

2014 Customer Experience Insights

Singapore Telco Customer Experience



83%

of Singaporean customers cited pricing and subscription plan as the **main reason for choosing a telco service provider.**

32%

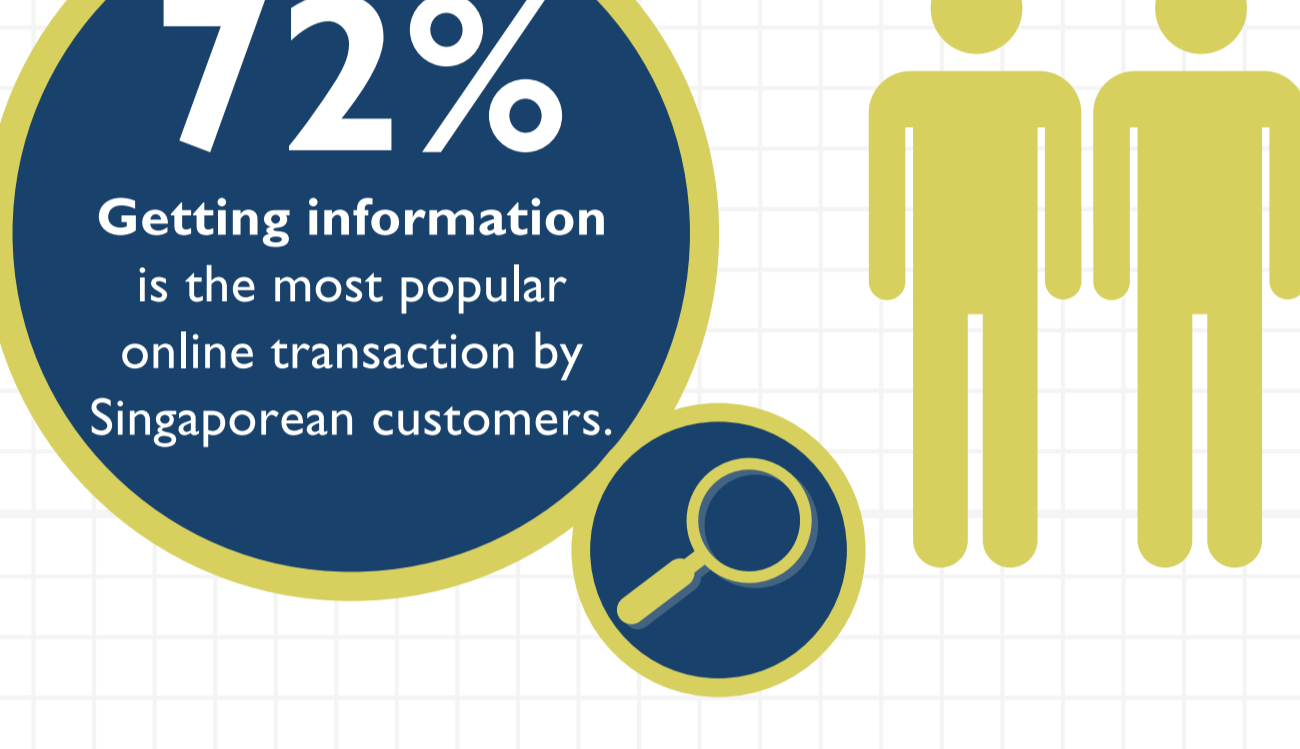
Only 32% of customers believe that their telco lives up to its earlier **sales promises.**



Interactions & Transactions

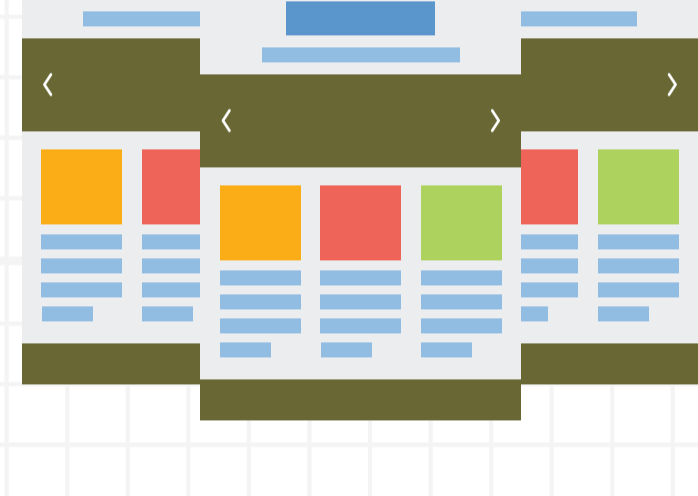
72%

Getting information is the most popular online transaction by Singaporean customers.



22%

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



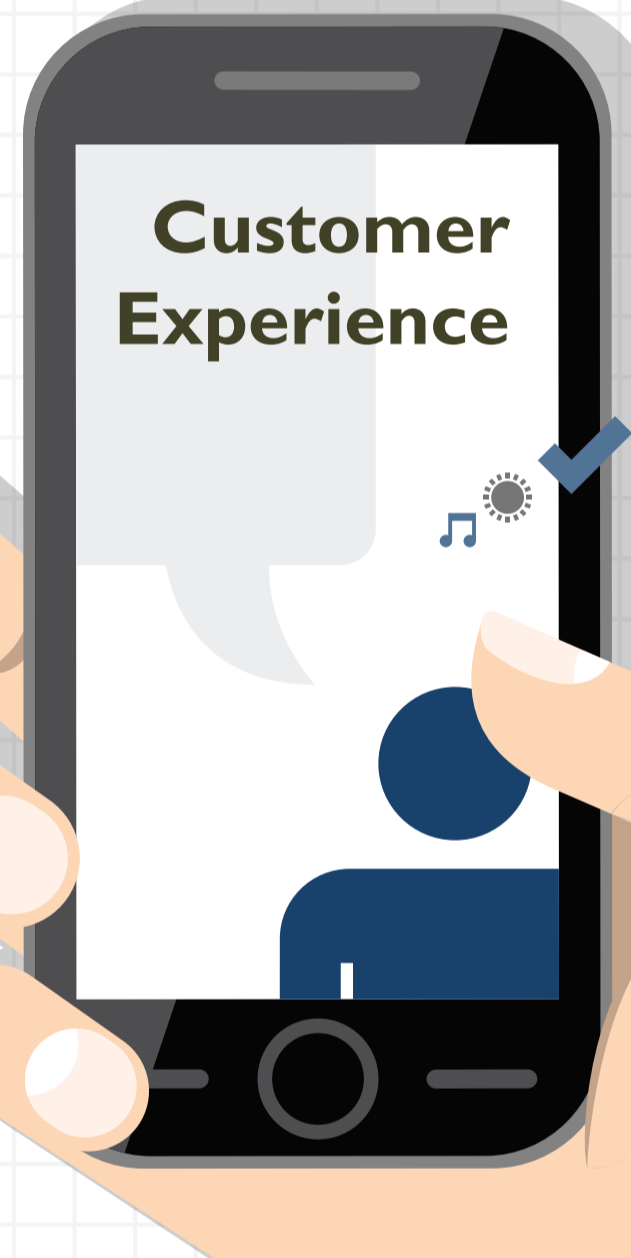
65%

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



7%

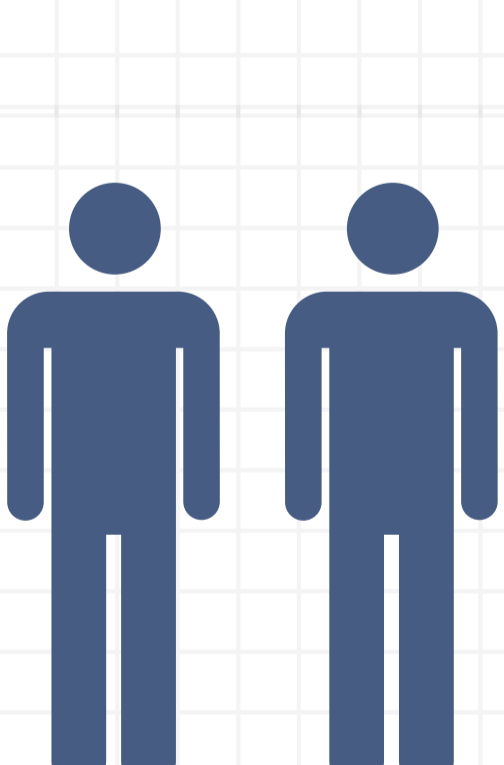
of Singaporean customers believe they are always getting consistent **good customer experience** from their service provider.



62%

of Singaporean customers would **discontinue their patronage** due to bad customer experience.

New Products & Services



Only 3%

of Singaporeans cited getting very **relevant product recommendations.**

7%

Only 7% of Singaporean customer cited always getting **recommended new products and services** from their telco company.

44%

of Singaporean customers **feels unrewarded** for their loyalty and patronage by their telco company.



55%

of customers **do not consider** themselves to be loyal to their current service provider.

Loyalty & Rewards



67%

of Singaporean customers **would not recommend** their service provider to their friends and family members.

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