

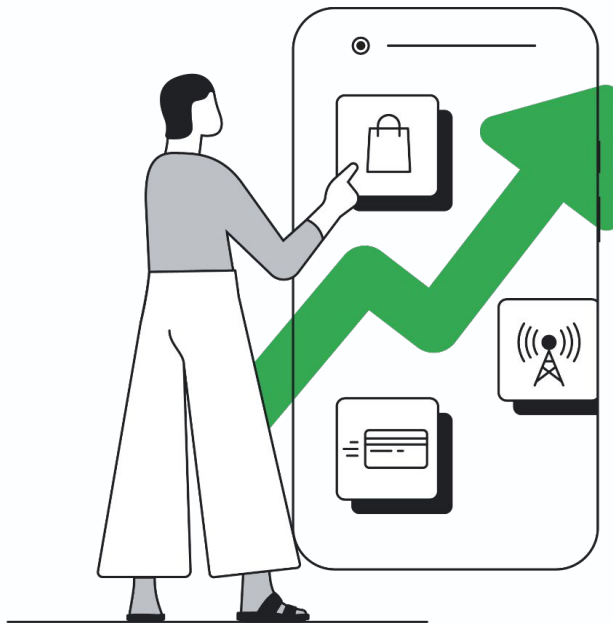
Think with Google

KANTAR

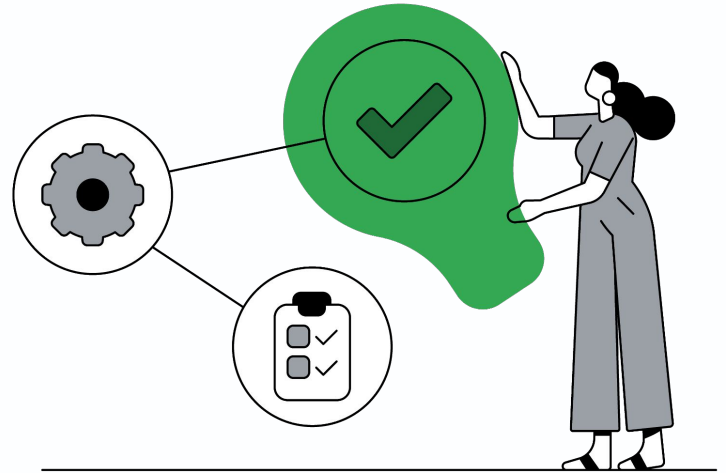
SIXTH
FACTOR

Apps: How to realize their full value

Telco, Indonesia



Background & Methodology



Research overview



Objectives

Understand how apps can help improve business brand, growth, and revenue, particularly in light of changing behaviour as a result of COVID-19, by exploring the different and developing customer engagements on apps



Methodology

Part of a larger consumer research conducted among mobile app users covering Retail, Telco, and Finance verticals. n=2002 for Indonesia Quantitative with 2 playgroups (n=4, each) per vertical for Qualitative. Research covered 9 brands and their respective apps*.

KANTAR

(Quantitative)

**SIXTH
FACTOR**

(Qualitative)



Respondent Criteria

Quantitative

- Frequent internet user
- 18-64 years old smartphone user
- Interacts with vertical via app

Qualitative

- Mixture of male and female app users
- Light telco users: Use telco apps 1-3x a month & conducts 5 different app activities
- Heavy telco users: Use telco apps at least once a week & conducts 5 different app activities

Using screen-out data, the incidence of telco app usage is approximately 70%



Who are generally using telco apps?

Profiling

Gender

52% Male 48% Female

Age

61% (18-34) 39% (35-64)

Income

Less than Rp. 2,500,000 12%

Rp. 2.500.001 - Rp. 4.000.000 16%

Rp. 4.000.001 - Rp. 6.000.000 27%

Rp. 6.000.001 or more 44%

Internet Usage

99% Daily

Operating System

7% iOS 93% Android

Connected Devices

Smartphone 100%

Tablet 32%

Laptop computer 75%

Desktop computer 41%

Smart speaker 14%

Region

70% Metro 30% Non-Metro

Smartphone Storage

Under 16 GB 5%

16 GB 14%

32 GB 27%

64 GB 33%

128 GB 18%

Over 128 GB 2%

Prepaid v/s Postpaid

Top up online 73%

Top up in-store 18%

Contract / fixed bills 9%



What insights did we want to uncover?

01 | What constitutes an 'effective' telco app for app users?

02 | How do app users perceive businesses who have an 'effective' app?

03 | What is the link between an 'effective' app and business outcomes?

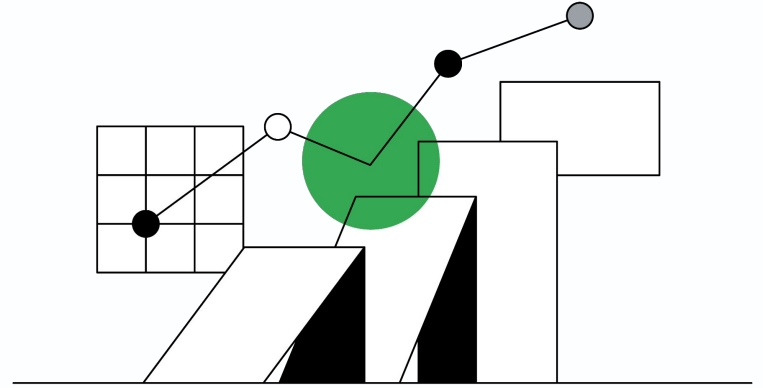
04 | How are individual brands performing?

05 | Deep dive into consumer app behaviour: types of app activities, frequency of usage and reasons for install, deletion and usage

06 | What are prepaid payment habits? What is the sentiment towards USSD? What type of content do they enjoy on telco apps?



Summary of Findings



Introducing our 3 behavioral pillars that drive value for a brand in a consumer's app journey

App Discovery and Onboarding

Has the app been trialed following awareness and install?

Key for App Discovery and Onboarding

Consumers are beginning to form **affinity** with brands, which are aiming to create positive links to discovery metrics before engagement deepens.

App Engagement

How frequently is the app used?

Key for App Engagement

Consumers are using the app more frequently. Regular app usage links to increased **loyalty** and brand **satisfaction**.

App Satisfaction

How satisfied is the app user with the app?

Key for App Satisfaction

When consumers are highly satisfied with the app they will begin to **recommend** both the app and brand - which will help bring in more consumers to start their own **discovery** journey.



Introducing our 3 behavioral pillars that drive value for a brand in a consumer's app journey

Stages of App Discovery and Onboarding, App Engagement, App Satisfaction

App Discovery and Onboarding

Initial Awareness: shift between “Never heard of app” and “Heard a little”

Deeper Awareness: shift between “Heard a little” and “Heard a lot”

Installation: shift between “Heard a lot” and “Installed but not used”

Onboarding: shift between “Installed, not used” and “Tried app, still installed”

App Engagement

Regular Usage: shift between “Tried app, still installed” and “Use regularly”

Most Frequent: shift between “Use regularly” and “Use app most often”

App Satisfaction

Neutral: shift between “Dissatisfied (1-6)” and “Neutral (7-8)”

Positive: shift between “Neutral (7-8)” and “Satisfied (9-10)”



App Discovery and Onboarding:

Key takeaways and recommendations

Key takeaways



- Awareness of Telco apps is high, around **80-100%** of telco brand's customers are aware of Telco Apps.
- Install has room to improve. On average, **22% of telco app users are not using the apps of their current brand** (range: 8-31%).
- Installed apps are likely to become dormant or end in deletion due to perceived complexities. **34%** of app users have installed at least one telco app but never used, while an average of ~10% have trialled and deleted.
- Driving first use is the starting link to building brand affinity. A jump of +32 percentage points in Affinity score was seen among successful onboarders.

Recommendations to improve brand metrics



- **Focus on promoting install and onboarding** since awareness is not an issue. Promote features that speak of convenience as well as value-based benefits.
- **Encourage installation through** regularly used and influential touchpoints.
 - Word of mouth and reviews from the community are crucial in Indonesia
 - Staff recommendations, app stores, and brand websites are also influential yet underutilized
- **A successful onboarding is critical.** Provide guidance and education to ease the onboarding process.
 - Key reasons why app users do not try apps after install are: lack of time (30%), lack of understanding (25%), they perceive the app experience to be complex (20%), or they require support from someone (18%).



App Engagement:

Key Takeaways and recommendations

Key takeaways



- Deepening engagement pays off for brands in terms of customer retention and brand satisfaction
 - **70%** of 'most frequent' app users are satisfied with the brand
 - **98%** 'most frequent' app users are likely to stay with the brand
- Apps are an essential complementary touchpoint to other channels
 - **76% of app users** prefer to engage with telcos via apps. Convenience is a key driver.
 - Apps are preferred when performing telco activities. Over 80% of customers prefer to use an app for critical tasks such as tracking data usage, looking for discounts, topping up plans, managing plans
 - Users engage with multiple telco apps
- Users expect an app to be safe & secure, use less memory and data, and continuously upgraded with useful features.

Recommendations to improve brand metrics



- Upkeep core features associated with main activities performed such as look for discounts (64% perform regularly), track data usage (56%), top-ups (53%) managing data plans (52%).
- Consumers need to be re-engaged at the right time to avoid dormancy through notifications on new features, personalized offers, or security updates. Notifications of promotions or gamified activities can trigger app visits.
- **Raise awareness of underutilized yet helpful features**
 - Entice users to write product reviews. Many app users refer to reviews when conducting app research but relatively few write them (36% regularly).
 - As app payments gain traction, promote functions that elicit high satisfaction such as bill payments and mobile plan top-up.



App Satisfaction:

Key takeaways and recommendations

Key takeaways



- Improving app quality pays off due to the strong correlation between app satisfaction and brand advocacy. **86% of those who positively rate the app regard themselves as brand promoters**
- New trends and desired features that could make telco apps remain relevant:
 - **Preference for a 'super app'**. 82% of app users prefer a **multi-functional singular app** compared to multiple single purpose apps
 - **App payments among prepaid customers** a growing trend due to ease and convenience
 - **Telco app users want more content** than what's available but due to market saturation of brands offering content, curation would be key.

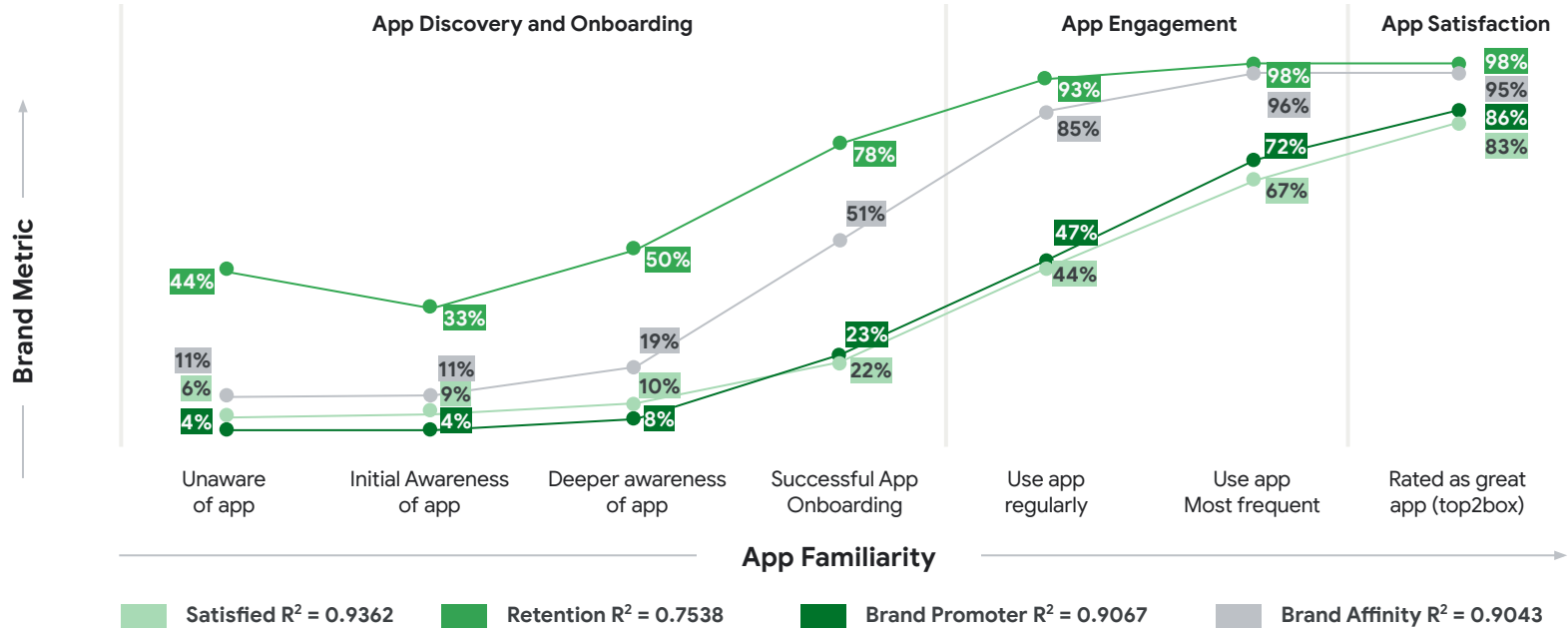
Recommendations to improve brand metrics



- **Get the basics right, consistently**
 - Ensure **tasks that generate high satisfaction** (e.g. tracking usage, top ups) are reliable and seamless.
 - **Bugs** and poor interfaces put users off and could throw shade to the app's security.
- **Meet needs of secondary functions**
Rewards and discounts are popular activities but underperforms. Relevance and quality of rewards offered are factors that contribute to app satisfaction.
- **Innovate to meet consumer needs.**
 - Entertainment options within telco apps gain very high satisfaction among the groups that use them - an opportunity to upscale these functions (particularly movies and entertainment content)
 - Can a Telco App extend its role as a gateway to content through **providing recommendation and being part of the discovery process?**

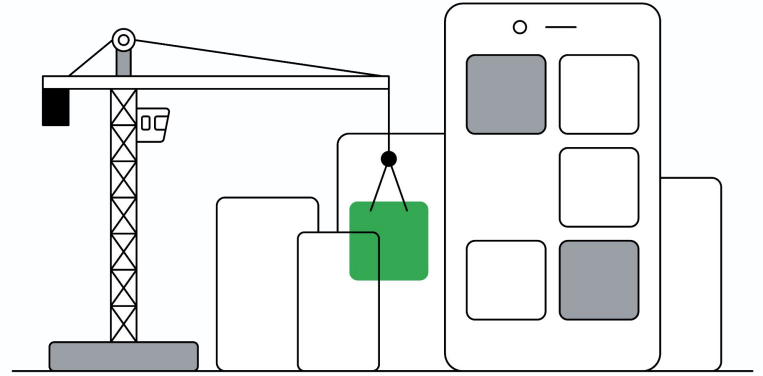


A strong relationship exists between brand metrics and app usage. Increase in brand metrics are evident as a user engages more with the app

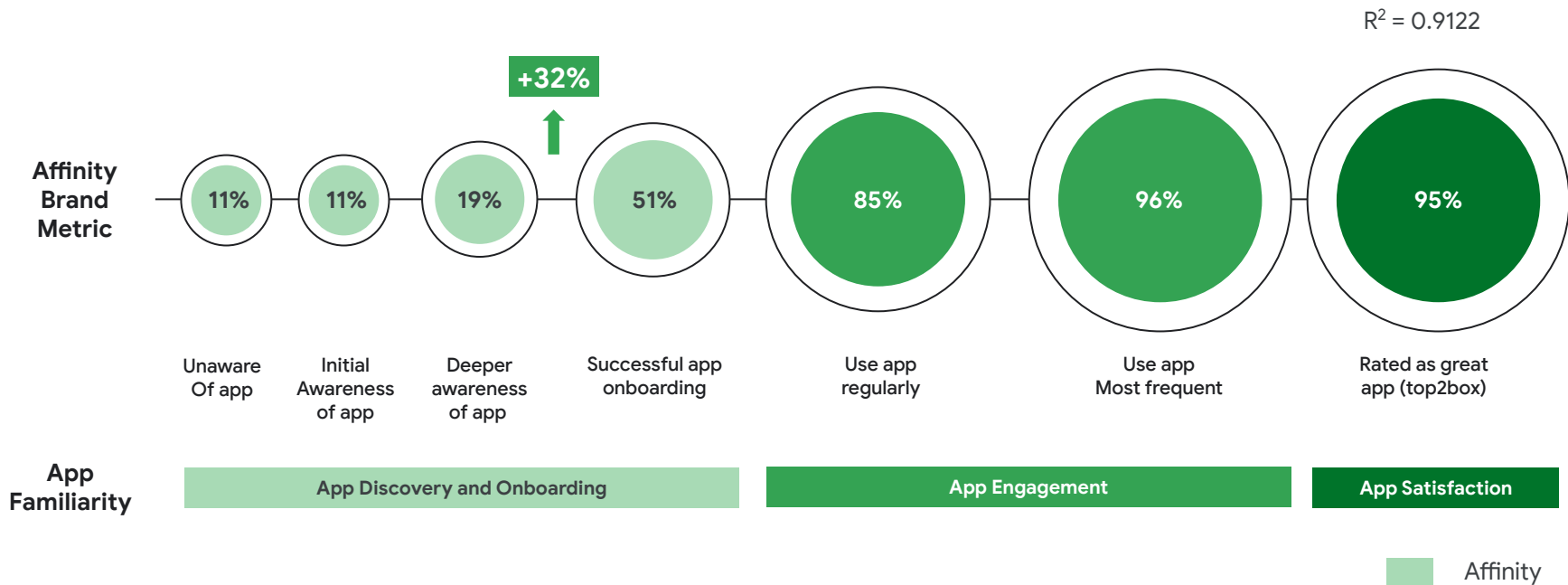


App Discovery and Onboarding

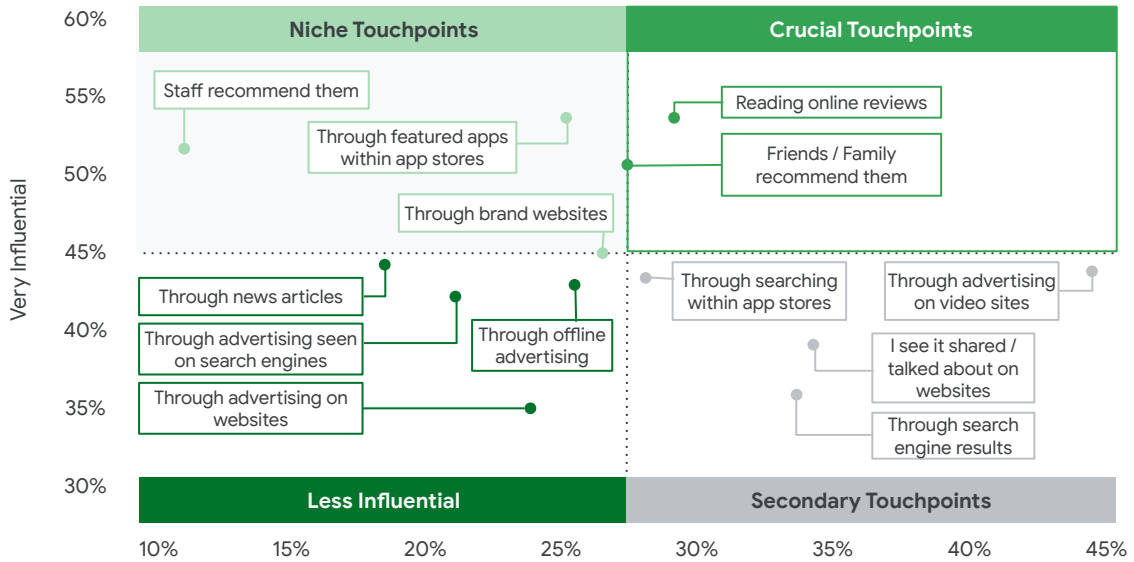
How does onboarding of an app impact brand metrics?



Positive app discovery and onboarding builds brand affinity



Word-of-mouth, both online (reviews) or offline (friends/family), have strong influence in app discovery

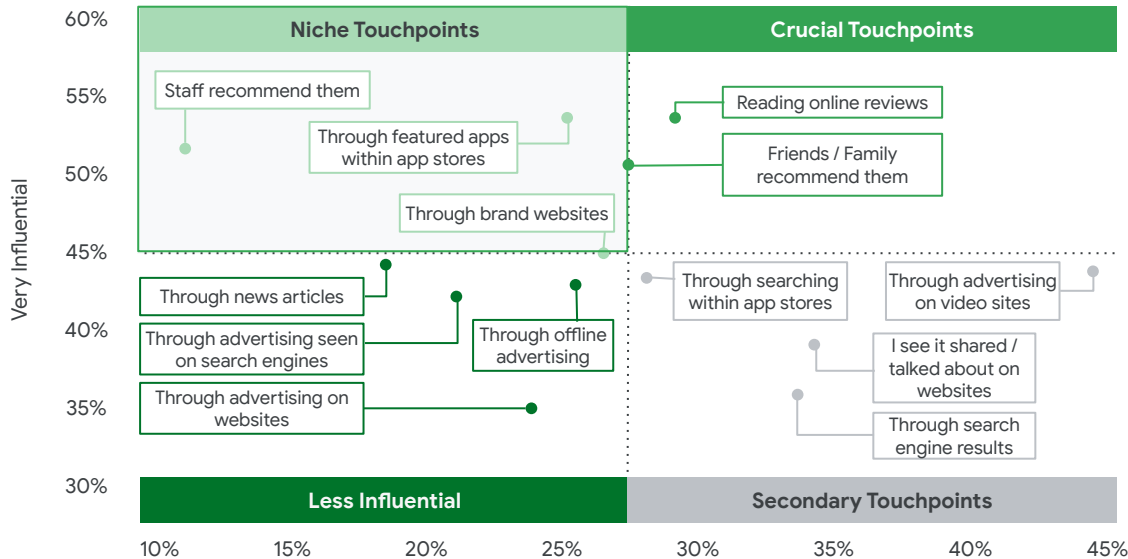


Crucial Touchpoints	
Touchpoints that are frequently used and influential in installation decision making	
Online	Offline
Reading reviews online	Family / friends recommend them

Typical touchpoints used



Recommendations and featured apps are also highly influential in decision making - but under utilised



Typical touchpoints used

Opportunity / Invest Touchpoints	
Touchpoints not frequently used yet are influential in installation decision making	
Online	Offline
Through featured apps within app stores	Staff recommend them
Through brand websites	



There is a desire to keep telco experiences seamless and easy to use - accelerated by the pandemic

Installation triggers (Top 10)

It had features that looked useful	48%
They are from my current telco	45%
I wanted to know more about tariffs available to me	38%
I wanted to top-up my account easily	38%
It is a safer option during Covid-19	36%
I needed help tracking my data	32%
They offer personalised offers and incentives	29%
I wanted to change payments due to Covid-19	26%
Everyone uses this app / I was recommended to use it	22%
It is from a well known brand	19%

Telco users are looking for as much information and support as they can get to have a seamless experience.

Apps are helping to provide this information in a convenient manner, as users value looking for information on tariffs, data tracking, and easy ability to top-up

Many habits and behaviours of Telco users were disrupted when Covid arrived, and so it was necessary for many to adjust their current Telco habits accordingly.

Telco apps provide a digital safety against Covid. Telco apps have many discounts/promotions on that help support those financially struggling



Recommendations and featured apps are also highly influential in decision making - but under utilised

“ I knew about [Telco A] before it became [Telco A], from a community on [social media]. Now that I'm staying at home, it's really useful because my wifi at home is bad. So I decided to get a second sim card for internet. [Telco B] data is quite pricey..

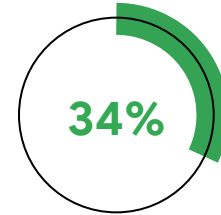
- Light app user



One third of app users have unused telco apps installed due to perceived complexities or lack of time to organise

Reasons To Install But Not Use

I haven't had the time	30%
I use a different app instead	26%
I don't understand what the app provides me	25%
The app design or user experience is complicated	20%
I need someone to help me / teach me more	18%
The sign up process looks complex	15%
It is too risky to sign up to new products during Covid-19	9%



have installed at
least one telco app
but never used



Main telco apps are often long-established...

Visibility for less established apps

While the main telco apps of established telcos are downloaded with little hesitancy, newer services/ supplementary apps would benefit from visibility through **advertisements and endorsements to build credibility**

Social buzz drives adoption

Consumers are trend followers and will eagerly join into to **feel like part of a movement**. Social campaigns, advertisements about the app and its services/content will help drive adoption

“ I think it all depends on how many people promote it or have used it. Spotify has a yearly report, song list for the whole year. It became mainstream, everyone was posting it. It boosts your trust as a customer. It became a hype. The other apps aren't as cool as this, or maybe you think, it doesn't have a lot of users, then why use it?

- Light app user



... though trust through visibility helps drive adoption for newer apps

Value for money motivates adoption

Consumers are reluctant to move away from the telco provider that they are used to. But with high usage of dual-SIM phones in Indonesia, they are willing to subscribe to additional telco plans from other providers to supplement their data needs, which gets **a foot in the door**

Ease of onboarding is critical

Process of registering for a new SIM card should be as easy as downloading an app, doing a registration via the app, and having the SIM card delivered to consumer, which is **immediately ready** to plug into their mobile device

“ I learnt about it from [Social Media]. I scrolled and saw celeb tweets, and they were promoting [Telco A]. These are people I follow. It's not just one or two. Before this I only use [Telco B] and it was pricey, but [Telco A] is cheaper and easier to use yet the quality is as good as [Telco B]. I use a dual sim card, one for [Telco B], one for [Telco B] as everyone saved my [Telco B] number.

- Heavy app user



App Discovery and Onboarding:

Key takeaways and recommendations

Key takeaways



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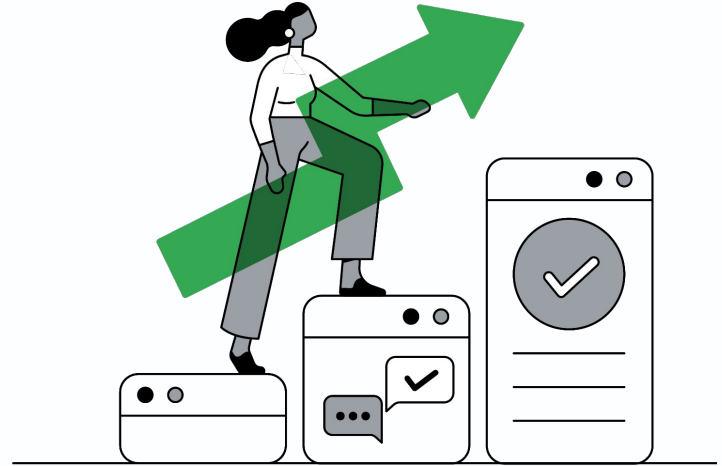


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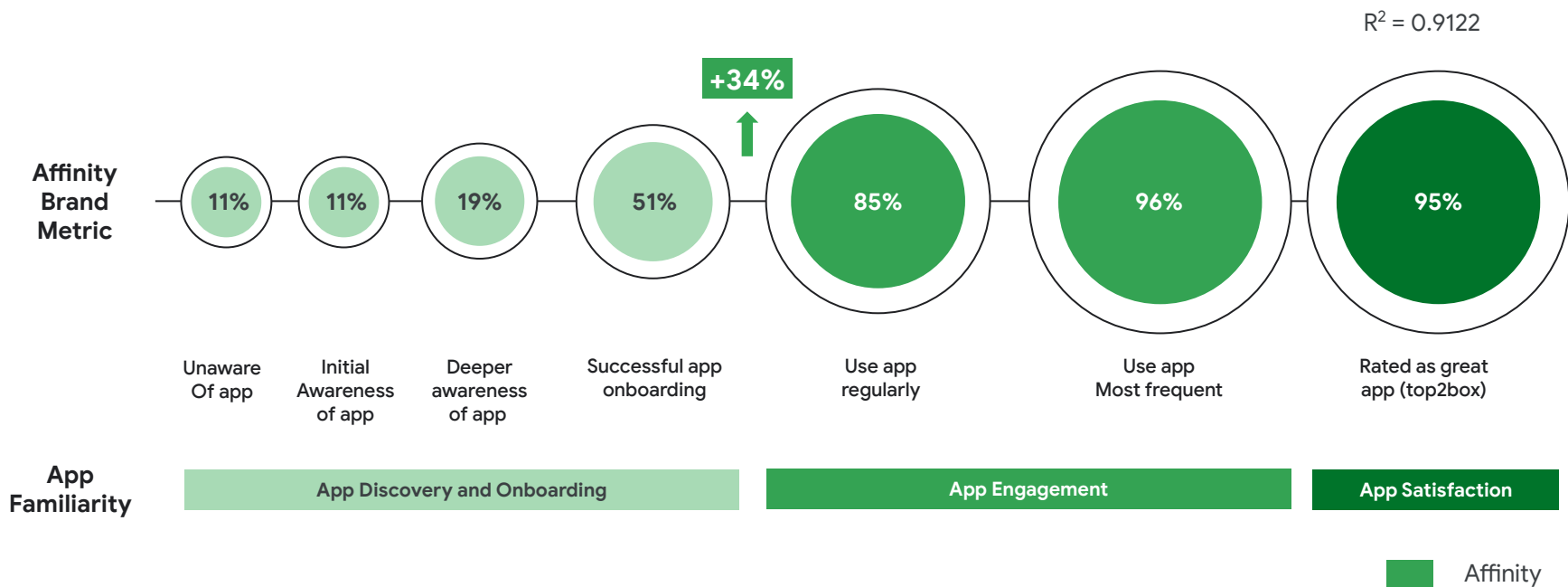


App Engagement

How frequently is the app used?



Increased app engagement strongly links to brand affinity



Telco apps have deep, regular and varied usage

3

telco apps installed on average

5

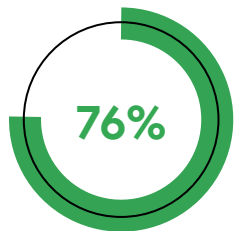
activities are regularly performed in telco apps, on average

3.2

activities are performed weekly, on average



App users prefer to engage with telcos via apps



prefer to
engage with
brands
through apps

8% Via their website

8% Via email

4% Via an employee in person

4% Via an employee on the phone

“ In the past, when you had problem like no signal or no internet, you had to call the call centre, or go to their shop. But now in the app, you can chat with the help desk who can help you troubleshoot

- **Light app user**

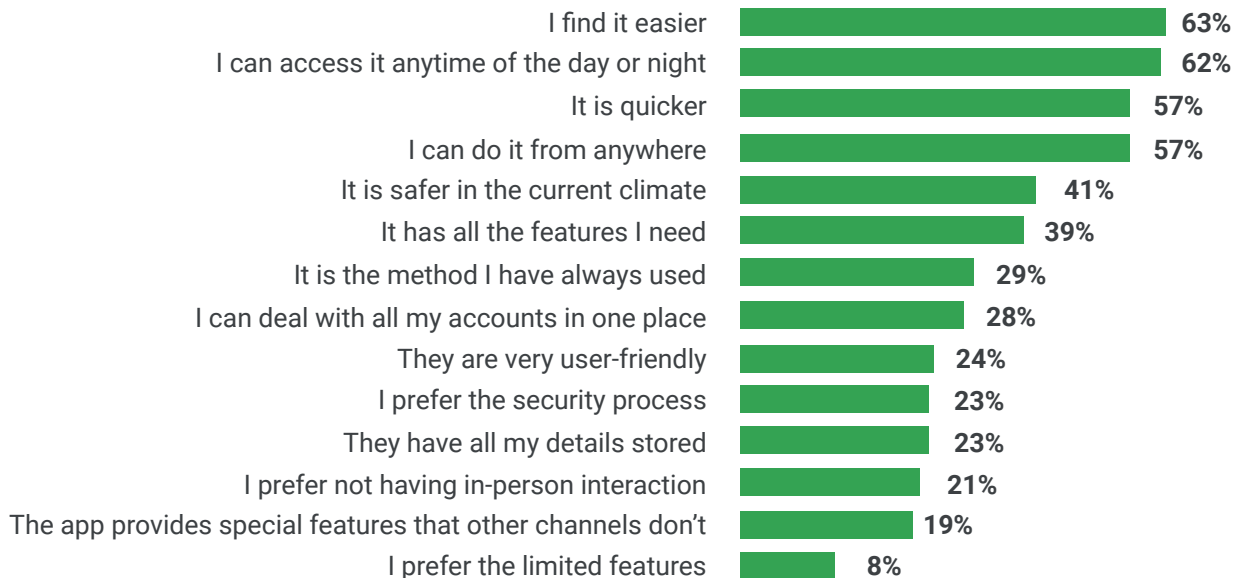
“ Last time you have to go to the store, and fill in the phone number, scratch card, to top up your credits... and I would lose track of the credits because it's so confusing to call and check. It's much easier now with the app

- **Heavy app user**

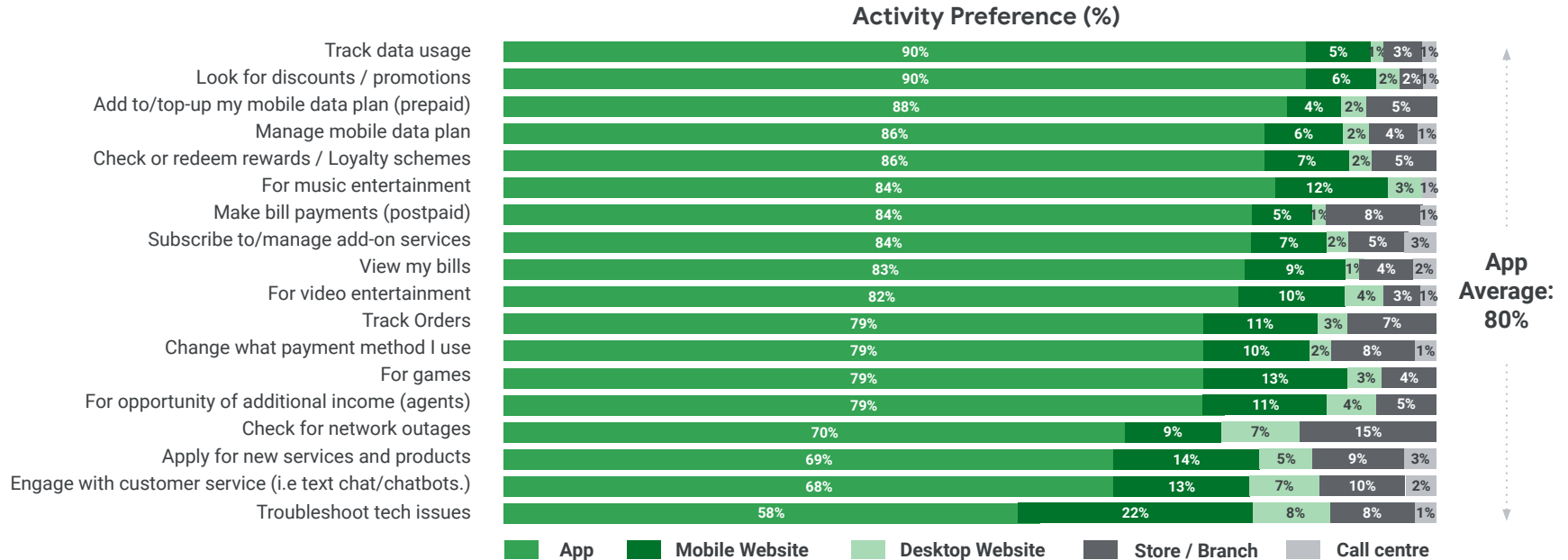


Apps are valued when they are easy, time-efficient and readily accessed anywhere, anytime

Reasons for engaging with brands through an app

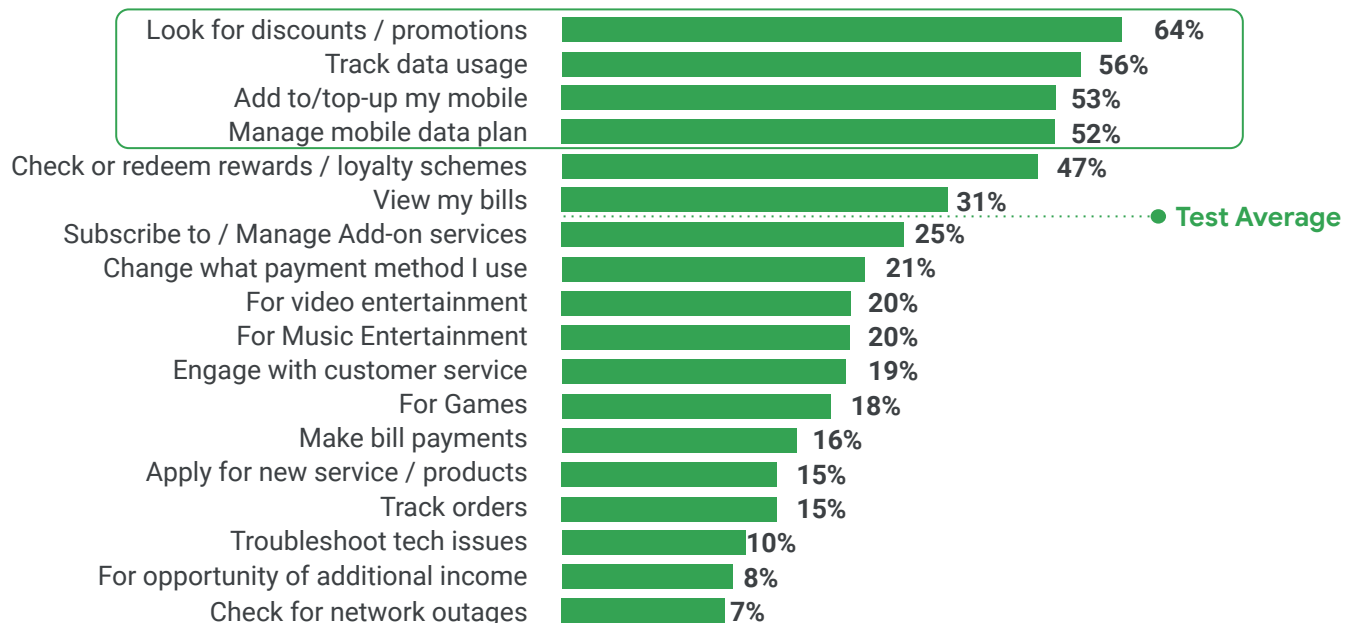


There is a clear preference for using apps across all telco activities - app users are 'sold' on what apps can do



General tracking, data management and cost savings are primary behaviours for telco app users

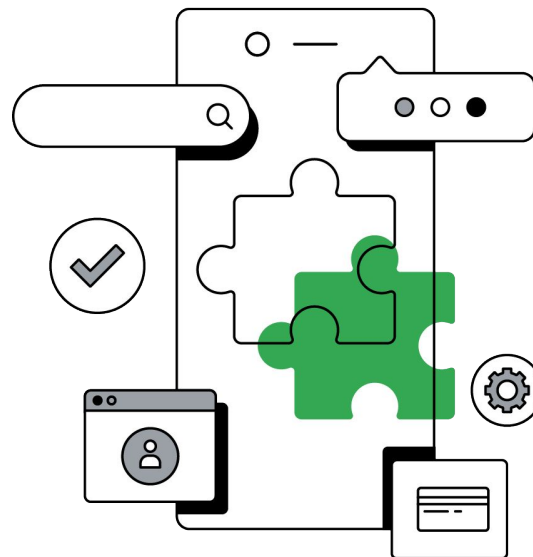
Common Telco App Behaviours



General tracking, data management and cost savings are primary behaviours for telco app users

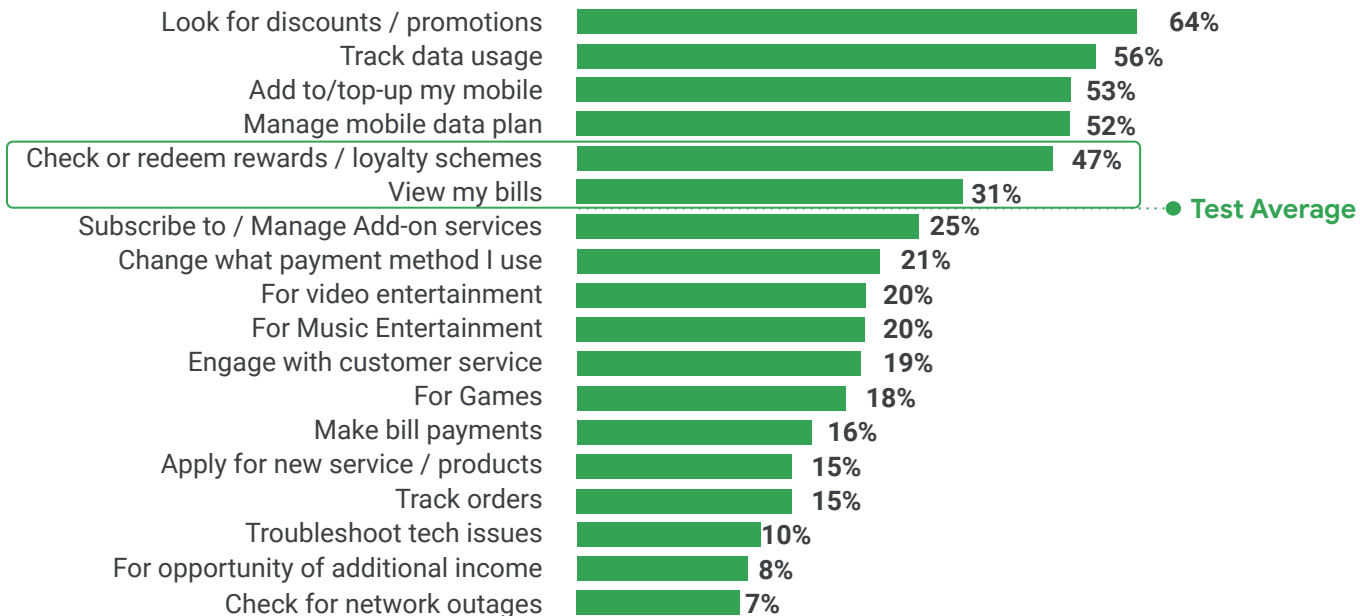
“ I can check the data on the [Telco] app and it's really easy. The main thing is, I got a bundle, and that's why I'm continuing till today. Another main reason is a lot of promos. You can buy bundled data, and you can get something like a bonus, like 2 GB bonus.

- Light app user



Redeeming rewards and viewing bills are also popular activities but could be scaled up further

Common Telco App Behaviours



Promotions and rewards engage consumers

Notifications about promotions trigger usage

There is interest in opening up notifications about promotions and deals (e.g. that interest them, and consumers indicate that they would be **willing to receive notifications up to once a day** which trigger them to open the app

“ There might be some ads on promos, pop up ads. [Telco A] is about what they are promoting... it's quite good, it doesn't bother me, if the info is interesting, that's great.

- Light app user

Gamified rewards

Telco apps are introducing activities that encourage users to log on more frequently:

- offers rewards such as vouchers and free data for **login streaks** (7 days, 30 days, etc)
- offers games on the platform where users can **play to earn points**, and exchange them for rewards

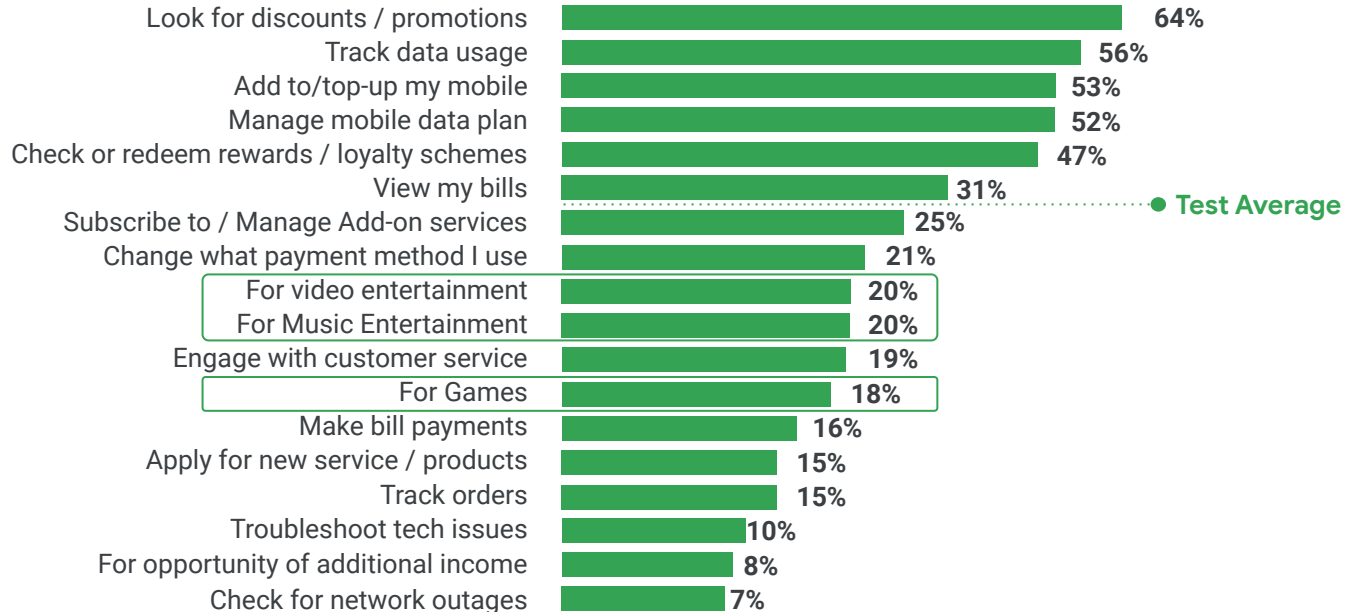
“ I heard [Telco B] has free games! That's fun.. but I haven't tried it. That would be cool. I forgot what the name of the game it, you can exchange the points, and you can buy data or phone credits. I heard about it from my friend

- Light app user



Some users are looking to take a break in app, opting for video, music, and gaming options - a potential growth point?

Common Telco App Behaviours



App users continue to use apps if they are proven to be secure, regularly updated and memory-efficient

Continued Usage (Top 10)

If it proved it was secure and safe	48%
If it takes up less memory on my smartphone	42%
If the app was updated regularly with new, useful features	39%
If it uses less mobile data	39%
I have to use the app as it is with my provider	38%
If the app was updated regularly to fix bugs	34%
If it sends useful notifications	31%
When the app notifies me of any changes	26%
If it shows its relevance during COVID-19	23%
If I saw the app used / talked about on social media	21%

Telco app users are generally trusting of apps in terms of data security but any lapses would result in potential deletion. It is still a topic that is at the forefront of app users' minds even if current levels of trust appear solid - things can easily change and apps need ensure security is always a top priority, given how important security is when ranked against other attributes

Consumers appear to be conscious of data and storage despite a preference for singular multi-functional apps.

Regular updates are crucial to continued app usage whether it new features, or fixing issues. App developers and telco brands can not stand still, particularly in a time when so many are moving to digital

The key word here is useful - as continued usage is not overly dependent on "less notifications" but those that do come up need to be relevant and targeted to specific users



However, rewards alone cannot engage consumers continuously as the novelty wears off

Too many notifications

While consumers are open to receiving notifications from the app on a daily basis, they can sometimes **get lost among the numerous other alerts** they receive

Promotion fatigue

With an array of other apps constantly also pushing notifications to consumers, there is **less excitement about keeping up to date** - there will always be another promotion next time

Lack of real app purpose

While rewards for logging in are attractive, it doesn't address the root problem of a **perceived lack of activities to do on the app**, and users stop when they lose their streak momentum or the novelty wears off

“ I only buy on [Telco A] if there's a promo. You get 5 gb, they give you extra 1-2GB, but you can only use it on the first 3 days. E-commerce allows you to buy data as well. Flash sale is almost everyday. You keep rotating it, some time it's a 50GB bundle..

- Heavy app user

“ Using apps is quite appealing but it's a bit difficult to open the app every single day as I'm busy with work and so on. Well, it's true that I go on social media apps every day. But for telco apps, it's a burden. You have to try to remember to get into it. You don't have a need. You just open telco app to check data and buy data, that's all, so I sometimes skip.

- Light app user



Frequency of usage can be influenced by features that users have discovered beyond the basic functionality

Manage at a glance, keep track

Help them **manage and keep track** of their telco usage, and notifications help them **keep on top of their data usage** when it runs low and easily add more before running out

“ Now with an app, everything is touch screen and digital so it's simple, practical and visible. Even if I don't open my app, I appreciate getting a reminder telling me how much remaining data I have.

- Light app user

More functions and data-free content

Consumers **spend more time on apps** that offer more functions such as options to customize. Data-free content like music, podcasts and games are appreciated

“ I use a lot of data so everyday I would buy data. My bundling data is daily, if I run out of data I can't open Spotify right? So I use the [Telco A] app. If I don't want to pay for more data, I listen to music on [Telco A] too.

- Heavy app user



Frequency of usage can be influenced by features that users have discovered beyond the basic functionality

UI that helps them discover more

A UI that helps them discover more functions and content in the app **with a simple swipe** can help increase their awareness and hence reasons for using the app

“ I like listening to podcast in [Telco A], when I happen to check my data, I've already opening my app, just swipe and it's easy to use and I can see podcast, which I prefer to listen to music.

- Heavy app user

Rewards expected for transactions

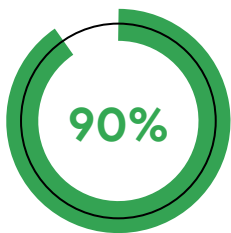
Rewards, points, partner discounts to thank consumers for their usage. Notifications about promotions **trigger logging into the app** to find out more

“ There might be some ads on promos, pop up ads. [Telco A] is about what they are promoting... it's quite good, it doesn't bother me, if the info is interesting, that's great.

- Light app user

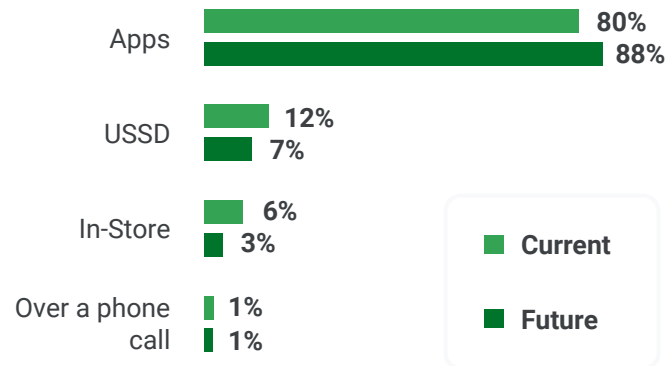


An app is an essential channel for prepaid services, both now and in the future



of telco app users are paying for their smartphone services through prepaid means

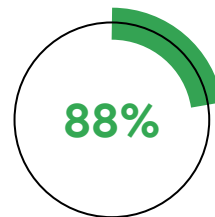
Methods For Paying Prepaid Service



Why do people want to go with apps for prepaid services?

Reasons For Choosing Telco Apps

It will be the most convenient option for me	65%
I think it will be easier to manage my plan	52%
It is my current method and I prefer to keep it the same	40%
I've been recommended to update my service via apps	29%
I'm unsure of how to update my service in a different way	8%



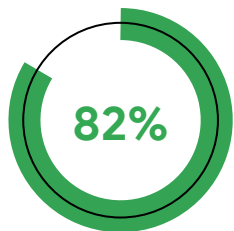
of prepaid users are intending to go with apps as their preferred payment in the future

Among the 12% of prepaid users currently using USSD for payment, 55% will look to switch to Apps in the future

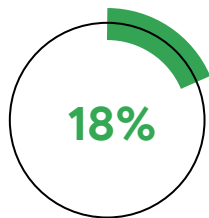


There is a strong preference for singular purpose telco apps where all payments / top-ups can occur

App Preference



of app users prefer a **single** telco app covering multiple functions



of app users prefer **multiple** apps that cover specific functionality

Influences to App Usage

"I like the ability to top-up my mobile data / pay my bills plan through the app"



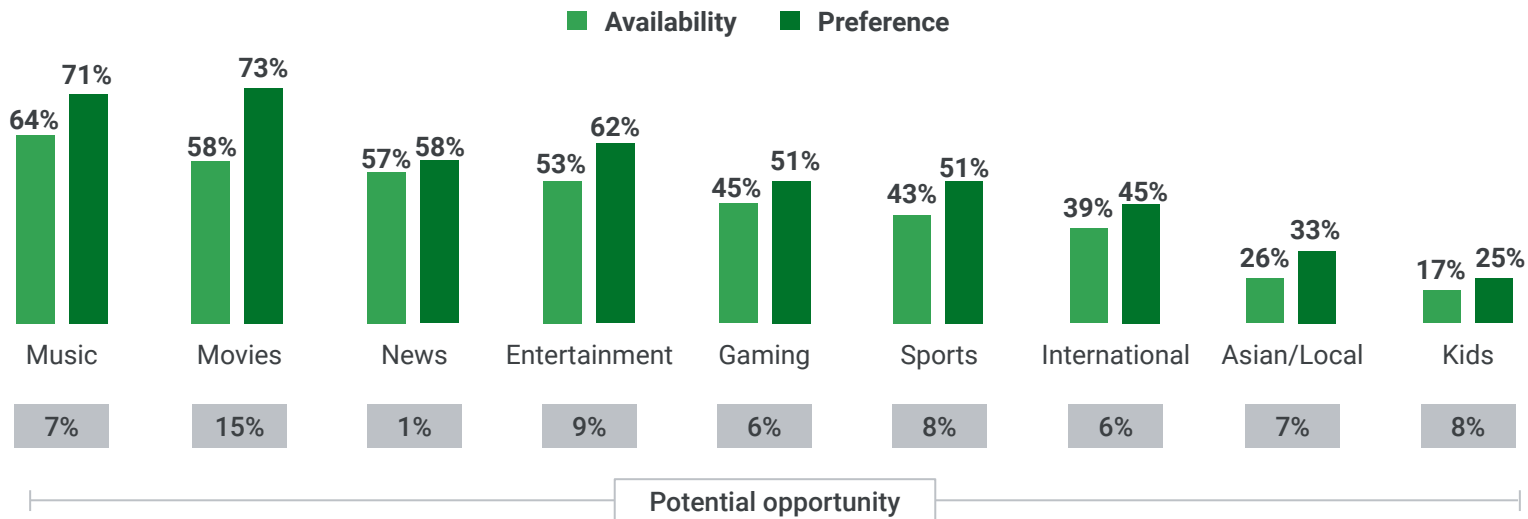
There is a strong preference for singular purpose telco apps where all details can be kept. This underlines the strong trust in telco apps and providers in Indonesia.

One in five would prefer multiple apps - this could be due to limited data and storage space.



Telco users want more entertainment than what's available; deliver to these preferences to drive further satisfaction

What Content Appeals To Telco App Users?



Recommendations and access would be a natural extension of a Telco's role as the gateway to content

Overarching objective is to simplify their options

Be part of the discovery

Help consumers discover new content, through providing a **platform to browse through options they might not have known of**, and find relevant recommendations for content based on what they like

This would also help raise awareness and interest in **content offerings from telco-branded apps**

“ The podcast in Spotify is... I don't really know who to listen to. The [Telco App A] one, it's there, you don't have to be confused who to listen to or search. It's just there. So I listen to all of it and now I wish there was more.

- Heavy app user

One place to access content

To make the **process from discovery to consumption seamless** without having a bloated main app, the telco app can provide links to content from other apps, whether it be the telco-branded apps or apps that the telco has a partnership with. The telco app can become the **first point of call for consumers seeking entertainment**

“ You have comprehensive entertainment in one app, games, movies. Netflix and spotify all in one app. They don't have to have their own, but at least they can partner, collaborate with the other apps. All linked from one place.

- Heavy app user



App Engagement:

Key Takeaways and recommendations

Key takeaways



- Deepening engagement pays off for brands in terms of customer retention and brand satisfaction
 - **70%** of 'most frequent' app users are satisfied with the brand
 - **98%** 'most frequent' app users are likely to stay with the brand
- Apps are an essential complementary touchpoint to other channels
 - **76% of app users** prefer to engage with telcos via apps. Convenience is a key driver.
 - Apps are preferred when performing telco activities. Over 80% of customers prefer to use an app for critical tasks such as tracking data usage, looking for discounts, topping up plans, managing plans
 - Users engage with multiple telco apps
- Users expect an app to be safe & secure, use less memory and data, and continuously upgraded with useful features.

Recommendations to improve brand metrics

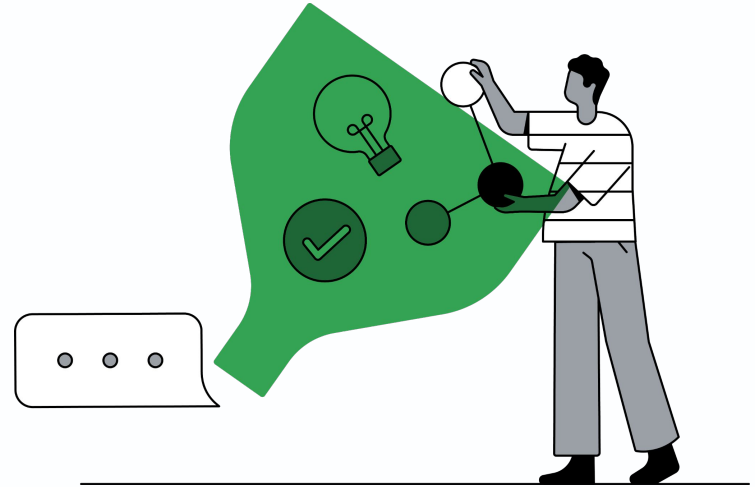


- Upkeep core features associated with main activities performed such as look for discounts (64% perform regularly), track data usage (56%), top-ups (53%) managing data plans (52%).
- Consumers need to be re-engaged at the right time to avoid dormancy through notifications on new features, personalized offers, or security updates. Notifications of promotions or gamified activities can trigger app visits.
- **Raise awareness of underutilized yet helpful features**
 - Entice users to write product reviews. Many app users refer to reviews when conducting app research but relatively few write them (36% regularly).
 - As app payments gain traction, promote functions that elicit high satisfaction such as bill payments and mobile plan top-up.

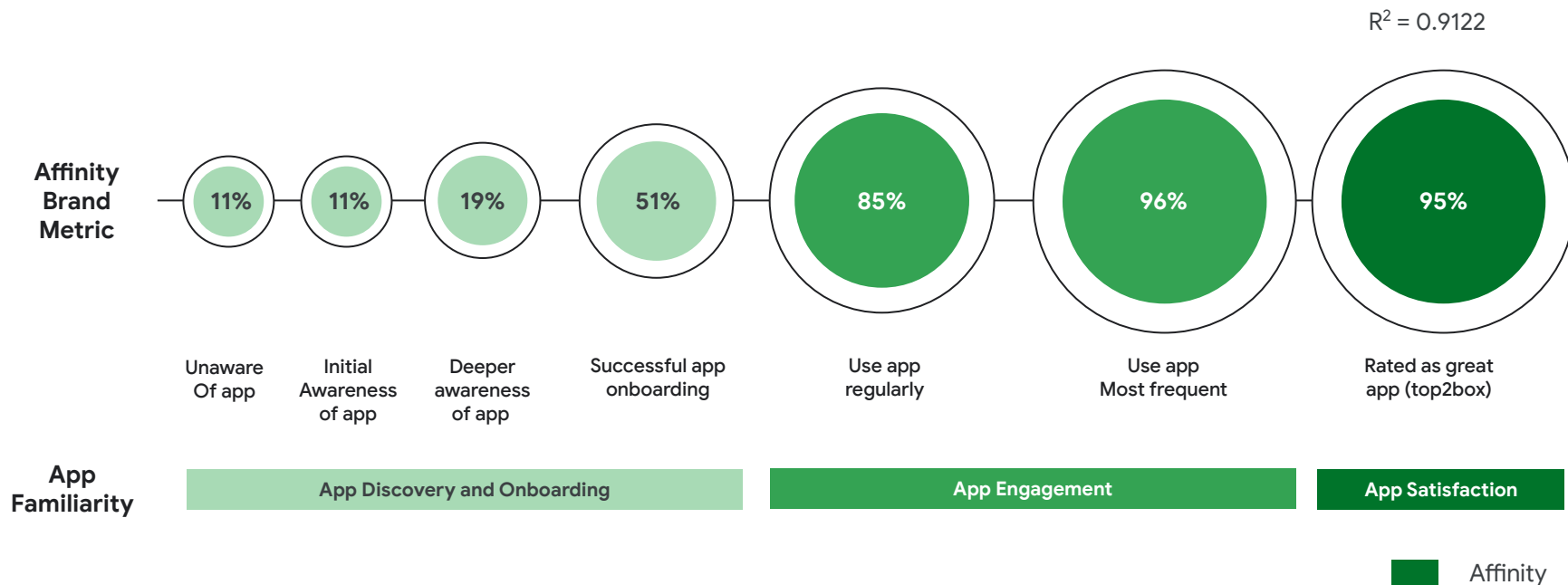


App Satisfaction

How satisfied is the user with the app?



Strong app satisfaction creates a strong link to brand affinity



Strong app satisfaction are also positively correlated with brand loyalty and advocacy

When app users are highly satisfied with the app (9 or 10 out of 10)....

Affinity (among brand users)	Satisfaction (among brand users)	Retention (among brand users)	NPS (among brand users)
9.5 in 10 like / love the brand (top2box)	8 in 10 are satisfied with the Brand (top2box)	10 in 10 are likely to stay with the brand (top2box)	9 in 10 are likely to recommend the brand (top2box)

When consumers are satisfied with their app there are strong positive links with all metrics

If recommendation is high, it will leading to new consumers starting their app journey

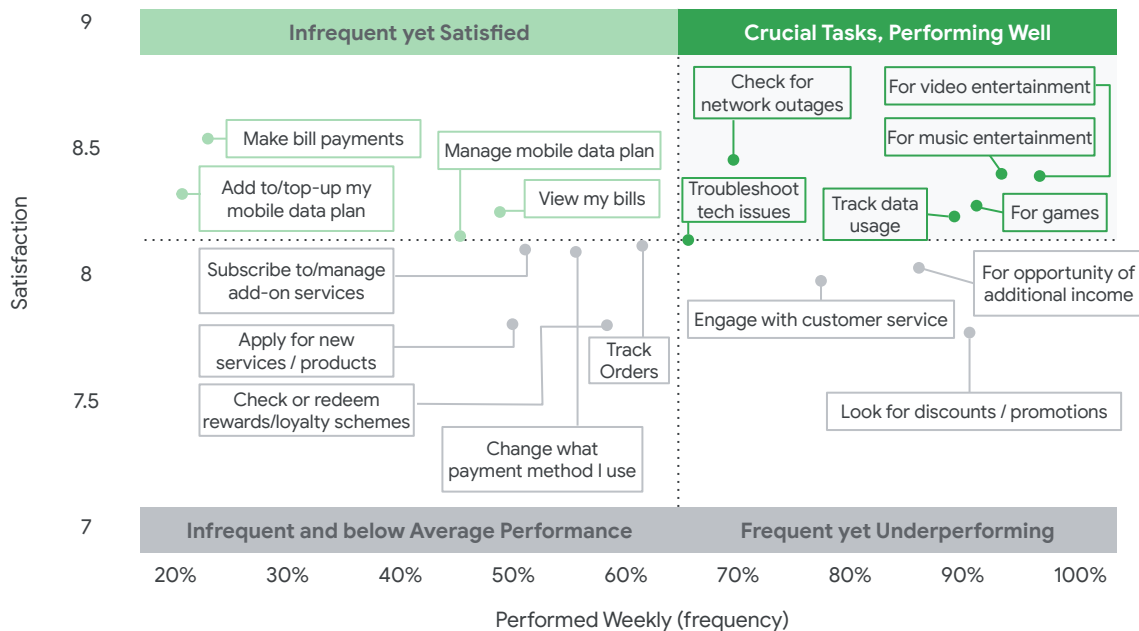


Driving satisfaction means meeting key motivators, like focusing on convenience and Covid safety

Primary Motivations To App Usage			
Covid Safety (% strongly agree)		Convenience (% strongly agree)	
They keep me safe during the Covid pandemic as I do not have to go outside	38%	I can use them from anywhere and at anytime	43%
I prefer to use digital payments over cash	31%	I like being able to see how much data I have remaining to use	36%
Apps are safer than using cash	31%	They are more convenient than going in-store	33%
		I like the ability to top-up my mobile data / pay my bills plan through the app	32%
Health and safety is a priority and a huge motivator in using telco apps as a result of the pandemic with app users moving to digital over physical currency		Speed and convenience are motivators to app usage	



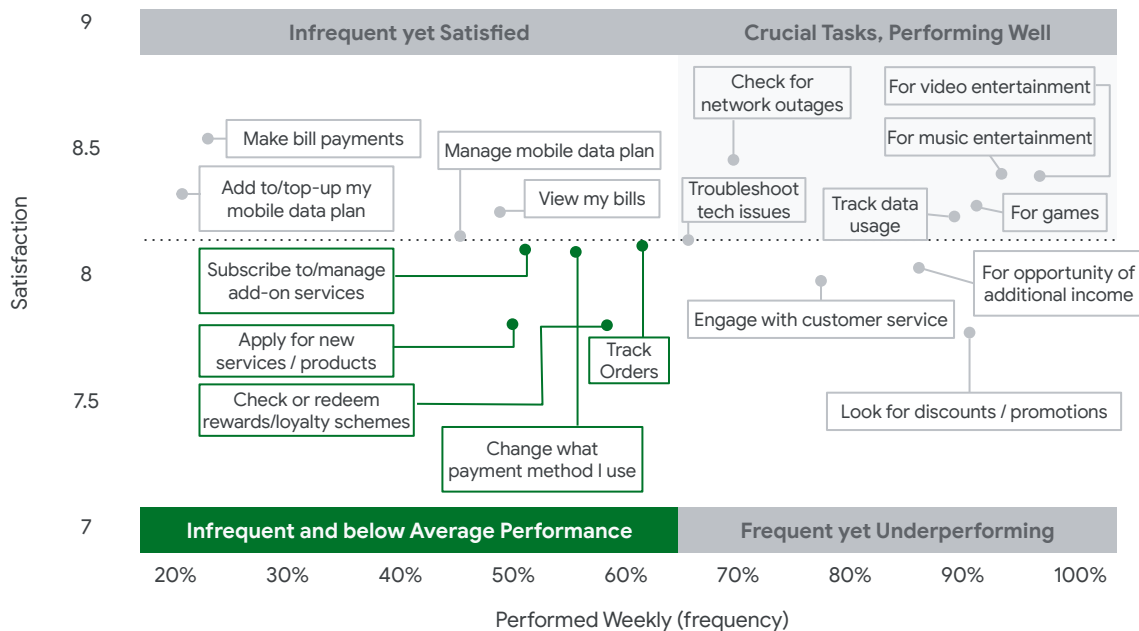
Critical tasks (i.e. tracking usage, top ups, managing plans) are generally eliciting strong satisfaction



Frequent Activities x Satisfaction
Apps need to continue to deliver to these critical activities



Discounts and rewards are popular, but users are underwhelmed by current offerings



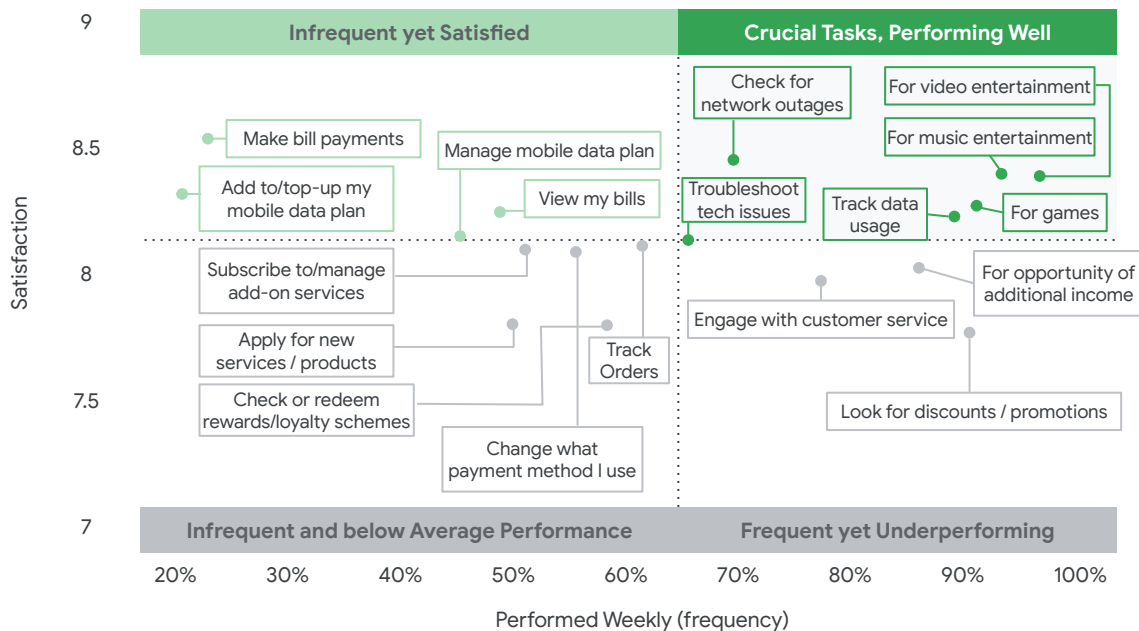
Frequent Activities x Satisfaction

How can these activities be improved?
And what are the issues?

Is it to do with the functionality or the size of the rewards / discounts?



Garner high satisfaction by providing entertaining content, and easy access to manage general data usage



Frequent Activities x Satisfaction
 Apps need to continue to deliver to these critical activities



Poor CX will lead to deletion - alongside security concerns or too many distractions (notifications, ads)

Deletion Top 10

It has bugs / keeps crashing	39%
There were too many ads	34%
It takes up too much memory on my smartphone	32%
It was using too much data from my mobile data plan	29%
I don't use it enough	27%
I changed telco provider	24%
It seemed to be draining my battery	23%
It's too difficult to use	23%
It gives too many push notifications	23%
I delete apps and reinstall them when I need them again	21%

Unsurprisingly, app users will lose patience with apps that deliver a poor and frustrating performance. Updates need to regular to fix bugs and improve features to keep app users happy and frequently using apps.

App users will get frustrated by regular interruptions such as notifications and advertising (both need to be hyper relevant and as infrequent as possible)

Some app users have concerns over their storage and battery - this leads to reinstallation as and when apps are needed. But there is still an overall preference for the larger multi-purpose telco apps which will take up more room.

Telco app deletion is rare as app users will be linked to apps by their provider - but they still need to hit expectations or brand equity will suffer

36%
do not delete
telco apps

38%
delete telco apps
less often than every
few months



An intuitive app that offers attractive options, manages and curates entertainment, makes them feel rewarded

Intuitive options for telco management

Regardless of whether they want more customization or simpler fuss free packages, the app should **understand a range of needs** and help guide their choices with a minimum of confusion

“ Customized packages... the recommendation is important for me, something you haven't thought of, that's important. Maybe that's a bundling deal, this is what you need based on your usage.

- Light app user

Entertainment super-app

Consumers seek convenience and are attracted to the idea of an entertainment-focused super-app where they can **get all their video content, music, and games from one provider**

“ Use telco apps to pay for Korean dramas. If you have one for all, isn't it always better? Since the telco app comes from the telco company... without the telco, you can't use a finance app or any other app. Internet comes from the telco. You prefer it to come from the source.

- Heavy app user



An intuitive app that offers attractive options, manages and curates entertainment, makes them feel rewarded

Curate exciting and attractive content

With a wealth of entertainment options at their fingertips, consumers seek a **guide to find the most relevant as well as most popular content** so they won't miss out on what's trending

“ I'll only watch a movie if it's hyped and booming. I already have Netflix which is enough for me anyway. I'm not that interested in others... I don't even know what they have.

- Heavy app user

Instant, tangible rewards

Rewards is not about the size, but should be **seamlessly credited, easily visible, and available to redeem frequently** on a wide range of occasions

“ A reward page that tells you what you can get with 1000 points. Like staying in a hotel... or airline tickets... or you have to gain this much points. So it's easier to know what you can redeem, it motivates you.

- light app user



With high consumer trust and desire to simplify, potential for telco to become a content super-app

Entertainment super-app

Consumers seek convenience and are attracted to the idea of one app for all their entertainment needs – particularly **video content, gaming, and music**. This super-app would not only provide its own content, but partner with other platforms to **offer comprehensive options**

“ You should have comprehensive entertainment in one app, games, movies. Netflix and Spotify all in one app. They don't have to have their own, but at least they can partner, collaborate with the other platforms

- Heavy app user

Payment by phone credits

There is appetite among consumers to use phone credits to pay for more services, from **content packages up even till shopping and food delivery**, and **pay for it on their telco bill**. This reduces the need to transfer money to e-wallets and worry about potential credit card fraud

“ They should have a payment platform. Not just for phone credits, but make payment for food, anything at all. Taken from phone credit. So it becomes a payment tool and you can even transfer funds which can be deducted from your phone credit

- Heavy app user

Bill streamlining

This also benefits consumers who have to keep track of multiple subscription bills every month to Spotify, Netflix, and so on - **having it all in one place helps them simplify their billing routine**

Some consumers noted that they can **already pay for gaming currency using phone credits**, but this is done through the game app (Mobile Legend), not the telco app.

“ I can top up my diamond by using my phone credits, I use Mobile Legend. Payment method is the phone credits. But the option is not in the app itself

- Heavy app user



Stresses around Telcos in Indonesia focus on how data moves between accounts and different payment methods

Loyalty Rewards



While loyalty and rewards programs have benefited many users, some feel these bonus points could be utilised into actual data usage. Telcos could investigate such an idea as an opportunity for further data usage and long-term retention...

- “Maybe, you can add a function of the **amount of points** (bonuses) you get so they can be **exchanged for purchasing internet packages** or something else.”
- “The **points exchange in the form of data** packages or pulses.”
- “It provides **reward redemption for its loyal customers.**”



Stresses around Telcos in Indonesia focus on how data moves between accounts and different payment methods



E-wallets

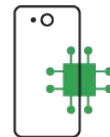
With the growth of e-wallets, more users are becoming acquainted and starting to implement e-wallets into everyday payments. Telcos will need to identify gaps in payment methods to ensure continued usage

- “We can use **e-wallet app** that designated to **make a payment.**”
- “It **converts phone credit to e-wallet.**”
- “Most of the connected features are **e-wallets** so that **top up of credit is easier.**”
- “Credit **purchases** feature **via e-wallet.**”



Stresses around Telcos in Indonesia focus on how data moves between accounts and different payment methods

Data Transfer



There are some frustrations where remaining data from the previous plan or month is not rolling over. Is there an opportunity here to alleviate some stress around data management for some users with different offerings?

- “It’s more transparent, **top-up credit but doesn’t get lost at the end of the month** roll over, especially for postpaid.”
- “I think the data usage should be increased and **reduce the price for old user.**”
- “The **migration and accumulation of data** quota.”



App Satisfaction:

Key takeaways and recommendations

Key takeaways



- Improving app quality pays off due to the strong correlation between app satisfaction and brand advocacy. **86% of those who positively rate the app regard themselves as brand promoters**
- New trends and desired features that could make telco apps remain relevant:
 - **Preference for a 'super app'**. 82% of app users prefer a **multi-functional singular app** compared to multiple single purpose apps
 - **App payments among prepaid customers** a growing trend due to ease and convenience
 - **Telco app users want more content** than what's available but due to market saturation of brands offering content, curation would be key.

Recommendations to improve brand metrics



- **Get the basics right, consistently**
 - Ensure **tasks that generate high satisfaction** (e.g. tracking usage, top ups) are reliable and seamless.
 - **Bugs** and poor interfaces put users off and could throw shade to the app's security.
- **Meet needs of secondary functions**
Rewards and discounts are popular activities but underperforms. Relevance and quality of rewards offered are factors that contribute to app satisfaction.
- **Innovate to meet consumer needs.**
 - Entertainment options within telco apps gain very high satisfaction among the groups that use them - an opportunity to upscale these functions (particularly movies and entertainment content)
 - Can a Telco App extend its role as a gateway to content through **providing recommendation and being part of the discovery process?**



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Thank you

