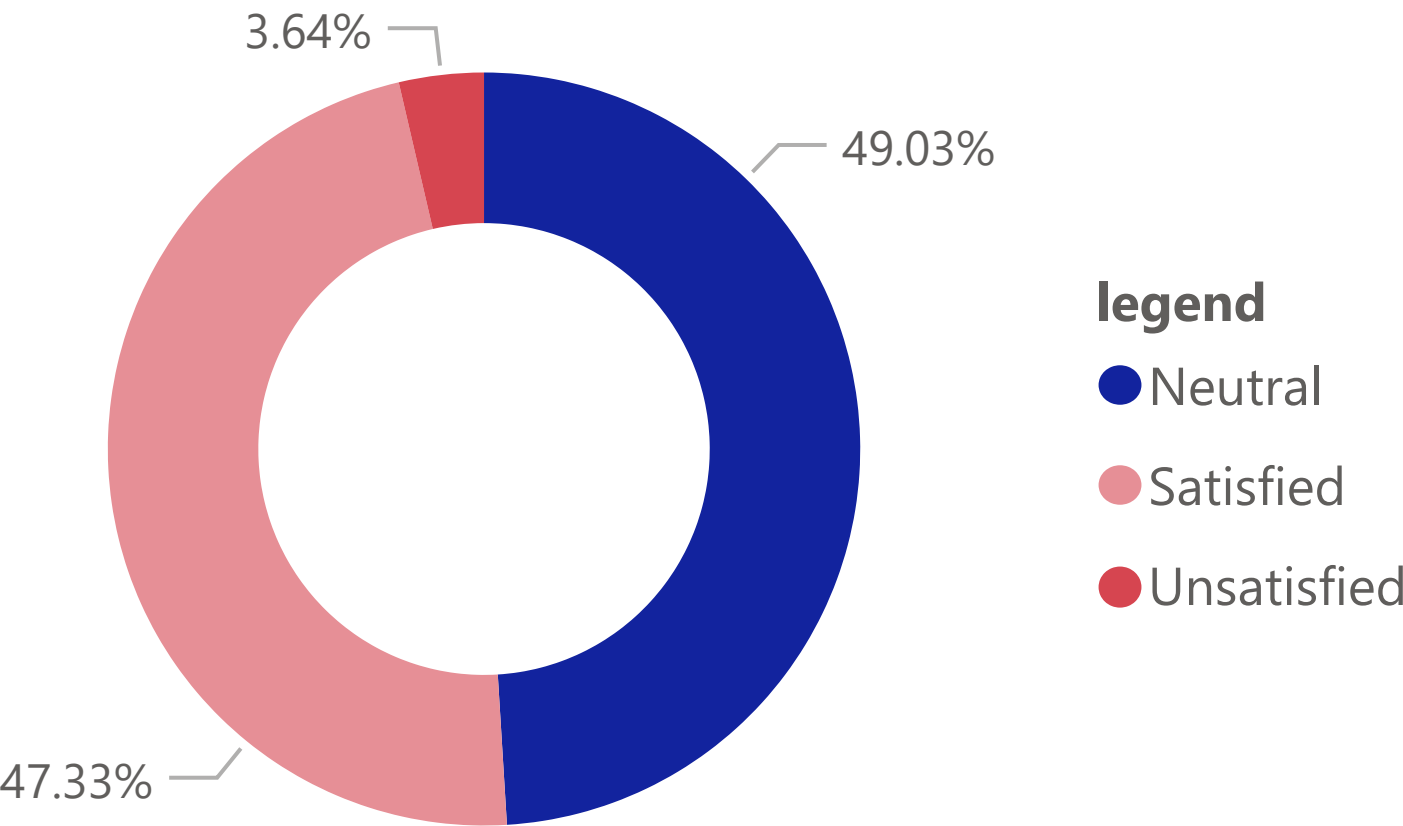
Operator
name

Tunisie Télécom

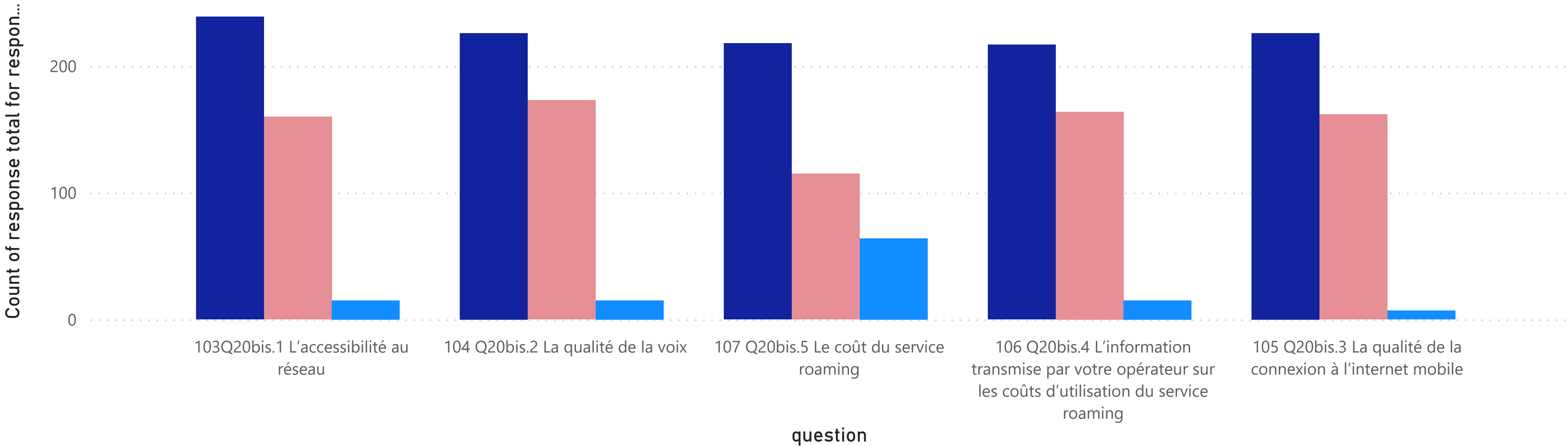
Orange

ROAMING

Global Satisfaction



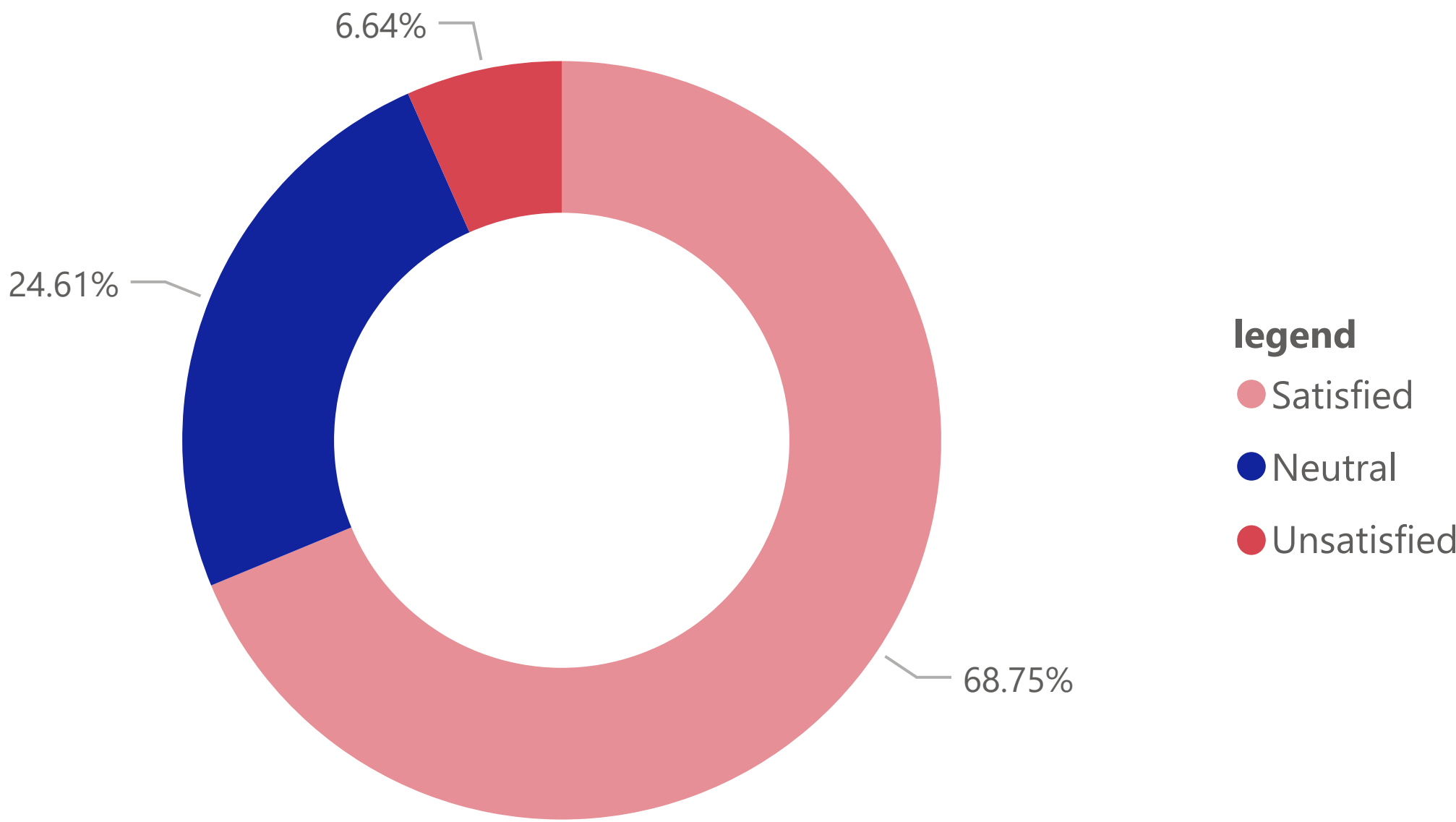
legend Neutral Satisfied Unsatisfied



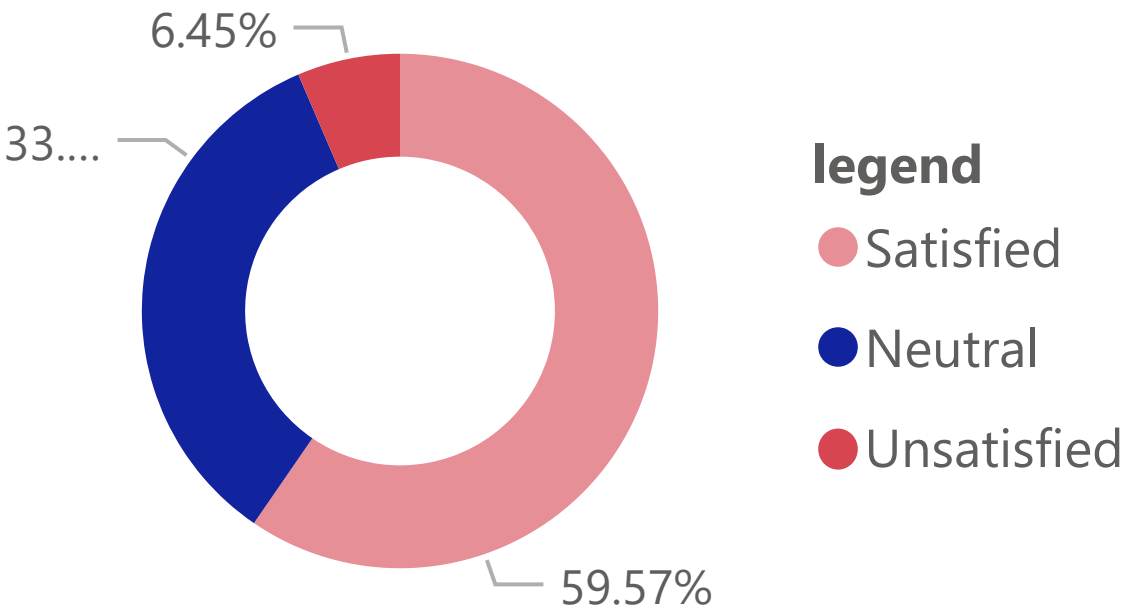


MOBILE INTERNET

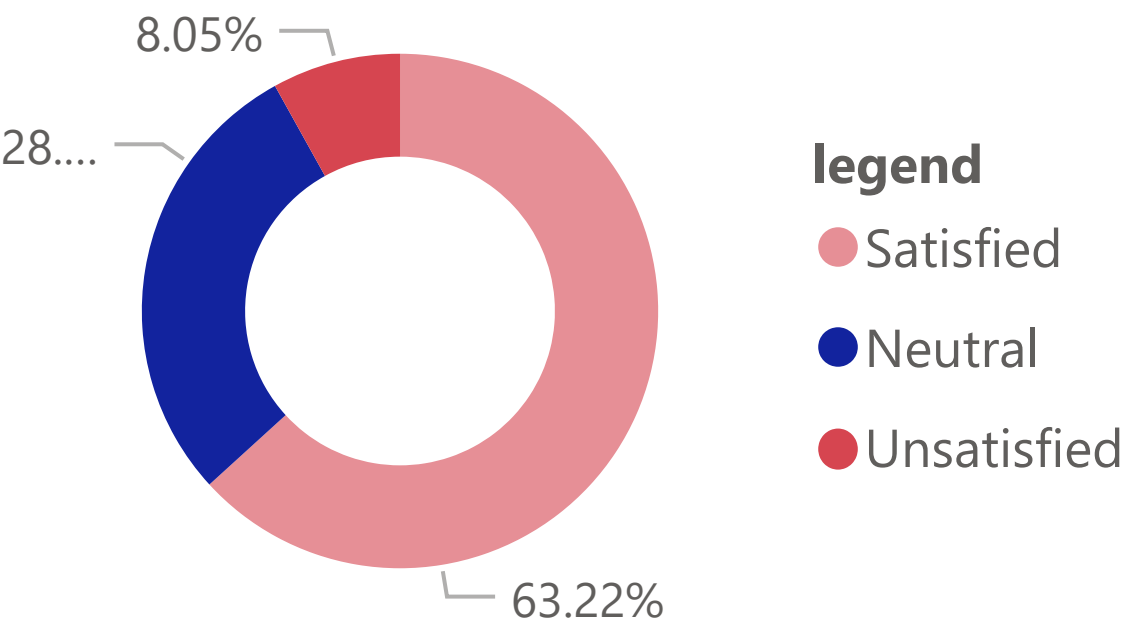
Global Satisfaction



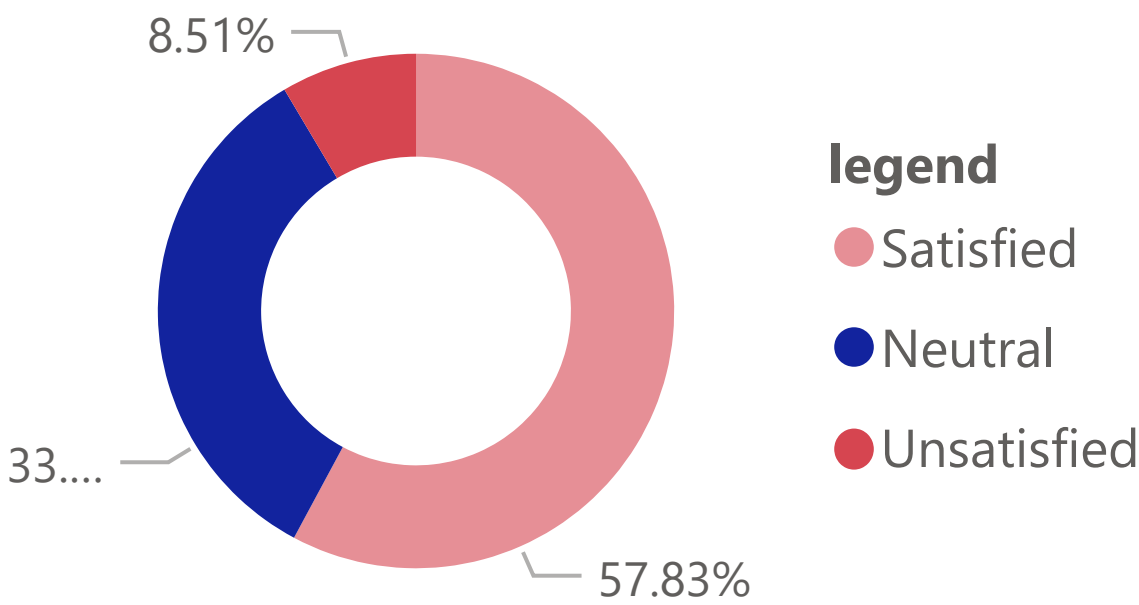
Accessibility



Browsing and loading speed



Price-performance ratio



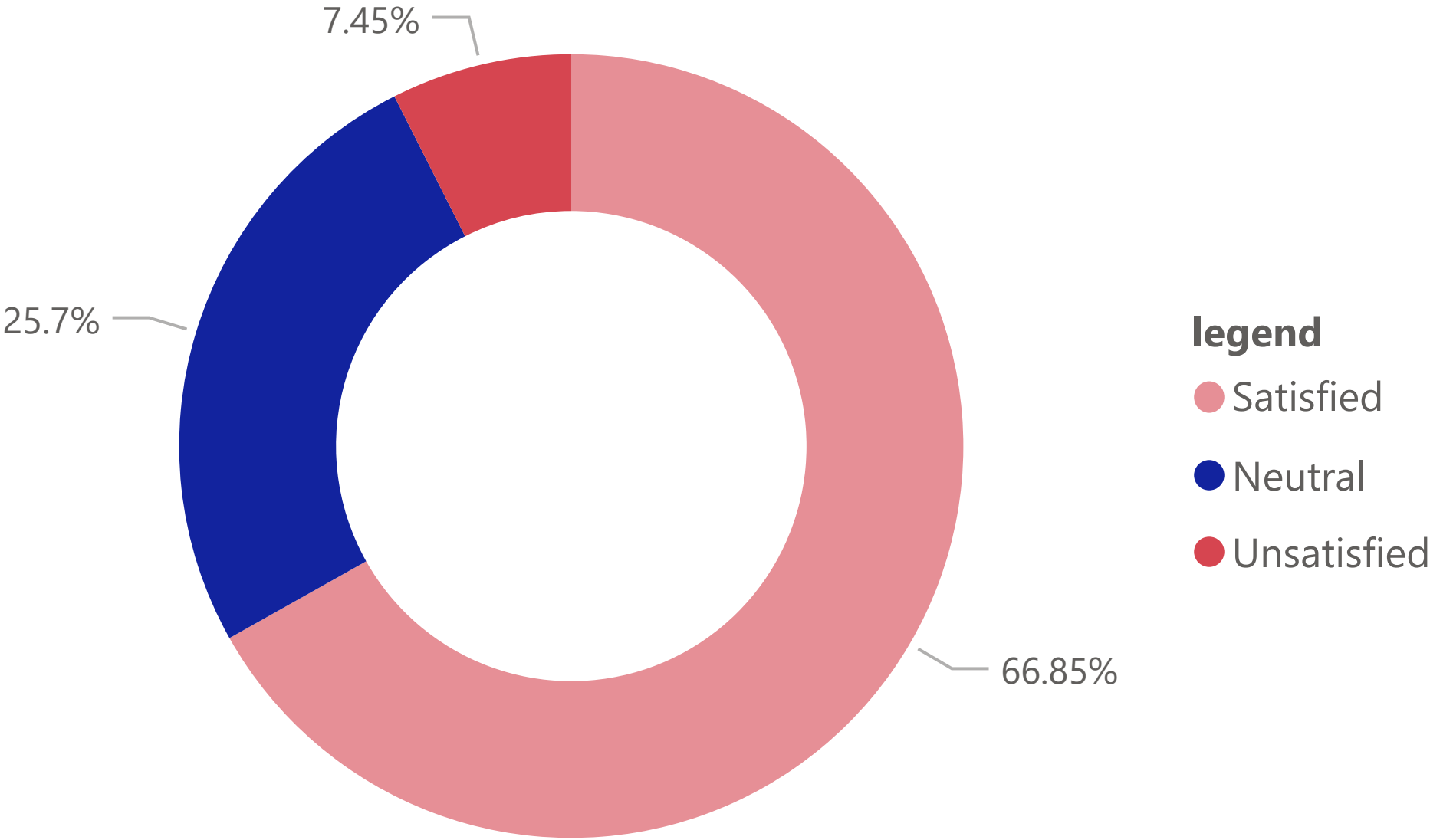
Operator
name

Tunisie Télécom
Orange



Billing service

Global Satisfaction



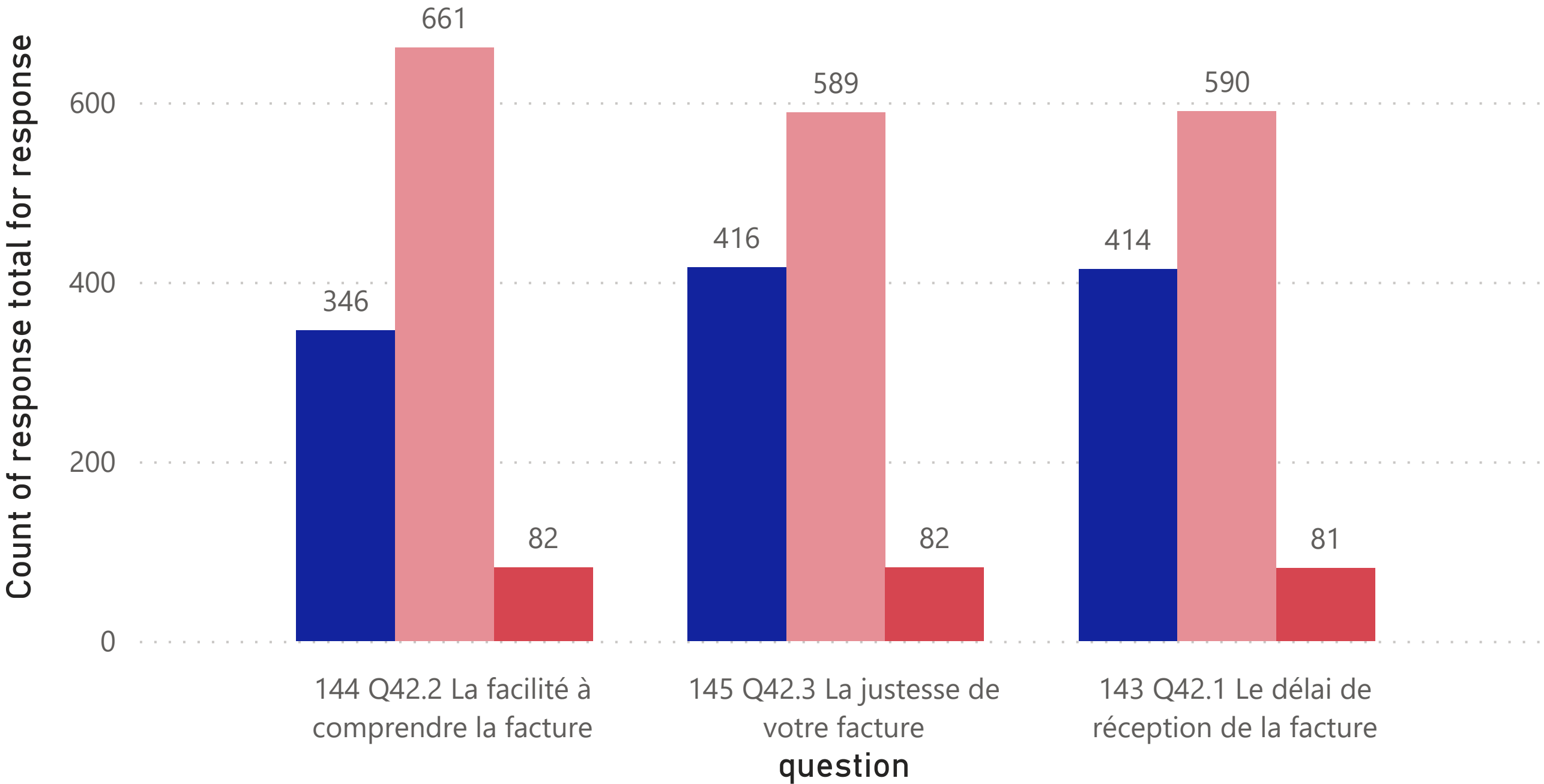
Question	Non	Oui	Total
136 Q40.1 Recevez-vous une facture papier par courrier ?	567	768	1335
137 Q40.2 Et recevez-vous une facture via internet ?	1049	285	1334
138 Q40.3 Payez-vous votre facture dans un point de vente ?	811	523	1334
139 Q40.4 Payez-vous votre facture via internet ?	1182	152	1334
140 Q40.5 Payez-vous votre facture via Orange Money ?	410	30	440
141 Q40.6 Votre première facture vous a-t-elle été expliquée ?	1188	143	1331
Total	5207	1901	7108

Operator name

Tunisie Télécom

Orange

legend Neutral Satisfied Unsatisfied



Credit distribution service

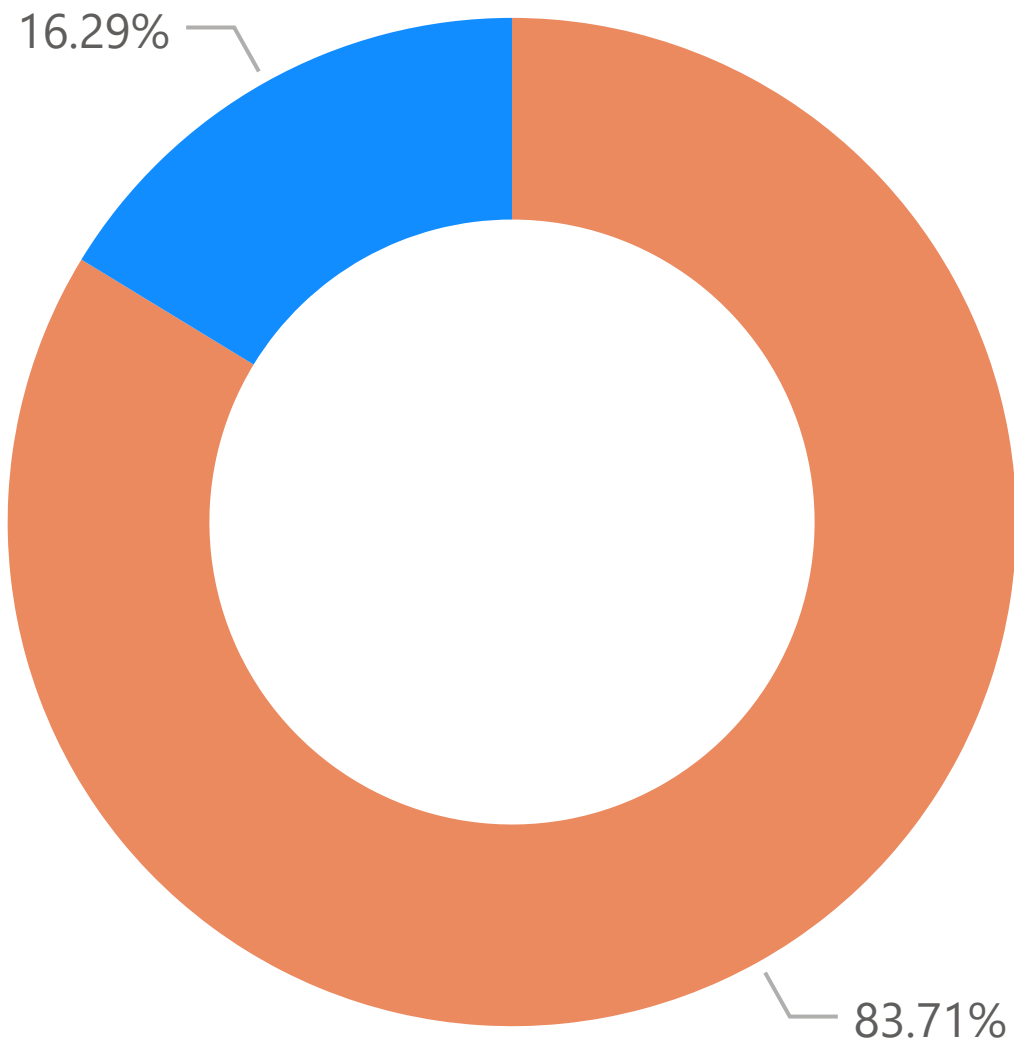
Operator

name

Tunisie Télécom

Orange

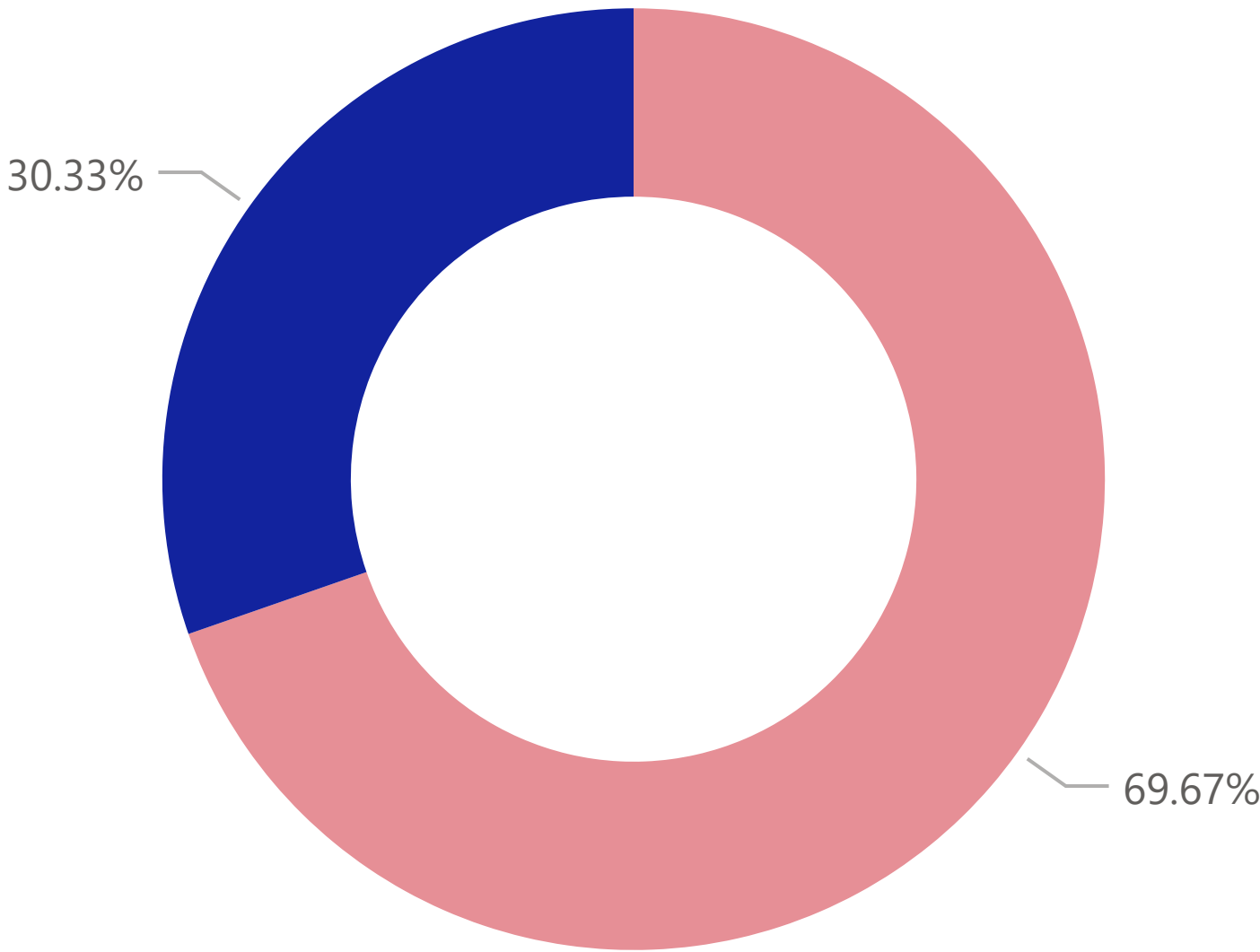
Use



group situation entreprise

- 2.Non
- 1.Oui

Global Satisfaction



legend

- Satisfied
- Neutral



Global Satisfaction

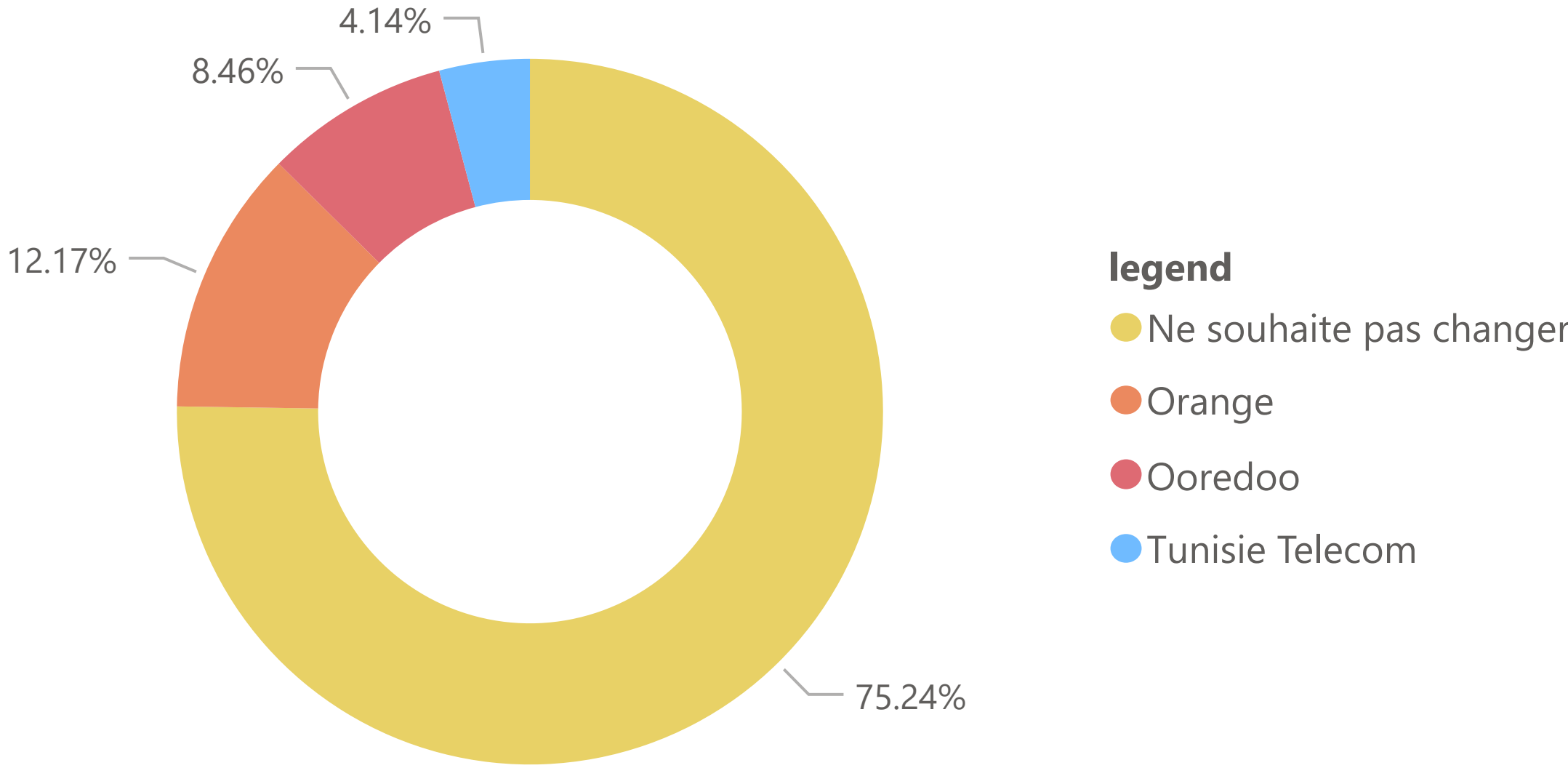
Operator

name

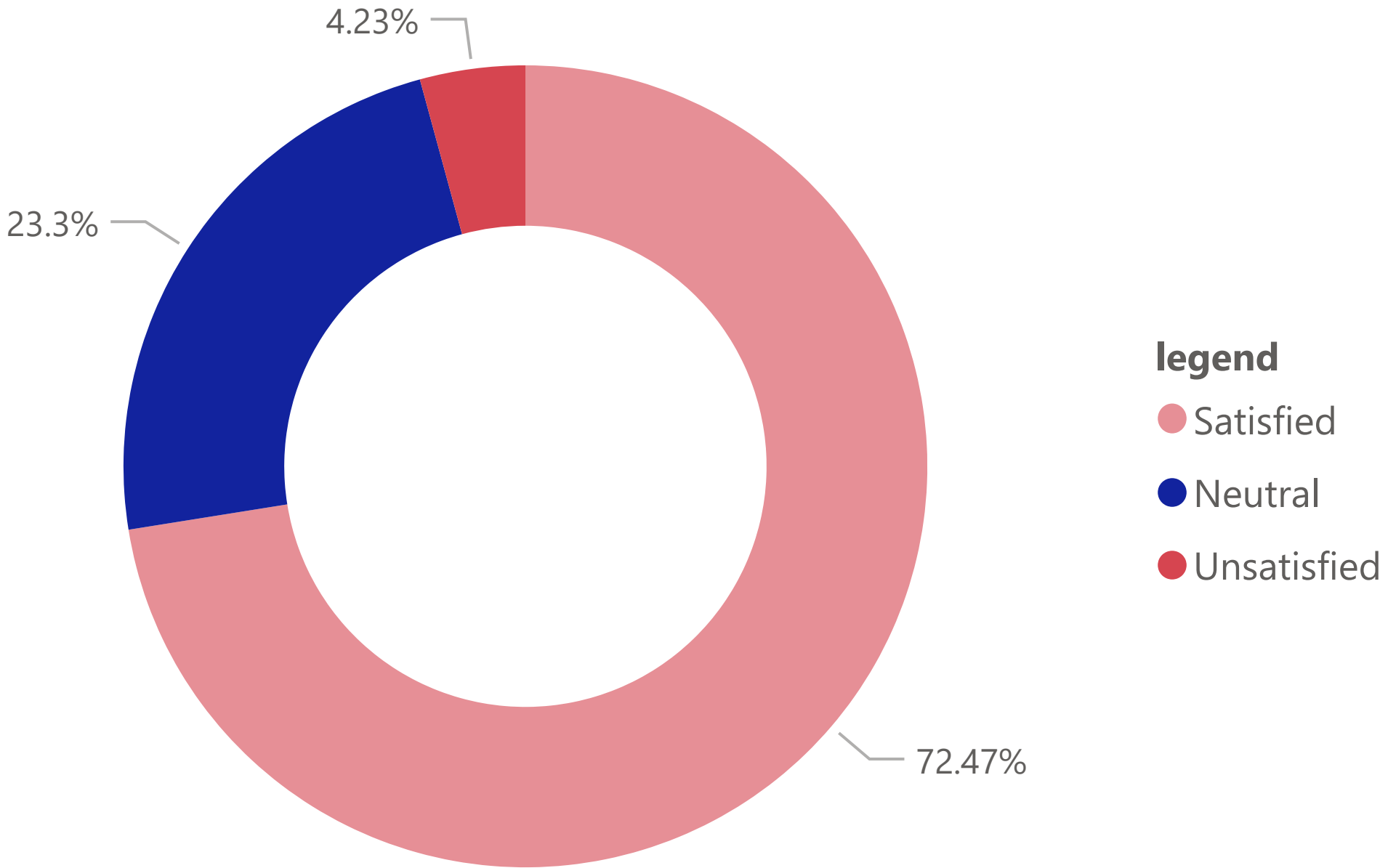
Tunisie Télécom

Orange

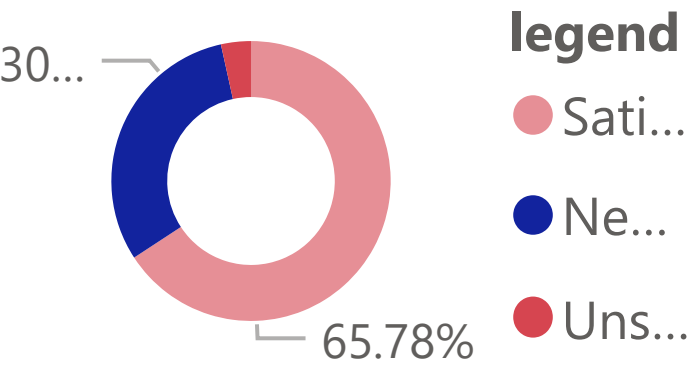
Which other main operator would you change to



Global Satisfaction

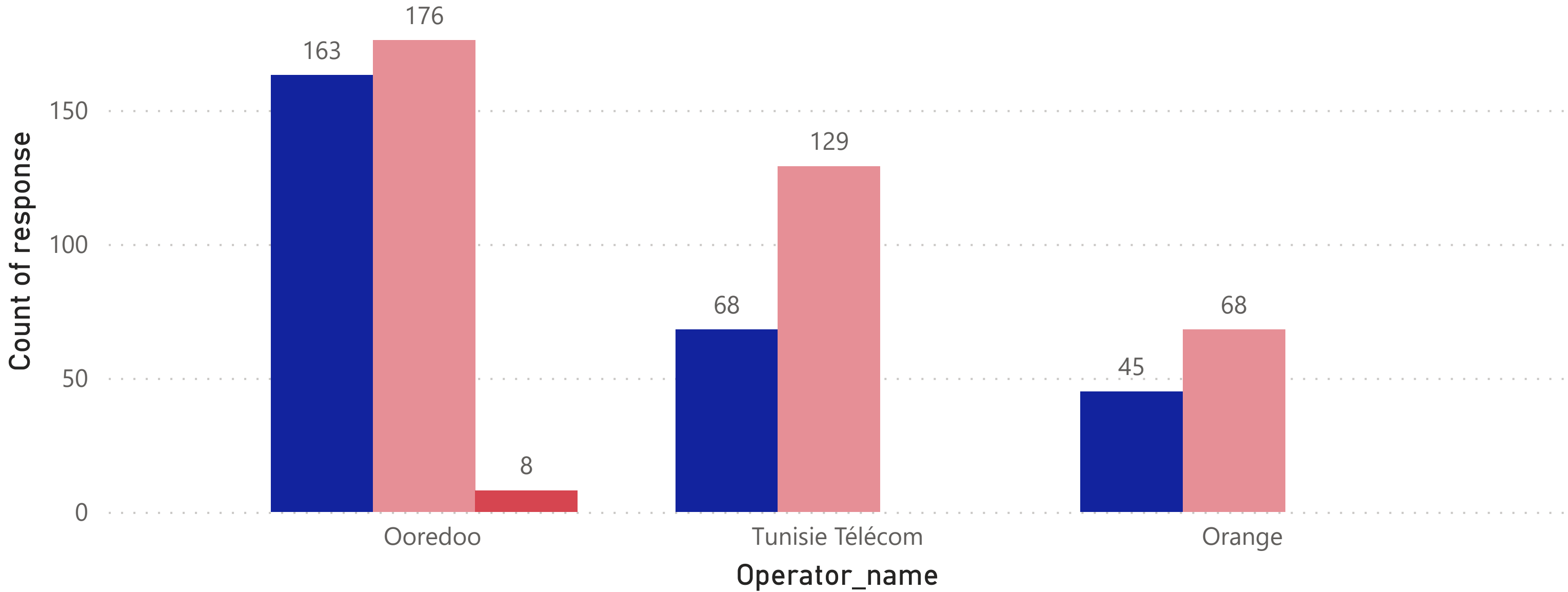


Global quality of service



Would you recommend your operator

legend Neutral Satisfied Unsatisfied

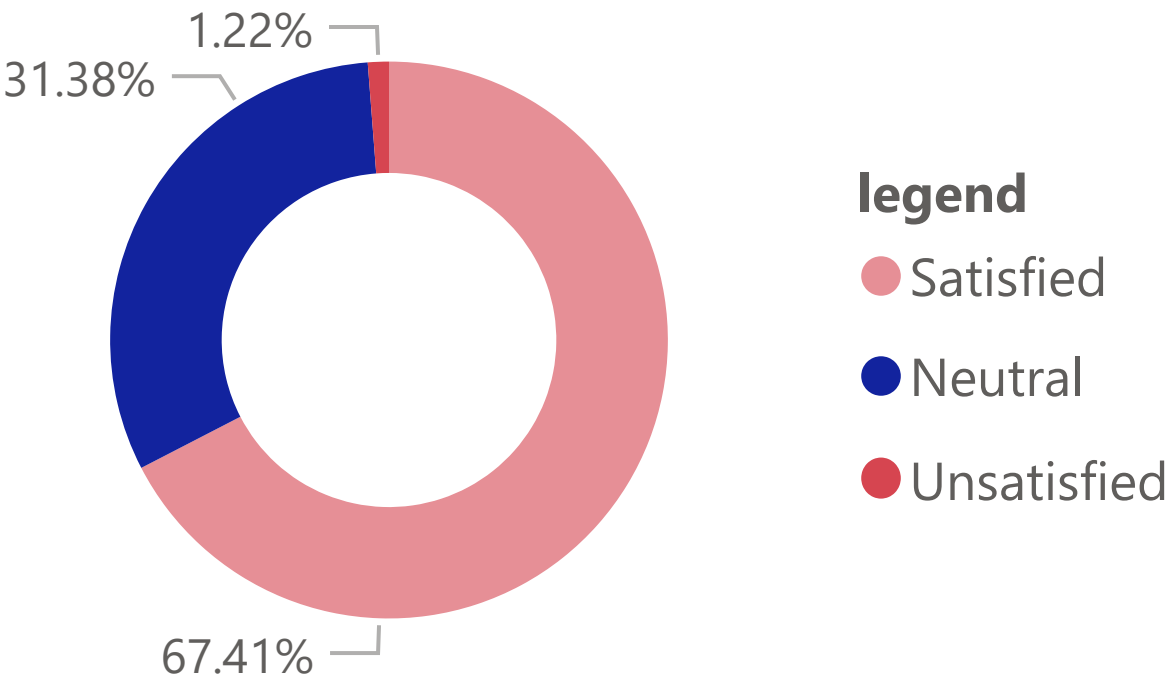


Operator name

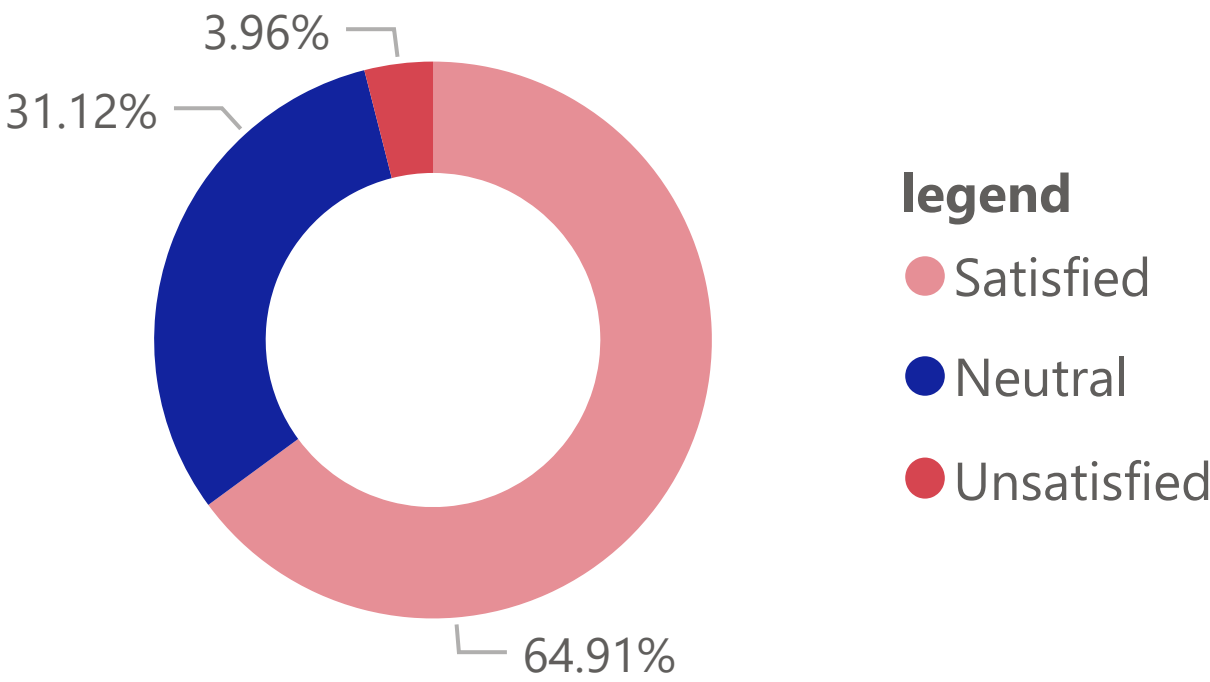
Tunisie Télécom

Orange

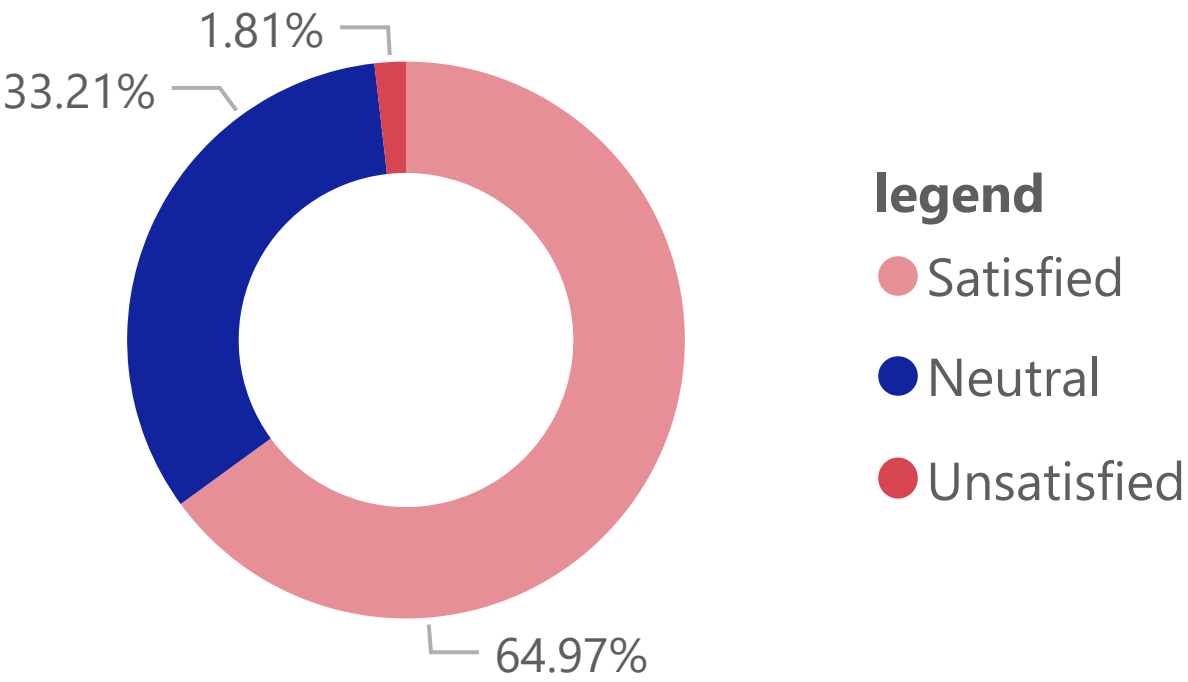
Global quality of service



Overall cost

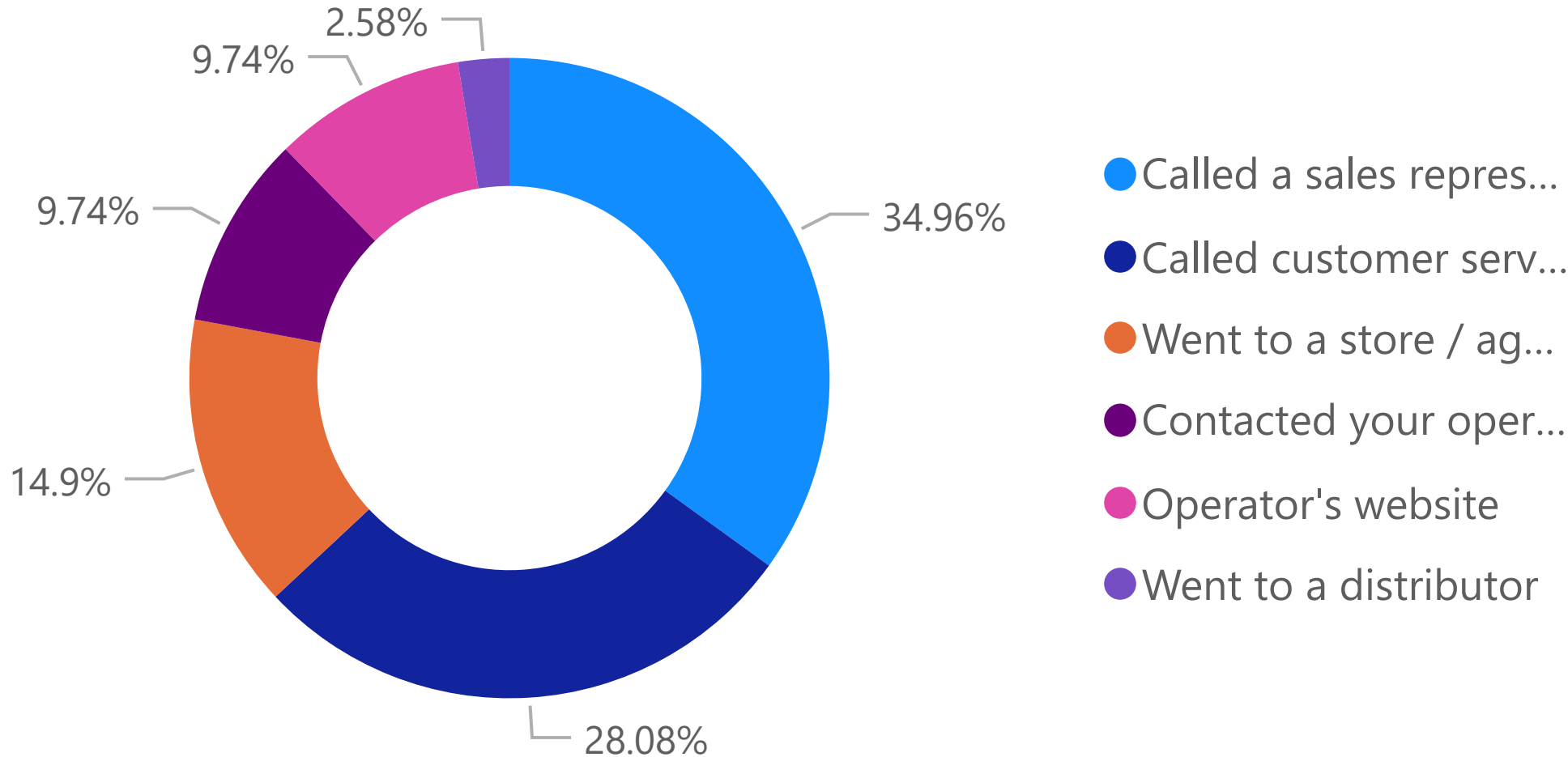


Price-performance ratio



Customer Service

How did you get help regarding subscribed offers

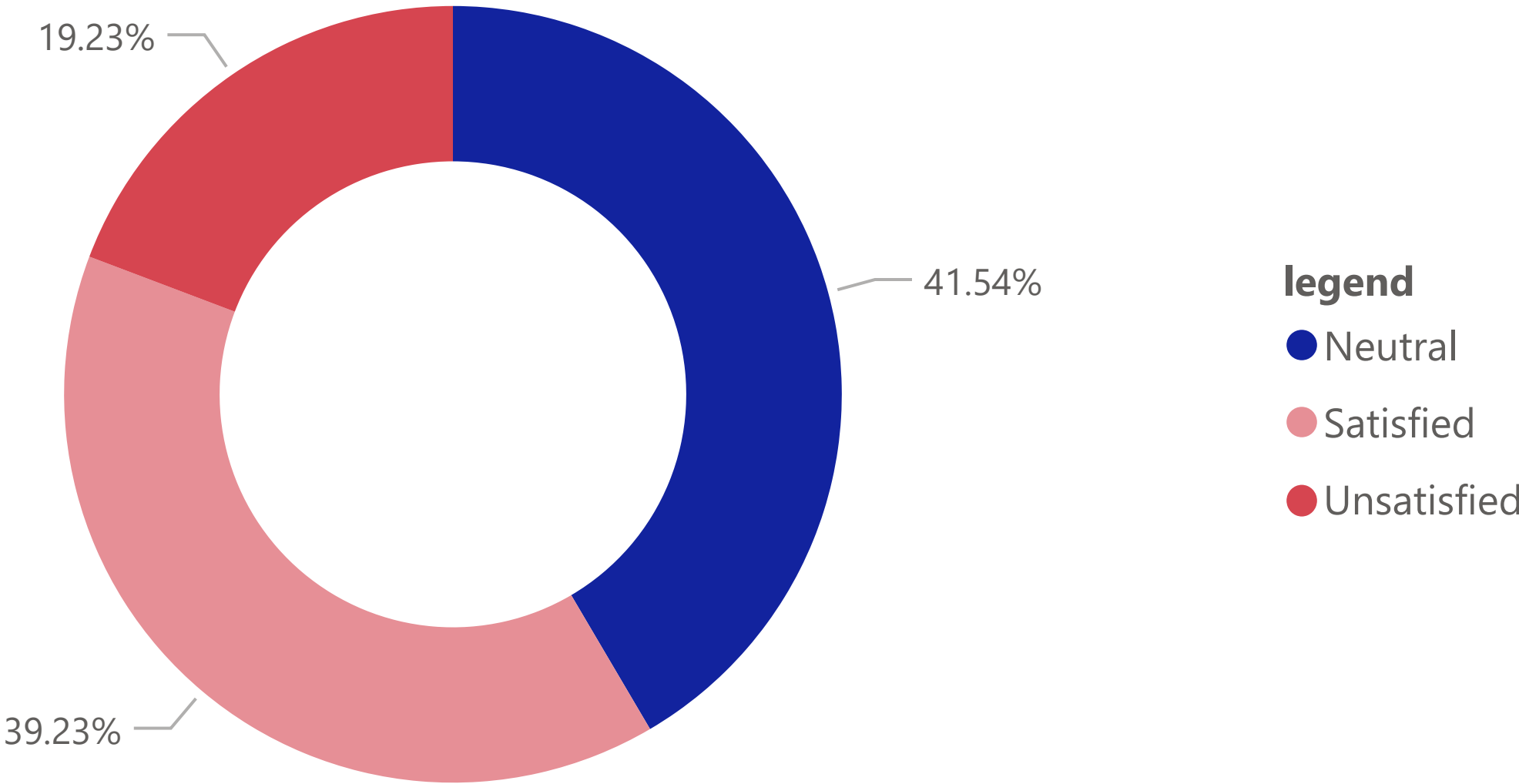


Operator name

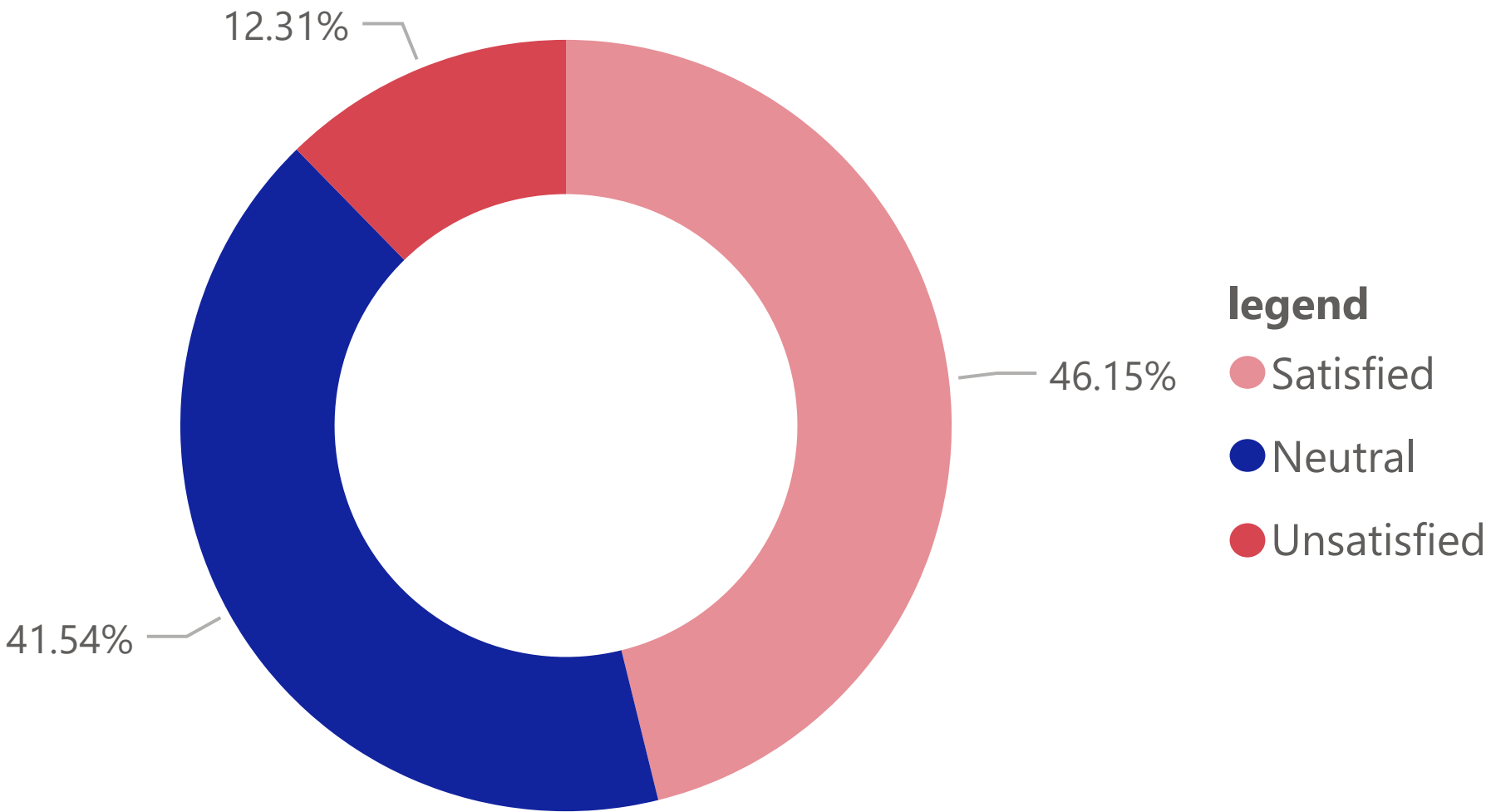
Tunisie Télécom

Orange

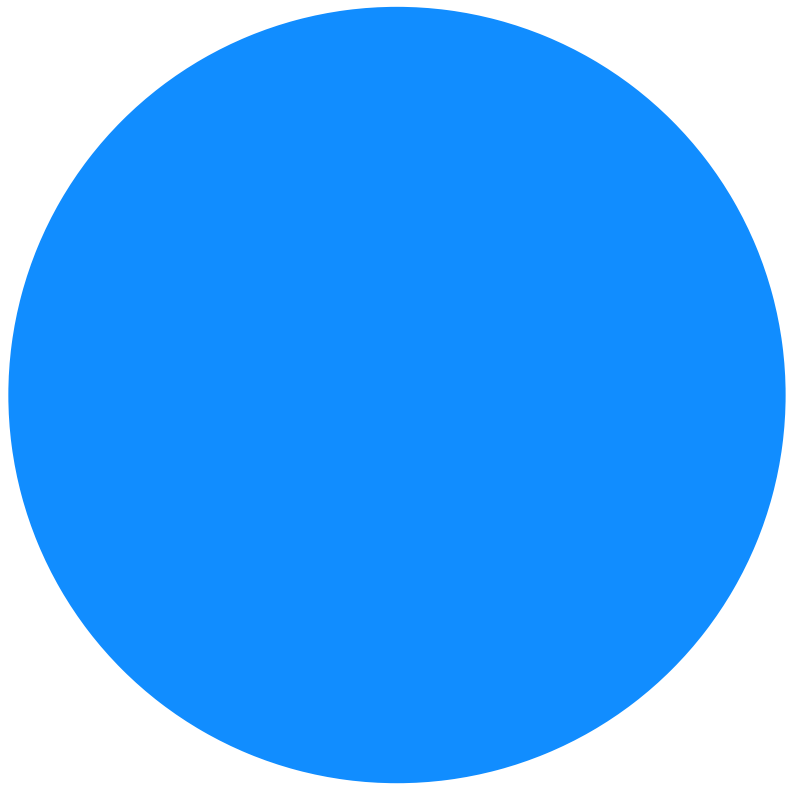
Understanding the request



Processing speed



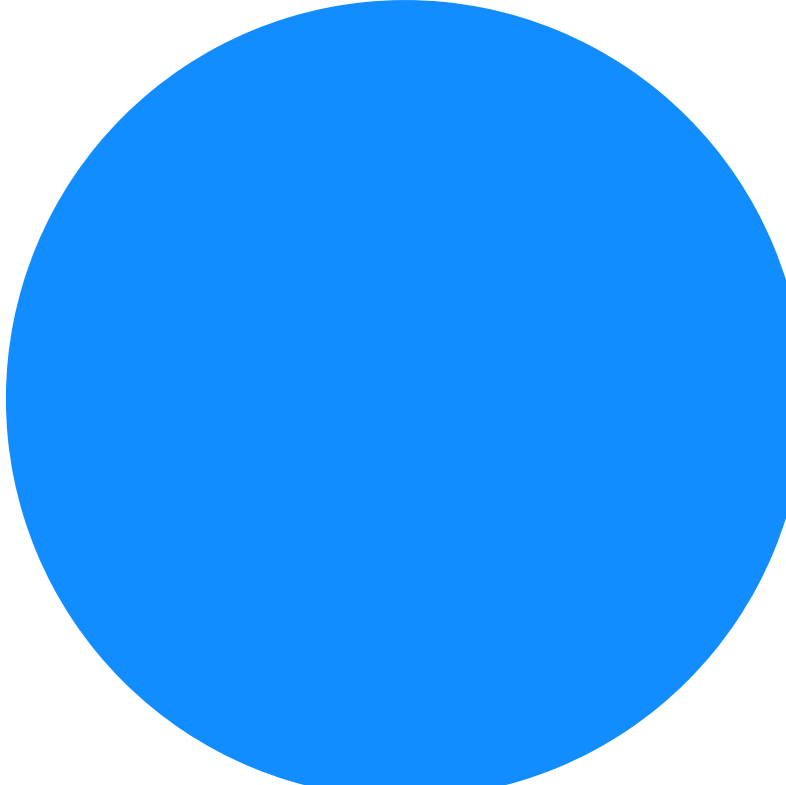
Agency



legend

● Neutral

Social networks



legend

● Neutral

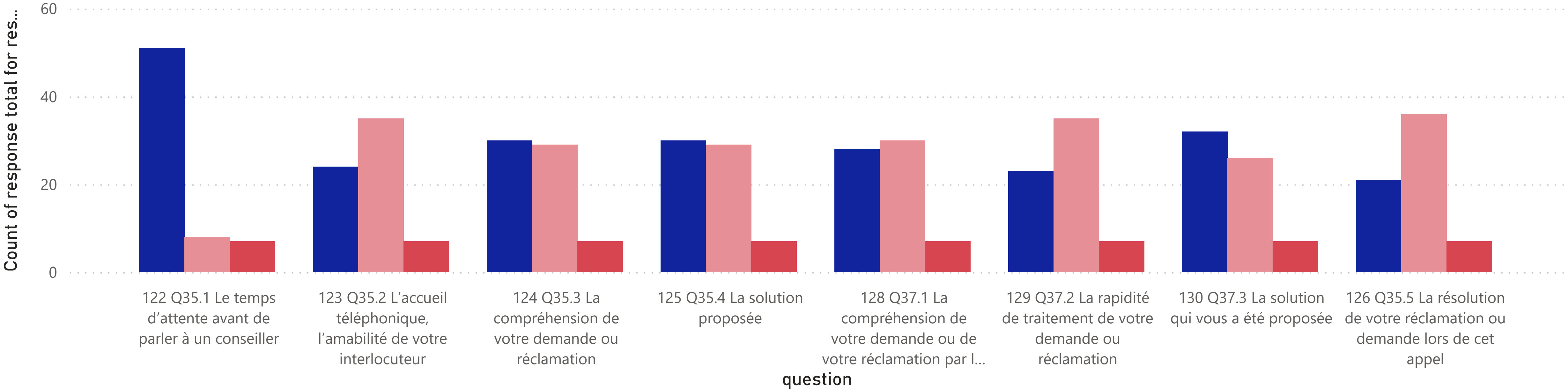
Operator
name

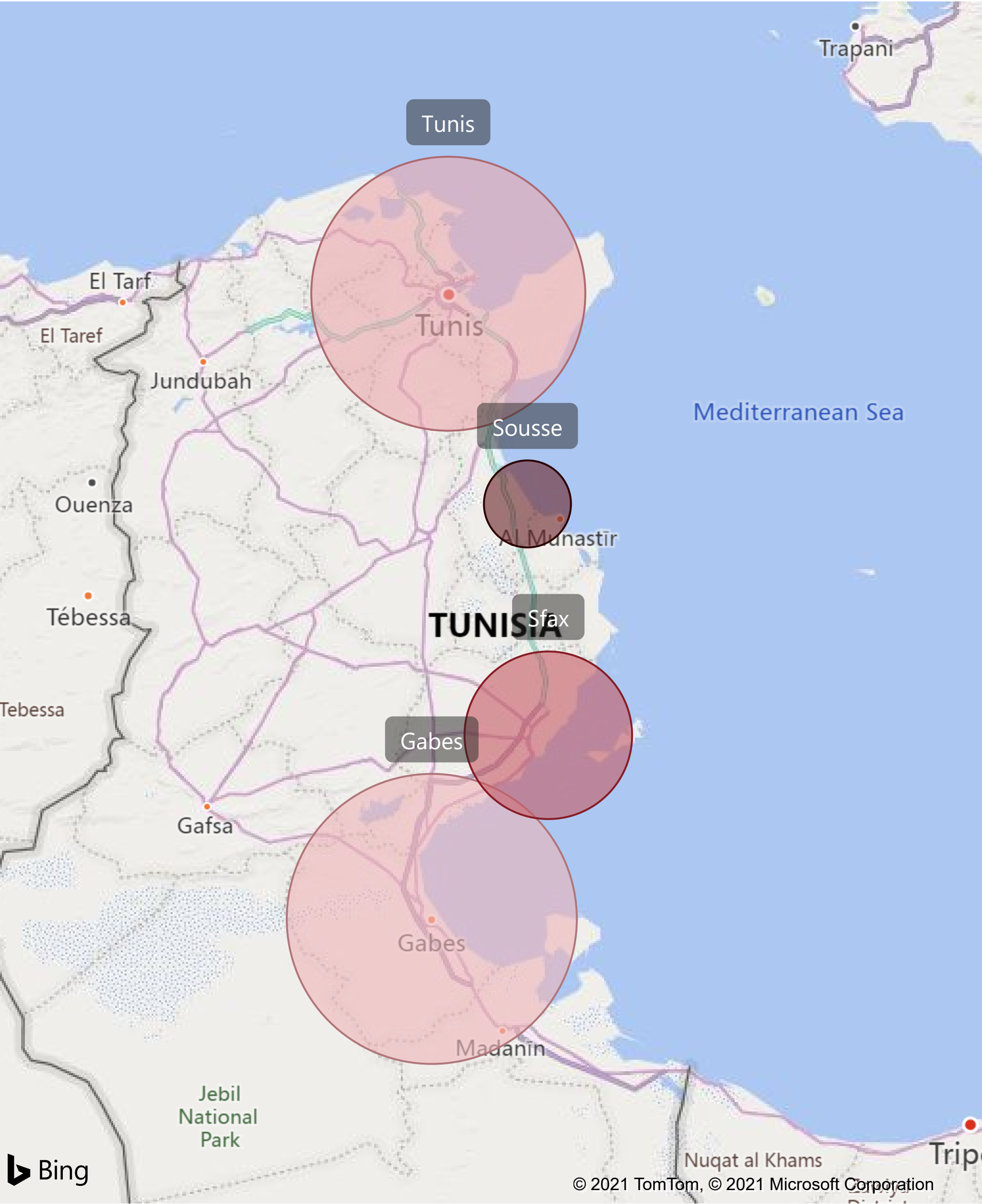
Tunisie Télécom

Orange

Phone Service

legend ● Neutral ● Satisfied ● Unsatisfied



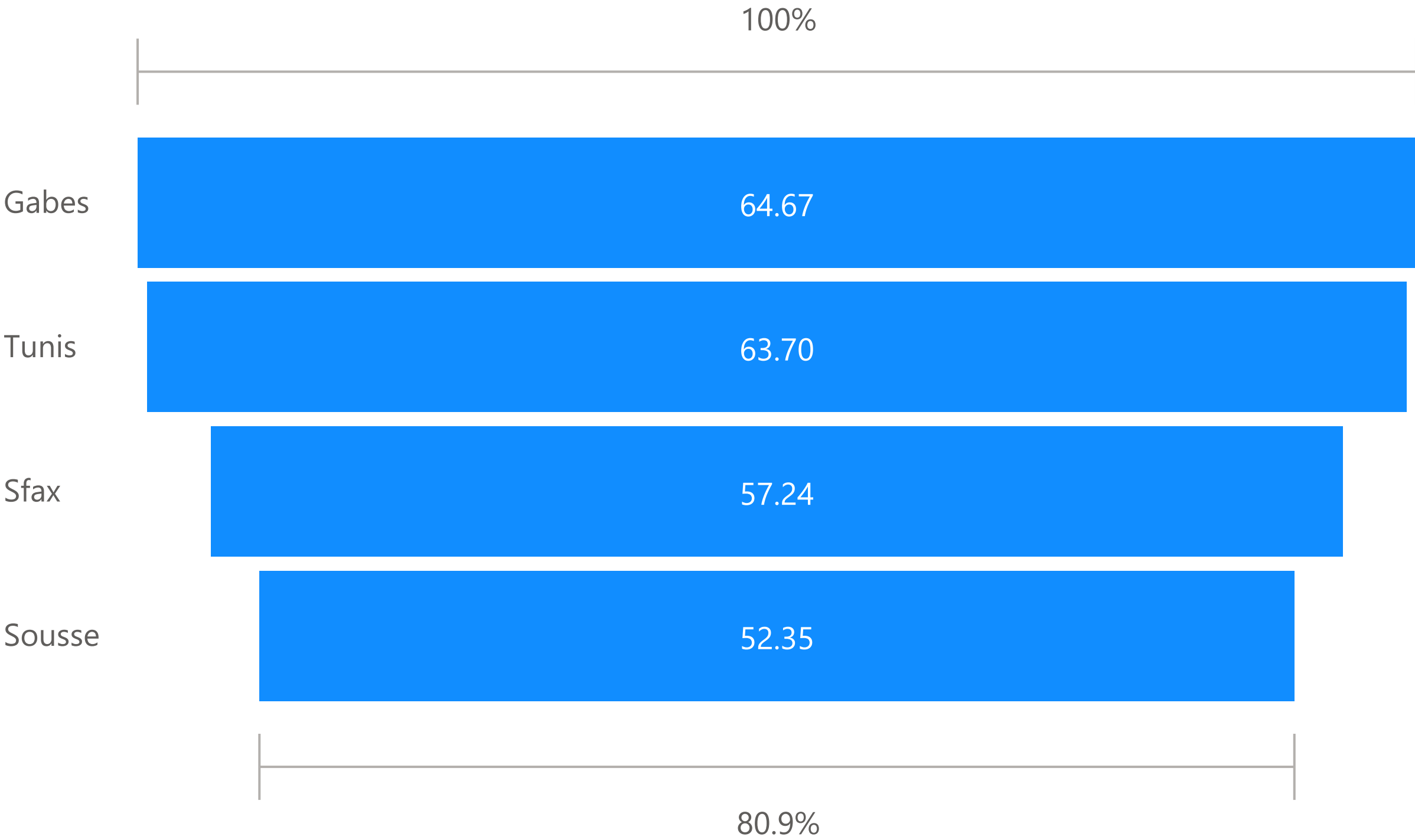


Operator
name

Tunisie Télécom

Orange

Satisfaction By City



Internet mobile

14
Unsatisfied %

commercial

10
Unsatisfied %

relation client

8
Unsatisfied %

marketing

8
Unsatisfied %

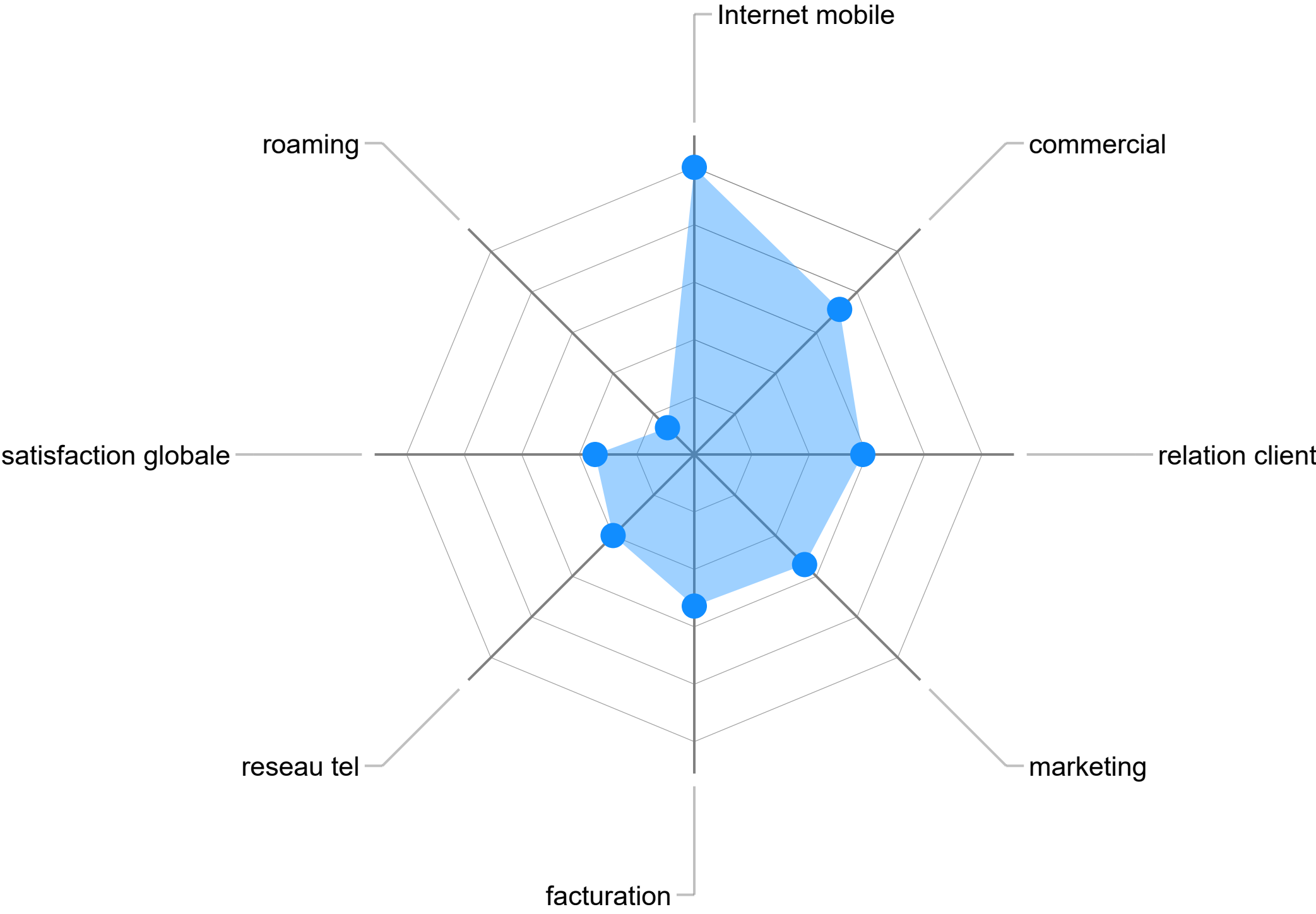
facturation

7
Unsatisfied %

reseau tel

Services with most unsatisfied people

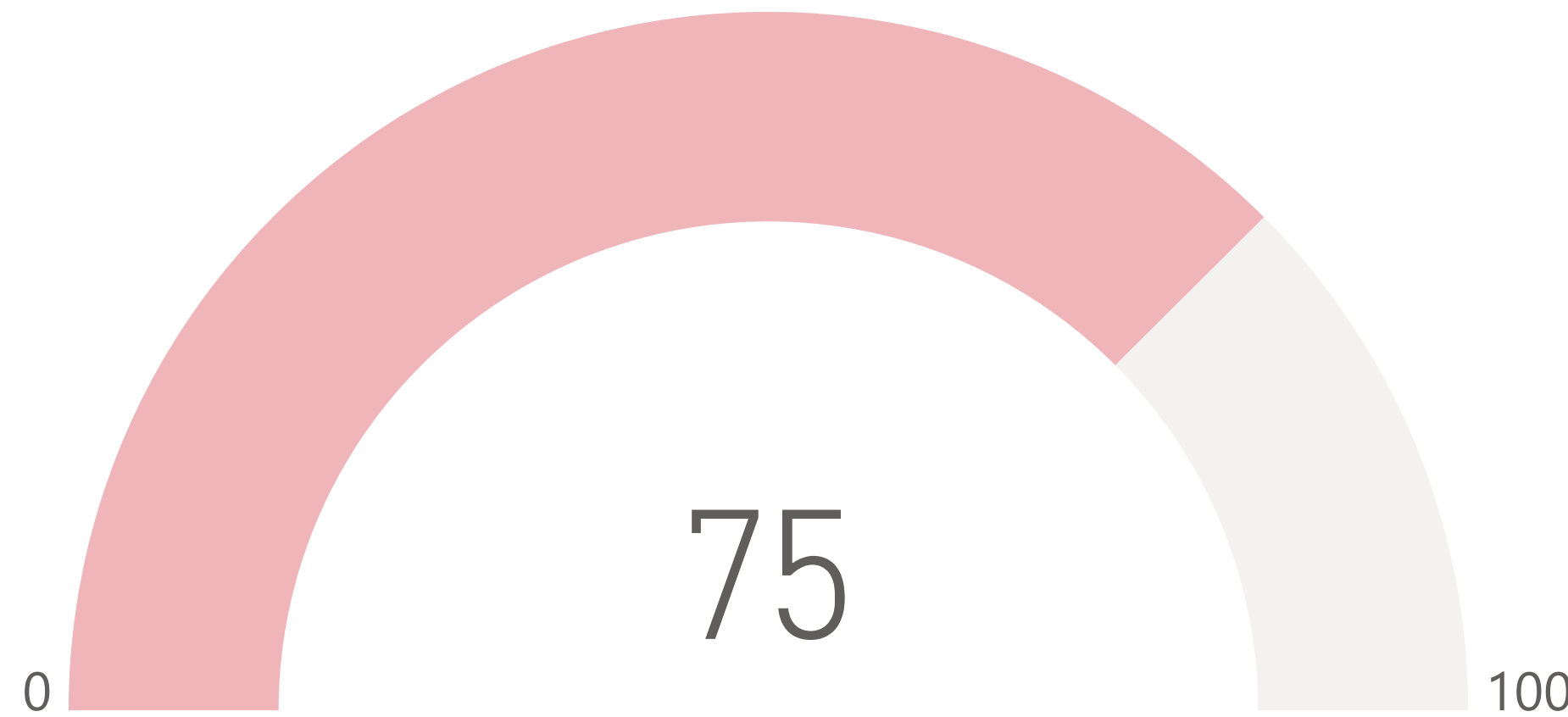
● Unsatisfied %



497

Clients

Satisfaction Percentage



20

Services

105

Companies

87

New Contract