

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.

Methodology

- In-house online survey conducted using Survey Monkey
- Sampling method: purposive (predefined criteria)
- Survey period: 7-9 Feb 2024
- Number of respondent:

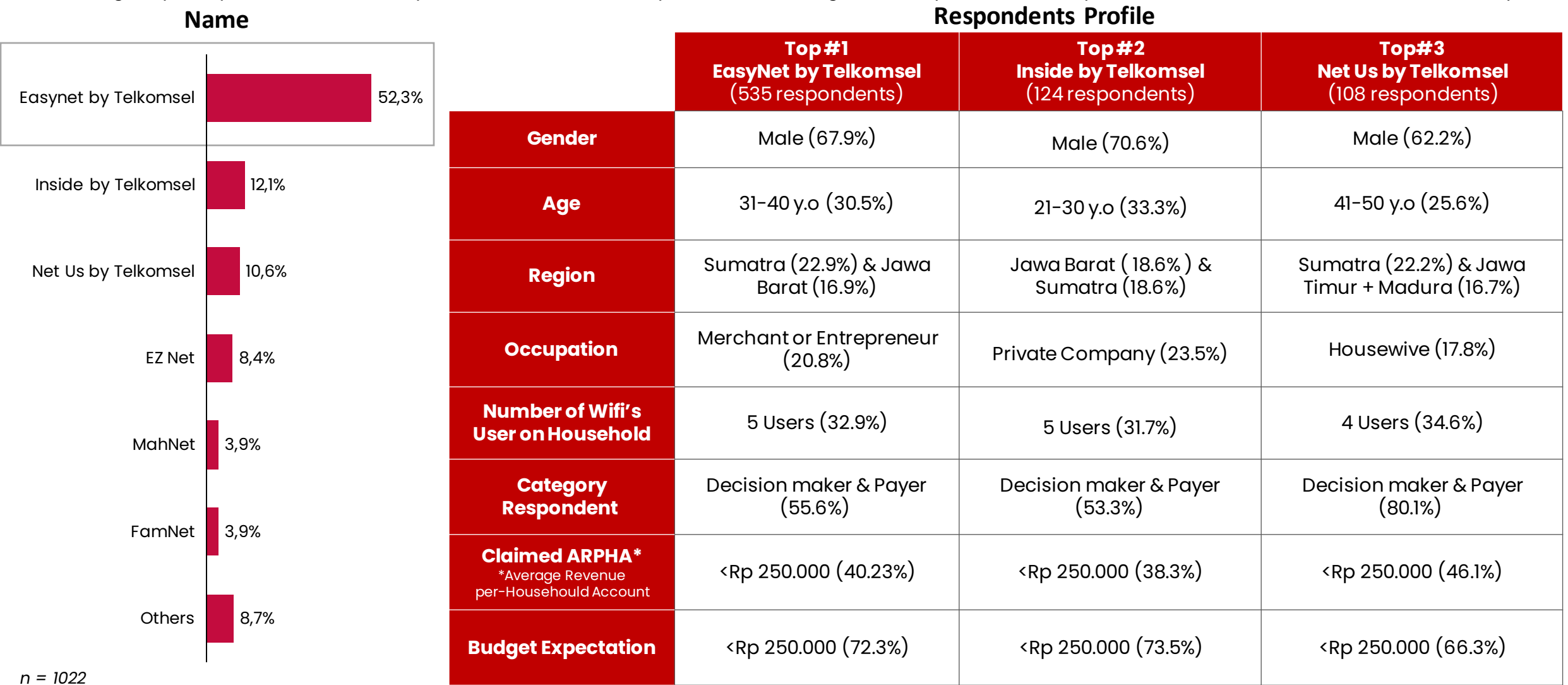
Segment	Criteria	Whitelist	Respondent	TUR (%)
Segmen 1	Q3 (pelanggan mobile tsel non IH) Low ARPHA	400,000	1022	0.25%

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

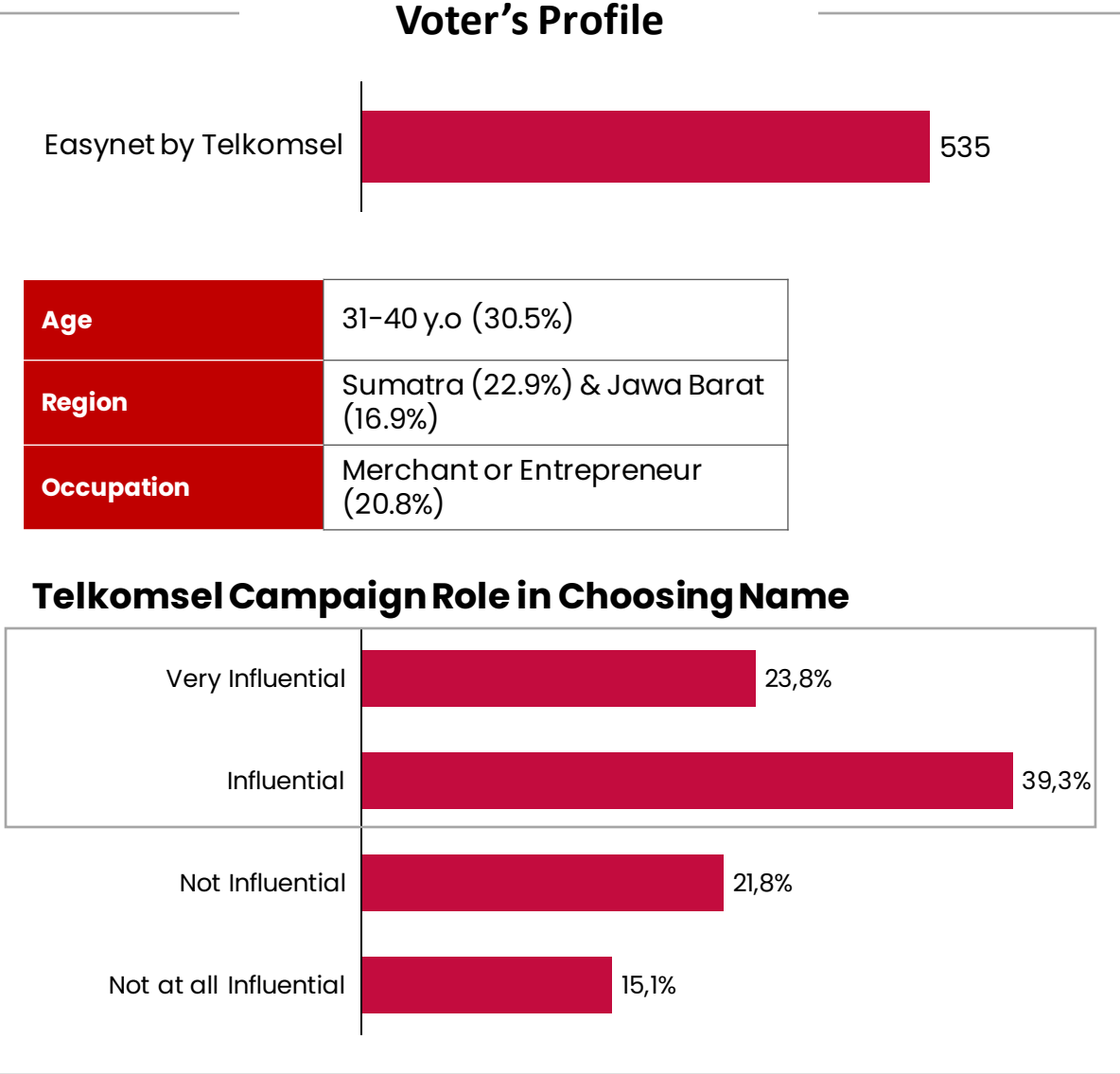
Disclaimer

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

- “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



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**

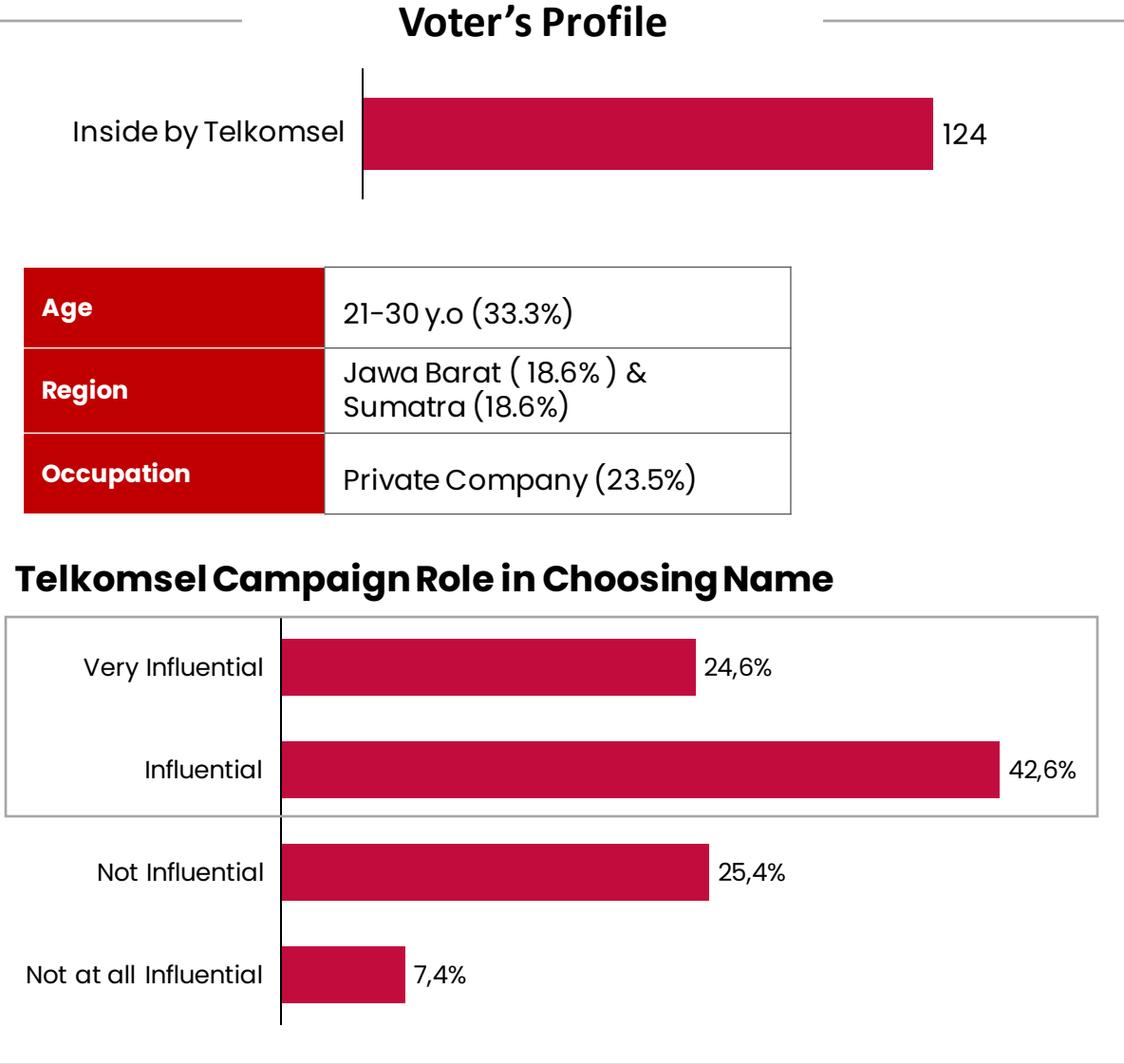


Q.1 Menurut Anda, manakah dari nama berikut yang lebih disukai dan menarik untuk produk Internet Rumah yang lebih terjangkau?
Q.2 Apakah penulisan merek “Telkomsel” berpengaruh terhadap pilihan nama yang Anda sukai?



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?

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 **Telkonsel campaign influence (67.2%) respondent to choose "Inside by Telkomsel"**. **The name creates impression of intresting and cool.**

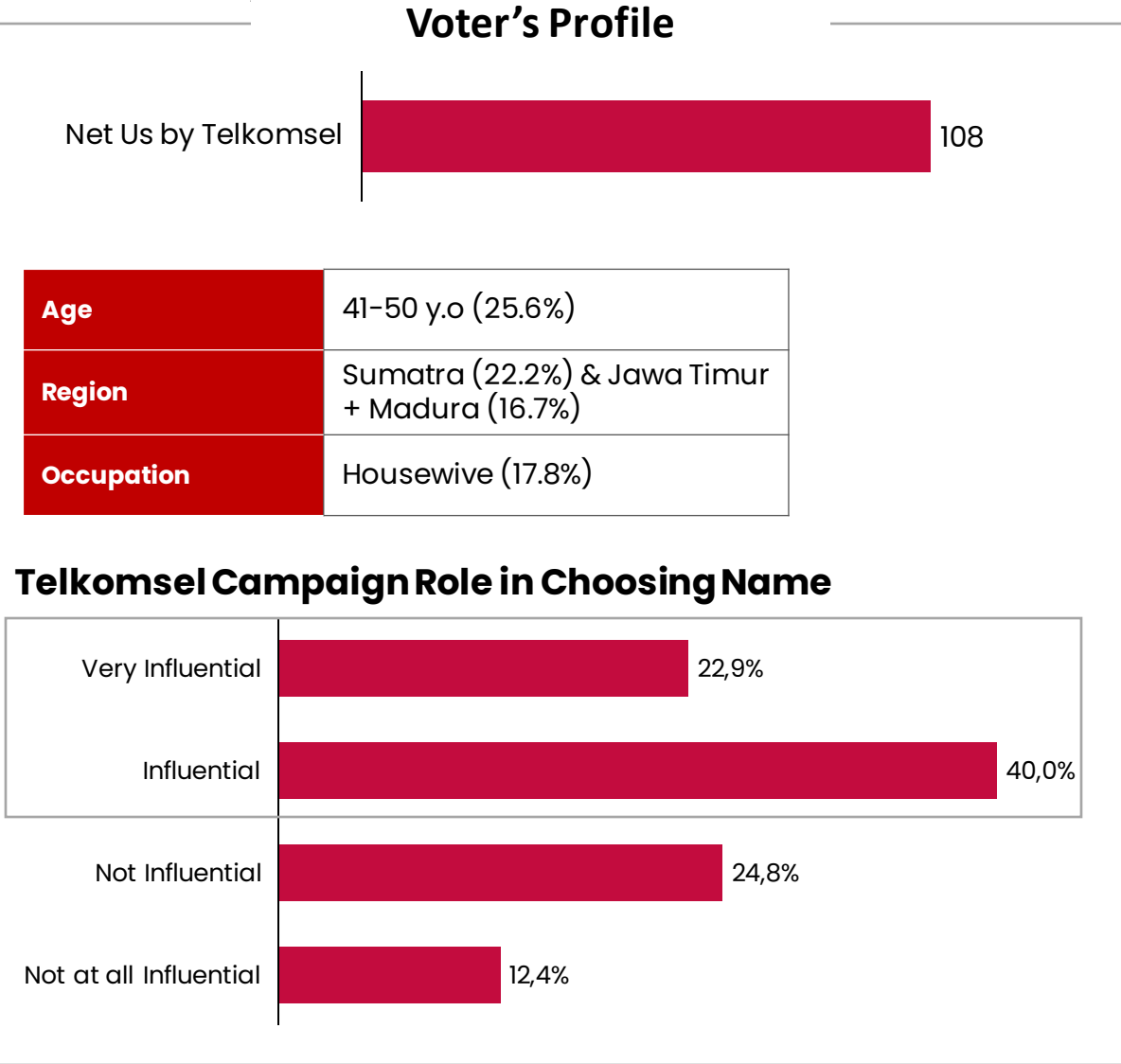


Q.1 Menurut Anda, manakah dari nama berikut yang lebih disukai dan menarik untuk produk Internet Rumah yang lebih terjangkau?
Q.2 Apakah penulisan merek "Telkomsel" berpengaruh terhadap pilihan nama yang Anda sukai?



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?

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 Housewife (17.8%). Majority of respondents claimed that **Telkonsel 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.**



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

- “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 **Telkosal 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 **Telkosal 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 Housewife (17.8%). Majority of respondents claimed that **Telkosal 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 **Telkosal 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