



Winback PraNPC & CTO IndiHome

Mar 2024

Advance Analytics and Growth Marketing

Research Objective & Methodology

Background & Objectives

- Problem Statement**
The amount of CT0 is increasing after LD-1 so winback efforts need to be done. It is necessary to identify the cause of PraNPC & CT0, customer preference for channels and treatment caring.
- Objectives**
- Find out the root cause of customer turning into PraNPC & CT0
 - Get recommendations for the most effective caring channels for customer winbacks
 - Get recommendations for the most effective caring treatment for customer winback
- Hypothesis**
- Arrears occur because customers forget to pay, financial constraints / expensive prices, Change of Address (PDA), dissatisfaction with services, move to competitors, services are no longer used.
 - An effective caring channel for Winback offers is visits by collection agents (CTB) or by phone (OBC).
 - An effective caring treatment for winback is to offer a package that is cheaper than the existing package.

Methodology

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

No.	Segment	Criteria	Whitelist	Respondent	TUR (%)
1.	Segment 1	PraNPC; ARPU >300,000	14,768	155	1.05%
2.	Segment 2	PraNPC; ARPU <300,000	8,275	115	1.39%
3.	Segment 3	CT0;ARPU >300,000	56,207	468	0.83%
4.	Segment 4	CT0; ARPU <300,000	20,750	175	0.84%
Total			100,000	913	0.91%

Disclaimer

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

Respondents PraNPC & CT0 Profile

Majority Group Respondent	
Residential Type	
House	80
Rent House	11.1
Kostan	4.5
Others	3.7
Occupation	
Teacher	7
Housewives	11
Civil Employees or BUMN	9
Entrepreneur or Self Employed	21
Private Company	22
Daily Workers	11
Student	4
LOS	
3-6 mo	5.04
6-12 mo	11.72
<3 Mo	3.18
>12 Mo	80.1
Packages	
1P Package (Internet)	46
2P Package (Internet + Phone)	13
2P Package (Internet + TV)	21
3P Package (Internet + TV+ Phone)	10
Others	11
Speed	
>=100 Mbps	4
30 Mbps	39
40 Mbps	5
<30 Mbps	11
Not know	27
	14

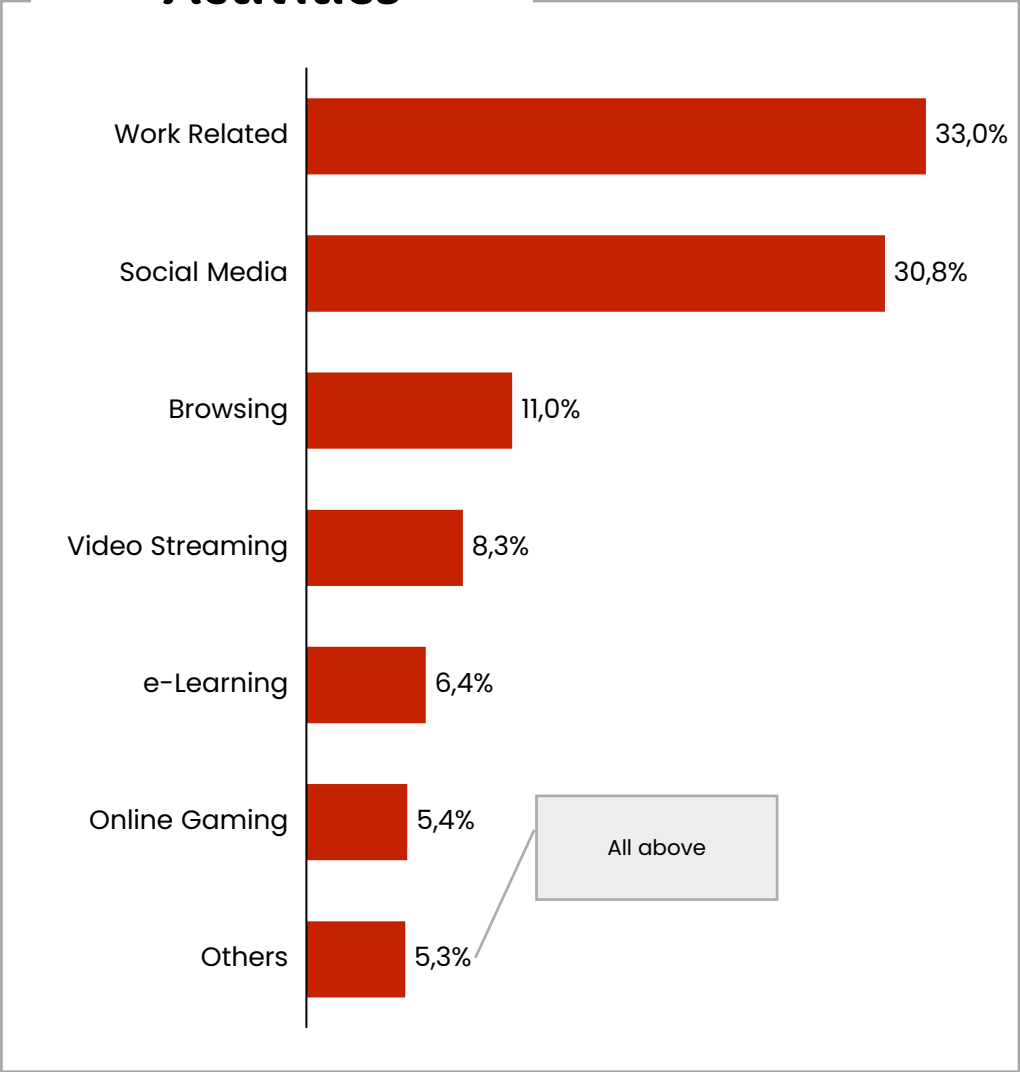
- Overall respondents type of residencies is House (80%), working in Private company (22%), has used IndiHome for more than 12 months (80.1%) using Internet only package (46%), with speed 30 Mbps (39%).
- For segment PraNPC most of them work as Entrepreneur or Self Employed (ARPHA >300: 21.94%; ARPHA <300: 21.74%).
- And for segment with ARPHA less than Rp 3000.000 their chosen internet speed is <30 Mbps (PraNPC: 41.74%; CT0: 40.57%).

	Segment #1 PraNPC, ARPHA >300	Segment #2 PraNPC, ARPHA <300	Segment #3 CT0, ARPHA >300	Segment #4 CT0, ARPHA <300
Residencies	House (88.39%)	House (79.13%)	House (76.92%)	House (80%)
Occupation	Entrepreneur or Self Employed (21.94%)	Entrepreneur or Self Employed (21.74%)	Private Company (21.15%)	Private Company (29.14%)
LoS	>12 months (86.45%)	>12 months (91.30%)	>12 months (73.93%)	>12 months (83.43%)
Number of Wifi's User on Household	5 Users (36.77%)	5 Users (29.57%)	5 Users (31.62%)	4 Users (30.86%)
Package	1P: Internet only (43.23%)	1P: Internet only (49.57%)	1P: Internet only (42.09%)	1P: Internet only (56%)
Speed	30 Mbps (48.39%)	<30 Mbps (41.74%)	30 Mbps (40.81%)	<30 Mbps (40.57%)

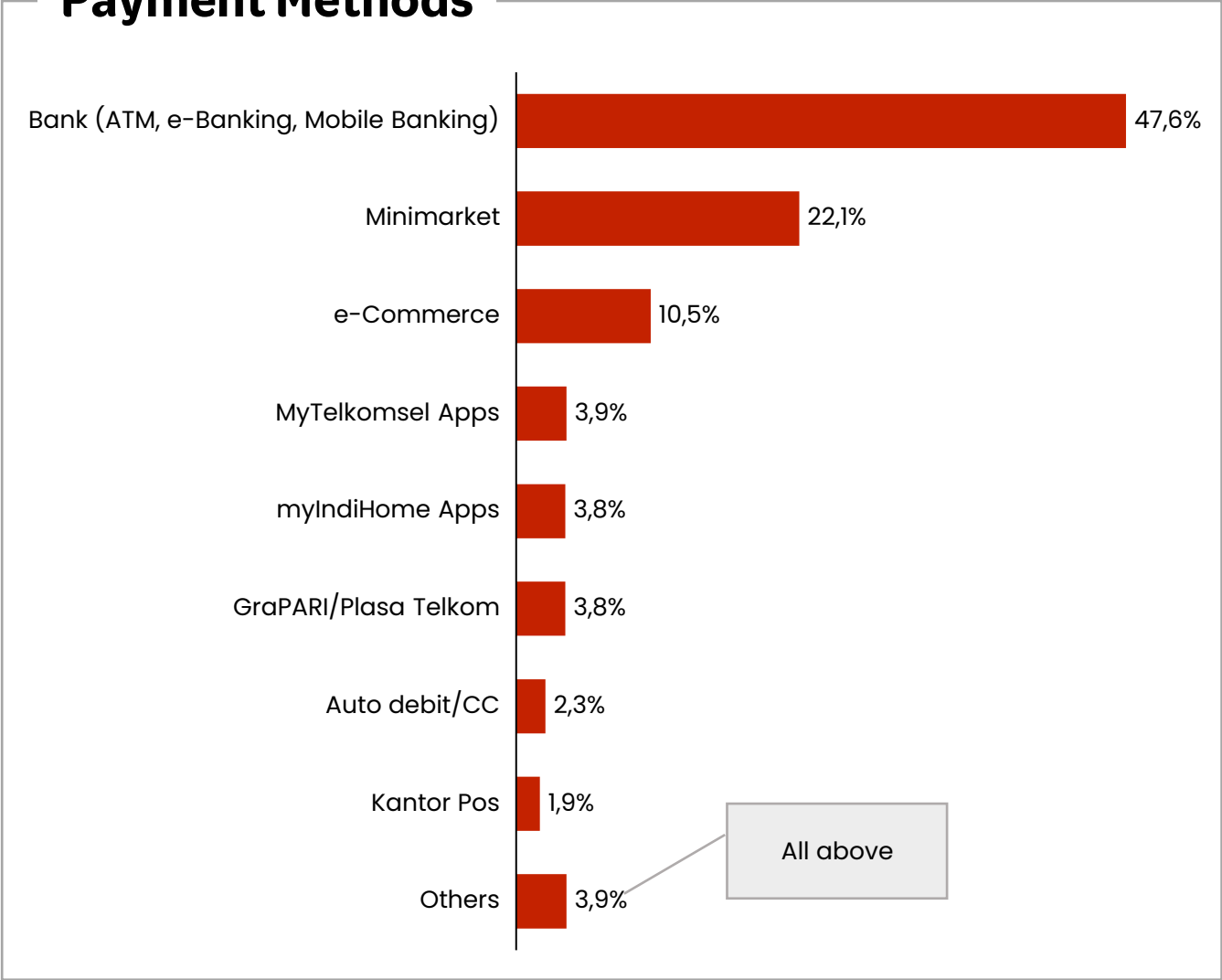
WiFi Usage Behavior: IndiHome

Respondents' main activities when using IndiHome WiFi is Work Related (33%), followed by accessing Social Media (30.8%), and browsing internet (11%). Their favorite payment channel is Bank (47.6%), followed by Minimarket (22.1%), and e-Commerce (10.5%).

Activities



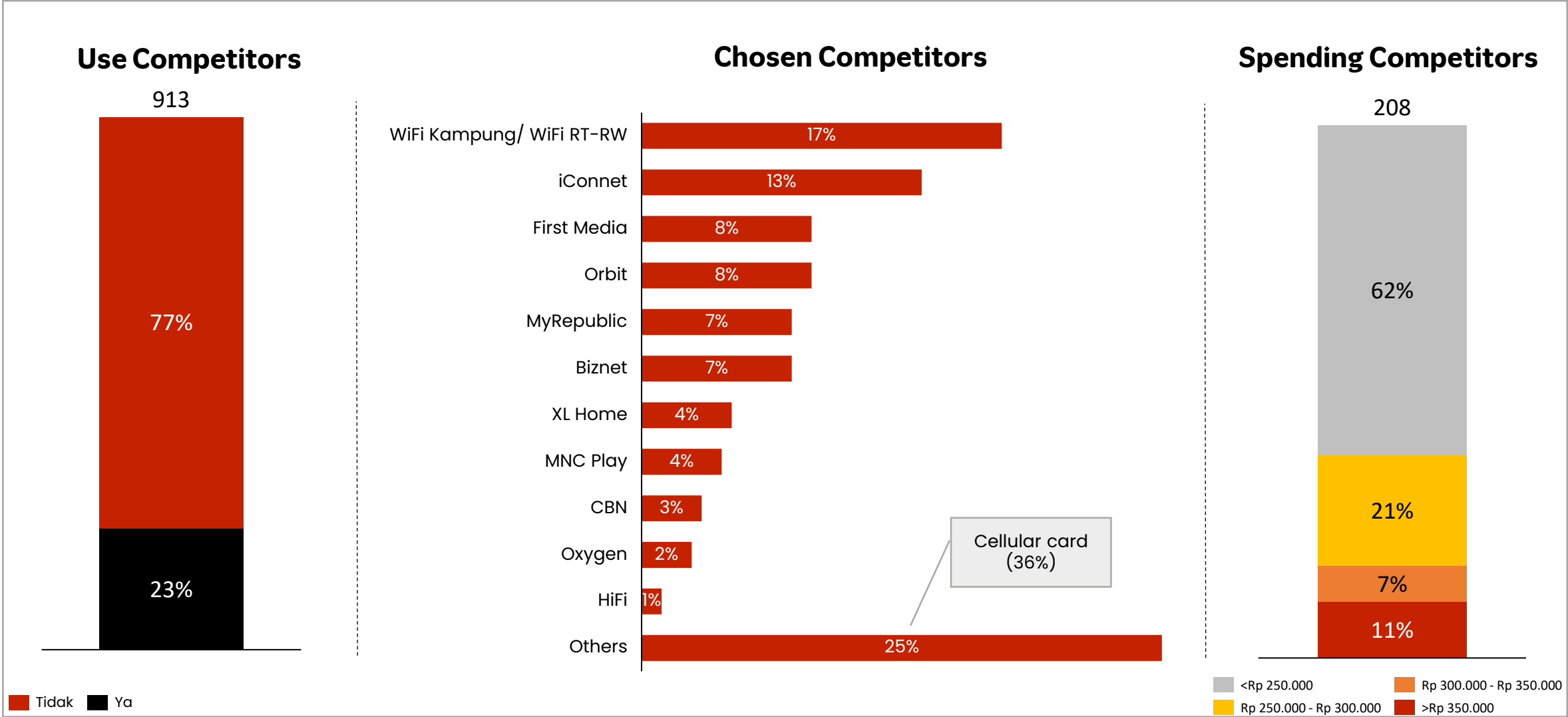
Payment Methods



Q.10 Aktivitas apa yang sering Anda lakukan menggunakan layanan WiFi?
Q.11 Apakah channel yang paling sering Anda gunakan untuk membayar langganan paket IndiHome?

WiFi Usage Behavior: Competitors

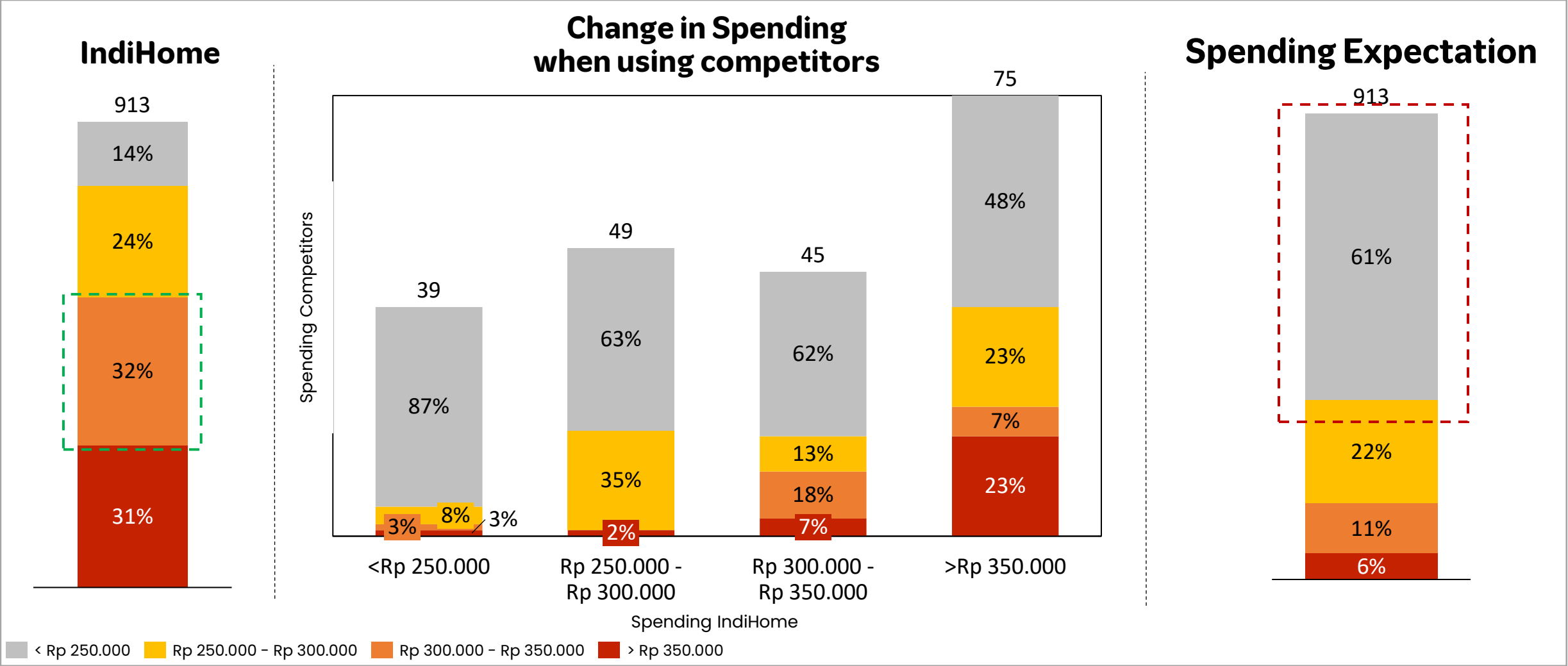
Only 23% of respondent who have a second WiFi and their top chosen WiFi is WiFi Kampung (17%), followed by iConnet (13%). Moreover 62% spend less than Rp 250.000 for their second WiFi



Q.12 Apakah Anda menggunakan WiFi selain IndiHome di hunian Anda?
Q.13 Selain IndiHome, apa merek Wi-Fi yang Anda gunakan saat ini?
Q.14 Berapa biaya yang dikeluarkan untuk berlangganan {{ Q13 }} di hunian Anda dalam sebulan?

WiFi Spending Behavior

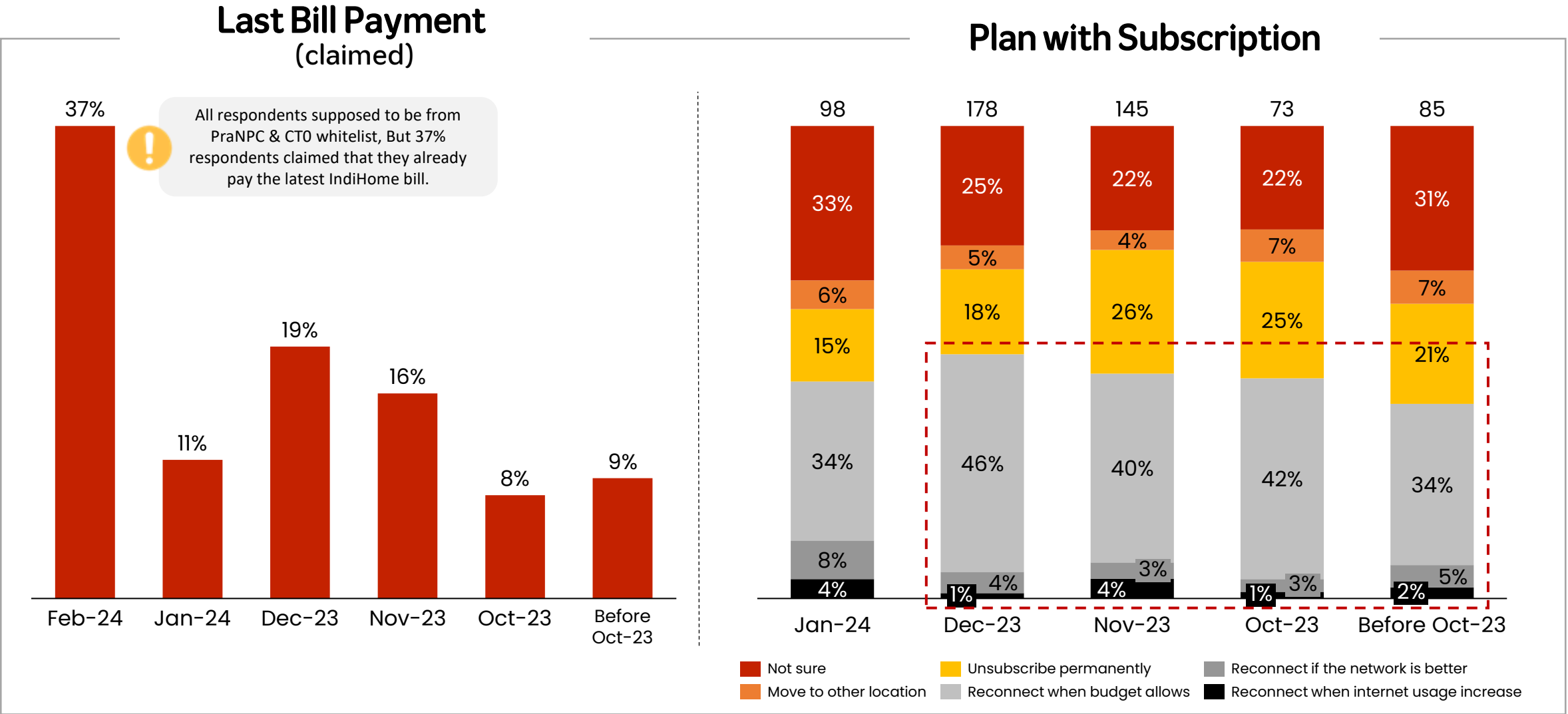
Most of respondents spend Rp 300.000 – Rp 350.000 for their IndiHome WiFi, and when they use other operator WiFi they decreased their spending to Less than Rp 250.000. When asked what's respondent expected spending, 61% of them claimed that they want to spend less than their current spending in IndiHome to Less than Rp 250.000



Reasons Exploration

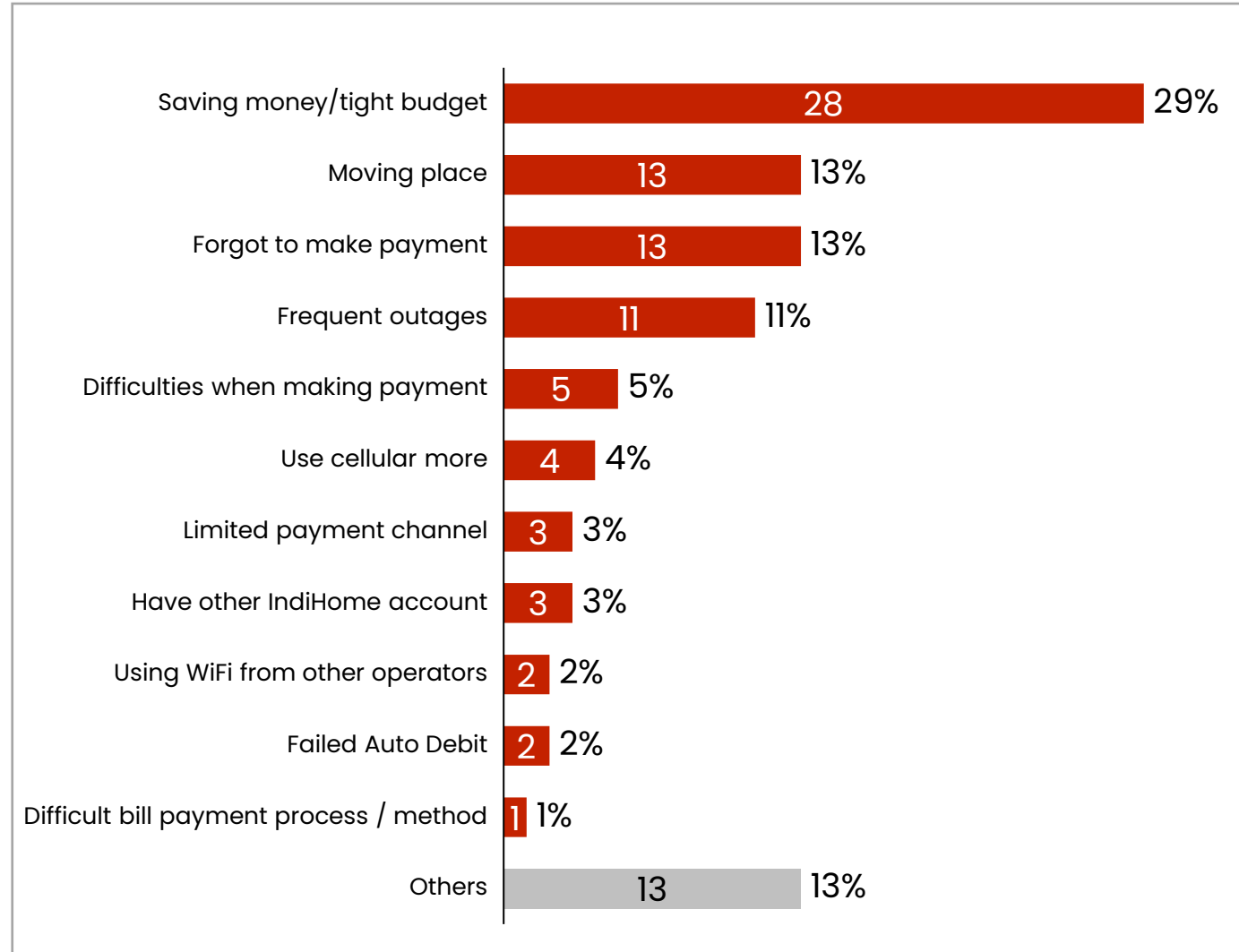
- Exploring PraNPC & CT0
- Explore Reasons Behind PraNPC
- Explore Reasons Behind CT0

- 11% respondents claimed that their last bill payment is in January 2024 (PraNPC) and 52% respondents last bill is Dec and less (CT0).
- Most of respondent who claimed to be PraNPC planned to reconnect their IndiHome wifi when their budget allows (34%), and 33% of them still not sure what their planning to do with their current subscription
- Respondent who claimed to be CT0, the longer they do not pay the bill the tendency to reconnect is declining



Reasons PraNPC (Based on Claim)

- The main reason behind the respondents decision to become PraNPC is due to pricing issues, 29% respondents claimed that they haven't payed their bills because of "saving money/tight budget", followed by moving place (13%) forgot to make payment (13%), and other issues.
- From the 13% other issues, the top categories is Billing Arrival (30.8%), followed by rarely use wifi (7.7%), and out of town (7.7%).



Verbatim Top 3 Others

Billing Arrival (30.8%)

- "Saya belum mendapatkan biaya untuk membayar tagihan Indihome"
- "Blm gaji, menunggu tanggal gaji"
- "Gaji terlambat dibayarkan"

Rarely use WiFi (7.7%)

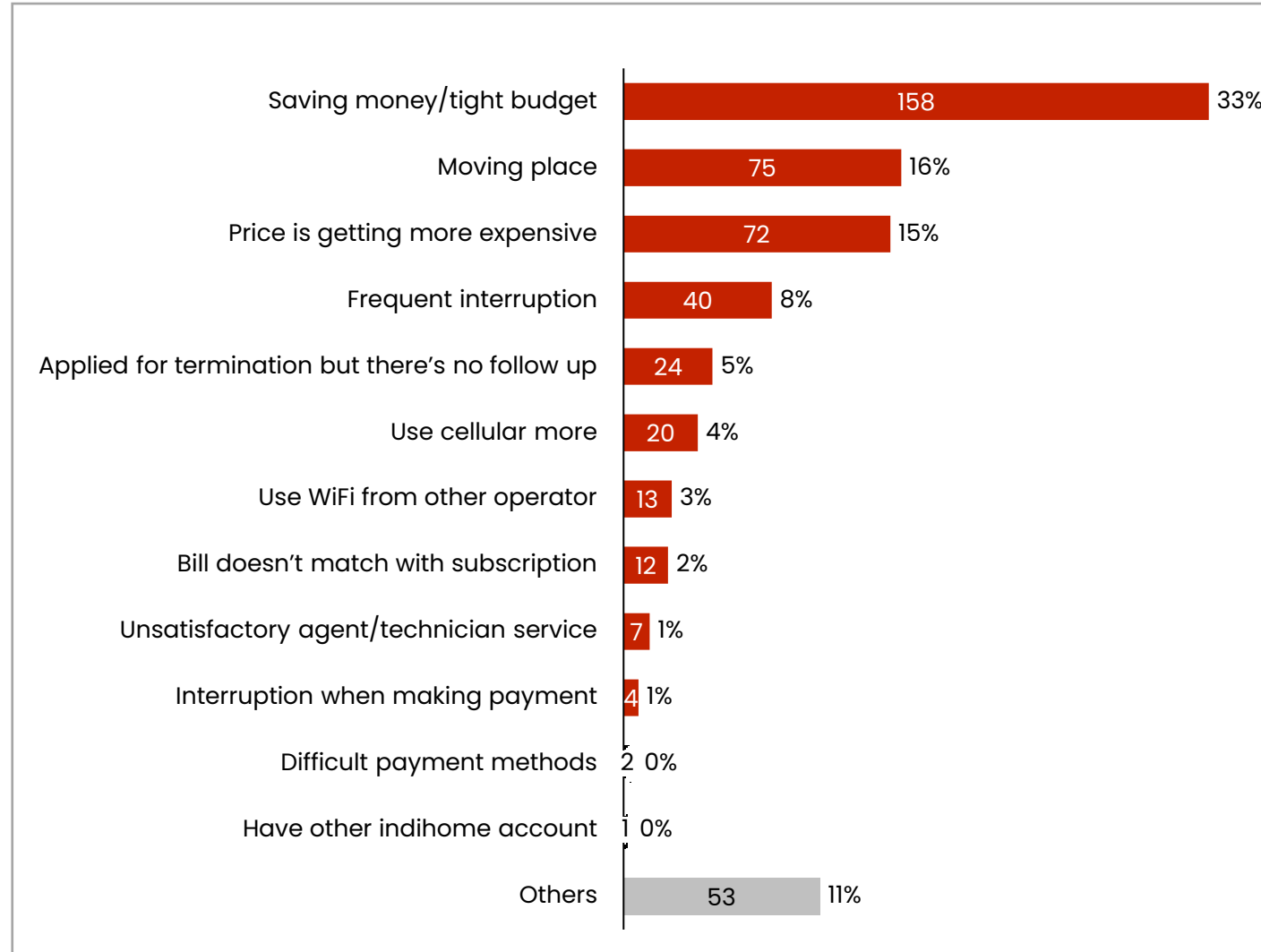
"Waktu saya lebih banyak di sekolah, kalau pulangpun seringkali sudah larut malam"

Out of Town(7.7%)

"Dinas ke kota lain selama 3 bulan"

Reasons CT0 (Based on Claim)

The main reason behind the respondents decision to become CT0 is due to pricing issues, 33% respondents claimed that they haven't payed their bills because of "saving money/tight budget", followed by moving place (16%) and price is getting more expensive (15%).



Verbatim Top 3 Others

Conditional Changing (41.5%)

- "Tidak ada uang. Penghasilan gk menutupi"
- "Engk sanggup lagi membayar gara2 pekerjaan yg tidak ada buat bayar"
- "Baru di phk"

Budget Allocation Prioritization (9.4%)

- "sedang renovasi tempat usaha rumah makan"
- "Belum ada dana untuk membayarnya karena dipakai untuk uang sekolah dulu"

Out of Town (7.5%)

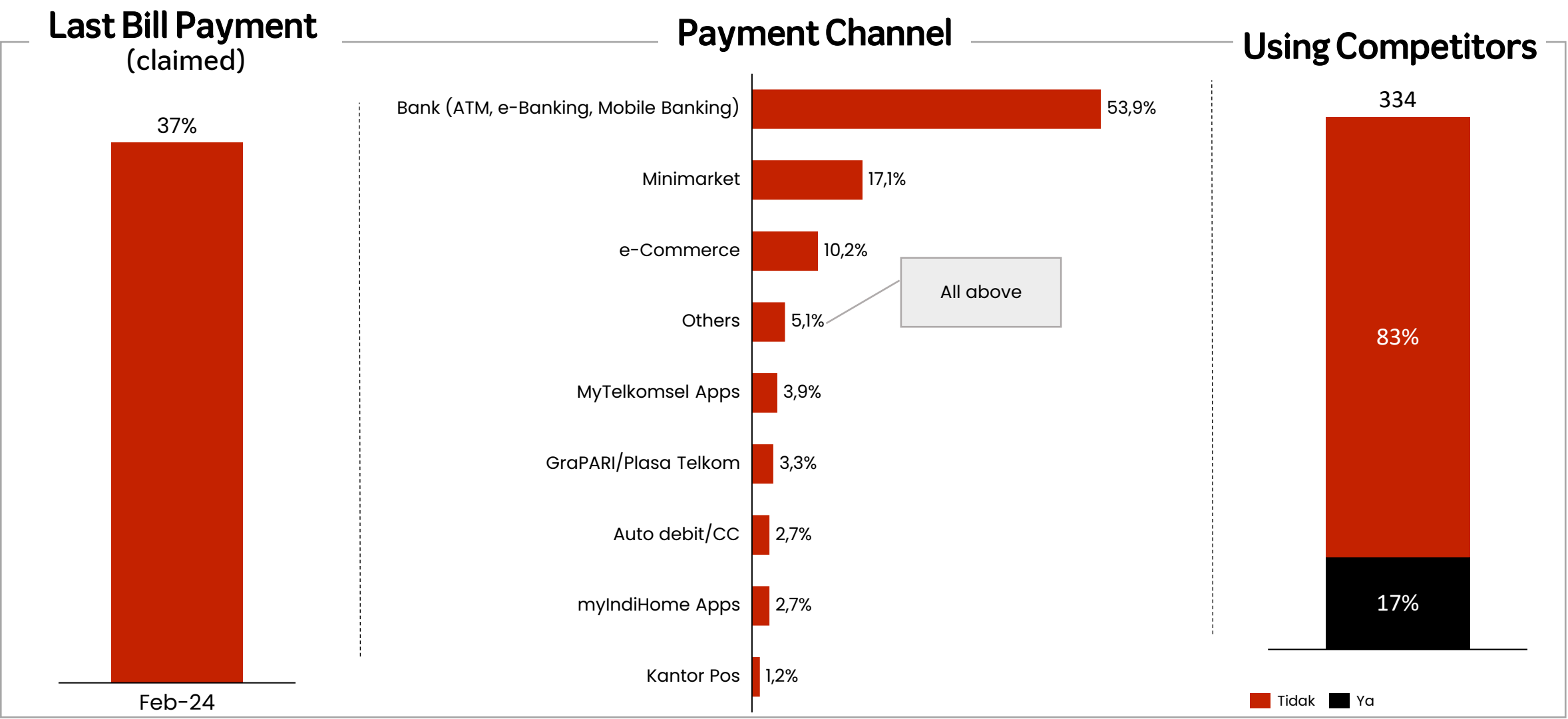
- "Bekerja keluar negeri"
- "Posisi masih ada pekerjaan di luar pulau, jadi belum kembali ke rumah, wifi pun tidak terpakai akhirnya"

Deep Dive Issues

- Claimed to pay IndiHome February 2024 Bills
- PraNPC reasons is Saving Money
- CT0 reason is Saving Money

Deep Dive Issues: Claimed to pay IndiHome February 2024 Bills

37% respondent claimed that they already paid their Feb 2024 bills. Most of them paid their bills through Bank (53.9%), indicating that it is possible that bank data is not synchronized with out billing data. Only 17% claimed that they have a second WiFi (other than IndiHome).



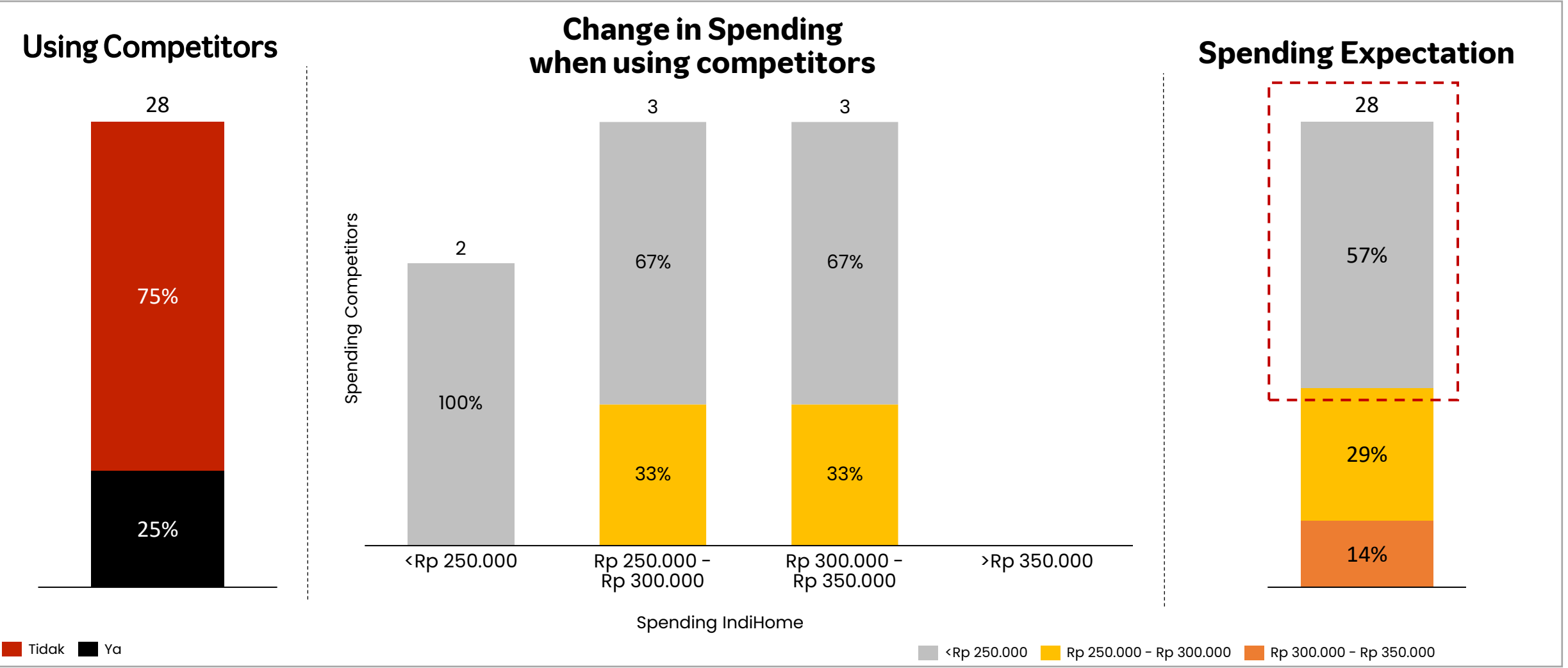
Tidak Ya

Q.15 Kapan terakhir kali Anda melakukan pembayaran IndiHome?
Q.11 Apakah channel yang paling sering Anda gunakan untuk membayar langganan paket IndiHome?
Q.12 Apakah Anda menggunakan WiFi selain IndiHome di hunian Anda?

Deep Dive Issues: PraNPC reason is Saving Money

Telkomsel

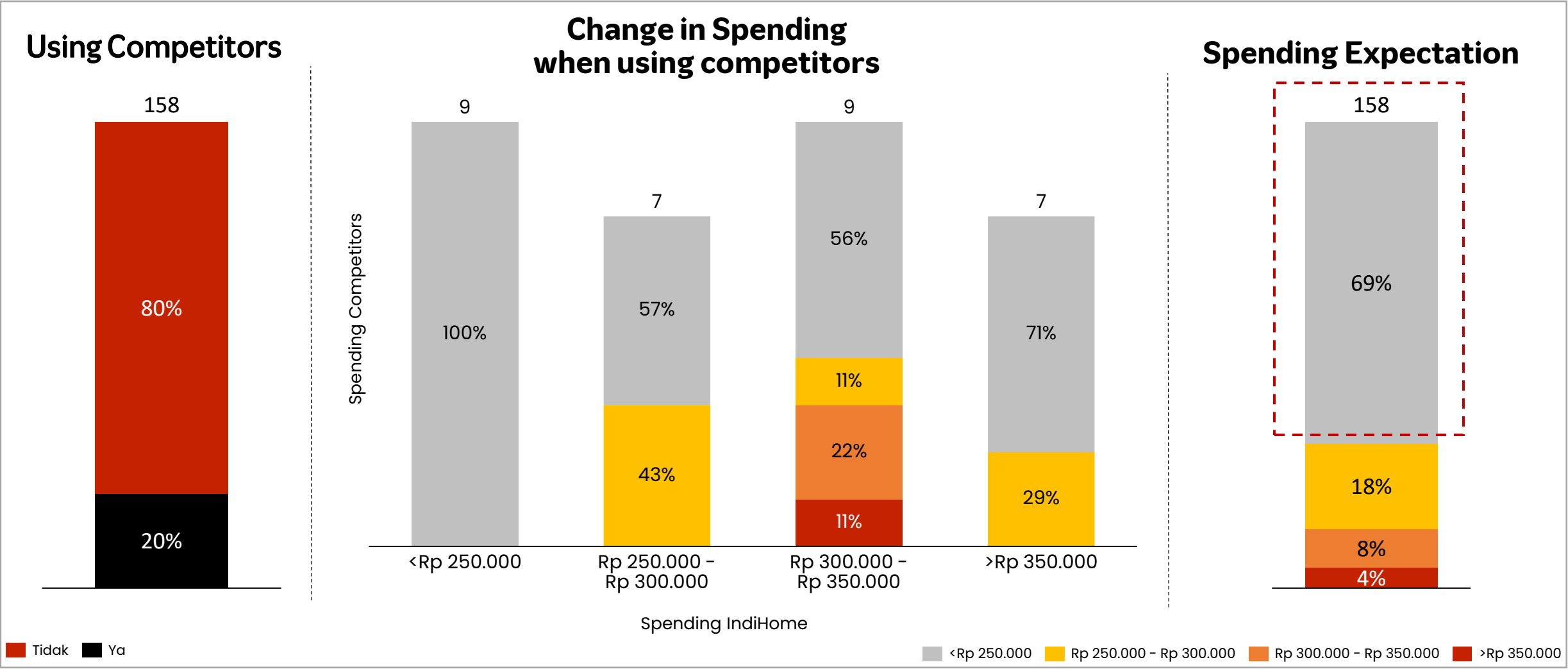
Respondents who turn into PraNPC because of “saving money/tight budget”, 25% of them use other WiFi, but they decreased their spending when using competitors. And 57% of them says that their spending expectation for WiFi is less than Rp 250.000 monthly



Q.12 Apakah Anda menggunakan WiFi selain IndiHome di hunian Anda?
Q.14 Berapa biaya yang dikeluarkan untuk berlangganan {{ Q13 }} di hunian Anda dalam sebulan?
Q.6 Berapa ekspektasi alokasi pengeluaran untuk berlangganan WiFi di hunian Anda?

Deep Dive Issues: CT0 reason is Saving Money

Respondents who turn into CT0 because of “saving money/tight budget”, 20% of them use other WiFi, but most of them decreased their spending when using competitors. And 69% of them says that their spending expectation for WiFi is less than Rp 250.000 monthly

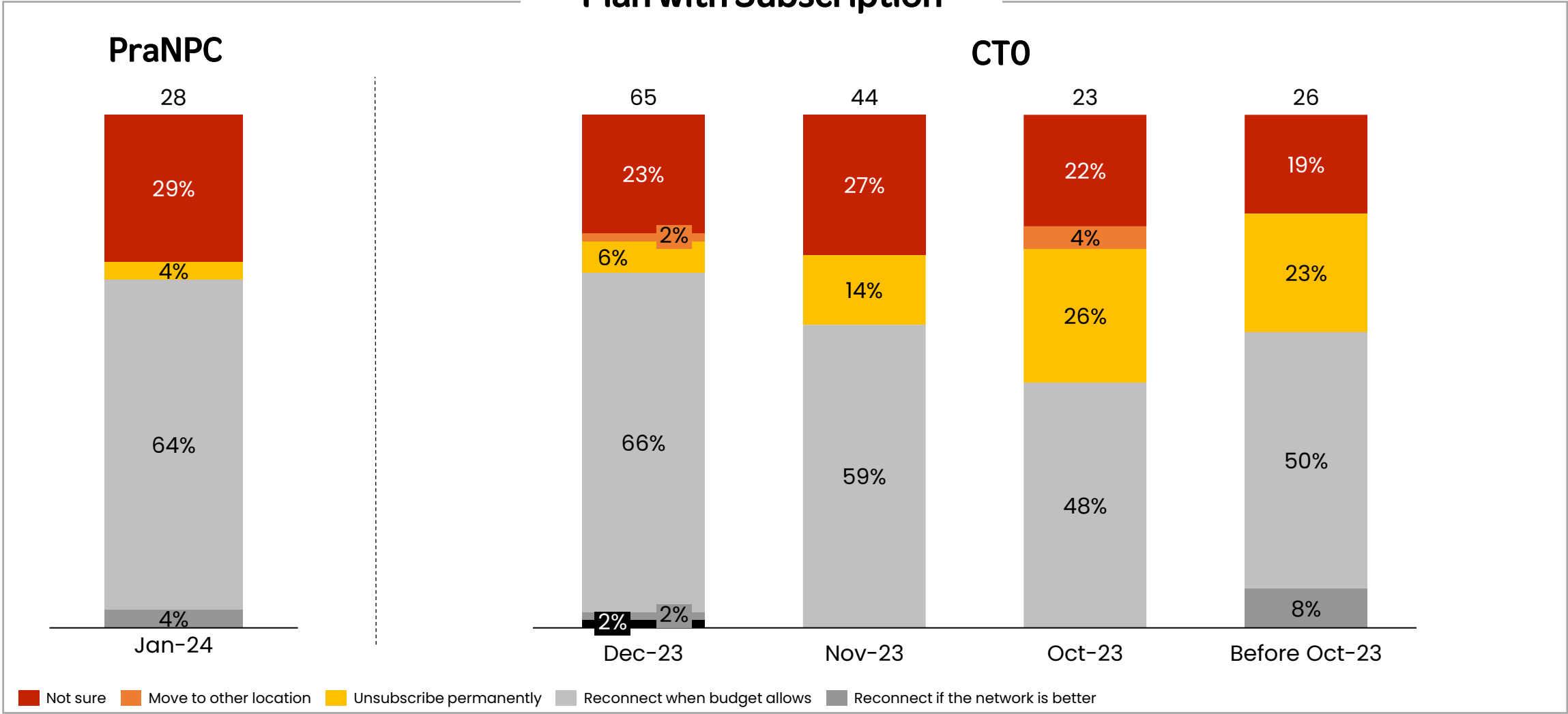


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Q.6 Berapa ekspektasi alokasi pengeluaran untuk berlangganan WiFi di hunian Anda?

Deep Dive Issues: PraNPC & CT0 reason is Saving Money

- 64% respondents who turned into PraNPC due to Saving Money claimed that they planned to reconnect when budget allows.
- For respondents who turned into CT0 due to saving money, most of them also planned to reconnect when budget allows, , the longer they do not pay the bill the tendency to reconnect is declining, it's especially increase in respondent who didn't paid their bills since Oct 2023.

Plan with Subscription

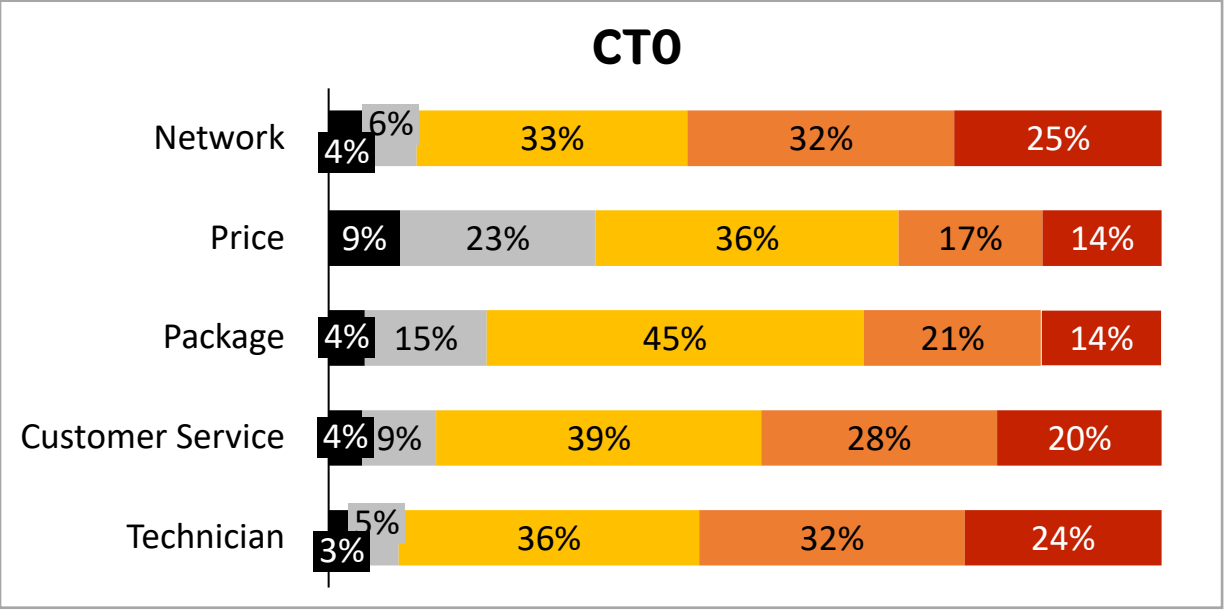
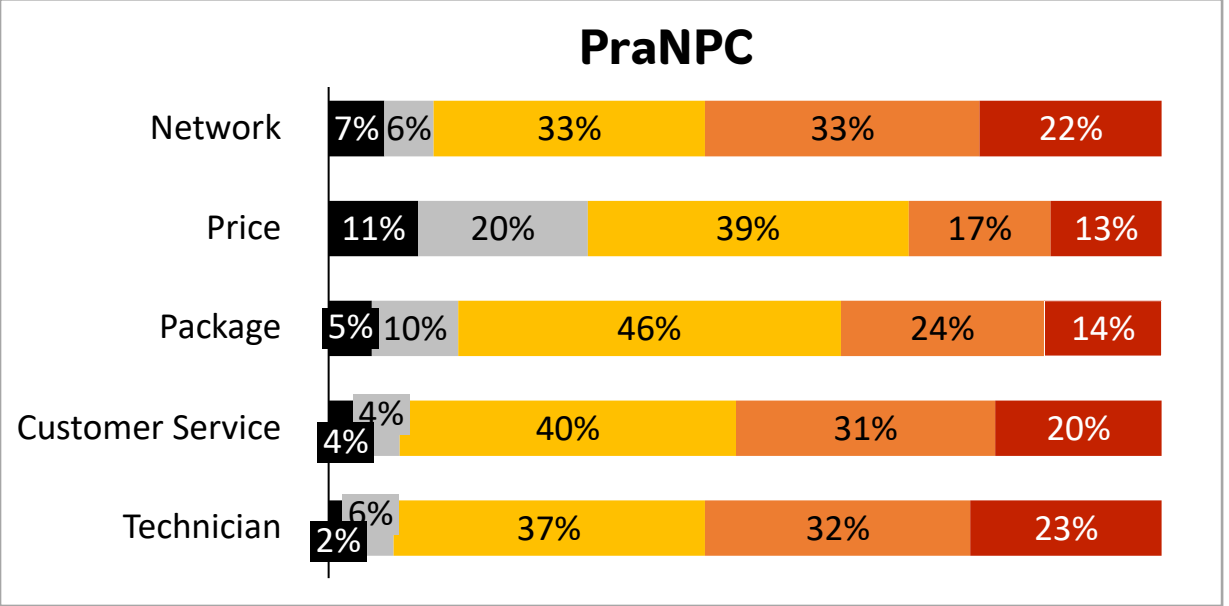
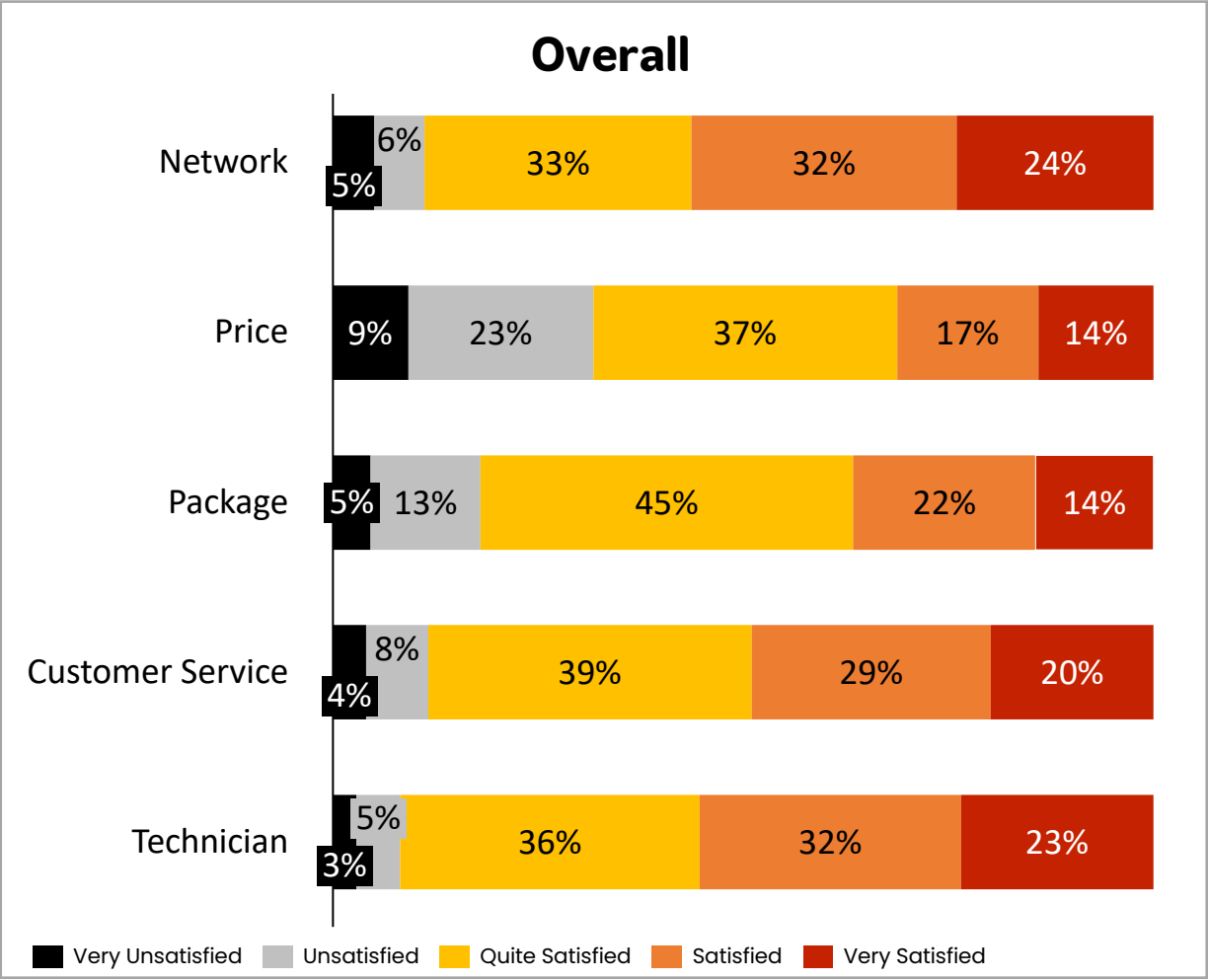


Customer Satisfaction

- Overall Satisfaction
- Deep Dive Network Satisfaction
- Deep Dive Price Satisfaction
- Deep Dive Package Compatibility Satisfaction
- Deep Dive Customer Service Satisfaction
- Deep Dive Technician Satisfaction

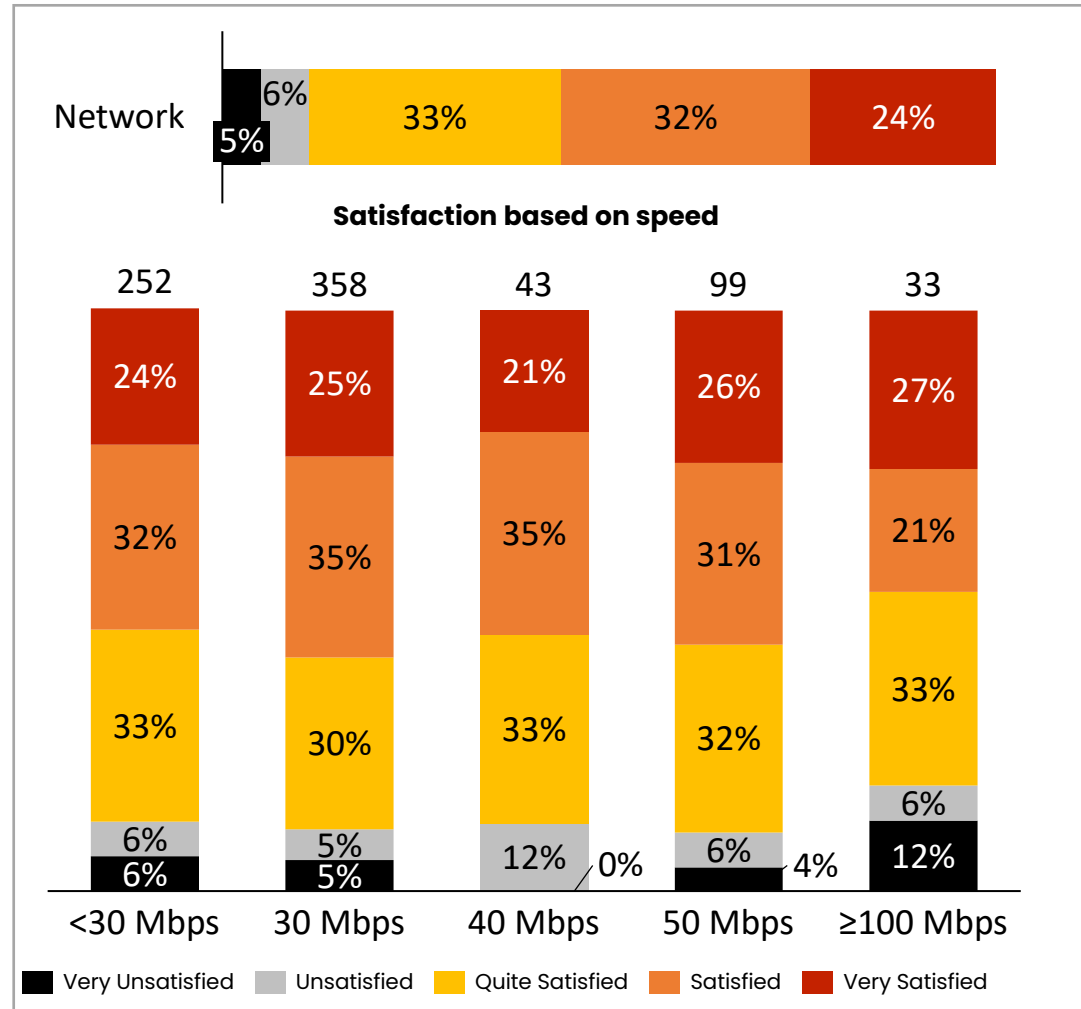
IndiHome Satisfaction

In general, customers feel satisfied with IndiHome, especially regarding Technician (91% satisfied) and Network (89% satisfied). There's no significant different in satisfaction for PraNPC and CT0.

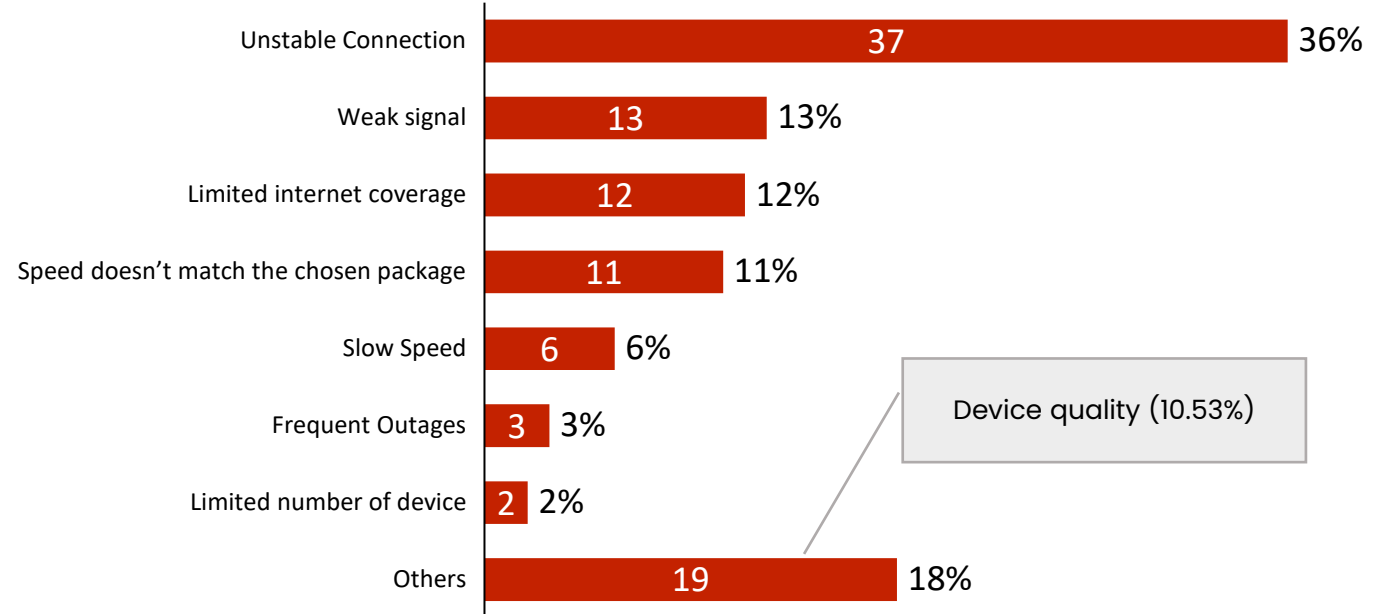


IndiHome Network Satisfaction

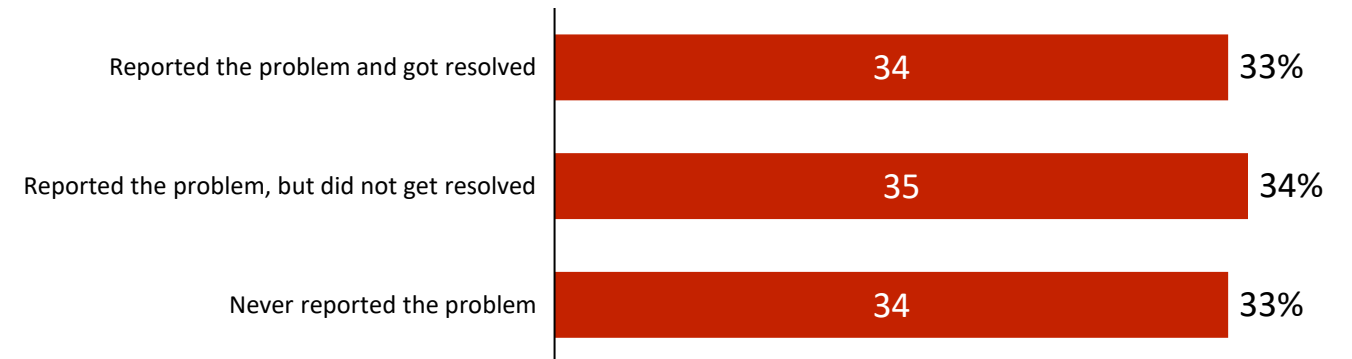
- Overall respondents feels satisfied with IndiHome Network (89%), but when we look at the satisfaction based on speed package, **there's a rise in unsatisfaction for customer who bought speed ≥ 100 Mbps (18%)**.
- Main driver of unsatisfaction towards Network (11%) is **due to Unstable Connection (36%) and Weak Signal (13%)**.
- When facing network issues 67% respondents reported the problem, **but only 33% respondent who claimed that their problem got resolved**.



Reasons for Dissatisfaction



Action taken when facing network issues



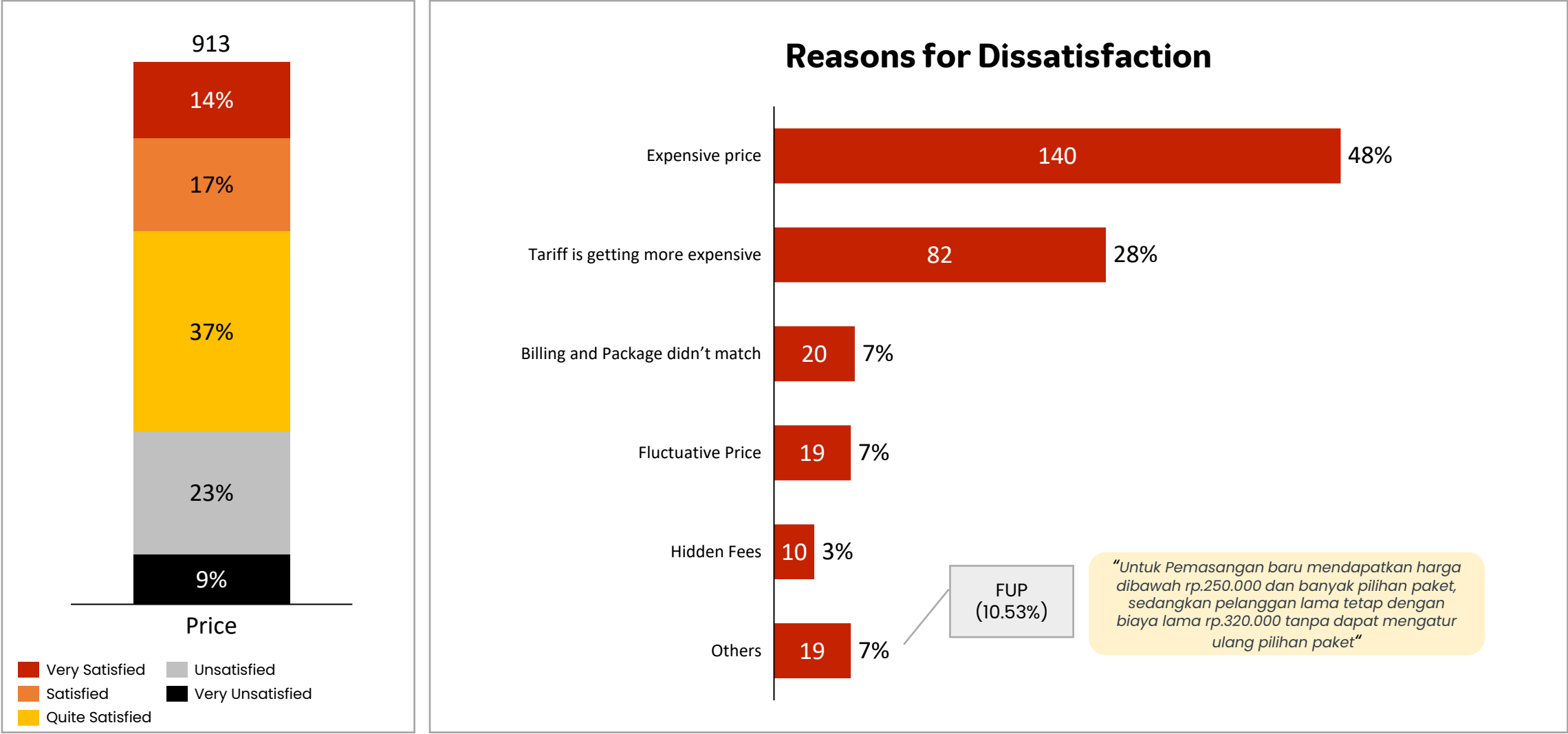
Q.19 Seberapa puasakah Anda dengan Kualitas Jaringan IndiHome saat ini?

Q.20 Apa yang Anda rasa kurang memuaskan terkait Jaringan IndiHome?

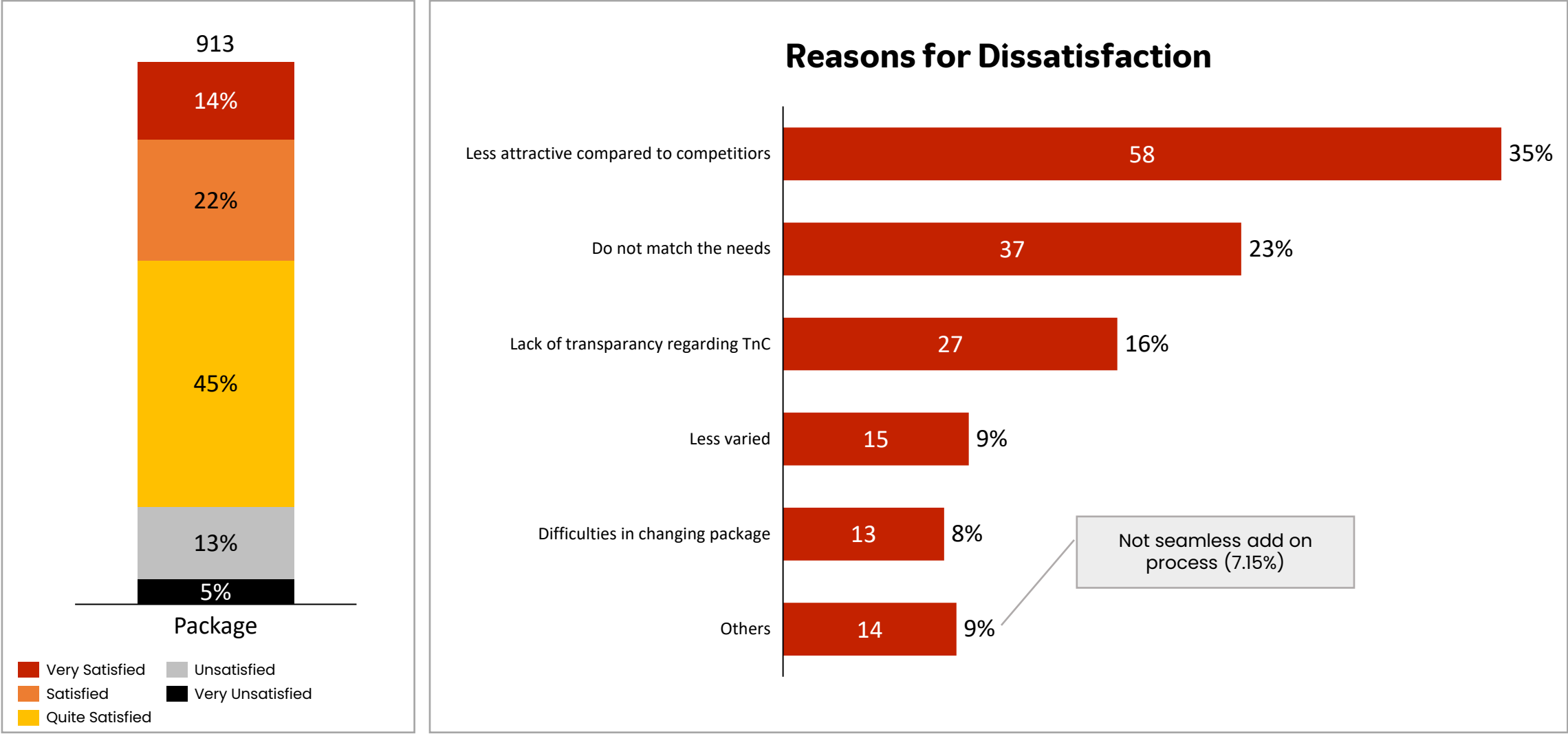
Q.21 Apakah Anda pernah melaporkan masalah jaringan tersebut kepada layanan Customer Service IndiHome (Contoh: Call center 147, Social Media Indihome, Aplikasi MyIndiHome, dll.)?

IndiHome Price Satisfaction

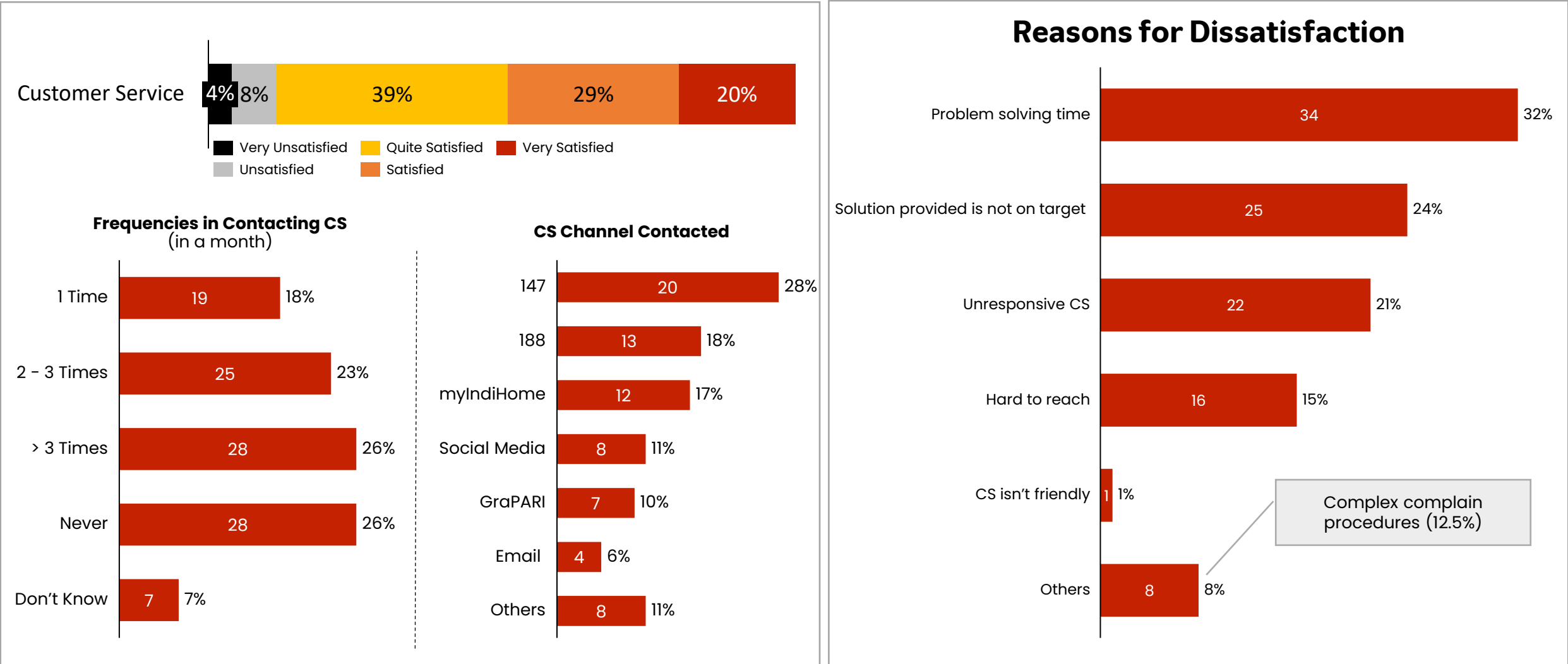
Overall respondent feels satisfied with IndiHome price (68%), There are a few who feel unsatisfied with IndiHome price (32%) and their main factors of dissatisfaction regarding price is because **they view IndiHome package is expensive (48%),** followed by respondents feel that **IndiHome internet package price is getting more expensive (28%).**



Overall respondent feels satisfied with IndiHome Package Compatibility (81%), There area few who feels unsatisfied with IndiHome package (18%) and their main factors is because they think that the **current offered package are less attractive compared to competitors (35%)**, followed by package **do not match their needs (23%)**

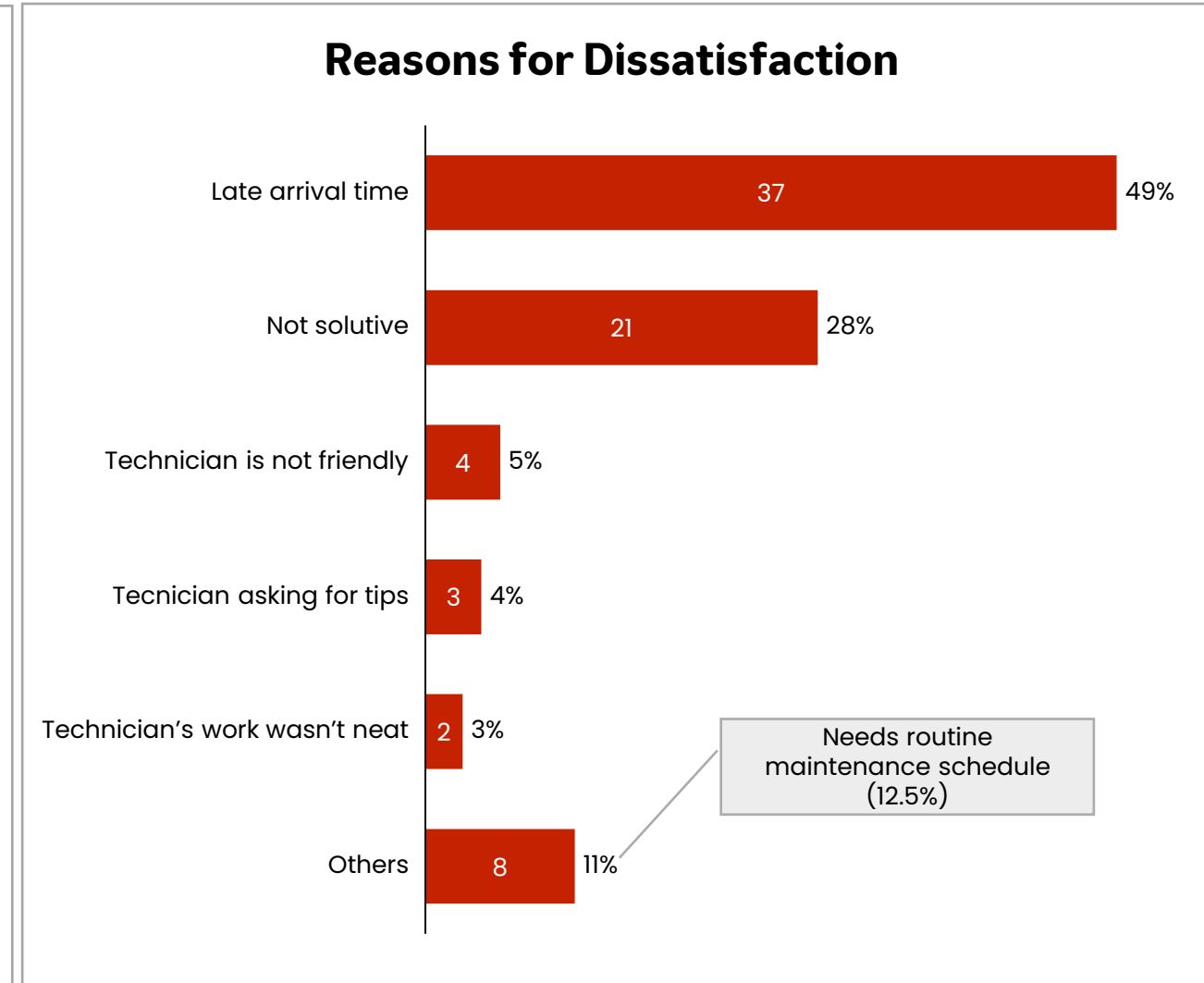
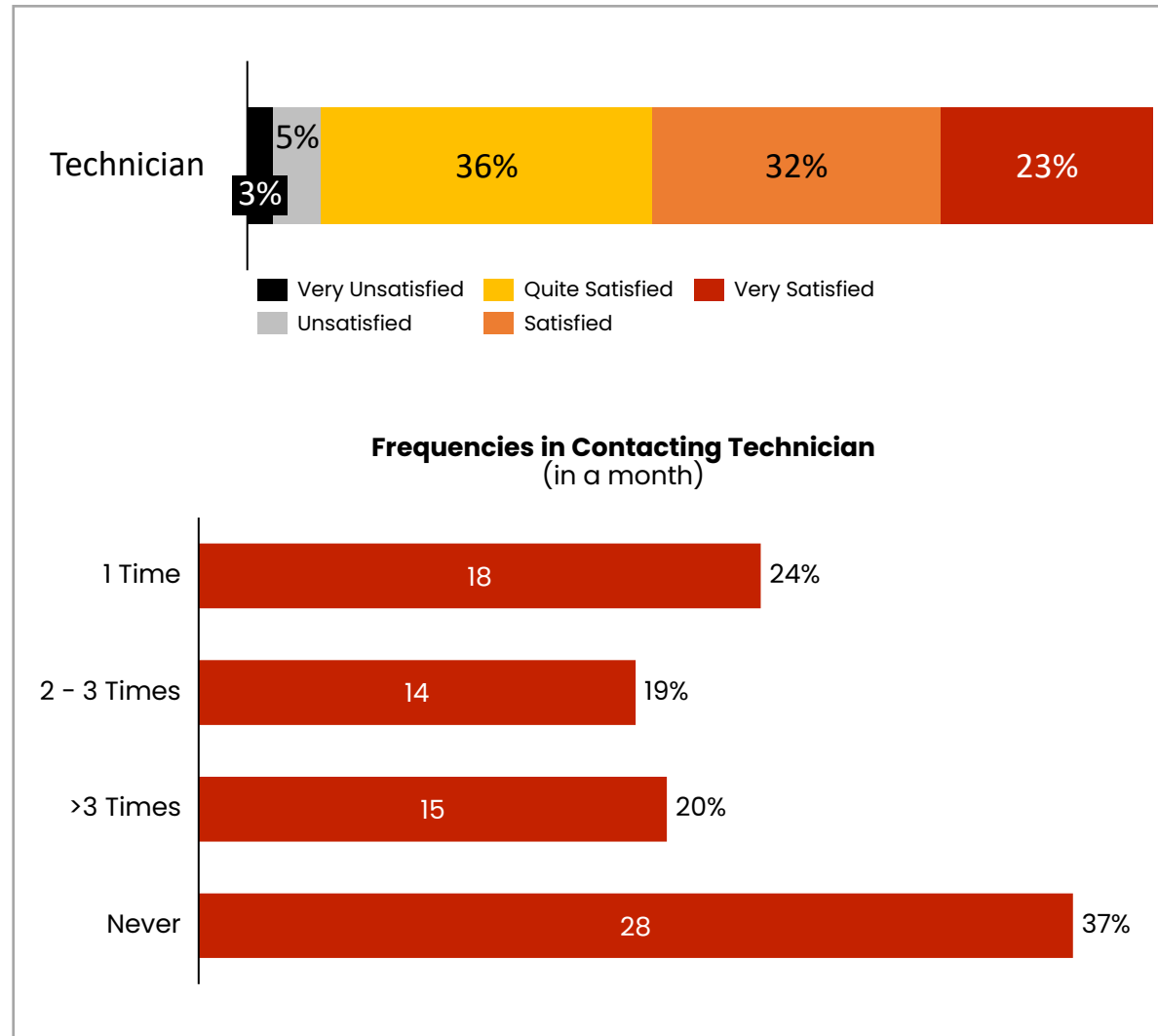


Overall respondent feels satisfied with IndiHome Customer Service (88%). There are a view who feels unsatisfied (12%), 26% of them claimed that they has contacted Customer Service for more than 3 times in a month and the **main channel they contacted is IndiHome call center 147 (28%).** The **main driver of their dissatisfaction towards IndiHome customer service** is due to the **problem solving time that takes too long (32%), followed by the solution that CS provide is not on target (24%).**



IndiHome Technician Satisfaction

- **Overall respondent feels satisfied with IndiHome Technician (91%).** There are a view who feels unsatisfied (8%), Most of them (37%) claimed that they never ask for technician service in a month followed by 24%.
- Those who says that they feel unsatisfied with IndiHome technician, stated that their **main driver is Technician late arrival time (49%)** followed by **Technician is not solutive (28%).**

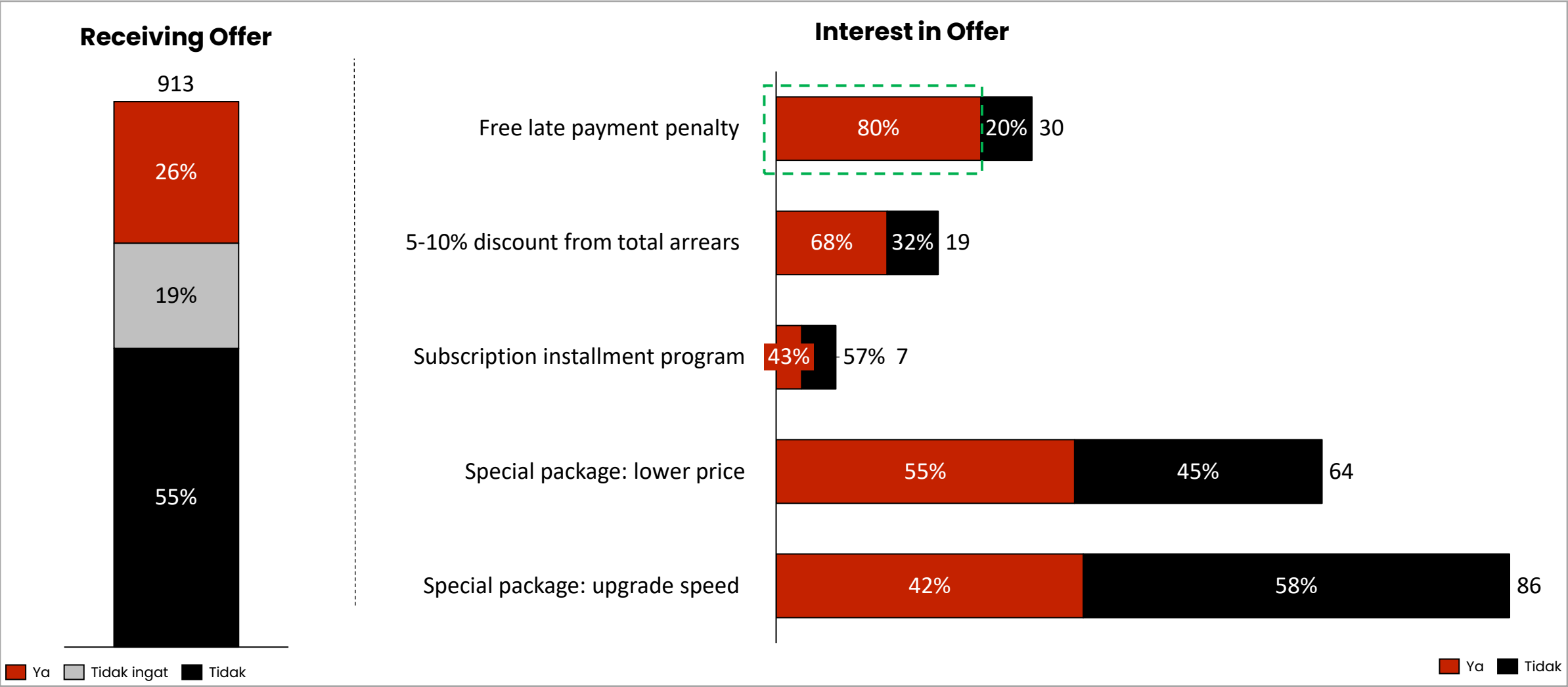


Winback PraNPC & CTO

- Winback Program Performance
- Customer Promotion & Caring Channel Preference

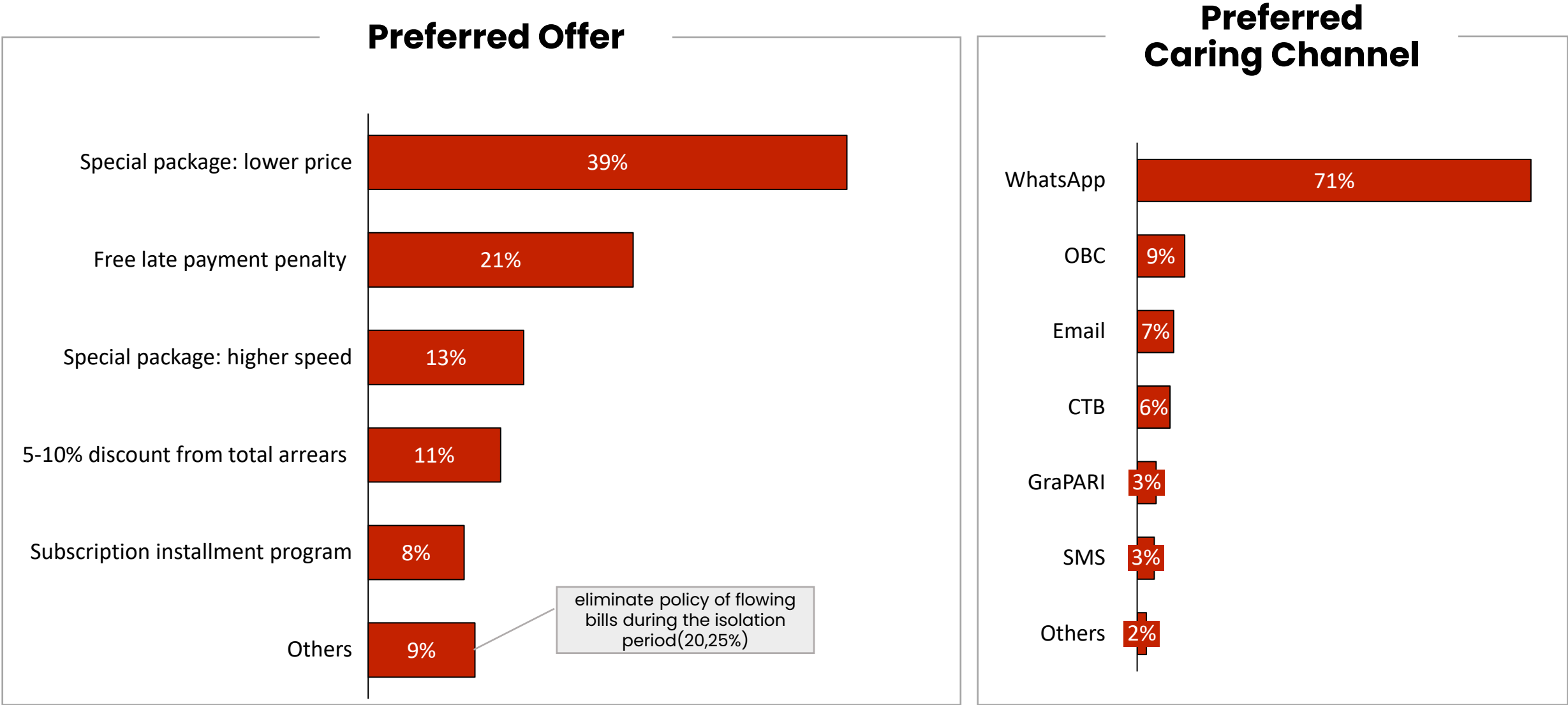
Winback Promo Exploration

Only 26% claimed that they already receive a winback offer by IndiHome. The offer that are offered the most is the Special package offer with higher speed than current package (existing)(86 respondents), 58% says that they're not intrested in this offer. The second offer that offered the most is Special package offers that are cheaper than the current package (existing)(64 respondents), 55% says that they're interested in this offer. **The offer that got the most positive response is the free late payment penalty (80%), but only 30 respondents claimed that they recieve this offer.**



Type of Promotion & Caring Channel Preference

39% respondents claimed that they're preferred offer is the Special package offers that are cheaper than the current package (existing), followed by Free late payment penalty (21%). And respondents preferred caring channel is WhatsApp (71%).



Key Summary and Recommendation

Key summary

- Most of respondent who claimed to be PraNPC planned to reconnect their IndiHome WiFi when their budget allows (34%), and 33% of them still not sure what their planning to do with their current subscription While respondent who claimed to be CT0, **the longer they do not pay the bill the tendency to reconnect is declining**
- **The main reason behind the respondents decision to become PraNPC & CT0** is quite similar for the top 1 and 2 reasons that is due to of **“saving money/tight budget” (PraNPC: 29%; CT0: 33%)**, followed by **moving place (PraNPC: 13%; CT0: 16%)**.
- There’s a difference in the top 3 reason. Customer who claimed to be **PraNPC says that they forgot to make payment (13%)** meanwhile customer who claimed to be **CT0 says that it’s due to the price is getting more expensive (15%)**.
- In general, customers feel satisfied with IndiHome, especially regarding Technician (91% satisfied) and Network (89% satisfied). But in network, **there’s a rise in unsatisfaction for customer who bought speed ≥ 100 Mbps (18%)**.
- **Only 26% claimed that they already receive a winback offer by IndiHome**. The offer that are offered the most is the Special package offer with higher speed than current package (existing)(86 respondents), 58% says that they’re not intrested in this offer. **The offer that got the most positive response is the free late payment penalty (80%), but only 30 respondents claimed that they recieve this offer.**
- **39% respondents claimed that they’re preferred offer is the Special package offers that are cheaper than the current package (existing)**, followed by Free late payment penalty (21%). And **respondents preferred caring channel is WhatsApp (71%)**.

Recommendation

Winback Program improvement

- It is critical to approach customers as soon as possible after there is an indication of arrears. The longer we do the caring action, the less likely PraNPC & CT0 customers to re-subscribe to indihome
- Recommended type of promotion is:
 1. Special package offers that are cheaper than the current package (existing)
 2. Free late payment penalty
- Offering relocation assistance to those who turn into PraNPC or CT0 due to moving place

Iterating Survey Winback PraNPC & CT0

- This survey was conducted on a limited number of respondents, so it is recommended to iterate with WL in the following month to confirm whether the findings obtained are representative of CT0 & PraNPC respondents



Thank You

Advance Analytics and Growth Marketing