Apps: How to realize their full value

Telco, Thailand
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=1000 for Thailand Quantitative, with n=350 for Telco subset and 2 playgroups (n=4, each) per vertical for Qualitative research. Research covered 5 brands and their respective apps, as well as 4 other telco apps*.

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 56%
### Who are generally using telco apps?

#### Profiling

<table>
<thead>
<tr>
<th>Gender</th>
<th>39% Male</th>
<th>61% Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>45% (18-34)</td>
<td>55% (35-64)</td>
</tr>
<tr>
<td>Income</td>
<td>Less than 24,999 Baht</td>
<td>19%</td>
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<tr>
<td></td>
<td>25,000 - 49,999 Baht</td>
<td>32%</td>
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<tr>
<td></td>
<td>50,000 - 79,999 Baht</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>80,000 Baht or more</td>
<td>19%</td>
</tr>
</tbody>
</table>

#### Internet Usage

- **99% Daily**

#### Operating System

- **81% Android**
- **19% iOS**

#### Region

- **70% Metro**
- **30% Non-Metro**

#### Connection Devices

- **100% Smartphone**
- **49% Tablet**
- **63% Laptop Computer**
- **62% Desktop Computer**
- **22% Smart Speaker**

#### Smartphone Storage

- **Under 16GB** | 1%
- **16GB** | 3%
- **32GB** | 22%
- **64GB** | 31%
- **128GB** | 23%
- **Over 128GB** | 17%

#### Prepaid v/s Postpaid

- **Top up online** | 34%
- **Top up in-store** | 3%
- **Contract/Fixed bills** | 63%

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Think with Google
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 trialled 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 insights and recommendations

**Insights**

- Awareness of telco apps is high. Around 95 -100% of parent telco brand’s customers are **aware of telco apps**
- Penetration has room to improve. Between 9 - 43% of customers are **not using the apps of their current telco**
- Installed apps are also likely to become dormant or end in deletion without a proper usage guidance. **26% of App users have installed a telco app but never used**
- Successful app onboarding is a starting link to **building brand affinity**. **65% of successful onboarders have a strong brand affinity**

**Recommendations to improve brand metrics**

- **Focus on encouraging trial and successful onboarding**
  App awareness is not an issue, brands should spend more effort on promoting install or trial
- **Encourage installation through regularly used and influential touchpoints**
  e.g. app stores, brand websites, social networks, staff recommendations
- **Ensure a seamless trial experience to avoid dormancy or deletion**
  **Key reasons** why app users do not try apps after install are: a lack of understanding (35%); a complicated app design (26%); complex sign-up processes (26%)
  Simple digital processes could help trial and sign up. Users need education and reassurance about usage of telco apps
App Engagement:
Key insights and recommendations

Insights

- App engagement has a strong positive correlation with brand satisfaction and customer retention
  - 66% of ‘most frequent’ users are satisfied with the brand
  - 97% of ‘most frequent’ users are “quite or very likely” to stay with the brand

- 52% of app users prefer to engage with telcos via apps - users find Apps are quick, easy and safe. Many have multiple apps installed.

- Apps are preferred across all key telco activities; over 80% state they prefer to use an app for critical tasks such as viewing bills, bill payments, looking for discounts

- App users are encouraged to continue usage when apps are proven to be secure (43%), use less memory (39%), and when the app is updated regularly (39%)

Recommendations to improve brand metrics

- **Upkeep core features that bring app users back**
  E.g. viewing bills (54% perform regularly), paying bills (49%), and track data (45%)

- **Maximize opportunity areas around rewards and discounts**
  Telco apps are becoming increasingly popular for redeeming rewards (60% perform regularly) and discounts (65%) whereas prepaid functionality is underused as Thailand is predominantly postpaid

- **Raise awareness of underutilized yet helpful features**
  Assuming they work well, underutilized entertainment features such as video (20% perform regularly), music (18%) and gaming (17%) can help increase the value of an app to users
## App Satisfaction: Key insights and recommendations

### Insights

- **App satisfaction is strongly correlated** with brand recommendation - *97% who positively rate the app regard themselves as brand promoters*

- **79% of app users would prefer a multi-functional singular app** compared to multiple single purpose apps.

- As well as providing a channel that is safe during Covid such as an app, brands can meet **changing consumer needs** providing convenience - *53% strongly agree they can use apps from anywhere; 48% state they are more convenient than in-branch*

- **36% of telco app users are prepaid customers**, with app payments being a growing trend due to **ease and convenience**

### Recommendations to improve app metrics

- **Get the basics right, consistently**
  
  Ensure **critical tasks** (e.g. tracking usage, top ups, bills) are reliable, seamless & elicit high satisfaction. **Bugs** and poor interfaces quickly put users off.

- **Meet needs of secondary functions**
  
  **Rewards and discounts** are popular activities but they seem to be underperforming slightly. Can brands offer more?

- **Understand changing consumer needs**
  
  Primary reasons for using telco apps include staying safe during the pandemic and digital being safer than cash.

- **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 gaming content**). Gaming is popular and consumers are looking to monetize this in the future. **Voice** is also a desired innovation.
There is a strong relationship between brands metrics and app usage. Increase in brand metrics are evident as a user engages more with the app.

**Summary of Findings**

- **Affinity Brand Metric**
  - 13% Unaware of app
  - 22% Initial awareness of app
  - 25% Deeper awareness of app
  - 65% Successful app onboarding
  - 87% Use app regularly
  - 90% Use app most frequent
  - 97% Rated as great app (top2box)

- **R² = 0.9227**

- **App Familiarity**
  - App Discovery and Onboarding
  - App Engagement
  - App Satisfaction

- **Think with Google**
There is a strong relationship between brands metrics and app usage. Increase in brand metrics are evident as a user engages more with the app.

Summary of Findings

1. Satisfied $R^2 = 0.968$
2. Retention $R^2 = 0.8839$
3. Brand Promoter $R^2 = 0.9366$
App Discovery and Onboarding

How does awareness and onboarding of an app impact brand metrics?
The highest increase in brand affinity occurs when a user transitions from install to successfully onboarding on an app.

Affinity Brand Metric:
- Unaware Of app: 13%
- Initial Awareness of app: 22%
- Deeper awareness of app: 25%
- Successful app onboarding: 65%
- Use app regularly: 87%
- Use app Most frequent: 90%
- Rated as great app (top2box): 97%

App Discovery and Onboarding:
- R² = 0.9227

App Familiarity:
- App Discovery and Onboarding
- App Engagement
- App Satisfaction

Affinity
Prioritise featured ads in app stores, brand websites and social to drive awareness; leveraging staff is also important.
Opportunity to encourage app users to leave online reviews as these are highly influential on decision making

Typical touchpoints used

10%          15%          20%          25%          30%          35%          40%          45%          50%          60%

Niche Touchpoints

Online

1. Reading Reviews Online
2. Offline Advertising

Crucial Touchpoints

Online

1. Featured apps within app stores
2. I see it shared / talked about on websites

Offline

1. Staff Recommend them
2. Through Brand Websites

Secondary Touchpoints

Online

1. Searching within app stores
2. Through offline advertising

Offline

1. Through News Articles
2. Through Brand Websites

Less Influential

30%

Through News Articles

35%

Through Search Engines

40%

Reading Reviews offline

45%

Searching within app stores

50%

Staff Recommend them

55%

I see it shared / talked about on websites

60%

Through Brand Websites

Source: CJ5. How do you typically find out about new apps?
CJ6. How influential are these in persuading you to install an app?
Total Sample = 350
1 in 4 have an app installed that they never used, due to not understanding what the app offers or down to poor design.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use a different app instead</td>
<td>40%</td>
</tr>
<tr>
<td>I don't understand what the app provides me</td>
<td>35%</td>
</tr>
<tr>
<td>The app design or user experience is complicated</td>
<td>26%</td>
</tr>
<tr>
<td>The sign up process looks complex</td>
<td>26%</td>
</tr>
<tr>
<td>I need someone to help me / teach me more</td>
<td>21%</td>
</tr>
<tr>
<td>I haven't had the time</td>
<td>20%</td>
</tr>
<tr>
<td>It is too risky to sign up to new products during Covid-19</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: CU3. How familiar are you with each of these <PIPE DUMMY CODE FROM S6a> apps? Drag each into the appropriate box below.
CU3a. Why have you installed telco apps but not used them?
Total Sample = 350, Have installed apps but not used = 91
Main telco apps are well-established, but customers need assurance on how their information is being kept and used

Onboarding is smooth, but registration can be improved

Thai consumers are used to telco apps and capable of independently searching for, downloading, and registering on their own. However, there is still room for improvement in terms of making registration more seamless and reassuring consumers about how their data is being used.

Facilitate more exploration of new content/functions

As Thai consumers are relatively tech-savvy, they are comfortable with apps in general and confident to explore the telco apps on their own. As a result, they have discovered many functions beyond the basic telco management needs, such as gaming, content, and lifestyle rewards. A well-laid out and attractive app can further encourage discovery of new functions.

"At the beginning... you enter a lot of information because that's the first time that you would use it. It's okay to enter important data. But the telco provider has to make sure that that personal information is very secure, for example, ID card number credit card number, so at first they should give us that confidence."

- Heavy app user

"I bought a plan that lets me use social media for free and with faster internet and it also includes TrueID. It's just a few hundred baht extra, and I get a free subscription to try."

- Light app users
App Discovery and Onboarding: Key insights and recommendations

Insights

- Awareness of telco apps is high. Around 95 - 100% of parent telco brand’s customers are aware of telco apps.
- Penetration has room to improve. Between 9 - 43% of customers are not using the apps of their current telco.
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App Engagement

How frequently is the app used?
There is another jump in brand affinity when a user moves towards using an app regularly.

- Unaware Of app: 13%
- Initial Awareness of app: 22%
- Deeper awareness of app: 25%
- Successful app onboarding: 65%
- Use app regularly: 87%
- Use app Most frequent: 90%
- Rated as great app (top2box): 97%

Affinity Brand Metric:

- App Familiarity:
  - App Discovery and Onboarding
  - App Engagement
  - App Satisfaction

$R^2 = 0.9227$
So how do we deepen app engagement?

After increased usage where an app become the favoured app ("most frequent" used).....

<table>
<thead>
<tr>
<th>Affinity (among brand users)</th>
<th>Satisfaction (among brand users)</th>
<th>Retention (among brand users)</th>
<th>NPS (among brand users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9 in 10</strong> like / love the brand (top2box)</td>
<td><strong>7 in 10</strong> are satisfied with the Brand (top2box)</td>
<td><strong>9.5 in 10</strong> are likely to stay with the brand (top2box)</td>
<td><strong>7 in 10</strong> are likely to recommend the brand (top2box)</td>
</tr>
</tbody>
</table>

**Key for App Engagement**

01 Brand affinity is strongly linked to levels of app engagement

02 Correlation with brand satisfaction has risen dramatically as engagement deepens

03 Nearly all consumers are likely to stay with the brand. Very strong correlation

04 Correlation with recommendations has risen as engagement deepens - links to the stronger brand affinity

Think with Google
Apps are the preferred channel for app users to interact with a telco provider.

52% prefer to engage with brands through their apps.

35 - 64 year olds are skewing the results for preferring to speak with employees on the phone (54%).

- 29% Via an employee on the phone
- 11% Via their website
- 5% Via an employee in person
- 3% Via email

Source: CU10. Which would be your preferred way to engage with <PIPE DUMMY CODE FROM S6a> brands? CU10a. You said you would prefer to engage with <PIPE DUMMY CODE FROM S6a> brands via apps. Why is this?

Total Sample = 350; Prefer to engage via App n = 181
App users have multiple telco apps installed which appear to have specific functions for them.

2.7 telco apps installed on average

6.4 activities are regularly performed in telco apps, on average

3 activities are performed weekly, on average

Source: Source: CU11. What activities do you regularly perform when you use PIPE DUMMY CODE FROM S6a apps? Total Sample = 350
Apps are preferred channel to engage with telco providers as they are quick, convenient and easy

Reasons for engaging with brands through an app

- It is quicker: 60%
- I can do it from anywhere: 58%
- They are very user-friendly: 55%
- I can access them any time of the day or night: 54%
- I find it easier: 53%
- I can deal with all my accounts in one place: 43%
- It is the method I have always used: 39%
- It is safer in the current climate (i.e. Covid-19): 38%
- They have all my details stored: 38%
- It has all the features I need: 32%
- I prefer the limited features: 20%
- I prefer the security process (i.e. 2 factor authentication): 20%
- I prefer not having in-person interaction: 18%
- The app provides special features that other channels don't: 14%

Source: CU10. Which would be your preferred way to engage with <PIPE DUMMY CODE FROM S6a> brands? CU10a. You said you would prefer to engage with <PIPE DUMMY CODE FROM S6a> brands via apps. Why is this? Total Sample = 350; Prefer to engage via App n = 181
There is a strong preference for apps across all activities, managing bills and entertainment are key pulls for app usage.

<table>
<thead>
<tr>
<th>Activity Preference (%)</th>
<th>App</th>
<th>Mobile Website</th>
<th>Desktop Website</th>
<th>Store / Branch</th>
<th>Call Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>View my bills</td>
<td>88</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For games</td>
<td>86</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Make bill payments</td>
<td>86</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(postpaid)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Look for discounts /</td>
<td>84</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>promotions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For video entertainment</td>
<td>84</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For music entertainment</td>
<td>83</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Check or redeem rewards</td>
<td>82</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>/ Loyalty schemes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track data usage</td>
<td>78</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Track Orders</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manage mobile data plan</td>
<td>75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Add to/top-up my</td>
<td>74</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>mobile data plan (prepaid)</td>
<td>73</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subscribe to/manage</td>
<td>71</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>add-on services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For opportunity of</td>
<td>70</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>additional income (agents)</td>
<td>62</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Change what payment</td>
<td>61</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>method I use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apply for new services</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Engage with customer</td>
<td>62</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>service</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Check for network</td>
<td>62</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>outages</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Troubleshoot tech issues</td>
<td>54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: CU14. Please tell us your preference for which method you would prefer to perform each activity shown below?
Total Sample = 350
Telco apps are used to help tracking and payment - as well as money saving through discounts and rewards.

**Common Telco App Behaviours**

- Look for discounts / promotions: 65%
- Check or redeem rewards / loyalty schemes: 60%
- View my Bills: 54%
- Make bill payments (postpaid): 49%
- Track data usage: 45%
- Manage mobile data plan: 35%
- Add to/top-up my mobile: 30%
- Engage with customer service: 26%
- Change what payment method I use: 24%
- Subscribe to / Manage Add-on services: 22%
- Apply for new services and products: 20%
- For video entertainment: 20%
- For Music Entertainment: 18%
- Check for network outages: 17%
- For Games: 17%
- Track orders: 16%
- Troubleshoot tech issues: 16%
- For opportunity of additional income: 10%

Source: CU11. What activities do you regularly perform when you use <PIPE DUMMY CODE FROM S6a> apps? Total Sample = 350
Being a postpaid market, there is less management of mobile data in Thailand

### Common Telco App Behaviours

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<tr>
<th>Activity</th>
<th>Percentage</th>
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Source: CU11. What activities do you regularly perform when you use PIPE DUMMY CODE FROM S6a apps? Total Sample = 350
Some users are regularly looking for entertainment in Telco apps, an opportunity to continue pursuing

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- For Music Entertainment: 18%
- Check for network outages: 17%
- For Games: 17%
- Track orders: 16%
- Troubleshoot tech issues: 16%
- For opportunity of additional income: 10%

Source: CU11. What activities do you regularly perform when you use <PIPE DUMMY CODE FROM S6a> apps? Total Sample = 350
4 in 10 telco app users are using prepaid service and the majority prefer to renew their credit via apps.

36% of telco app users are paying for their smartphone services through prepaid means.

Preferred Method For Paying Prepaid Service:
- Apps: 75% (Current), 78% (Future)
- USSD: 15% (Current), 10% (Future)
- In-Store: 5% (Current), 7% (Future)
- Over a phone call: 5% (Current), 5% (Future)

TELCO1: When you currently update your prepaid mobile service (e.g. top-up / checking data), what is your preferred method?
TELCO3: Thinking into the future, what do you think will be your preferred method of updating your prepaid mobile service?

Sample - those who top-up smartphone data in advance online or in-store = 130
Payment via apps offer convenience and help users to manage their plan

### Reasons For Choosing Telco Apps

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It will be the most convenient option for me</td>
<td>76%</td>
</tr>
<tr>
<td>I think it will be easier to manage my plan</td>
<td>53%</td>
</tr>
<tr>
<td>It is my current method and I prefer to keep it the same</td>
<td>36%</td>
</tr>
<tr>
<td>I’ve been recommended to update my service via apps</td>
<td>21%</td>
</tr>
<tr>
<td>I’m unsure of how to update my service in a different way</td>
<td>8%</td>
</tr>
</tbody>
</table>

78% of prepaid users are intending to go with apps as their preferred payment in the future.

Among the 15% of prepaid users currently using USSD for payment, 75% will look to switch to Apps in the future. [Note very small base size, n<20]
App users continue to use apps if they are regularly updated and provide safety in terms of both data and health

<table>
<thead>
<tr>
<th>Continued Usage (Top 10)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have to use the app as it is with my provider</td>
<td>47%</td>
</tr>
<tr>
<td>If it proved it was secure and safe</td>
<td>43%</td>
</tr>
<tr>
<td>It it takes up less memory on my smartphone</td>
<td>39%</td>
</tr>
<tr>
<td>If the app was updated regularly with new, useful features</td>
<td>39%</td>
</tr>
<tr>
<td>When the app notifies me of any changes</td>
<td>32%</td>
</tr>
<tr>
<td>If the app was updated regularly to fix bugs</td>
<td>32%</td>
</tr>
<tr>
<td>If it sends useful notifications</td>
<td>31%</td>
</tr>
<tr>
<td>If a social media influencer endorsed it (e.g. YouTube, Facebook)</td>
<td>29%</td>
</tr>
<tr>
<td>If I saw the app used / talked about on social media</td>
<td>27%</td>
</tr>
<tr>
<td>If it shows its relevance during COVID-19</td>
<td>22%</td>
</tr>
</tbody>
</table>

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 to ensure security is always a top priority.

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 be 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 banking.

We have seen that WOM is a key influencer in the path to purchase - but it doesn't end just at download. These recommendations need to continue into usage to encourage repeated and regular behaviour. People influence people.

Source: CJ7. What encourages you to continue to use <PIPE DUMMY CODE FROM 56a> apps rather than delete/uninstall them?

CJ8. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to continuing your use of a <PIPE DUMMY CODE FROM 56a> app.

Total Sample = 350
The app provides more opportunities for customers to engage with the telco

More than just telco management

The app interface allows users to manage their telco plans more conveniently, but also offers plenty of other functions to give consumers reasons to use the app, including games, content, and browsing for lifestyle rewards.

"I pay the bill on the app and then I use points to redeem the discount or I can get the discounts at the stores and also I can order something online. And I can watch movies on the app too.

- Light app user

Engagement with rewards drives usage

Rewards and promotions have become a key expectation for consumers when it comes to telcos, and the app is the key touchpoint for them to access these benefits. The more engaged they are with the rewards programme, the more often they log in to check for promotions and redeem points.

"I check for promotions every day. Whenever I go to the store or when I go to the malls, I have to check if the restaurants have the promotion on the telco app.

- Heavy app user

Intuitive UI to improve user experience

As consumers do more with their apps, a smooth, pleasing interface with easy navigation becomes increasingly important for a good user experience. This means helping them get around with minimal steps. A well-designed app boosts quality and service perceptions.

"If I can customize it or have anything that I use frequently on the top, that would be good. What I’m interested in should be upfront or on the first page so I can find it easily and use it.

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

**App Preference**
- 79% of app users prefer a single telco app covering multiple functions.
- 21% 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" with:
  - Strongly agree: 47%
  - ‘Agree’ and ‘Strongly agree’: 89%

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 Thailand.

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

Source: CJ2. Looking at the list below, how much do you agree or disagree with the following statements as to why you use <PIPE DUMMY CODE FROM S6a> apps?

CU9. Thinking about using apps in general, which of the following options would you prefer when using your <PIPE DUMMY CODE FROM S6a> services?

Total Sample = 350
Telcos have the opportunity to capture user attention and future usage through entertainment content

What Content Appeals To Telco App Users?

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Availability</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>57%</td>
<td>72%</td>
</tr>
<tr>
<td>News</td>
<td>53%</td>
<td>58%</td>
</tr>
<tr>
<td>Movies</td>
<td>45%</td>
<td>72%</td>
</tr>
<tr>
<td>Gaming</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>Sports</td>
<td>33%</td>
<td>44%</td>
</tr>
<tr>
<td>Music</td>
<td>33%</td>
<td>53%</td>
</tr>
<tr>
<td>International</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Asian/Local</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Kids</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Potential opportunity

TELCO10. And just to ask something a little bit different. Which of these following types of content appeal to you?
TELCO11. And which of these types of content do you think are widely available to you?
Total Sample = 350
As the market becomes saturated with content providers, stretch apps would need to have a differentiated offering.

**Content apps face a saturated market**

Telco providers often have supplementary apps for content, but heavy content consumers tend to prefer trendy and popular digital streaming services like Netflix and Spotify. They perceive that the telco apps, not being specialized providers, does not offer unique or exciting content.

“...What they do is not that attractive. For example, if they said that their channel is more exclusive, or maybe this is only available at this app, then I think that this is going to be more attractive. because if I can find it elsewhere, then I don't need to watch it here.

- Heavy app users

TELCO10. And just to ask something a little bit different. Which of these following types of content appeal to you?

TELCO11. And which of these types of content do you think are widely available to you?

Total Sample = 350
App Engagement: Key insights and recommendations

**Insights**

- App engagement has a **strong positive correlation** with brand satisfaction and customer retention
  - **66%** of ‘most frequent’ users are satisfied with the brand
  - **97%** of ‘most frequent’ users are “quite or very likely” to stay with the brand

- **52% of app users** prefer to **engage with telcos via apps** - users find Apps are quick, easy and safe. Many have **multiple apps installed**.

- Apps are preferred across all key telco activities; over 80% state they **prefer to use an app for critical tasks** such as viewing bills, bill payments, looking for discounts

- App users are encouraged to **continue usage** when apps are proven to be **secure (43%)**, use **less memory (39%)**, and when the app is **updated regularly (39%)**

**Recommendations to improve brand metrics**

- **Upkeep core features that bring app users back**
  E.g. viewing bills (54% perform regularly), paying bills (49%), and track data (45%)

- **Maximize opportunity areas around rewards and discounts**
  Telco apps are becoming increasingly popular for redeeming rewards (60% perform regularly) and discounts (65%) whereas **prepaid functionality** is underused as Thailand is predominantly postpaid

- **Raise awareness of underutilized yet helpful features**
  Assuming they work well, underutilized entertainment features such as video (20% perform regularly), music (18%) and gaming (17%) can help increase the value of an app to users
App Satisfaction

How satisfied is the user with the app?
Increasing app satisfaction creates not only strong links to brand affinity...

App Satisfaction

- R² = 0.9227

**Affinity Brand Metric**

- 13% Unaware of app
- 22% Initial awareness of app
- 25% Deeper awareness of app
- 65% Successful app onboarding
- 87% Use app regularly
- 90% Use app Most frequent
- 97% Rated as great app (top2box)

**App Familiarity**

- App Discovery and Onboarding
- App Engagement
- App Satisfaction

*Think with Google*
When consumers are satisfied with their app, there are strong positive links with all metrics. If recommendation is high, it will lead to new consumers starting their app journey.

<table>
<thead>
<tr>
<th>Affinity (among brand users)</th>
<th>Satisfaction (among brand users)</th>
<th>Retention (among brand users)</th>
<th>NPS (among brand users)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9.5 in 10</strong> like/love the brand (top2box)</td>
<td><strong>9 in 10</strong> are satisfied with the Brand (top2box)</td>
<td><strong>10 in 10</strong> are likely to stay with the brand (top2box)</td>
<td><strong>9 in 10</strong> are likely to recommend the brand (top2box)</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affinity</td>
<td>9.5 in 10</td>
</tr>
<tr>
<td>Satisfaction</td>
<td>9 in 10</td>
</tr>
<tr>
<td>Retention</td>
<td>10 in 10</td>
</tr>
<tr>
<td>NPS</td>
<td>9 in 10</td>
</tr>
</tbody>
</table>

If recommendation is high, it will lead to new consumers starting their app journey.
Safety during the pandemic and convenience are primary motivations for app usage

<table>
<thead>
<tr>
<th>Safety during the pandemic (% strongly agree)</th>
<th>Convenience (% strongly agree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>They keep me safe during the Covid-19 pandemic as I do not have to go outside</td>
<td>I can use them from anywhere and at anytime</td>
</tr>
<tr>
<td>45%</td>
<td>53%</td>
</tr>
<tr>
<td>They are more convenient than going in-store / in-branch</td>
<td>I like the ability to top-up my mobile data / pay my bills plan through the app</td>
</tr>
<tr>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>I prefer to use digital payments over cash</td>
<td></td>
</tr>
<tr>
<td>40%</td>
<td></td>
</tr>
<tr>
<td>Apps are safer than using cash</td>
<td></td>
</tr>
<tr>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

Source: CJ2. Looking at the list below, how much do you agree or disagree with the following statements as to why you use <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 350
Critical and regular tasks appear to be eliciting high satisfaction

Frequent Activities x Satisfaction

Apps need to continue to deliver to these critical activities

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?

Total Sample = 350
Telcos can continue to drive satisfaction in-app by promoting and delivering entertainment value.
Discounts and rewards are popular activities but seem to be under-performing slightly.

Infrequent yet Satisfied
- Make bill payments (Post Paid)
- View my Bills
- Troubleshoot tech issues
- Check for network outages
- Manage mobile data plan

Crucial Tasks, Performing Well
- Add to/top-up my mobile data plan
- Subscribe to/Manage Add-on services
- For Video Entertainment
- Track data usage
- For Music Entertainment

Infrequent and below Average Performance
- Apply for new services and products
- Check or redeem rewards/loyalty schemes
- Look for discounts/promotions

Frequent yet Underperforming
- Engage with customer service
- For opportunity of additional income

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?

Source: CU13. How satisfied are you with your app experience when it comes to the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
CU12. How frequently do you perform the following activities within your <PIPE DUMMY CODE FROM S6a> apps?
Total Sample = 350
A lack of app maintenance will only upset the user base; offer insights into future fixes and updates

### Deletion Top 10

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It has bugs / keeps crashing</td>
<td>43%</td>
</tr>
<tr>
<td>There were too many ads</td>
<td>35%</td>
</tr>
<tr>
<td>It takes up too much memory on my smartphone</td>
<td>30%</td>
</tr>
<tr>
<td>It’s too difficult to use</td>
<td>30%</td>
</tr>
<tr>
<td>I don’t use it enough</td>
<td>29%</td>
</tr>
<tr>
<td>It seemed to be draining my battery</td>
<td>25%</td>
</tr>
<tr>
<td>I changed telco provider</td>
<td>23%</td>
</tr>
<tr>
<td>I had security and/or privacy concerns</td>
<td>23%</td>
</tr>
<tr>
<td>It was using too much data from my mobile data plan</td>
<td>22%</td>
</tr>
<tr>
<td>It gives too many push notifications</td>
<td>22%</td>
</tr>
</tbody>
</table>

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

Another key concern is app data and memory usage. As data can be expensive and there is limited smartphone storage, users will always consider this factor.

1 in 4 users delete telco app for privacy/ security concerns. As customers sensitive data increasingly stored online, data security and privacy should be priority, as well as clearly communicating this to them for reassurance.

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.

<table>
<thead>
<tr>
<th>Brand Equity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>53% do not delete telco apps</td>
<td></td>
</tr>
<tr>
<td>22% delete telco apps less often than every few months</td>
<td></td>
</tr>
</tbody>
</table>

Source: CJ9. Thinking now specifically about apps, what are the typical reasons why you delete / uninstall these? CJ10. Thinking of the reasons you chose previously, please rank in terms of importance when it comes to deleting a app. Total Sample = 350
Telcos should continue to innovate their offerings towards safety, point rewards, and other modes of access (i.e. voice)

Gamification

Customers are expecting more from their loyalty and reward programs. There is a willingness to participate in extra activities to amass these points, and telco providers can see this as an exciting opportunity to work towards...

- “Using points to exchange for products and not just discounts”
- “Playing games for points that can be used to add money to the phone”
- “Recommendation menu/answering evaluation survey to collect points that can be used to exchange for product”

Source: CUB. Are there any features you wish your apps had that are currently not available? Total Sample = 350
Telcos should continue to innovate their offerings towards safety, point rewards, and other modes of access (i.e. voice)

Digital safety

Serving customers online means protecting details and finances from any threat. As more users come online, either by choice or force due to Covid, people are expecting better security procedures in place

- “Finger scan”
- “Safety for the customers”
- “Comprehension and security of personal information”
- “Proficient security system that prevents information leakage and hacking”

Source: CUB. Are there any features you wish your apps had that are currently not available? Total Sample = 350
Telcos should continue to innovate their offerings towards safety, point rewards, and other modes of access (i.e. voice)

Voice Control

Voice assistants are becoming more popular in society, and there is a growing appetite for integration into apps. There is an opportunity to be at the forefront of innovation presuming it can work with high security.

Voice can transcend literacy so the challenge will be in understanding how/what people ask for (e.g. transactions vs. payments). There is a need to link to real language, not financial/telco jargon

- “Voice control. No need to press anything.”
- "Voice control"
- “Making a call with voice control”

Source: CUB. Are there any features you wish your <PIPE DUMMY CODE FROM 56a> apps had that are currently not available? Total Sample = 350
Telcos have the opportunity to capture user attention and future usage through entertainment content.

<table>
<thead>
<tr>
<th>Category</th>
<th>Availability</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertainment</td>
<td>57%</td>
<td>72%</td>
</tr>
<tr>
<td>News</td>
<td>53%</td>
<td>58%</td>
</tr>
<tr>
<td>Movies</td>
<td>45%</td>
<td>72%</td>
</tr>
<tr>
<td>Gaming</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>Sports</td>
<td>33%</td>
<td>44%</td>
</tr>
<tr>
<td>Music</td>
<td>33%</td>
<td>53%</td>
</tr>
<tr>
<td>International</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Asian/Local</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Kids</td>
<td>15%</td>
<td>19%</td>
</tr>
</tbody>
</table>

TELCO10. And just to ask something a little bit different. Which of these following types of content appeal to you?

TELCO11. And which of these types of content do you think are widely available to you?

Total Sample = 350
Consumers long for a super-app that consolidates lifestyle services, entertainment content and services

A superapp that can become a lifestyle partner

Telcos already have capabilities across different areas - particularly payments, lifestyle, and entertainment; often in separate apps. Consumers would prefer them to be combined to offer maximum convenience and more opportunities to earn rewards. There is also opportunity to expand more into financial services.

“
I want it all to be in one app, but not too complicated, and I don’t have to tap too much to find what I want. They should partner with everybody and make it convenient, with gaming and movies.
- Heavy app users
"

Become a one-stop content hub and curator

The telco app already manages their data access. There is potential for it to manage their content subscriptions and streamline payments through one account. This is also an opportunity for the telco to curate content, directing recommendations towards its own content apps.

“
It’s easier to watch movies on a telco app than to find movies on Google to watch online. When I go to Google I need to know the specific name of the movie I want to watch. But [Telco App A] has categories so I can browse to easily find what I want to watch.
- Light app user
"

Innovate to meet customer service needs

The app can become a key touchpoint to manage customer services more effectively through digital means, but needs to improve the quality of service recommendations to replace calling the hotline/visiting the telco branch.

“I don’t renew my contract though the app - I contact the call centre as they give better promotions than the app. But if the call center proposal is the same as the app, then I would use the app as it is easier.
- Heavy app user
"
App Satisfaction: Key insights and recommendations

**Insights**

- App satisfaction is **strongly correlated** with brand recommendation - 97% who positively rate the app regard themselves as brand promoters.

- 79% of app users would **prefer a multi-functional singular app** compared to multiple single purpose apps.

- As well as providing a channel that is safe during Covid such as an app, brands can meet **changing consumer needs** providing convenience - 53% strongly agree they can use apps from anywhere; 48% state they are more convenient than in-branch.

- 36% of telco app users are **prepaid customers**, with app payments being a growing trend due to **ease and convenience**.

**Recommendations to improve app metrics**

- **Get the basics right, consistently**
  
  Ensure **critical tasks** (e.g. tracking usage, top ups, bills) are reliable, seamless & elicit high satisfaction. **Bugs** and poor interfaces quickly put users off.

- **Meet needs of secondary functions**
  
  **Rewards and discounts** are popular activities but they seem to be underperforming slightly. Can brands offer more?

- **Understand changing consumer needs**
  
  Primary reasons for using telco apps include staying safe during the pandemic and digital being safer than cash.

- **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 gaming content**). Gaming is popular and consumers are looking to monetize this in the future. **Voice** is also a desired innovation.
Thank you