

# Survey Campaign WOW PSB 3x24 Jam

April 2024

Advance Analytics and Growth Marketing

# Research Objective & Methodology

## Background & Objectives

### Problem Statement

From previous consumer study, there's a concern regarding IndiHome installation time. CJDx team has created new journey flow for IndiHome registration via MyTsel that's released in January 2024 for Surakata and March 2024 for Nationwide. On top of that, IndiHome also released campaign "3 langkah daftar, 3x24 jam terpasang" to promote this new journey.

### Objectives

Customer Insight IndiHome Breakthrough Initiative about "Campaign WOW PSB 3x24 Jam"

- Exploring things that drives customer to choose Wi-Fi operators
- To find out about campaign performance and customer perception about campaign
- Exploring customer preference for benefit and compensation

### Hypothesis

- Installation time become one of the top driver in why customer choose Wi-Fi provider
- Customer aware of the campaign and find the promo in key visual as attractive
- No hypothesis about preferred benefit and compensation, full exploration

## Methodology

- In-house online survey conducted using Survey Monkey
- Sampling method: purposive (predefined criteria)
- Survey period: 25 - 26 March 2024
- Number of respondent: 1225

No.	Segment	Criteria	Whitelist	Respondents	TUR (%)
1.	Segment 1	Q3, MyTsel App User, Area 1	50,000	335	0.67%
2.	Segment 2	Q3, MyTsel App User, Area 2	50,000	287	0.57%
3.	Segment 3	Q3, MyTsel App User, Area 3	50,000	303	0.61%
4.	Segment 4	Q3, MyTsel App User, Area 4	50,000	300	0.6%
Total			200,000	1225	0.61%

Q3: Telkomsel Mobile User, Non IndiHome

## Disclaimer

This survey is not an absolute result (indicative result) that can be used as a reference in decision-making

# Respondents Profile

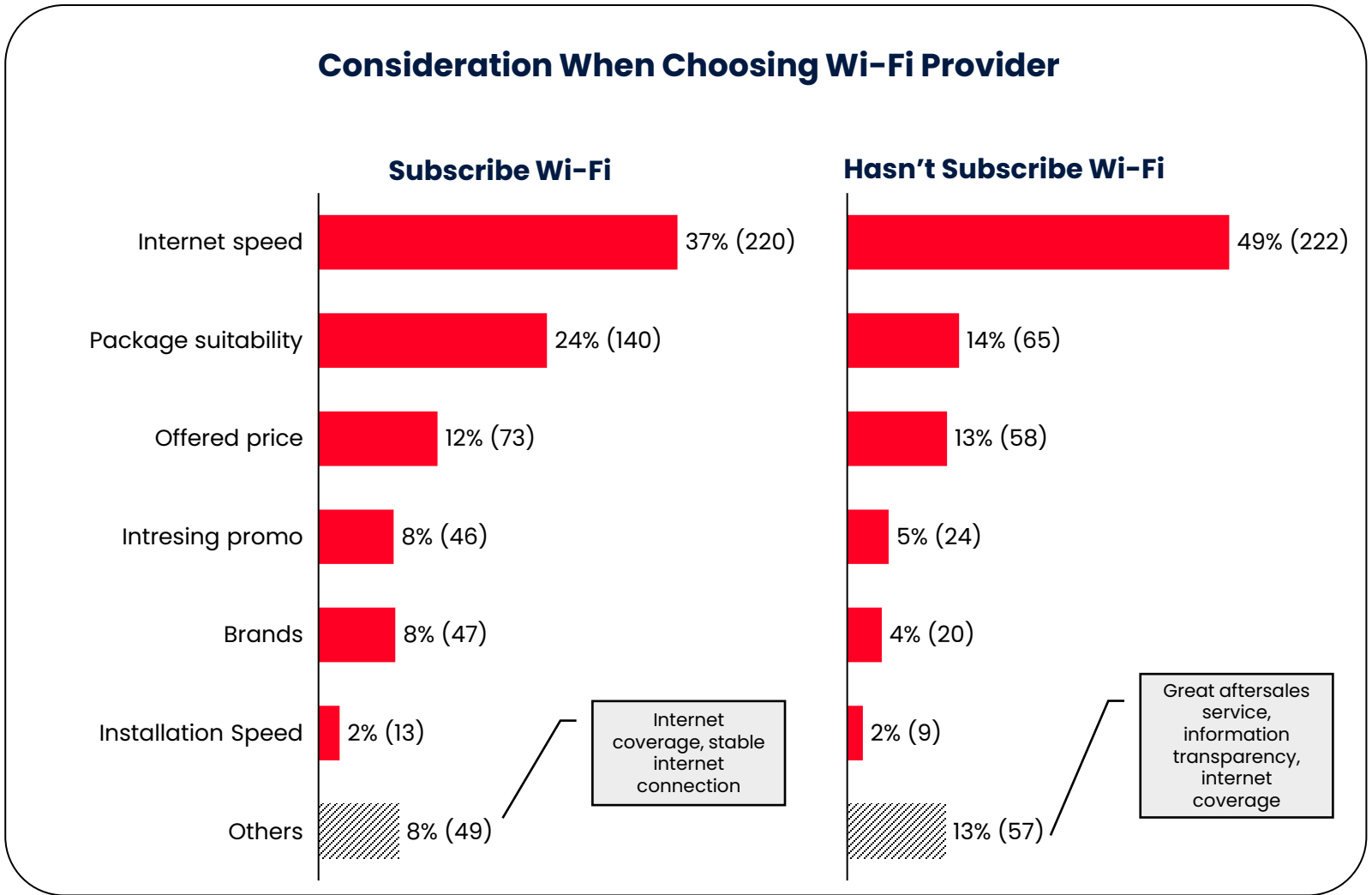
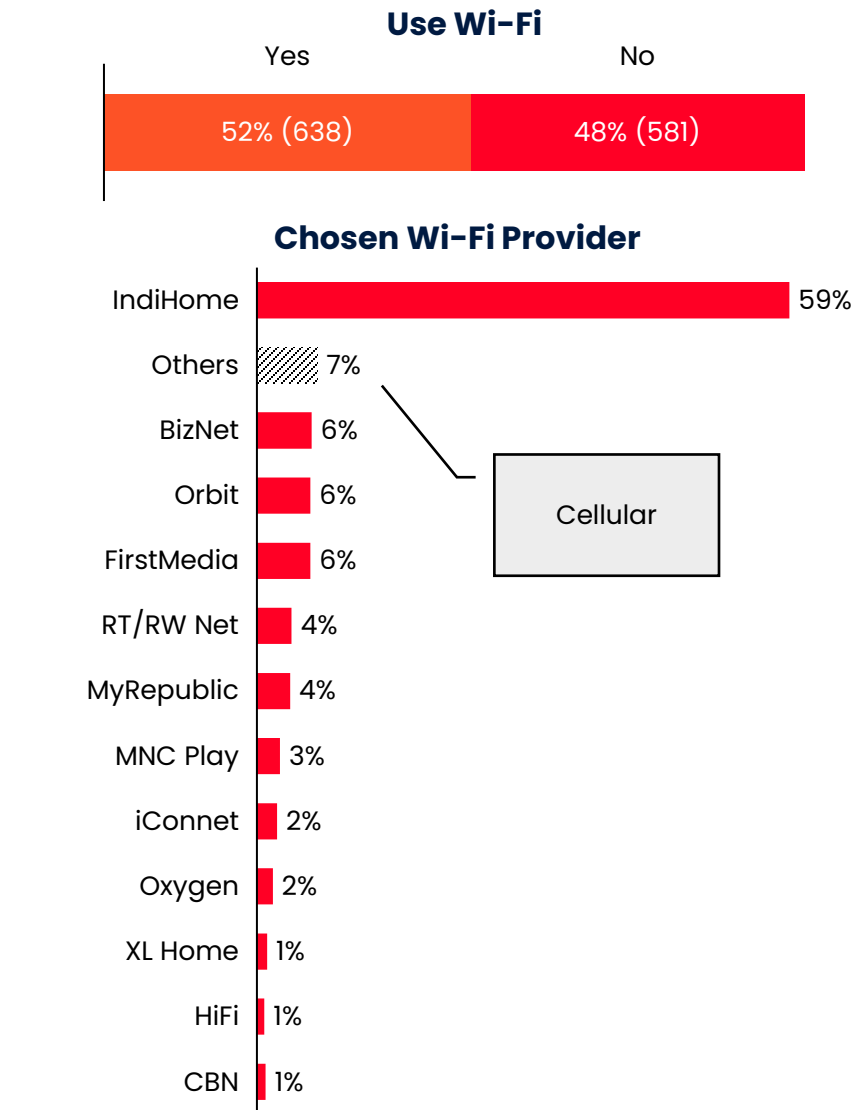
The majority of respondents (31.4%) are between the age of 36 and 45, and they work for the private companies (28.1%). The most popular channel for receiving campaigns is MyTelkomsel Apps(67.4%), followed by Social Media (19.7%).

	Majority Group Respondent N: 1225	Segment #1 Q3 (Tsel User, Non IH), MyTsel App User, Area 1 N: 335	Segment #2 Q3 (Tsel User, Non IH), MyTsel App User, Area 2 N: 287	Segment #3 Q3 (Tsel User, Non IH), MyTsel App User, Area 3 N: 303	Segment #4 Q3 (Tsel User, Non IH), MyTsel App User, Area 4 N: 300
Age	36 – 45 y.o (31.4%)	36 – 45 y.o (32.2%)	46 – 55 y.o (33.8%)	36 – 45 y.o (31.7%)	36 – 45 y.o (31%)
Occupation	Private Company (28.1%)	Entrepreneur (25.9%) & Private Company (20.6%)	Private Company (37.3%) & Entrepreneur (25.8%)	Private Company (29.7%) & Entrepreneur (26.1%)	Private Company (26%) & Entrepreneur (17.7%)
Region	Sumatra (25.8%)	Sumatra (91%)	Jabodetabek (56.8%)	Jawa Timur + Madura (34.3%)	Papua (30.7%)
Channel Preference (for getting information)	App MyTelkomsel (67.4%) & Social Media (19.7%)	App MyTelkomsel (64.8%)& Social Media (18.3%)	App MyTelkomsel (61.9%)& Social Media (25.5%)	App MyTelkomsel (69.1%)& Social Media (18.3%)	App MyTelkomsel (74.1%)& Social Media (16.5%)

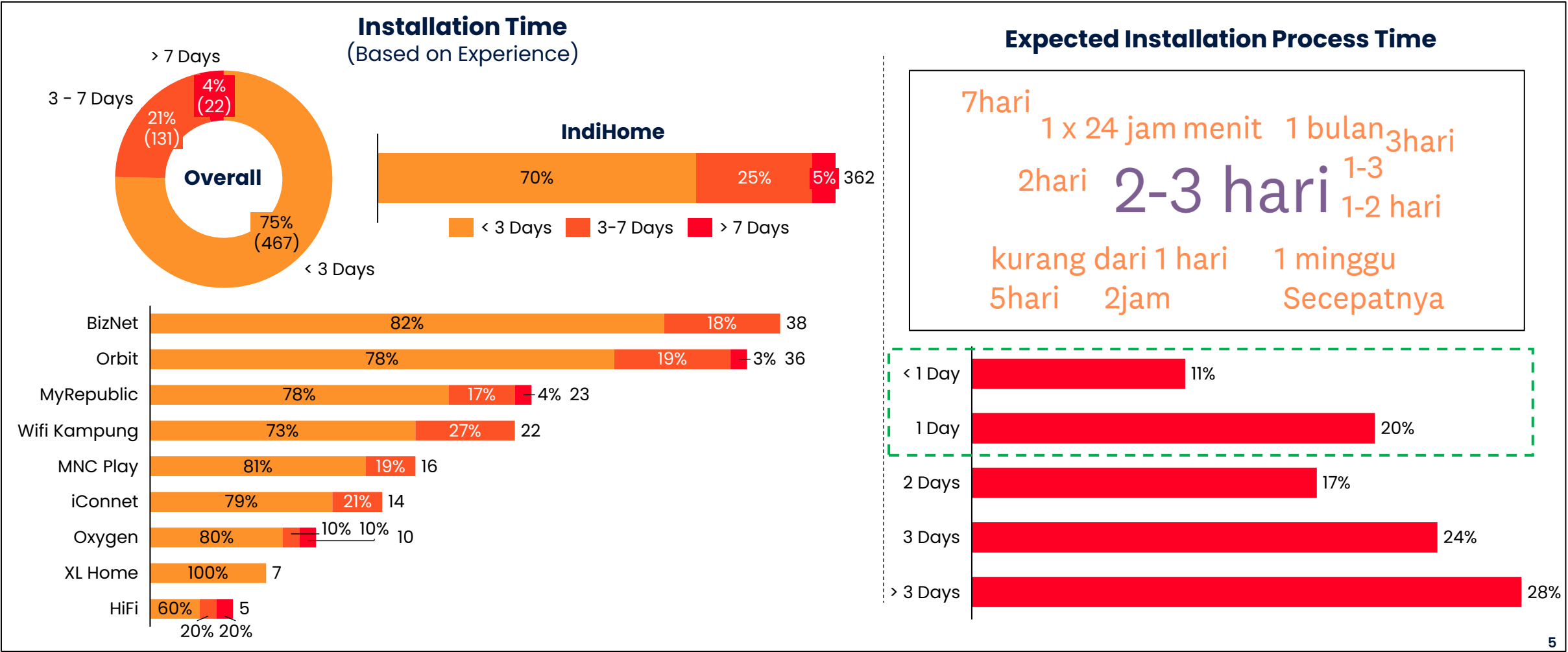
Q1. Berapa usia Anda?  
 Q3. Apakah pekerjaan Anda saat ini?  
 Q2. Dimanakah domisili Anda saat ini?  
 Q16. Dari saluran (channel) mana Anda lebih suka mendapatkan informasi penawaran berlangganan IndiHome?

# Exploring Wi-Fi Behavior

52% of respondents claimed that they already subscribe Wi-Fi, and their chosen Wi-Fi provider is IndiHome (59%). There is similarities for top reasons in choosing Wi-Fi provider for those who claimed already subscribe and hasn't subscribe to any Wi-Fi provider, that is Internet speed. But **there is an emerging interest for choosing Wi-Fi provider, in case of provider Installation speed (2%)**.



- Average installation time for all operators is **less than 3 Days**. Majority of those who use Wi-Fi IndiHome claimed that their IndiHome was installed in less than 3 days (70%). Nevertheless, there's still respondents that claimed that their IndiHome was installed after 3-7 work time (25%) or more than 7 days (5%).
- 72% respondents expect that their Wi-Fi should be installed in less than 3 days, **31% of them even expect it to be delivered in 24 hour or less**



# Campaign Awareness

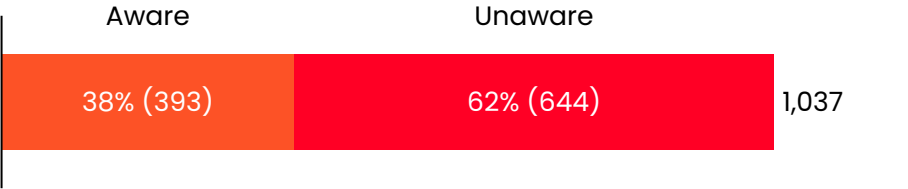
Only 38% of respondents aware about Campaign WOW PSB 3X24 Jam, but only 66.6% of those who aware of this campaign may correctly recall the channel from which the campaign is shown.



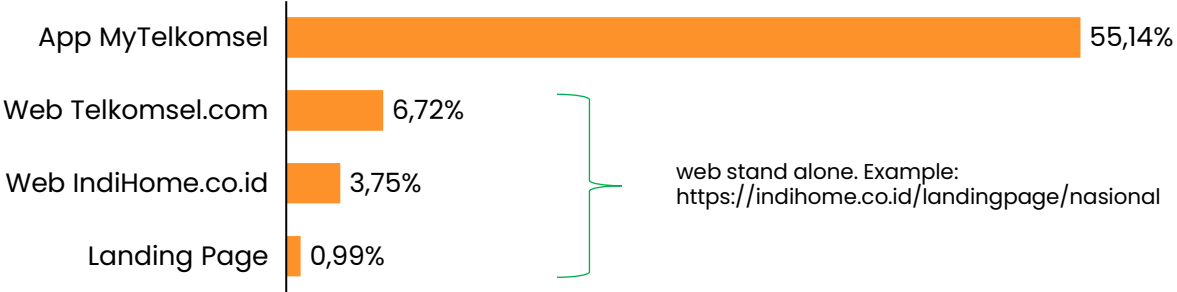
## Reminder

The main objective of this campaign is to promote IndiHome new journey for installation that is shown with the kv “3x24 Jam Terpasang”. It is being campaigned nationwide through App MyTelkomsel and Landing Page on March-April 2024.

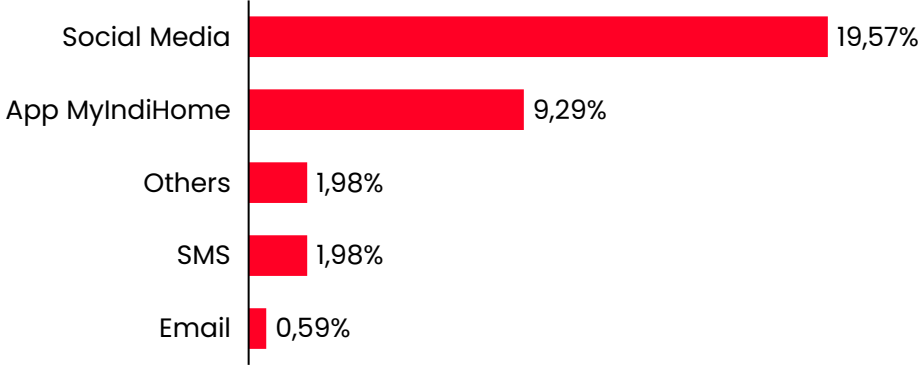
### Awareness About Campaign



### Correct Recall



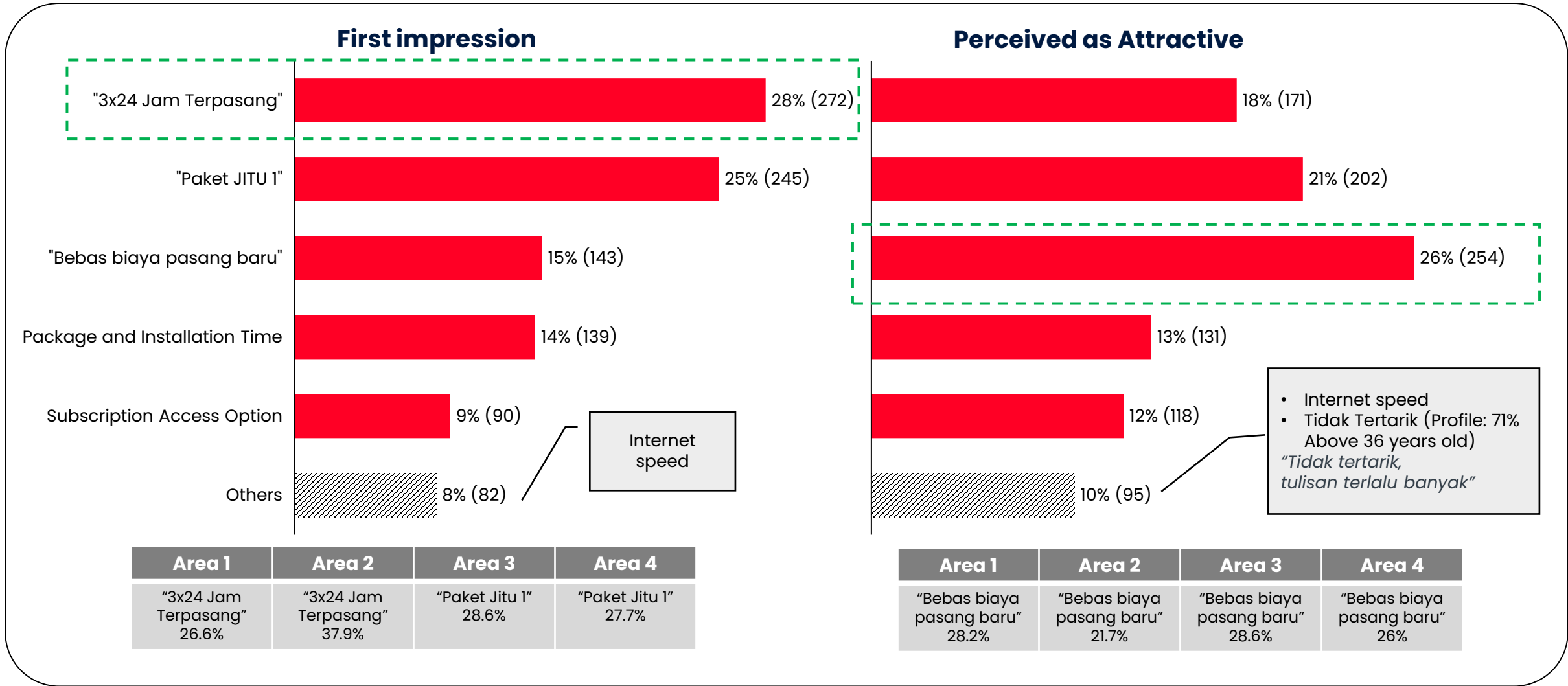
### Wrong Recall



Q10. Apakah Anda merasa pernah melihat promo di atas?  
Q11. Di mana Anda melihat promo tersebut?

# Perception About Campaign

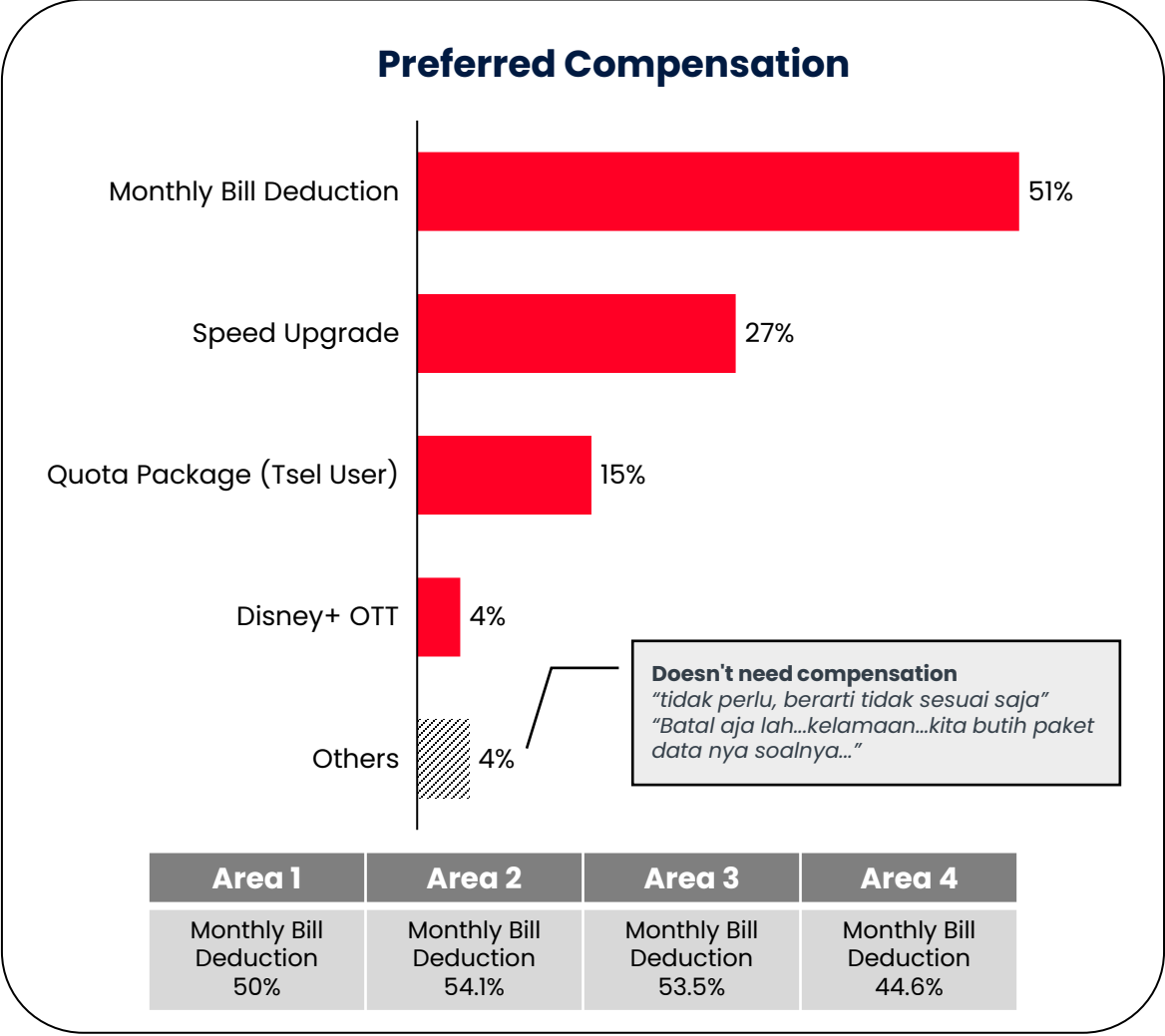
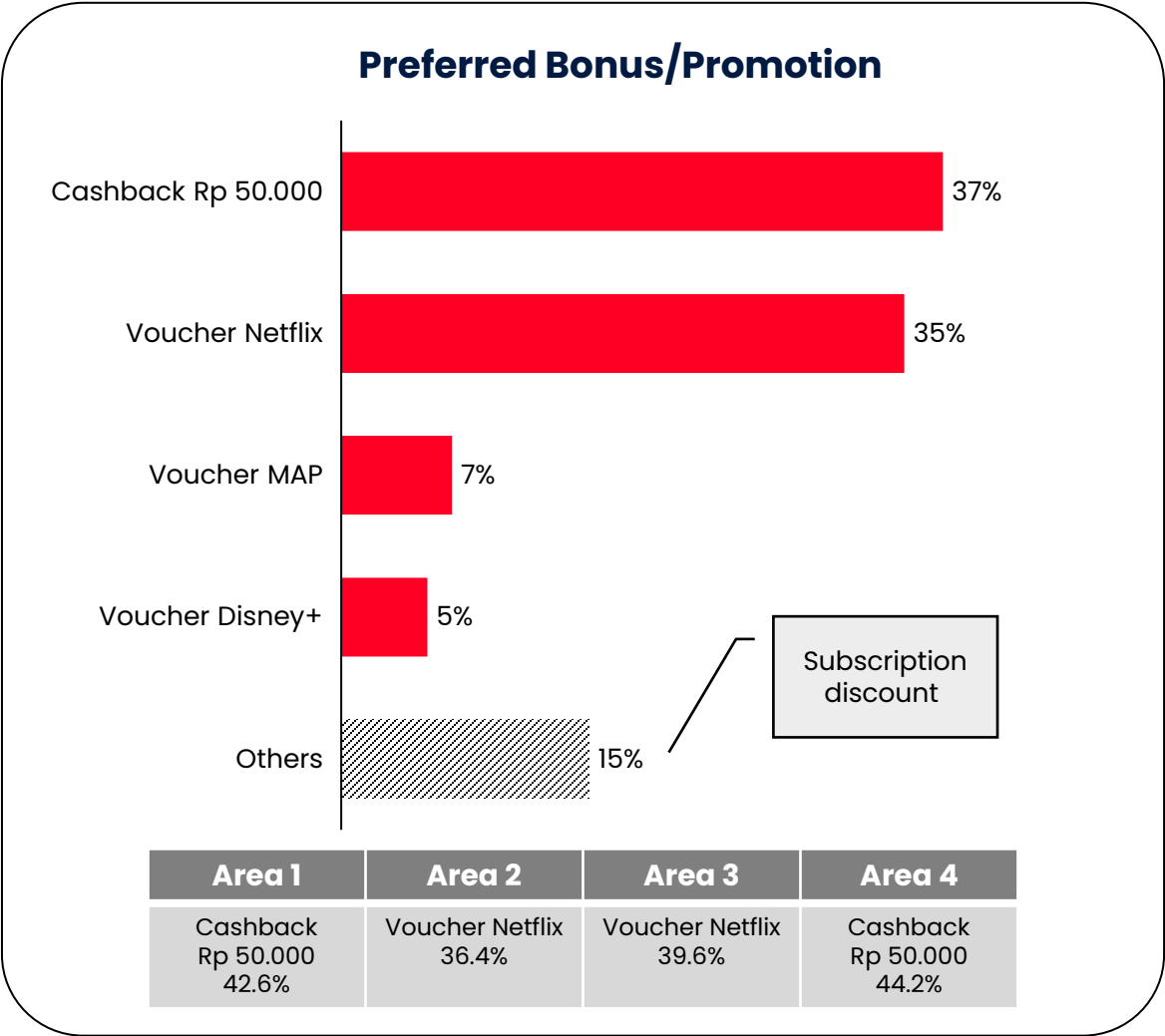
- Overall, the top first impression of this campaign is indeed the Key Visual “3x24 Jam Terpasang”. Unfortunately, more than 70% of the respondents is distracted by other words in the campaign and for Area 3 and Area 4 the top first impression is “Paket Jitu 1”
- Meanwhile, the words that is perceived as attractive for respondents is the word “Bebas biaya pasang baru” (26%), followed by the package promo “Paket JITU 1” (21%).



Q12. Ketika melihat poster di atas pesan apa yang pertama kali Anda tangkap?  
Q13. Ketika melihat poster di atas pesan apa yang membuat Anda tertarik?

# Exploring Bonus and Compensation Preference

- Respondents preferred bonus or promotion that will attract them to start subscribe is Cashback Rp 50.000 (37%), followed by Voucher Netflix (35%).
- And the compensation that they expect if we can't keep our promised installation time is Monthly bill deduction (51%).



Q14. Jika Anda ingin berlangganan WiFi, benefit/bonus apa yang Anda harapkan?  
Q5. Jika pemasangan wifi kamu lebih dari waktu yang dijanjikan (3x24 jam) dan Anda berhak mendapatkan kompensasi, kompensasi apa yang ingin Anda pilih?



# Deep Dive

# Profile Based on Awareness and Unawareness of Campaign

- The good news is, respondents in the under 18 age range mostly claimed that they’re aware of our campaign (80%).
- However we still needs to increase campaign awareness, from the profile data finding, most of respondents are leaning to unaware of campaign especially respondents who live in Banten (71.43%), Jabodetabek (68.48%), and D.I. Yogyakarta (68%).

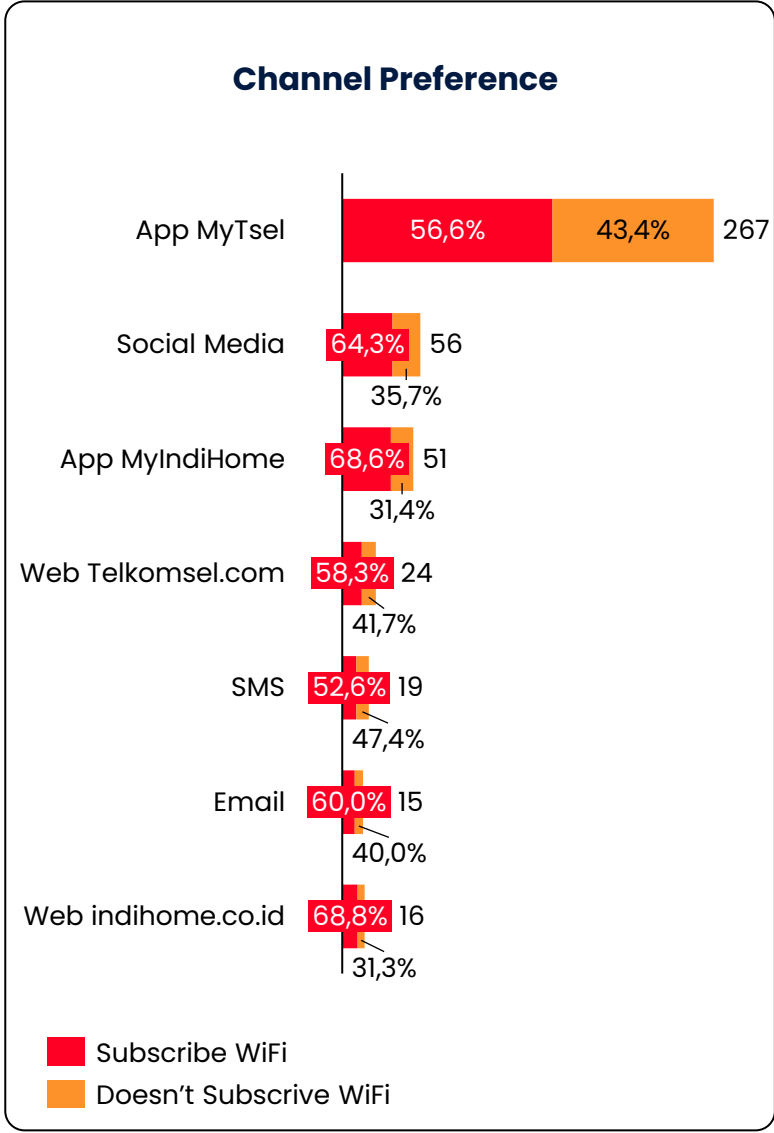
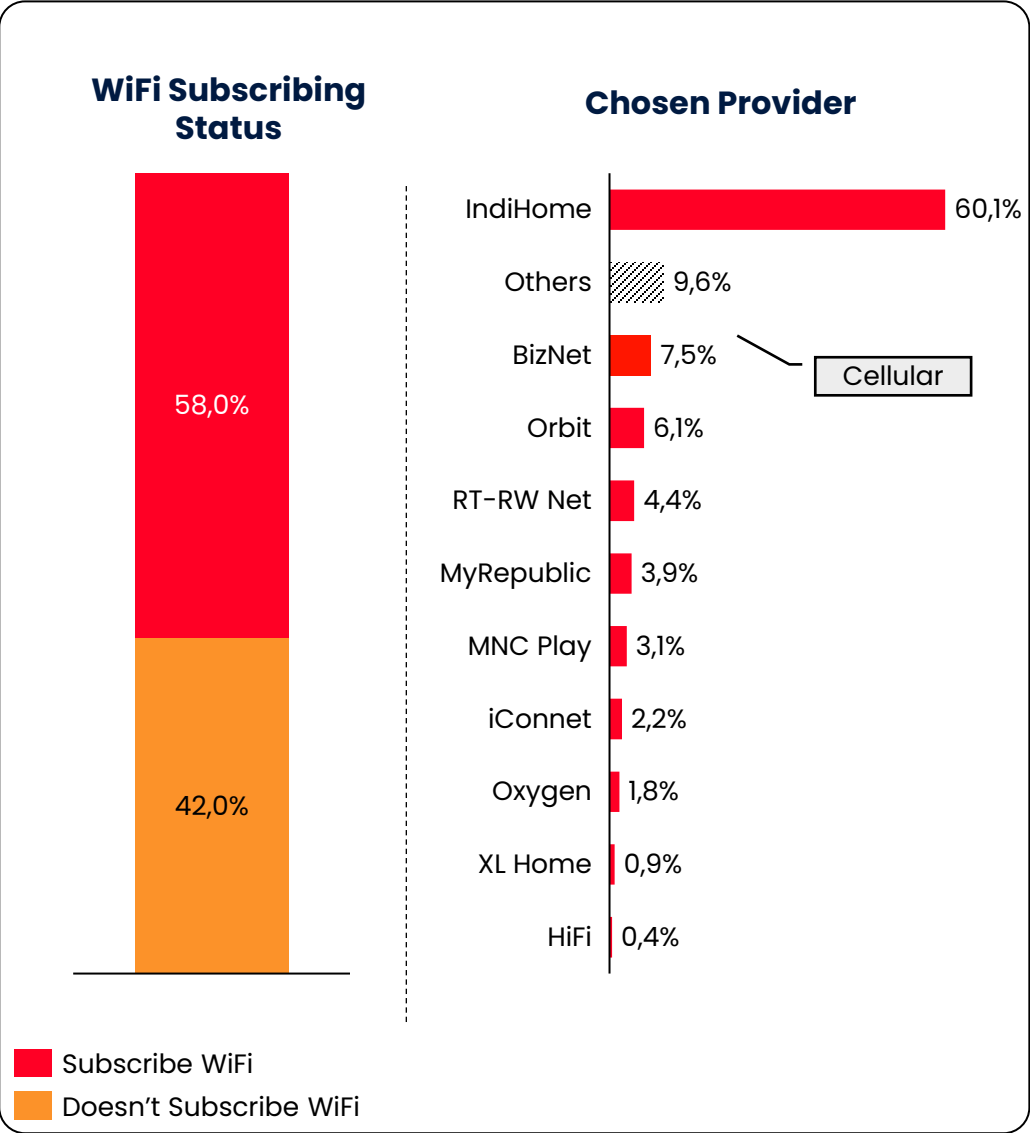
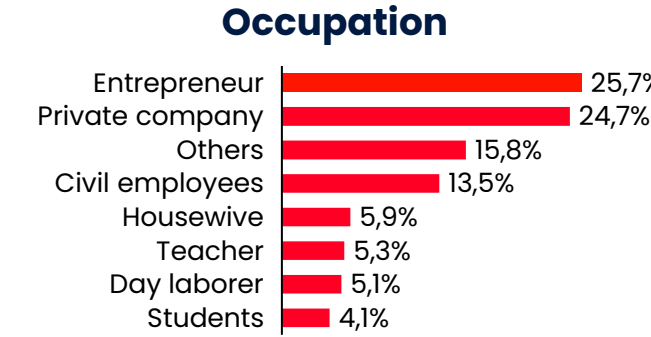
Profile Proportion		
	Aware	Unaware
WiFi Subscribin Status		
Subscribe WiFi	39.04%	60.96%
Haven't subsribe WiFi	36.42%	63.58%
Age Group		
<18 YO	80.00%	20.00%
18-25 YO	43.16%	56.84%
26-35 YO	40.99%	59.01%
36-45 YO	34.90%	65.10%
46-55 YO	38.28%	61.72%
>55 YO	33.90%	66.10%
Domicile		
Bali	35.48%	64.52%
Banten	28.57%	71.43%
D.I Yogyakarta	32.00%	68.00%
Jabodetabek	31.52%	68.48%
Jawa Barat	39.19%	60.81%
Jawa Tengah	40.32%	59.68%
Jawa Timur + Madura	39.80%	60.20%
Kalimantan	43.02%	56.98%
Maluku	45.00%	55.00%
Nusa Tenggara	48.57%	51.43%
Papua	40.51%	59.49%
Sulawesi	38.10%	61.90%
Sumatra	38.37%	61.63%

	Aware of Campaign N: 393	Unaware of Campaign N: 644
Age	36 – 45 y.o (31.4%)	36 – 45 y.o (34.47%)
Occupation	Entrepreneur (25.7%)	Private Company (31.68%)
Region	Sumatra (23.92%)	Sumatra (23.45%)
WiFi Subscribing Status	Yes (58.02%) & No (41.98%)	Yes (55.28%) & No (44.72%)
Channel Preference (for getting information)	App MyTelkomsel (76.5%) & Social Media (16.5%)	App MyTelkomsel (61.8%)& Social Media (21.9%)

# Profile: Aware of Campaign

58% of respondents who's aware pf this campaign already subscribe to WiFi provider, and their chosen WiFi provider is IndiHome (60.1%). And their preferred channel to receive promotion is App MyTelkomsel, Social Media, and App MyIndiHome

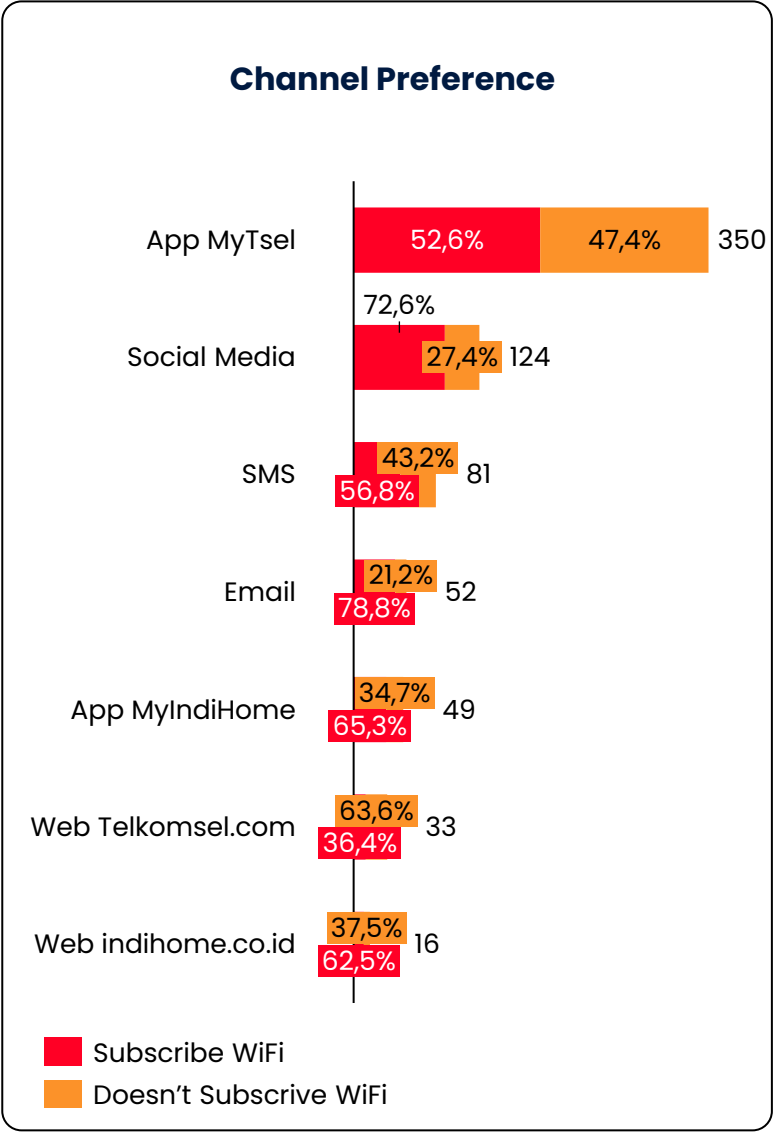
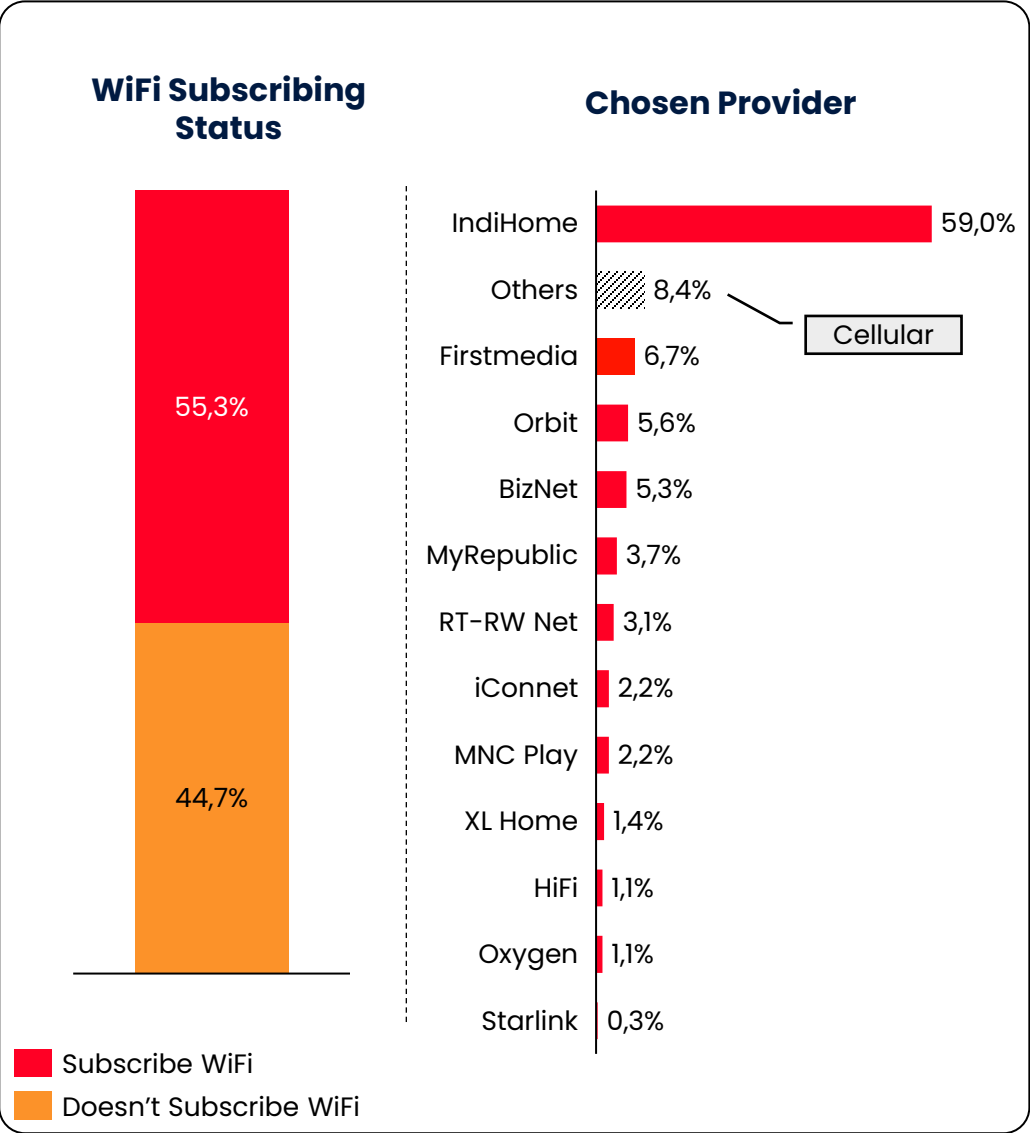
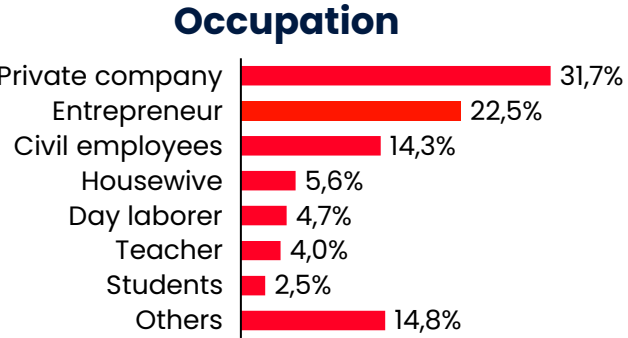
Aware	
Age Group	
<18 YO	1.02%
18-25 YO	10.43%
26-35 YO	23.16%
36-45 YO	30.28%
46-55 YO	24.94%
>55 YO	10.18%
Domicile	
Sumatra	23.92%
Jabodetabek	14.76%
Jawa Timur + Madura	9.92%
Kalimantan	9.41%
Papua	8.14%
Jawa Barat	7.38%
Sulawesi	6.11%
Jawa Tengah	6.36%
Banten	2.54%
Bali	2.80%
Nusa Tenggara	4.33%
D.I Yogyakarta	2.04%
Maluku	2.29%



# Profile: Unaware of Campaign

44.7% of respondents who claimed unaware of IndiHome PSB Campaign haven't subscribe to any WiFi provider. From this finding, it is recommended to utilize app mytsel, social media, and SMS for campaign to increase campaign awareness to those targeted audience.

Unaware	
Age Group	
<18 YO	0.16%
18-25 YO	8.39%
26-35 YO	20.34%
36-45 YO	34.47%
46-55 YO	24.53%
>55 YO	12.11%
Domicile	
Sumatra	23.45%
Jabodetabek	19.57%
Jawa Timur + Madura	9.16%
Kalimantan	7.61%
Papua	7.30%
Jawa Barat	6.99%
Sulawesi	6.06%
Jawa Tengah	5.75%
Banten	3.88%
Bali	3.11%
Nusa Tenggara	2.80%
D.I Yogyakarta	2.64%
Maluku	1.71%



# Summary & Recommendation

## Summary

- The primary factor influencing respondents' decision on a Wi-Fi provider is internet speed, although other factors have emerged, such as installation SLA. 70% of respondents that use IndiHome stated that their installation took less than 3 days. However, several respondents (25%) and even 5% stated that their IndiHome was installed more than 7 days after work hours.
- According to 72% of respondents, their Wi-Fi should be set up in less than 3 days, and **31% of them are even expecting having it provided in 24 hours or less.**
- Merely 38% of participants were aware of the **WOW PSB 3X24 Jam** campaign, and of those who were, only 66.6% could accurately identify the channel on which the campaign was shown.
- Overall, the top first impression of this campaign is indeed the Key Visual **"3x24 Jam Terpasang"**. Unfortunately, more than 70% of the respondents is distracted by other words in the campaign and for Area 3 and Area 4 the top first impression is "Paket Jitu 1". Meanwhile, the words that are perceived as attractive for respondents is the word **"Bebas biaya pasang baru" (26%)**, followed by the package promo **"Paket JITU 1" (21%)**.
- The respondents' preferred incentive to sign up for Wi-Fi is cashback of Rp 50,000 (37%), which is followed by a Netflix voucher (35%). And they expect to get compensation in the form of a monthly bill deduction (51%).

## Recommendation

### Improve campaign messaging

- The "3x24 Jam" campaign seems cluttered with information. Refine the message so that it only emphasize the 3-day installation guarantee.
- Use other platforms, such as social media, to connect with a larger audience and ensure successful campaign recall.
- Highlighting the word **"Bebas Biaya Pasang Baru"** (free installation) is also advised because it resonates well with respondents.

### Future Installation Promotion

- To entice new customers, think about running promotions that offer cashback or gift cards similar to Netflix subscriptions.

### Future Research regarding IndiHome installation time

- Measure client satisfaction using installation timelines.
- It's essential to remember that customer preferences and economic circumstances might change over time, and the effectiveness of these recommendations may vary accordingly. Thus, further research might be needed.

# Thank you

# Appendix

# Installation Time Overview

Finding from both consumer study fixed and survey campaign, the average current installation time in IndiHome is already less than 3 days.

## Consumer Study Fixed Feb'24

### Installation Service Time: Summary – by area & region

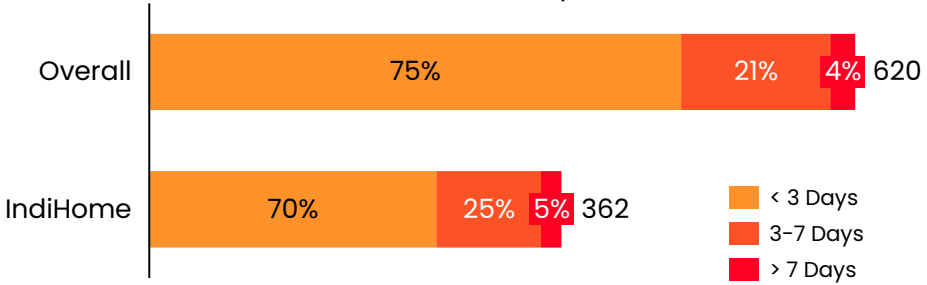
In overall, Indihome able to fulfill consumer expectation for installation in most of area. Bali Nusra even managed to perform faster than consumer expectation, even though PUMA is slightly slower

Waiting time in day(s)	IndiHome			First Media			Biznet			Iconnet			MyRepublic			MNC Play + Indosat HiFi			CBN Fiber			XL Satu Fiber			Oxygen.id			Telkomsel Orbit		
	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap	Exp	Actual	Gap
TOTAL	2	2	0	2	2	0	2	2	0	3	2	0	2	2	0	2	2	0	2	2	0	2	2	0	3	2	+1	2	2	0
Area 1	2	2	0	2	2	0	2	2	0	2	2	0	2	2	0	1	1	0	2	2	0	2	2	0	2	2	0	2	1	+1
Sumbagut	2	2	0	2	2	0	4	3	+1	3	3	0	3	3	0	1	1	0	2	2	0	1	1	0	2	2	+1	1	1	0
Sumbagteng	2	2	0	2	1	+1	1	1	0	2	2	0	1	1	0	0	0	0	1	2	-1	1	1	0	1	1	0	2	1	+1
Sumbagsel	2	2	0	3	1	+2	2	2	0	2	2	+1	2	3	0	2	1	+1	2	2	0	2	2	0	2	2	0	2	1	+1
Area 2	2	2	0	2	2	0	2	2	0	3	2	+1	3	3	0	2	2	0	2	2	0	2	2	+1	3	2	+1	2	2	0
Central Jabo	3	3	0	3	2	0	2	2	+1	0	0	0	4	3	0	2	2	0	3	2	+1	0	0	0	4	1	+3	3	1	+2
Western Jabo	2	2	0	2	2	0	1	2	-1	2	2	0	3	2	+1	0	0	0	2	2	0	0	0	0	3	4	-1	2	1	+1
Eastern Jabo	2	2	0	1	1	0	2	2	0	4	2	+2	3	2	+1	2	1	+1	2	3	-1	3	2	+1	3	2	+1	2	2	+1
Jabar	2	2	0	2	2	-1	1	2	0	3	2	+1	2	2	0	2	2	0	1	2	-1	2	1	0	0	0	0	1	2	-1
Area 3	3	2	0	2	2	0	3	3	0	3	3	0	2	2	0	2	3	0	2	2	0	3	2	+1	3	2	+1	4	4	0
Jateng DIY	3	3	0	2	2	-1	3	3	0	4	4	0	2	2	0	1	2	0	1	2	0	2	2	0	4	2	+2	5	5	0
Jatim	3	2	0	2	2	0	3	3	+1	1	2	-1	2	2	+1	3	3	0	2	2	0	4	3	+1	0	0	0	5	5	-1
Bali Nusra	3	2	+1	2	2	0	3	3	0	4	3	+1	2	2	+1	0	0	0	2	1	0	3	2	0	2	2	0	2	1	+1
Area 4	2	2	0	3	3	0	3	3	0	2	2	+1	2	2	+1	14	15	-1	2	3	-1	2	2	0	1	2	0	2	1	0
Kalimantan	2	2	0	4	3	+1	2	2	+1	2	1	0	3	2	+2	0	0	0	2	4	-2	2	3	-1	1	2	0	2	1	+1
Sulawesi	2	2	0	2	2	0	2	2	0	3	2	+1	1	2	0	0	0	0	1	1	0	2	2	0	0	0	0	1	1	0
Puma	3	3	-1	3	5	-2	4	4	0	0	0	0	0	0	0	14	15	-1	3	3	0	0	0	0	0	0	0	2	2	0

Base: Respective Fixed WiFi users | Exp = Expected Service Time | Actual = Total Service Time | GREEN: Actual service time faster than Expected service time | RED: Actual service time slower than Expected service time | Grey font: small base

## From this Study

### Installation Time (Based on Experience)



### Expected Installation Process Time

