

MTN GlobalConnect NPS 2021 Survey Report (short excerpt)



GlobalConnect

Customer Insights Survey Methodology Overview

- The research was conducted by an independent marketing consultancy, Resonance, with the prime interviewer being Hugh Myres.
- All interviews were recorded, manually transcribed and uploaded into a Computer-Aided Qualitative Data Analysis Software (CAQDAS) package called Atlas Ti for further analysis by theme, using appropriate quotations to support key findings
- The approach was mostly qualitative, to capture customers' current perceptions, with numerical ratings to establish scores for each touch point during the customer journey
- The key parameters investigated were awareness, business opportunity generation, experience with account/sales team, products quality, a mix of bilateral traffic, negotiation phase, quality and responsiveness of people, level of partnership, after-sales service
- Qualitative comments were obtained for differentiators, overall experience during 2021, any changes they'd like to see, the likelihood of contract renewal

Summary of Findings

An overall sense from the findings is that GlobalConnect has matured as an organisation, with very effective account management across the board which is mostly proactive on business opportunities, mostly bilateral traffic flow, greater thickness of relationships within GlobalConnect, few suggestions for new products, noticeable improvements in customer service, and a greatly improved NPS rating.

Regarding current levels of satisfaction, respondents are generally very happy with GlobalConnect, and yielded an improvement in NPS rating of 173% over 2020 to 59.1%. This range falls within the margin of error of 12%, so one can be confident that the NPS falls between 47% and 71%. Eight of the respondents gave a rating of 10 for the NPS question.

This year, the research focused on achieving feedback and ratings over the key touchpoints during the customer journey, from initial awareness, engagement with sales, negotiation phase, and customer service thereafter.

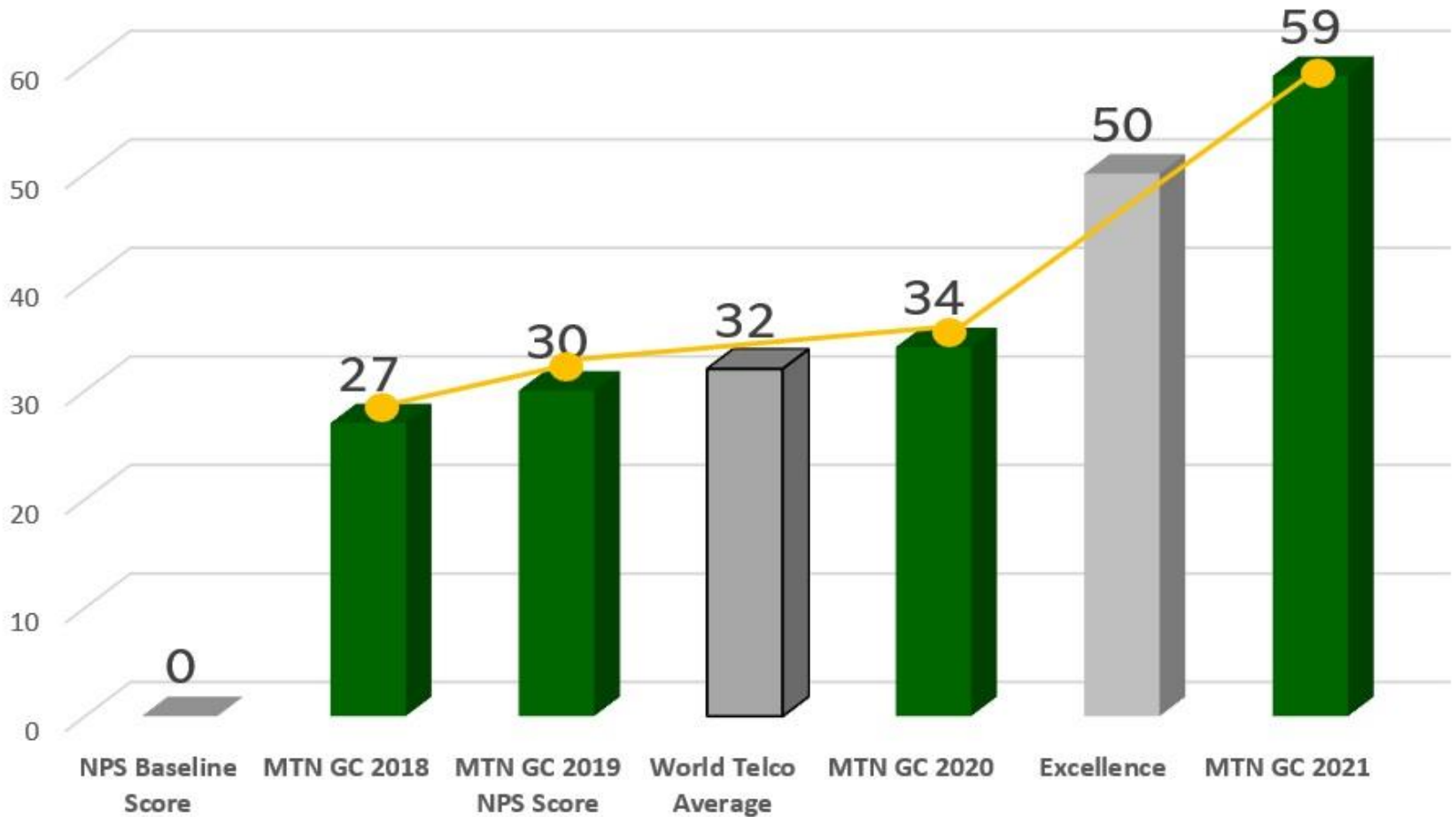
Satisfaction with account management and sales team was extremely high, with many respondents mentioning excellent responsiveness, especially when compared with other carriers. Clearly, the extent of connections within GlobalConnect has increased this year, with the average number of contacts reaching eight. General satisfaction with products and services was high.

Experience during the negotiation phase was very positive too, with some singling out GlobalConnect's determination to get the contracting achieved timeously.

All clients confirmed that they intend to continue and contract with GlobalConnect during 2022. Generally, clients were very pleased with GlobalConnect during 2021, commented that their growth had been impressive, and wished them well in their continued success.

MTN GlobalConnect NPS Journey

MTN GlobalConnect NPS Score Growth



- When customers were asked how likely they were to recommend GlobalConnect to their colleagues, an overall NPS of 59% was achieved.
- This is an improvement of 173% on 2020
- A rating in excess of zero is positive, 50% is classified as excellent, dependent on industry.
- According to 2018 CustomerGauge NPS & CX Benchmarks Report, the world average for telecoms companies is currently sitting at 32%.



What Our Customers Said

- They always listen to our ideas, and we always listen to their ideas. So basically, I would say that this is a proper partnership, where we basically brainstorm together what can be done, how can we done it and how can we...what kind of GTM we can apply here. So, I wouldn't say that we are just listening to them. I think this is more like a conversation
- I think it's their footprint so it's a big mobile Group in an interesting region. They are much more open and much more willing to explore new business than other carriers
- They've been going through a lot of changes. They've expanded their team quite significantly so there's been new people, new faces to build relationships with. But the business is progressing
- I must say they're very innovative and very proactive. They know wholesale very well and they're very committed to the Africa's connectivity in totality. So this is quite different from other wholesale players
- Any time they approached us they ask us how they can help us to grow. because mobile operator can be very arrogant
- We've done great things with GlobalConnect this year, we have structured our pricing, which is a big one for the wholesale environment. We've structured our products again
- That they can cover the countries where other suppliers cannot cover
- Like them being open and also willing to engage.
- I think they did a great job during this pandemic
- Trusts, alignment and the same thought process.

**To conclude
interviews,
our customers
added**

- I would just urge them to keep doing what they do. I think the leadership is good, Fred should just keep doing what he does.
- The demand of the response is critical and the service quality is excellent. It's really like; it's almost like total zero tolerance for disconnection for example.
- They're expanding, they're an ambitious company and I think they've hired very well, the interaction and discussion on new business services is always very productive. I actually very much appreciate the way of communicating from Fred.
- From what I see and what I understand, the company has a very professional people and their approached to business is also very nice and how we deal with the customers. So really you know I have a very good impression of MTN GlobalConnect.

Thank you

