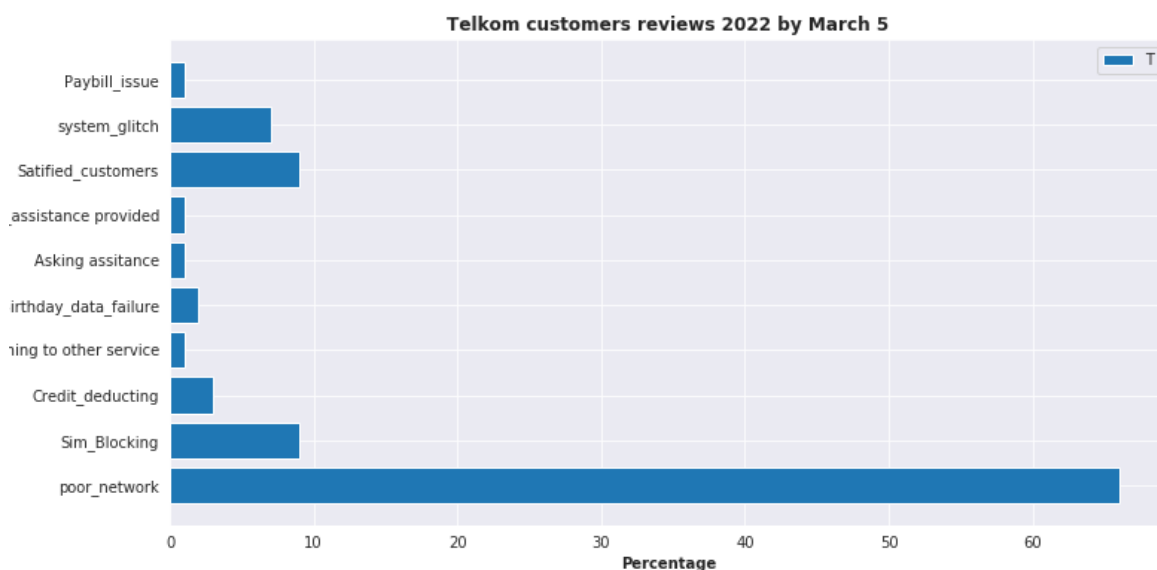


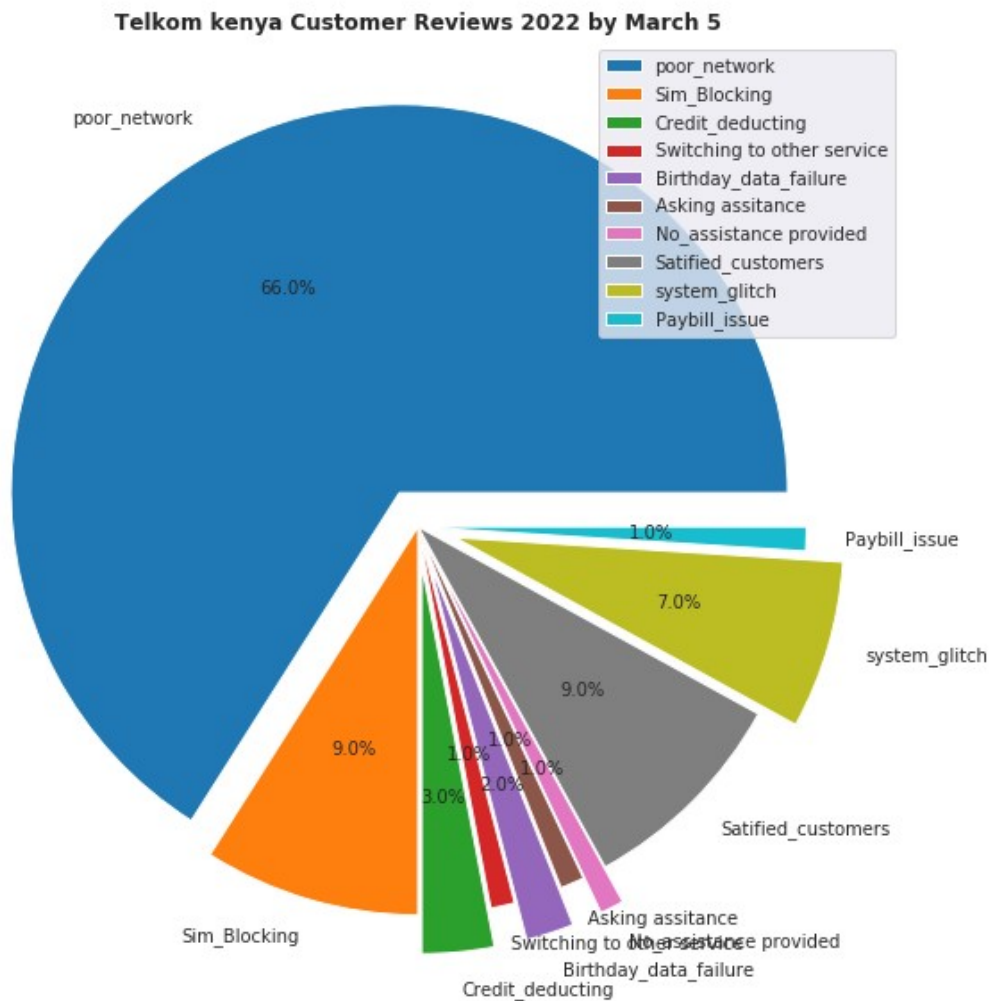
## Why Telkom Kenya Sucks and what can be done to improve the Customer's experience

**Statement: On the 5th of March 2022 evening, I needed Telkom services, and the services delivered were below 20 %. And at that point, I wondered, Why Telkom Kenya sucks and if there is anything that can be done to improve the user experience.**

**Being a data scientist, I needed data so I scarped Telkom Kenya Twitter account For the customer reviews. And then I analyzed the data.**

**And the results below summarize one week of Telkom Kenya Customer's reviews and Lies the solutions to Improving the Telkom Kenya Customer's Experience.**





**Addressing the above issues by 20 % mostly Poor network which has 66% customer's distress, Could be a game-changer to Telkom Kenya Service. 98% of Customers stated that Telkom has the most amazing offers but .... Poor network.**

**It is very alarming to know within a period of one week 9% of the customers were satisfied with the services delivered by Telkom Kenya.**

**I believe Telkom Kenya has the potential to satisfy more customers by listening to them**

**“We are now working in the context of an increasingly low-touch and low-contact eco-system, with more “service provider – customer” interaction being conducted virtually.” Mugo Kibati  
Chief Executive Officer at Telkom Kenya**

**Has Telkom Kenya is working Toward Improving Customer’s Experience I hope this analysis from your own Customer’s mouth can shed light on what to improve  
Because Customer’s matters.**

**“instead of focusing on circumstances you cannot change, focus strongly and powerfully on the circumstances that you can.”**

**I can get insights from the data but you ,Telkom Kenya Got the power to work on that data**

**Prepared by Karimi christine Data scientist.**