

KANTAR TNS

NPS Monitoring (syndicated study)

Scope of the research

Since January 2017 we ask every month thousands of individual telecom customers about their satisfaction. We use classic formula of NPS question with 0-10 scale: Na ile prawdopodobnie jest że poleciliby Pan / poleciliby Pani [marka z TOP1] rodzinie lub znajomym? (*How likely is it that you would recommend [telecom brand] to family or a friend?*)

Number of interviews conducted every month

	Total number of NPS interviews	Prepaid	Postpaid	Mix	Orange	T-mobile	Plus	Play	Others
January 2017	16 396	6 203	9 100	1 093	4 652	2 920	4 111	4 093	620
February 2017	16 111	6 243	8 756	1 112	4 321	2 905	4 082	4 172	631
March 2017	17 275	6 589	9 500	1 186	4 744	3 169	4 269	4 431	662
April 2017	14 988	5 726	8 237	1 025	4 201	2 548	3 805	3 872	562
May 2017	15 781	6 016	8 674	1 091	4 364	2 736	3 913	4 175	593
June 2017	14 744	5 664	8 069	1 011	4 017	2 656	3 647	3 903	521
July 2017	15 365	5 934	8 426	1 005	4 221	2 649	3 807	4 092	596
August 2017	15 953	6 094	8 843	1 016	4 546	2 752	3 944	4 140	571
September 2017	15 963	5 990	8 955	1 018	4 468	2 762	4 005	4 158	570
October 2017	15 811	5 775	9 003	1 033	4 262	2 875	3 964	4 131	579
November 2017	13 815	4 972	8 019	824	3 723	2 536	3 470	3 580	506
December 2017	11 324	4 126	6 477	721	3 112	2 054	2 850	2 893	415
January 2018	13 186	4 749	7 604	833	3 509	2 424	3 295	3 491	467
February 2018	12 389	4 664	6 925	800	3 312	2 383	3 084	3 173	437
March 2018	15 252	5 443	8 840	969	3 964	2 675	3 729	4 235	649
April 2018	12 395	4 385	7 263	747	3 013	2 224	2 880	3 210	1 068

Method of Running the Project

Interviews conducted in a constant and uniform manner

The NPS survey is a part of Kartezjusz research platform.

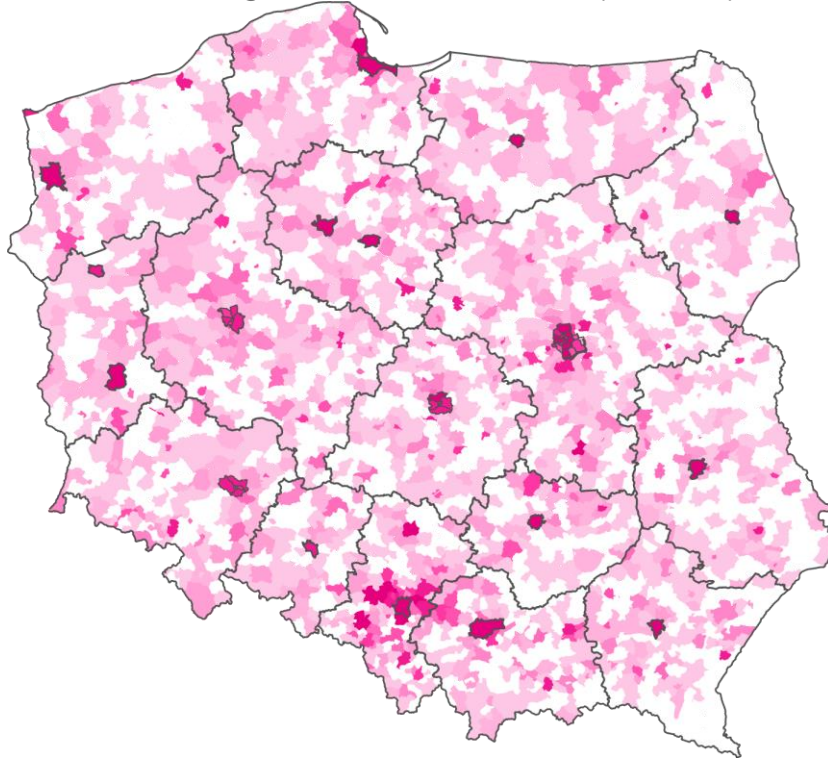
Research technique: CATI telephone interviews

Research sample:

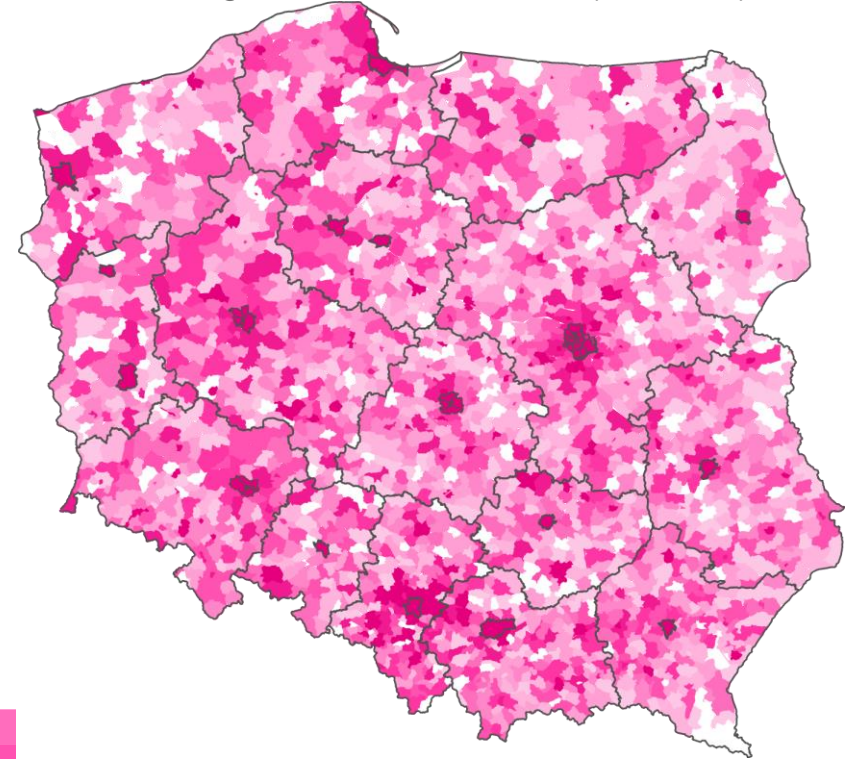
- Approximately 1000 interviews per day – we call randomly all possible (registered in Office of Electronic Communications) mobile prefixes. Thus the sample is **representative for all mobile numbers**.
- To achieve **demographic representativeness** we ask all respondents about: place of living (city / community, gender, age, education, net salaries and job status). We have weighting system according to Central Statistical Office demographic data.
- The methodology and quantity of interviews allow us to **present data on maps** divided into voivodeships, counties and even communities.
- **Freedom of including or excluding the different issues in the conducted project** – the idea behind the project assumes that you have almost unlimited possibilities to expand the Research, targeting all possible demographic groups and pay only for length of additional questions.

Kartezjusz reaches everywhere

Covering Poland after one week (N=5 000)



Covering Poland after one month (N=20 000)



LEGENDA

Brak wywiadów	5 wywiadów
1 wywiad	6-7 wywiadów
2 wywiady	8-10 wywiadów
3 wywiady	11-20 wywiadów
4 wywiady	>20 wywiadów

One Research—Many Benefits

Possible ways of using the Kartezjusz platform

Market growth rate	
Newly acquired customers	
New markets	
Basket of choices	
Direction of the changes	
Effectiveness of communication	
Brand situation	

HOW IS IT POSSIBLE?

- The participants of the project include only such people who recently (past quarter, month, week) experienced a certain phenomenon: contacted particular touchpoint, bought new offer etc.
- The survey encompasses the whole market
- Additionally, the constant survey provides the possibility to map the situation in time, for example, which of the competitors was considered more frequently, and when.

Variables included in the project (syndicated questions)

TOP1. W jakiej sieci jest ten numer?

TOP2. Czy jest to numer na kartę, na abonament czy w ofercie MIX?

TOP3. Czy numer jest zarejestrowany na osobę prywatną czy na firmę?

TOP.NPS.classic. Czy polecił(a)by Pan(i) [marka z TOP1] rodzinie lub znajomym?

D1_woj. Proszę powiedzieć, w jakim województwie Pan(i) mieszka?

D1_w. Proszę powiedzieć czy miejscowość w jakiej Pan(i) mieszka jest wsią czy miastem?

D1_ka. Proszę powiedzieć, w jakiej gminie Pan(i) mieszka? [lista gmin w województwie]

D1_k. Proszę powiedzieć, w jakim mieście Pan(i) mieszka? [lista miast w województwie]

D1_wiek. W którym roku się Pan(i) urodziła?

D1_wyksz. Jakie jest Pana(i) wykształcenie?

D1_plec. ANKIETER: ZAZNACZ PŁEĆ RESPONDENTA

C1_6. Jaki jest Pana(i) status zawodowy?

C1_7. Proszę powiedzieć, w jakim przedziale mieszczą się Pana(i) miesięczne dochody netto.

Waga demograficzna uwzględniająca: płeć, wiek, wielkość miejscowości, województwo, wykształcenie



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