

2014 Customer Experience Insights

Malaysia Telco Customer Experience



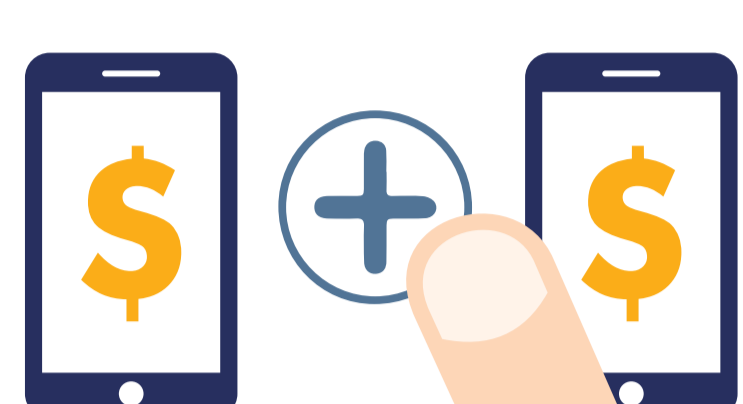
83% 

of Malaysian customers cited unhappiness with the service provider's pricing and subscription plan as the reason to **discontinue service**.

Only 37% 

Only 37% of Malaysian customers believe that their telco lives up to its earlier **sales promise**.

Pricing & Subscriptions



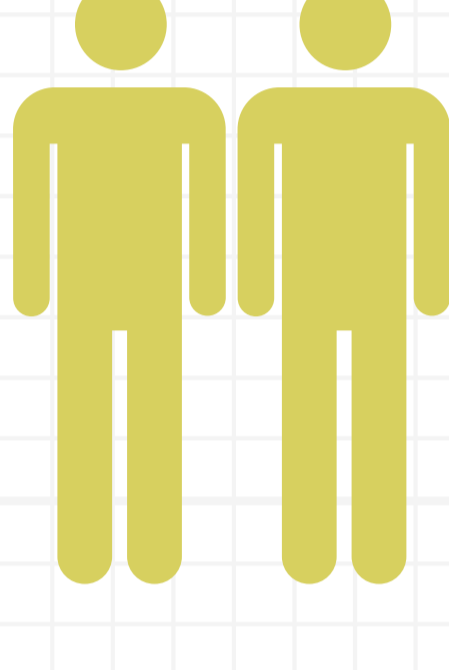
36%

of Malaysian customers would make **additional product and service purchase** from their telco.

Interactions & Transactions

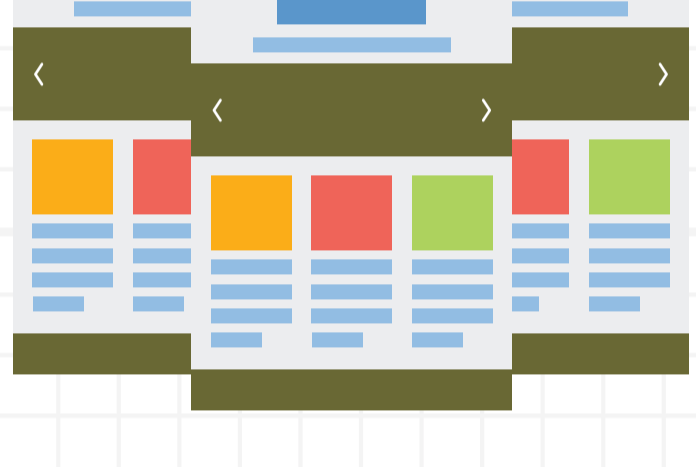
85%

of Malaysian customers **prefers the telco's online channel** when gathering pre-purchase information



22%

Only 22% of Malaysian telco customers believe that their service provider's **channels are well integrated**.



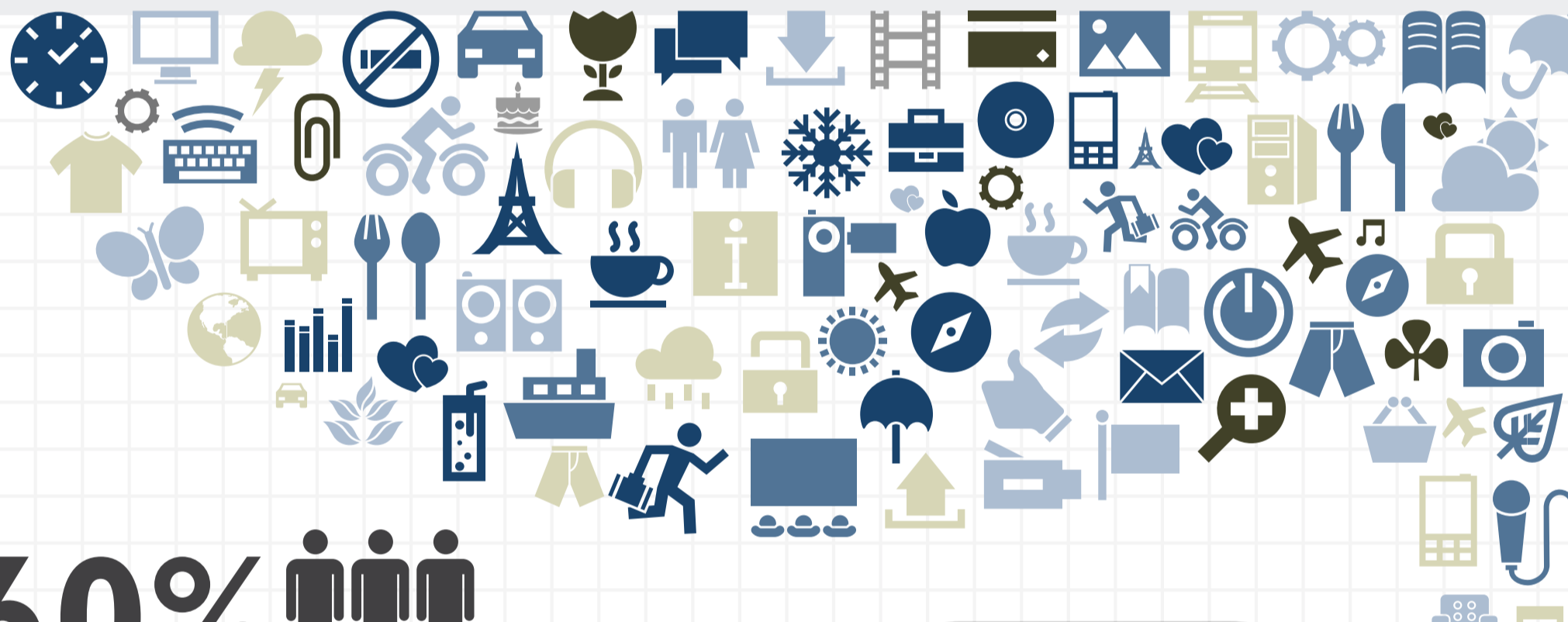
Getting information and bill payment are the top two transactions conducted online by Malaysian customers.

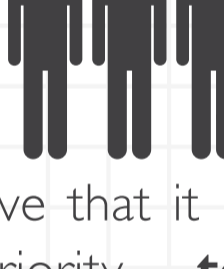


42%
Bill Payment



64%
Getting Information



60% 

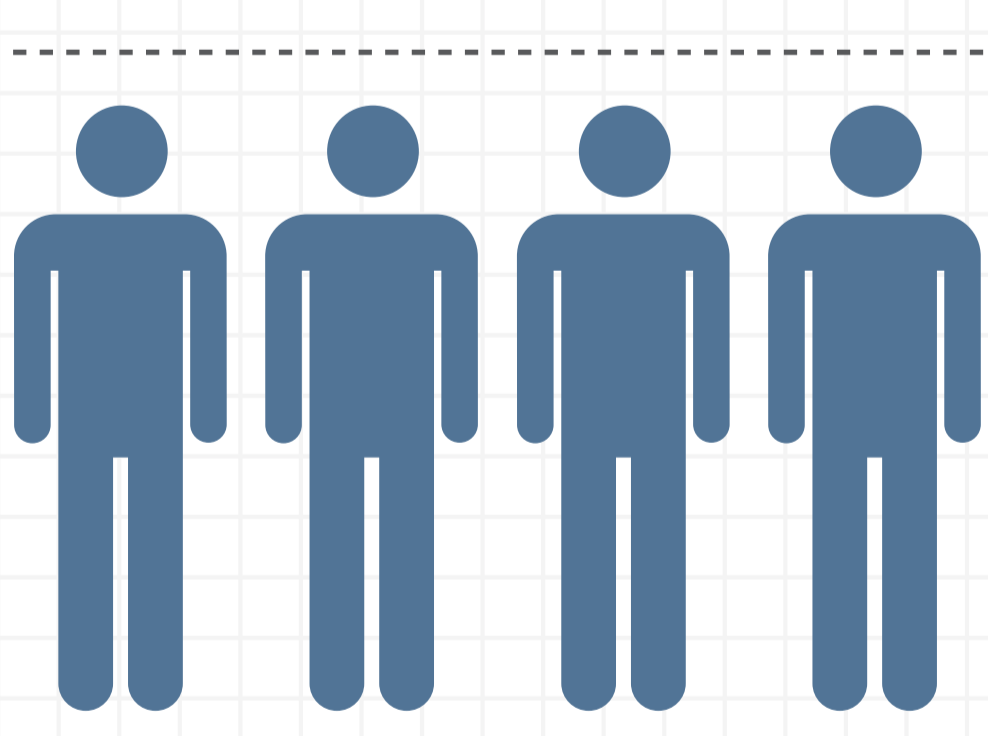
of customers believe that it is their telco's priority to **deliver superior customer experience**.

6%

of Malaysians believe they are always getting consistent **good customer experience** from their service provider.



New Products & Services



6%

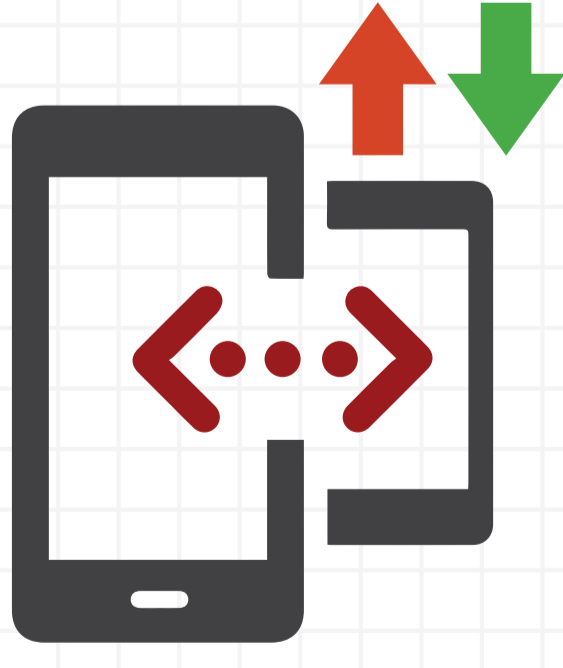
of the customers believe that the recommended products and services are **highly relevant** to them.

22%

Only 22% of Malaysian customers cited to have **always received** new product and service recommendations from their telco.


66%

of Malaysian telecommunications customers **would switch to another provider** if offered a better data connection speed.



Loyalty & Rewards



51% 

of the customers **would recommend** their telco company to their friends and family.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Global Partnership Company, works in collaboration with clients to leverage visionary innovation that addresses the global challenges and related growth opportunities that will make or break today's market participants. For more than 50 years, we have been developing growth strategies for the Global 1000, emerging businesses, the public sector and the investment community. Is your organization prepared for the next profound wave of industry convergence, disruptive technologies, increasing competitive intensity, Mega Trends, breakthrough best practices, changing customer dynamics and emerging economies? Contact Us: Start the Discussion.

Email: apacfro@frost.com Tel: +65 6890 0999 Website: <http://frost-apac.com/customer-experience/>