**UCOM: NPS CUSTOMER SATISFACTION BRIEF (B2C, fixed / FMC (fixed mobile convergence)**

**general project information**

**Main research objective** is to monitor customer loyalty for major fixed telecom operators and provide business recommendation for Ucom Fixed business NPS improvement**.,**

* Size the fixed users market by region and big cities.
* Measure TV market penetration and home internet penetration across Armenia.
* Understand the competitive landscape by region, focusing on key players, differentiators.

**Main KPIs**

* NPS (Net Promoter Score)
* 1st level reasons of detraction|promotion – Touch points (initial list is provided by Client which should be tested and edited after 100 test interviews.)
* 2nd level reasons of detraction|promotion – attributes within each tariff plan (provided by Client which should be tested and edited after 100 test interviews.)
* Overall satisfaction level and satisfaction by each touchpoint (Quality, Speed, Tariffs, Call center, etc.)
* Behavioral usage questions
* Home internet usage: expenses, duration of usage, reasons for disconnecting from the previous provider, reasons for connecting to the current one,
* Market shares for small players by region and service type (TV, internet).
* Household-level internet penetration across Armenia and by region.
* TV market penetration rates and trends.
* Market potential estimation based on households without internet/TV services.
* Satisfaction with the current provider.
* Socio-demographic and telecom profile and additional questions

**METHODOLOGY**

* CATI, Random digit dialing (telephone numbers generated randomly) with automatic verification of numbers

**Questionnaire**

Estimated length of the questionnaire is up to 12 min.

**GEOGRAPHY**

Nationwide for Armenia

**TARGET AUDIENCE**

* B2C Fixed subs (standalone Internet, Bundle (Internet+TV) and FMC)
* Ucom, Team Telecom, Rostelecom, others (small providers)
* Age 18+
* Usage of current provider 3month+
* Respondent must be:
* Not working in telecom, PR, Ad and other related categories
* Have not participated in surveys for the last 3 month
* Uses Home fixed services by himself or at least part time
* Lives permanently in the household
* Pays for fixed services by himself or at least for some part, knows the name of their provider and the tariff plan

**SAMPLE, QUOTAS AND WEIGHTING**

* 2000 total interviews per quarter (all providers)
* Total number of final quarterly sample after control should be not less than 100% of planned sample
* Boosts: Ensure 500 interviews per operator for 3 big players (Ucom, Team Telecom, Rostelecom), and 500 interviews for small players
* Weighting procedure can be discussed

**PERIODICITY**

Continuous weekly tracking Q4’25, Q2’26 (2 wave, quarterly reporting)

**PROJECT RESPONSIBILITIES**

**1. FIELDWORKS**

* Provides ongoing fieldwork from Thursday till Wednesday with even number of interviews per 3 big operator and small players.
* Controls its own fieldwork and interviewers (to include control procedure description in proposal)
* Storing all fieldwork audio up to 6 month

**2. ANALYTICS**

* Questionnaire preparation and programming
* Reporting (see Reporting section)

**DETAILED REQUREMENTS**

**1. FIELDWORK PART**

**FIELDWORK**  
Test interviews:

* 100 test interviews to evaluate the correct performance of the interviewers and to identify the main points for recommending/not recommending the operator. Based on these points, adjustments will be made to the questionnaire for the main research. These interviews will be included in the total sample of 2000.
* 100 test interviews to identify detailed attributes for recommending/not recommending the operator. The questionnaire for the main research will be adjusted based on these findings. These interviews will be included in the total sample of 2000.
* 2000 total interviews with boosts for big players (500 interviews per operator for 3 big players (Ucom, Team Telecom, Rostelecom), and 500 interviews for Small players (the list will be provided).
* Total number of final quarterly sample after control should be not less than 100% of planned sample.
* 100% interviews audio recording and possibility to store audio up to 6 month

**CONTROL PROCEDURE REQUIREMENTS**

* Ongoing internal control during the whole fieldwork.
* Reporting about interviews with errors (all interviews with errors found during the week should be substituted with correct ones).
* One interviewer makes not more than 7% of quarterly sample.

**2. ANALYTICAL PART**

**REPORTING**

|  |  |  |
| --- | --- | --- |
|  | **Monthly** | **Quarterly** |
| **Presentation** | **-** | **Top-line report** (English) in ppt (predefined template, 7 days after the end of the quarter) |
| **-** | **Full report (English)** in ppt (predefined template) with in-depth analysis (see Analytics depth) including executive summary with key findings for Top-management. Not later than 3 weeks after the end of the quarter. |
| **-** | **Oral presentation** in the Client’s office if needed |
| **Tables** | Xls tables with monthly results NPS and root causes final results | Xls tables with quarterly results by NPS and root causes (including additional splits, see additional splits of analysis, 10 days after the end of the quarter) |
| **Data** (SPSS and Excel, provided in English and Armenian (verbatims), both numerical and wording labels)\*\* | Final monthly data file (controlled) in Excel and SPSS to be delivered 7 days after the end of the month  Data file contains interviews for each month separately | Final quarterly data files in Excel and SPSS to be delivered after the end of quarterly fieldwork, 7 days after the end of the quarter |

**Up to 3 extra requests besides mentioned above per month**

**\*Provide any suggestions regarding the tool**

**\*\*Database should include phone numbers of those who agreed to share their contacts**

**ANALYTICS DEPTH**

Extensive and detailed analysis of current market situation and main KPIs dynamics: monitoring market trends and main reasons behind it, identification approaches and specific actions to improve loyalty level

* Loyalty modeling: derived analysis using multiple regression (or TURF analysis) - influence of touch point performance on NPS
* Root cause analysis – touch point level and attributes level
* Touchpoint satisfaction
* Behavioral analysis, Evaluate reasons for switching between providers. Study customer preferences for future upgrades (e.g., higher internet speeds, premium TV packages).
* Internet and TV users analysis
* Market Sizing
* Competitor Benchmarking: Analyze competitor strengths in regions or cities where they dominate.
* Subs profile (soc-dem, telecom usage)
* Insure possibility of subgroups analysis by
  + Standalone users(), Convergent (FMC users)
  + By products (Internet, TV, 2P, 3P, 4P Bundle)
  + By regions
  + By geography: Rural|Urban, including macro regions split,cities (Regional center)
  + By ARPU
* Highly important to ensure the continuity of trends.

**UCOM: NPS CUSTOMER SATISFACTION BRIEF (B2C, mobile)**

**general project information**

**Main research objective** is to monitor customer loyalty for major telecom operators and provide business recommendation for Ucom NPS improvement**.** To benchmark Ucom’s NPS against competitors in the Armenian market and international telecom standards to identify key areas for competitive differentiation and opportunities to enhance customer loyalty.

**Main KPIs**

* NPS (Net Promoter Score)
* 1st level reasons of detraction|promotion – Touch points (initial list is provided by Client which should be tested and edited after 100 test interviews.)
* 2nd level reasons of detraction|promotion – attributes within each tariff plan (provided by Client which should be tested and edited after 100 test interviews.))
* Overall satisfaction level and satisfaction by each touchpoint (Network, Tariffs, Call center, etc.)
* Behavioral usage questions
* 3G, 4G&device usage (penetration, type of device, used OTT via smartphone)
* Socio-demographic and telecom profile and additional questions

**METHODOLOGY**

* CATI, Random digit dialing (telephone numbers generated randomly) with automatic verification of numbers

**Questionnaire**

Estimated length of the questionnaire is up to 12 min.

**GEOGRAPHY**

Nationwide for Armenia

**TARGET AUDIENCE**

* B2C Mobile subs (prepaid and postpaid)
* Ucom, Viva, Team Telecom
* Age 16+
* Usage of current SIM 1month+, main or additional one
* Respondent must be:
* Not working in telecom, PR, Ad and other related categories
* Have not participated in surveys for the last 6 month
* Uses current number by himself
* Lives permanently in home region
* Pays for current number by himself or at least for some part

**SAMPLE, QUOTAS AND WEIGHTING**

* 1000 interviews per each operator per quarter (1000\*3=3000 interviews per quarter)
* Total number of final quarterly sample after control should be not less than 100% of planned sample
* Weekly sample per operator up to 120 interviews
* Provide equal number of interviews per each operator on weekly bases
* No quotas involved
* No weighting procedure

**PERIODICITY**

Continuous weekly tracking Q2’25-Q1’26 (4 wave, quarterly reporting)

**PROJECT RESPONSIBILITIES**

**1. FIELDWORKS**

* Provides ongoing fieldwork from Thursday till Wednesday with even number of interviews per operator
* Controls its own fieldwork and interviewers (to include control procedure description in proposal)
* Possibility to store audio up to 6 month)

**2. ANALYTICS**

* Questionnaire preparation and programming
* Reporting (see Reporting section)

**DETAILED REQUREMENTS**

**1. FIELDWORK PART**

**FIELDWORK**  
Test interviews:

* 100 test interviews to evaluate the correct performance of the interviewers and to identify the main points for recommending/not recommending the operator. Based on these points, adjustments will be made to the questionnaire for the main research. These interviews are included in the total sample of 3000.
* 100 test interviews to identify detailed attributes for recommending/not recommending the operator. The questionnaire for the main research will be adjusted based on these findings. These interviews are included in the total sample of 3000.
* 1000 interviews per each operator per quarter (1000\*3=3000 interviews per quarter)
* Total number of final quarterly sample after control should be not less than 100% of planned sample
* 100% interviews audio recording and possibility to store audio up to 6 month

**CONTROL PROCEDURE REQUIREMENTS**

* Ongoing internal control during the whole fieldwork.
* Reporting about interviews with errors (all interviews with errors found during the week should be substituted with correct ones).
* One interviewer makes not more than 7% of quarterly sample.

**2. ANALYTICAL PART**

**REPORTING**

|  |  |  |
| --- | --- | --- |
|  | **Monthly** | **Quarterly** |
| **Presentation** | **-** | **Top-line report** (English) in ppt (predefined template, 7 days after the end of the quarter) |
| **-** | **Full report (English)** in ppt (predefined template) with in-depth analysis (see Analytics depth) including executive summary with key findings for Top-management. Not later than 3 weeks after the end of the quarter |
| **-** | **Oral presentation** in the Client’s office if needed |
| **Tables** | Xls tables with monthly results NPS and root causes final results | Xls tables with quarterly results by NPS and root causes (including additional splits, see additional splits of analysis, 10 days after the end of the quarter) |
| **Data** (SPSS and Excel, provided in English and Armenian (verbatims), both numerical and wording labels)\*\* | Final monthly data file (controlled) in Excel and SPSS to be delivered 7 days after the end of the month  Data file contains interviews for each month separately | Final quarterly data files in Excel and SPSS to be delivered after the end of quarterly fieldwork, 7 days after the end of the quarter |
| **Dashboard in Excel or online** form with weekly update\* |  |  |

**Up to 3 extra requests besides mentioned above per month**

**\*Provide any suggestions regarding the tool**

**\*\*Database should include phone numbers of those who agreed to share their contacts**

**ANALYTICS DEPTH**

Extensive and detailed analysis of current market situation and main KPIs dynamics: monitoring market trends and main reasons behind it, identification approaches and specific actions to improve loyalty level.

* Loyalty modeling: derived analysis using multiple regression (or TURF analysis) - influence of touch point performance on NPS, predictive modeling to identify changes in loyalty from service improvements.
* Root cause analysis – touch point level and attributes level
* Touchpoint satisfaction
* Behavioral analysis
* Assess the likelihood of churn by ARPU segment and geography.
* Mobile -data analysis
* Subs profile (soc-dem, telecom usage)
* Insure possibility of subgroups analysis by
  + Single|multisim, Main|secondary card
  + By regions
  + By geography: Rural|Urban, including macro regions split
  + By ARPU
  + Data users|none-users, 5G, 4G | 3G| 2G users
  + By payment type: Prepaid/Postpaid
  + penetration by device type (smartphones vs. feature phones).
* Highly important to ensure the continuity of trends.

By ARPU

**FUNCTIONAL REQUIREMENTS FOR THE AGENCY**

Please include the following information into proposal

**1. FIELDWORK PART**

**COMPANY’S EXPERIENCE**

* Experience in CATI studies
* Experience in NPS studies (include recent experience - clients and markets)

**CALL CENTER DESCRIPTION**

* Indicate call center capacity (up to 15 stations)
* Possibility to provide up to 900 interviews per week (temporary for up to two weeks in case of force majeure)
* Possibility to add additional stations or outsource call-center
* Random digit dialing system and procedure of random numbers verification without interviewer (indicate software name)
* Licensed software for questionnaire programming with possibility of complicated questionnaire programming
* Audio record and possibility of storing full quarterly data for up to 6 month
* One interviewer makes not more than 7% of quarterly sample

**CONTROL -** Provide detailed control procedure description

**PROJECT MANAGEMENT -** Detailed description of the team

**ADDITIONALLY -** Company’s membership in leading associations

**2. ANALYTICAL PART**

**COMPANY’S EXPERIENCE**

* Experience in NPS studies (also include recent experience - clients and markets 2020-2024)
* Experience in telecom research
* For multinational agencies – research experience in Armenia

**PROJECT MANAGEMENT**

* Detailed description of the team
  + CV of each team member (project manager, analytic, data processing manager, questionnaire programmer)
  + Experience in CATI research and NPS studies in particular
* Key project manager
  + At least two year experience in marketing research
  + Indicate experience in NPS research
  + Doesn’t coordinate research for competitors
* In-house or outsource translator (Armenian, Russian, English)

**COST DETALIZATION**

Please indicate cost for the following items separately

1. Verification of phone numbers (Random Data Base for calling Preparation)
2. Fieldwork (including call center cost, control, etc.)
3. Questionnaire programming, DP, Analysis & Reporting
4. Dashboard (online /excel form)
5. Reporting