



New Naming IndiHome

Brand Naming for Low Speed Internet

Feb 2024

Advance Analytics and Growth Marketing

Research Objective & Methodology

Background & Objectives

Background

IndiHome doesn't have a product that compete in lower prices. Even though IndiHome does not officially target the lower segment, 14% of IndiHome user comes from the lower segment and contributes about 27% IndiHome's detractors (based on NPS data). This raises the need to manage the lower segment through the lower-speed offer. Offers to customers must be made more carefully and on target if using IndiHome brand for it can give negative impacts to IndiHome CSI and NPS. Alternatively, offers can be made under subbrands or new fighting brands

Objectives

• Finding new brand with new naming for Low Speed Internet (Fixed Broadband) up to 10Mbps that match to lower segment market (SES B & C).

Hypothesis

- Easynet by Telkomsel (as an endorsed Brand) or EZ Net (new fighting brand) will be the most preferable naming for lower segment.
 - In-house online survey conducted using Survey Monkey
 - Sampling method: purposive (predefined criteria)
 - Survey period: 7-9 Feb 2024
 - Number of respondent:

Segment	Criteria	Whitelist	Respondent	TUR (%)
Segmen 1	Q3 (pelanggan mobile tsel non IH) Low ARPHA	400,000	1022	0.25%

*disclaimer: total respondents is 1022, there's no significant adding respondent



Methodology

This survey was conducted on some groups in a short time period which may not represent the entire population and is not an absolute result (indicative) that can be used as a reference in decision-making

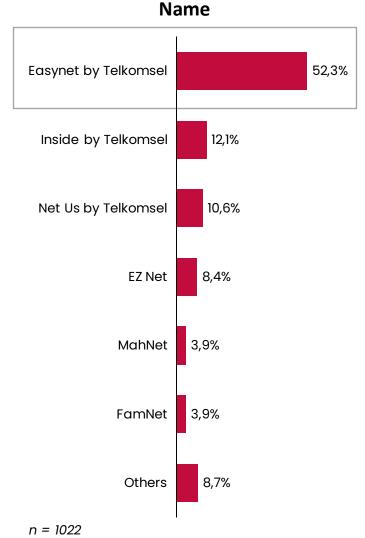
Telkomsel

Name Preferences



- "Easynet by Telkomsel" emerged as the most nominated name, with the majority from adult age (31-40 y.o). Most of voters are located in Sumatra (22.9%) & Jawa Barat (16.9%), with occupation Merchant or Entrepreneur (20.8%) and have 5 household WiFi users (32.9%). And majority are decision-makers and household payers (55.6%).
- Following Easynet by Telkomsel, "Inside by Telkomsel" and "Net Us by Telkomsel" emerge as the top 2 and 3 name preference for home internet with affordable price

 Respondents Profile



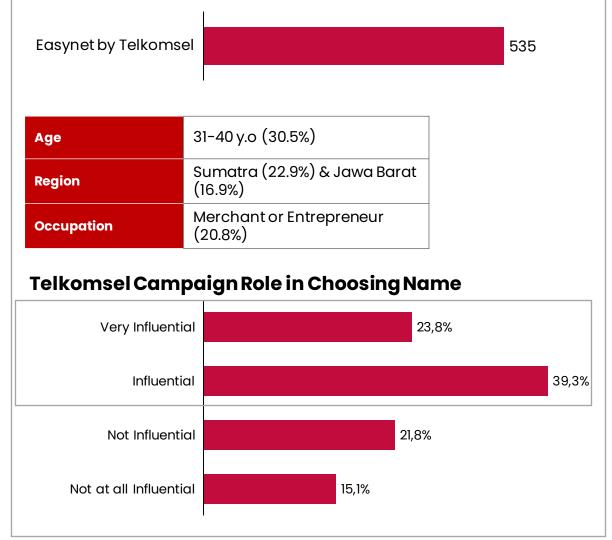
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	Top#1 EasyNet by Telkomsel (535 respondents)	Top#2 Inside by Telkomsel (124 respondents)	Top#3 Net Us by Telkomsel (108 respondents)
Gender	Male (67.9%)	Male (70.6%)	Male (62.2%)
Age	31-40 y.o (30.5%)	21-30 y.o (33.3%)	41-50 y.o (25.6%)
Region	Sumatra (22.9%) & Jawa Barat (16.9%)	Jawa Barat (18.6%) & Sumatra (18.6%)	Sumatra (22.2%) & Jawa Timur + Madura (16.7%)
Occupation	Merchant or Entrepreneur (20.8%)	Private Company (23.5%)	Housewive (17.8%)
Number of Wifi's User on Household	5 Users (32.9%)	5 Users (31.7%)	4 Users (34.6%)
Category Respondent	Decision maker & Payer (55.6%)	Decision maker & Payer (53.3%)	Decision maker & Payer (80.1%)
Claimed ARPHA* *Average Revenue per-Househould Account	<rp (40.23%)<="" 250.000="" td=""><td><rp (38.3%)<="" 250.000="" td=""><td><rp (46.1%)<="" 250.000="" td=""></rp></td></rp></td></rp>	<rp (38.3%)<="" 250.000="" td=""><td><rp (46.1%)<="" 250.000="" td=""></rp></td></rp>	<rp (46.1%)<="" 250.000="" td=""></rp>
Budget Expectation	<rp (72.3%)<="" 250.000="" td=""><td colspan="2"><pre><rp (66.3)<="" (73.5%)="" 250.000="" <rp="" pre=""></rp></pre></td></rp>	<pre><rp (66.3)<="" (73.5%)="" 250.000="" <rp="" pre=""></rp></pre>	

Quick Dive: #1 EasyNet by Telkomsel

Voter's Profile



The "Easynet by Telkomsel" name preferences received 535 votes, Majority of respondents claimed that Telkosel campaign influence (63.1%) respondent to choose "Easynet by Telkomsel". The name creates impression of easy to recall



Q.1 Menurut Anda, manakah dari nama berikut yang lebih disukai dan menarik untuk produk Internet Rumah yang lebih terjangkau?

First Impression

murah dan terjangkau Easynet telkomsel cepat dan murah dan murah di rumah ber internet jaringannya Mudah dan terjangkau akses internet Mudah dan cepat dan cepat Lebih terjangkau Internet yang Sangat bagus Telkomsel easy jaringan yang ^{Sinyal} Good dipahami Pasti stabil lebih terjangkau gampang diingat Menyenangkan akses praktis simpel Mantaplebih mudah Mudah jaringan senang Semoga di akses praktis cepat dan cepat Internet mudah dan murah harga terjangkau Familiar Kesan menarik baik dalam lancar Lebih menarik koneksi lebih mudah Kemudahan luas Sangat baik diakses Keren memudahkan mudah dan murah Suka Sesuai dengan dan nyaman Sangat membantu jaringan nya artinya mudah

Reason for Choosing

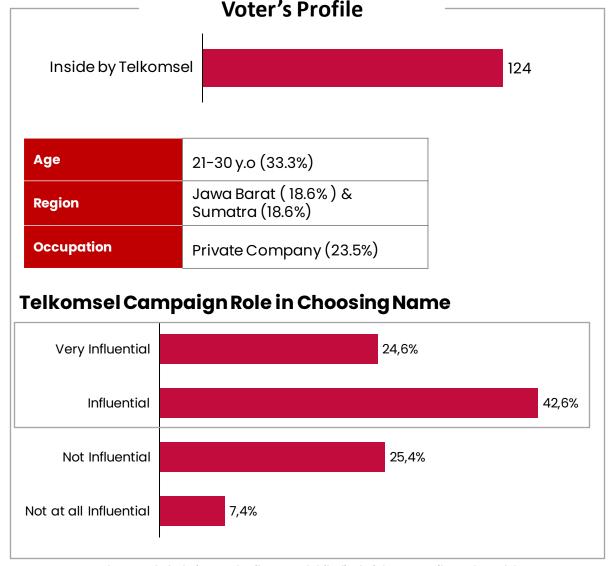
sesuai dengan gampang di ingat mudah diingat dan harganya memudahkan Lebih murah internet rumah terdengar sinyal Mantap jaringannya simpel cepat lebih menarik gampang diingat Selain Gampang Mudah diingat mudah di ingat akses Kemudahan Nyamaneasynet murah mudah jadi luas internet terjangkau jaringan kuat pilihan simple dan stabil menarik Telkomsel easy familiar harga terjangkau lebih mudah cocok sangat bagus lebih terjangkau Suka aja sesuai lancar mudah diucapkan Suka murah dan kata easy mudah di internet vg Jaringan nya Lebih mudah diingat

Q.2 Apakah penulisan merek "Telkomsel" berpengaruh terhadap pilihan nama yang Anda sukai?

Quick Dive: #2 Inside by Telkomsel



The "Inside by Telkomsel" name preferences received 124 votes, with the majority from adult age (21-30 y.o). Most of voters are located in Jawa Barat (18.6%) & Sumatra (18.6%), with occupation Private Company (23.5%). Majority of respondents claimed that Telkosel campaign influence (67.2%) respondent to choose "Inside by Telkomsel". The name creates impression of intresting and cool.



First Impression

mudah dan murah di dalam rumah Gak Kesan Internet nya bagus mudah rumah Menarik Jaringan simple Produk telkomsel Keren sinyal Mudah diingat gampang diingat

Reason for Choosing

di dalam rumah didalam simple di dalam Gampang rumah di keren internet

lebih mudah dalam

elegan

bagusTelkomselinside menarik gampang diingat Mudah diingat

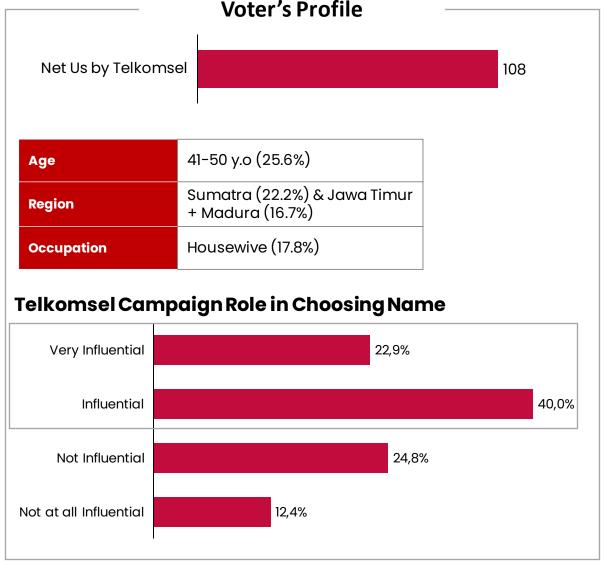
Q.1 Menurut Anda, manakah dari nama berikut yang lebih disukai dan menarik untuk produk Internet Rumah yang lebih terjangkau? Q.2 Apakah penulisan merek "Telkomsel" berpengaruh terhadap pilihan nama yang Anda sukai?

Q.4 Apakah kesan atau persepsi yang Anda bayangkan ketika memilih nama {Q1}? Q.3 Mengapa Anda memilih nama {Q1} sebagai pilihan yang paling menarik untuk produk Internet Rumah yang lebih terjangkau?

Quick Dive: #3 Net Us by Telkomsel



The "Net Us by Telkomsel" name preferences received 108 votes, with the majority adult age (41–50 y.o). Most of voters are located in Sumatra (22.2%) & Jawa Timur + Madura (16.7%), with occupation Housewive (17.8%). Majority of respondents claimed that Telkosel campaign influence (62.9%) respondent to choose "Net Us by Telkomsel". "Telkomsel" also come as the top word for first impression, followed by good and affordable network.



First Impression

lebih baik mudah dan murah
jaringan bagus terjangkau
Simple cepat Telkomsel Menarik
Keren Lebih bisainternet Senang
net us telkomsel Memuaskan gampang diingat

Reason for Choosing

mudah di ingat terjangkaukeren Suka aja

Net jaringan Suka Simple Net US

menarik lebih mudah Murah
Bagus lebih mudah produk

telkomsel internet paket
Dari Us dari Telkomsel

Q.1 Menurut Anda, manakah dari nama berikut yang lebih disukai dan menarik untuk produk Internet Rumah yang lebih terjangkau? Q.2 Apakah penulisan merek "Telkomsel" berpengaruh terhadap pilihan nama yang Anda sukai? Q.4 Apakah kesan atau persepsi yang Anda bayangkan ketika memilih nama {Q1}? Q.3 Mengapa Anda memilih nama {Q1} sebagai pilihan yang paling menarik untuk produk Internet Rumah yang lebih terjangkau?

Key Summary and Recommendation



Key summary

- "Easynet by Telkomsel" emerged as the most nominated name, while "Inside by Telkomsel" and "Net Us by Telkomsel" subsequently following after
- The "Easynet by Telkomsel" name preferences received 535 votes, with skewness adult age (31-40 y.o). Most of voters are located in Sumatra (22.9%) & Jawa Barat (16.9%), with occupation Merchant or Entrepreneur (20.8%). Majority of respondents claimed that Telkosel campaign influence (63.1%) respondent to choose "Easynet by Telkomsel". The name creates impression of easy to remember
- The "Inside by Telkomsel" name preferences received 124 votes, with the majority from adult age (21-30 y.o). Most of voters are located in Jawa Barat (18.6%) & Sumatra (18.6%), with occupation Private Company (23.5%). Majority of respondents claimed that Telkosel campaign influence (67.2%) respondent to choose "Inside by Telkomsel". The name creates interesting and cool.
- The "Net Us by Telkomsel" name preferences received 108 votes, with the majority adult age (41-50 y.o). Most of voters are located in Sumatra (22.2%) %) & Jawa Timur + Madura (16.7%), with occupation Housewive (17.8%). Majority of respondents claimed that Telkosel campaign influence (62.9%) respondent to choose "Net Us by Telkomsel". "Telkomsel" also come as the top word for first impression, followed by good and affordable network.
- Majority of respondents claimed that Telkosel campaign influence their decision to choose the top 3 name.

Recommendation

- It suggest to conduct another survey to compare the top 3 most favorites names, "Easynet by Telkomsel, "Inside by Telkomsel", and "Net Us by Telkomsel" to refine the preferences among the most favored because in this survey there's disparity in segments for each name preferences
- To get better insight, it is suggested to conduct qualitative research by doing FGD (focus group discussion) with respondents of targeted market (e.g. SES B&C, mobile users only, etc.)



Thank you