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Tele2 is the best concerning customer satisfaction

An alternative mobile operator Tele2 has become the leader in terms of NPS [Net Promoter Score | hint]. 44% of respondents are ready to recommend the company's services to their surroundings, according to Romir Holding research. The operator outruns its nearest competitor in terms of the share of "promoters" by 6 percentage points. The most loyal users of Tele2 services are young people aged 18-24 and customers aged 45+.

The highest proportion of subscribers who are ready to recommend their operator to their social circle (44%) are among the Tele2 subscribers, as it was concluded by Romir research holding experts. At the same time, Tele2 is ahead of the nearest competitor by 6 p. p. in terms of NPS, ahead of those being on the third and fourth places – by 10 and 12 p. p. respectively.

The company's support index is 11 points and it is the highest through all the other operators. This metric is 8 points higher than its nearest competitor's, and 17 and 20 points higher than the other players' of the "big three" of mobile operators (their CSI dropped to negative numbers). According to Romir, Tele2 services are most highly appreciated by young people aged 18-24 and a mature audience aged 45 and older.

Experts noted that the service ecosystems created by operators was a tool to gain customers loyalty, while the focus shifts to non-telecom services during the pandemic. "Due to the small number of market players and subscribers already divided among them, operators have to focus on accompanying services", Romir explains. – "Recently, <...> the demand for Internet, cinema and other digital services has increased, especially during the pandemic. Operators are looking for new opportunities far beyond of just provision of communication services."

Tele2 was the first at the Russian market to focus on the evolvement of accompanying services, presenting the lifestyle enabler strategy in 2017. The company rethought the role of the operator as a provider of communication services and offered customers services beyond the traditional telecom. This business approach proves its efficiency year by year. Thus, 2020 first quarter's NPS in the Moscow region amounts to 59%.

The "Bolshe" (The "More") program aims to gain customer loyalty. It accumulates unique offers from hundreds of partner companies, such as discounts for taxi, restaurants, cinema and entertainment services, cashback from purchases in online supermarkets, English lessons for free and much more.

Romir Holding experts earlier agreed that Tele2 is a leader in customer service. According to the research, Tele2 customer service experts process clients' requests faster than other telecom market players: 1.5 minutes average holding-on-the-line time for Tele2 is almost 2 times shorter than one for the nearest competitor.

Source [<https://msk.tele2.ru/about/news-list/2020/08/05/tele2-luchshaya-po-ocenke-udovletvorennosti-klientov-msk> | link]