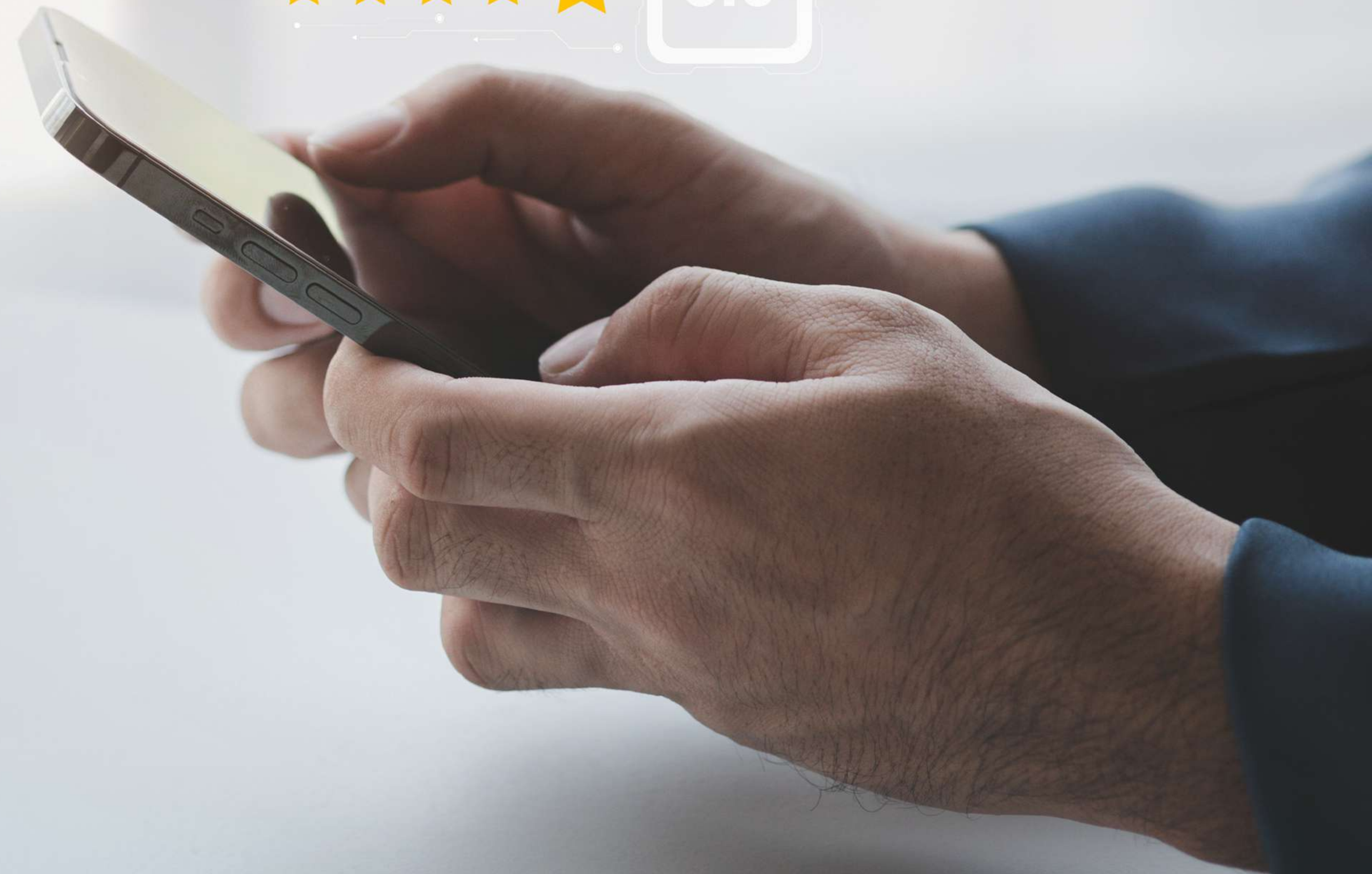




**Indosat did 20 times  
more surveys in the  
last 6 months than  
in the past 1 year.**



5.0

# 100K USD

saved on research

# 10X

response rate increased

# 20X

survey rate increased due to quick analysis

“

“The best thing about SurveySensum is its simplicity. The user interface is so simple, that it made creating questions very easy, even for a new person. And their customer service is exemplary.”

– Numan Ardhi Nugraha, Product and Customer Insight



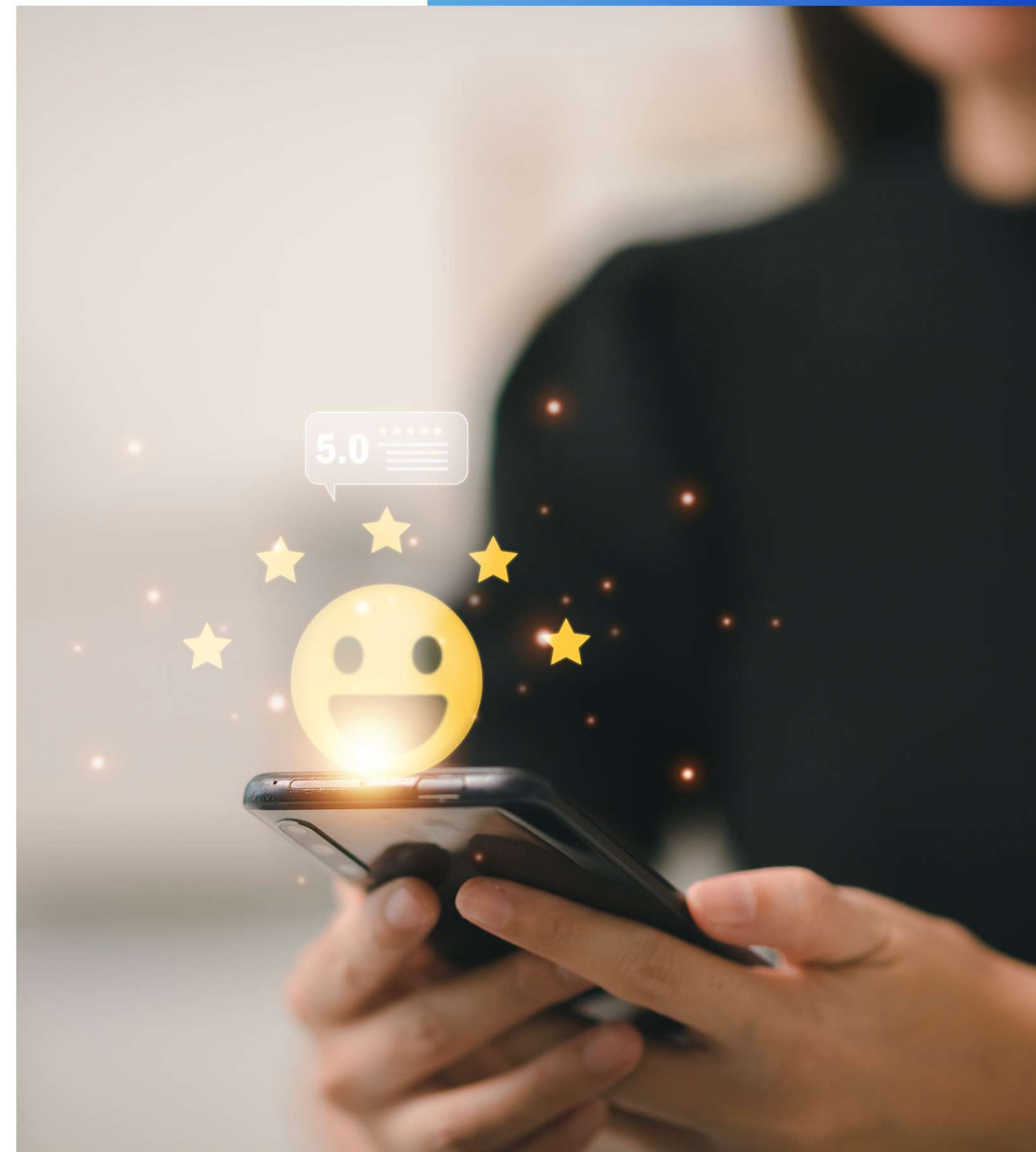
# Survey your customers where they are and boost your response rate by 10 times

## The Challenge:

Indosat's CX team wanted to communicate with the customers seamlessly without overwhelming them with too many surveys or communication materials. The Indosat team of 7 was calling its customers out to gather their feedback. But, the response rate was extremely low as the people didn't respond and the analysis took days. Moreover, customers were annoyed with Indosat's multiple emails and surveys that were being sent to them.

## The Solution:

Indosat shifted to WhatsApp and other online surveys. Not only were they able to limit the number of surveys and emails sent to each customer, but they also started receiving real-time feedback. And customers were so happy with this approach that their response rate was boosted by 10 times.



# Identify the customer challenges and increase the satisfaction rate by 9 points

## The Challenge:

A lot of customers were buying sim cards from the modern trade, but after some time the sales went down and the satisfaction rate reduced.

## The Solution:

After launching CSAT surveys to those customers, the product team identified that they were unable to get those sim cards activated. They fixed the issue. Now customers can immediately activate their sim cards and the **satisfaction rate increased by 8-9 points.**



# Resolving one problem can improve the service for **EVERYONE**

## The Challenge:

As the team shifted their surveys to WhatsApp, they started getting 10 times the responses. Now with more data came better analysis and they found out that some customers were facing issues with the network coverage.

## The Solution:

After interacting with those few customers it was concluded that the network issue occurred while they were moving. The MSSDN identified the regions where the coverage is weak and fixed it. Now with just a handful of feedback/complaints, this problem was resolved for everyone in the area.



# How did they leverage SurveySensum surveys?

- They started surveying to test a new product in the market.
- They started surveying to test the pricing of the products.
- They started surveying to test the new concept.
- They started surveying to analyze the store performance, agent performance, purchase channels, and more.
- They started surveying to gather customer feedback on their international roaming experience.

## **01 | Satisfied Product Team:**

The product team started receiving regular feedback. This helped them identify, analyze, and fix the issues on the regular basis.

## **02 | Increases Response Rate:**

The response rate increased by 10 times.

## **03 | Happy Customers:**

The customers stopped complaining about the number of surveys and emails sent to them.

## **04 | Increased Survey Rate:**

In the last 6 months, they were able to do 20 times more surveys than they used to do because of the quick analysis.

## **05 | Preferred channel of communication:**

The team identified that postpaid users prefer WhatsApp as their channel for communication.

## **06 | Do Not Disturb:**

It was identified that 40% of the customers are not opting for Do Not Disturb.

## **07 | Improved Network coverage**

# Indosat Ooredoo

Indosat Ooredoo is a telecommunications provider in Indonesia which is owned by Ooredoo Hutchison Asia, a joint venture between Ooredoo and Hutchison Asia Telecom Group (a part of CK Hutchison Holdings) since 2022. The company offers wireless services for mobile phones, and to a lesser extent, broadband internet lines for homes. Indosat operates its wireless services under two brands: IM3 and Three (3). These brands differ in their payment model (pre-paid vs. post-paid) as well as pricing. Indosat also provides other services such as IDD, fixed telecommunications, and multimedia. It is now the second-largest mobile telecoms business in Indonesia.

