



# NPS Benchmark Survey

Research specs & Client Service highlights



## Background & research objectives

The telecom market is a highly competitive market that is evolving at a rapid pace. Given this fierce competition it is essential for a telecom provider to track **Net Promotor Score (NPS) / customer satisfaction among its customers** and benchmark versus the **key competitors**. VOO's key competitors in Wallonia are: Proximus, Scarlet, BASE and Orange. However, in Flanders the NPS score and customer satisfaction of Proximus and Telenet are also monitored.

In this context, **VOO** wants to **gain the following insights**:

- [1] What is the **NPS** score of VOO and its key competitors for the **brand** and for the **products**?
- [2] How is the **billing and customer care** of each telecom provider evaluated?
- [3] How is the **brand** of VOO and its competitors **perceived** by clients and non-clients?



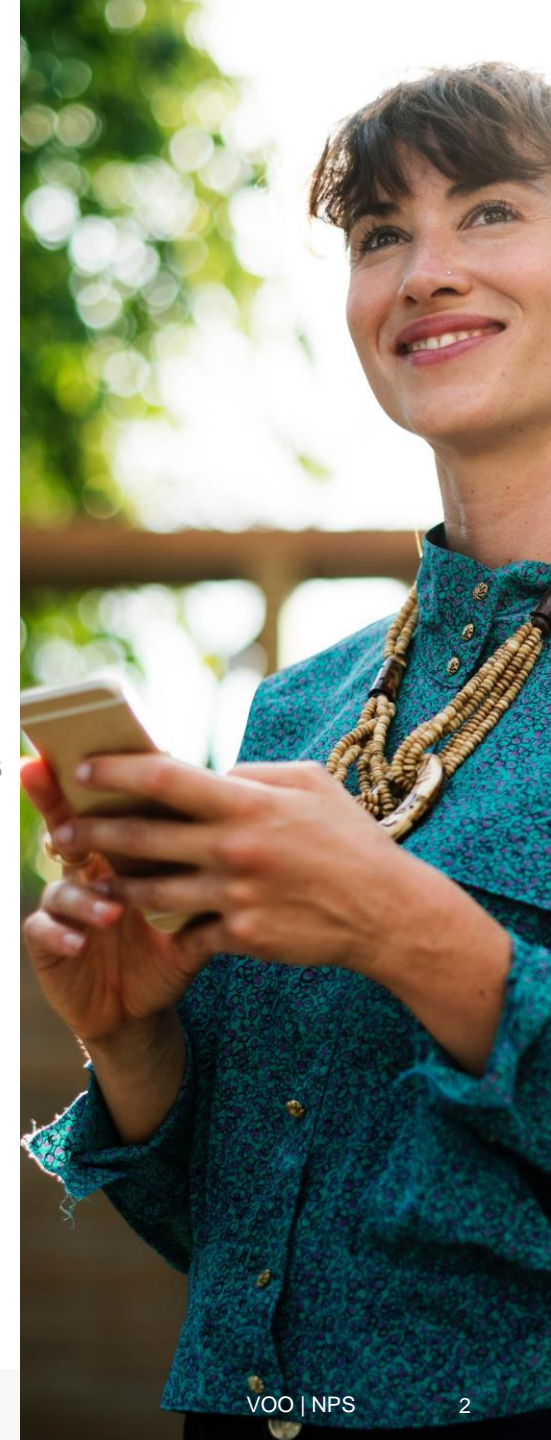
**METHODE:**  
Online surveys



**FIELD PERIOD:**  
01/01-31/12/2021  
Continuous tracking  
throughout the year



**TARGET GROUP:**  
Total sample N = 12 023  
VOO Zone N = 9 623  
Flanders Zone N = 2 400



## Sample

The **target population** for this NPS study can be described as follows:

[1] Between 18 – 65 years old

[2] (Co-)decision maker for telecom products in the household and/or paying their mobile subscription themselves

[3] Each wave consists of the following research sample, which is selected and acquired on the basis of the incidence rate and which is representative in terms of age, gender, region and clientship fixed and mobile products

[1] Living in VOO Zone	Sample size
Proximus clients (fixed or mobile)	N = 3 502
VOO clients (fixed or mobile)	N = 3 498
Orange clients (fixed or mobile)	N = 1 665
BASE clients	N = 457
Scarlet fixed clients (optional)	N = 501

*Checked via screening on postal code  
French-speaking*

[2] Living in Flanders	Sample size
Telenet clients (fixed or mobile)	N = 1 200
Proximus clients (fixed or mobile)	N = 1 200

*Checked via screening on postal code  
Dutch-speaking*





## Questions asked

Au cours des 3 derniers mois, avez-vous personnellement eu un contact téléphonique avec le service clientèle de <Selected\_provider> par rapport à un problème, une demande ou une question ? = **FILTER QUESTION**

<IT: single answer >

1. Oui
2. Non
3. Je ne sais pas/ je ne me souviens plus

*<IT: Only ask Q8.3 if Q8.1 = 1>*

**Q8.3 Concernant le service clientèle de <Selected\_provider>, dans quelle mesure êtes-vous satisfait(e) des éléments ci-dessous ?**

<IT: single answer per row>

<IT: rows, randomize>

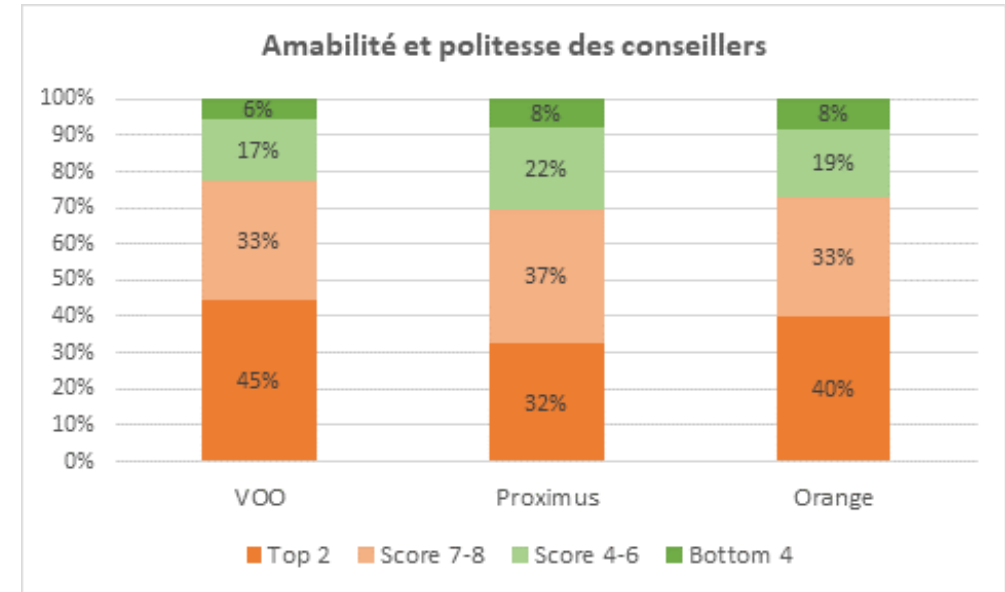
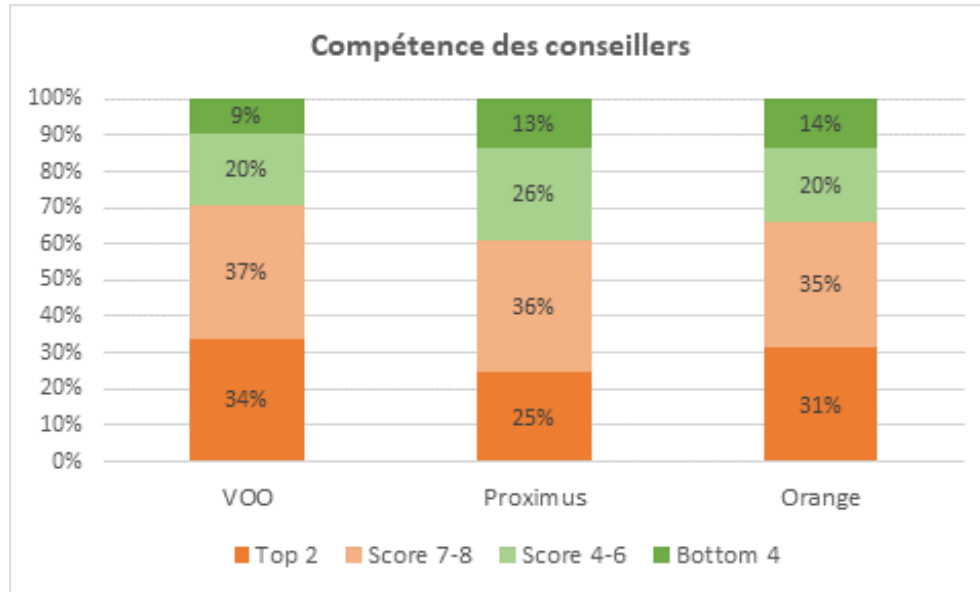
1. Heures auxquelles vous pouvez téléphoner
2. Clarté du menu vous dirigeant vers le bon service
3. Temps d'attente avant d'être pris(e) en charge
4. **Compétence des conseillers** <Selected\_provider>
5. **Amabilité et politesse des conseillers** <Selected\_provider>
6. Durée de l'appel

<IT: columns>

1. 0 – Pas du tout
2. 1
3. 2
4. 3
5. 4
6. 5
7. 6
8. 7
9. 8
10. 9
11. 10 – Tout à fait



## Customer Service Highlights



**CSAT calculation:** % scores 9-10 minus % scores 0-3

		VOO	Proximus	Orange
Compétence conseillers	CSAT	25	12	17
Amabilité et politesse conseillers	CSAT	39	24	32
	N	1223	1088	450