UNDERSTANDING THE MULTISIMMING DRIVERS OF CUSTOMERS

1. **Introduction**

   The study seeks to understand what stimulates customers to keep active on different networks, so that we can leverage on that understanding to match and exceed customers expectations to keep them on our network.

2. **Sampling Strategy**

   Objective

   The objective of the study will be to understand the key drivers of customers need for multisimming. Key to that will be broadly understanding if the main service stimulating the behavior is voice or data and more info to expound on the behavior.

   Target Population

   The study will target customers across all demographics to ensure it is as representative as possible. Key demographics to be addressed are market region, age, gender, education and purchasing power.

   As big a sample as possible in each of the clusters will be necessary for accuracy of the study.

   Sampling Method

   Cluster sampling segmented by location will be applied for the purpose of this study. This is expected to drive the achievement of other clusters necessary for the completeness of the study.

   Sampling Frame

   The sampling will be split into the six sales regions, then each region two clusters : rural and urban.

   At least 100 persons will be targeted in each of the cluster to give a global target base of approximate 1200 samples.

3. **Data**

   Field Measurements

   The following data will be collected:

- Personal details [age bracket, location, gender, education level]
- Primary network
- Other preferred network(s)
- Main service on the other network(s) [Voice or data]
- Main reason for preferring other network [e.g. network, price]
- Preferred voice or data products on the other network

Quality Control

- Questionnaire forms to be issued to data collection personnel to guide on the required info.
- Questionnaire forms to allow for No Answer
- Define threshold for acceptance of a filled in questionnaire based on sufficient answers.
- Questions to be presented in a simple and easy to understand language.

4. **Implementation**
   - Data collection to span between Thursday – Saturday (include one weekend day to cater for a possible weekend mobile usage behavior)
   - 12 data collection personnel would be engaged with an expected throughput of 35 samples per day.
   - A maximum of 5 samples per neighborhood to enhance sampling diversity and avoid bias.
   - Aspire to entrench other demographics like age, education, purchasing power, gender in course of the interviews.
   - Data collection personnel to be at least college level students with no current engagement to any network provider or agency.