

# Consumer Experience Report

2022



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# Background

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# 1. Background

This report covers customers' experiences with the Kingdom of Bahrain's main mobile, broadband and fixed-line providers. It is TRA's first annual consumer satisfaction comparison report. As part of TRA's goals to ensure consumer transparency, this report is published to help people make more informed decisions about which provider is most suitable for them.

By comparing the performance of the telecom providers from the consumers' perspectives, this report allows people to look beyond price when choosing between telecom providers. The report covers both residential and corporate customers' experiences in 2022. It compares various aspects of customer satisfaction with their telecom providers, including service experience, complaints handling and shop experience.



# Disclaimer

This report contains information that has been obtained from a survey sample of 1500 residential consumers and 500 corporate consumers and is indicative of the survey sample's opinions and perceptions only.

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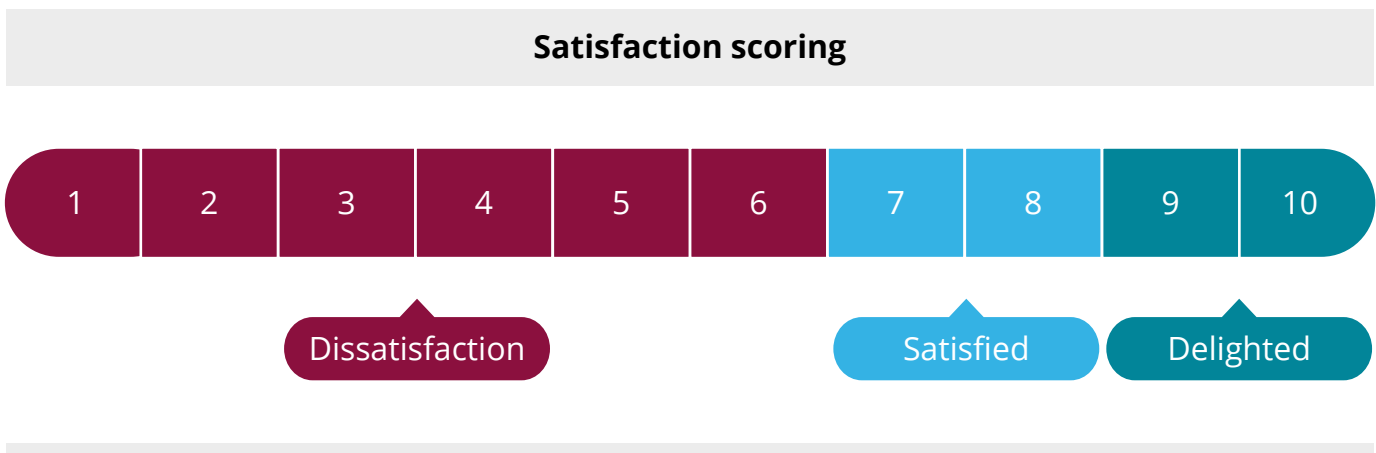
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# Satisfaction approach

Consumer satisfaction levels were measured on a scale of 1-10. Respondents were provided with questions and asked to score their telecom providers according to the following scale:

Score of 9-10 <b>(Delighted)</b>	This score represents a high level of customer satisfaction
Score of 7-8 <b>(Satisfied)</b>	This score represents an average level of customer satisfaction
Score of 1-6 <b>(Dissatisfied)</b>	This score represents a poor level of customer satisfaction





# 2

# Residential

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2.1 Mobile

2.2 Broadband

2.3 Fixed-line

# Key Insights

## Voice quality experience



Across all mobile network providers, the satisfaction with voice quality experience is notably high, with Batelco leading with a 62% satisfaction rate.

## Indoor/ outdoor network coverage



All mobile network providers have performed significantly better in relation to outdoor network coverage compared to indoor network coverage.

## Shop experience



Batelco achieves the highest rate of consumer satisfaction with shop experience across mobile (58%), broadband (64%), and fixed-line services (66%).

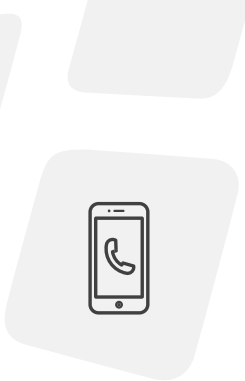
## Ability to carry out transactions



Zain achieves the highest rate of consumer satisfaction with the ability to carry out transactions online across mobile (68%), broadband (76%) and fixed-line (59%) services.



# 2.1 Mobile



The table below provides the top-scoring mobile network providers based on the providers obtaining the lowest levels of consumer dissatisfaction

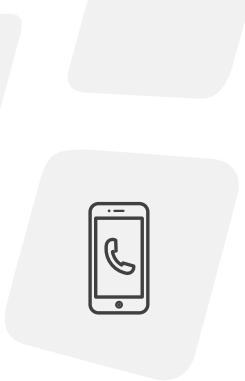
Areas of satisfaction														
Satisfaction with services							Customer service			Charging Activity		Consumer knowledge		
Overall satisfaction	Overall network experience	Voice quality experience	Speed of Mobile Internet / data quality experience	Outdoor network coverage	Indoor network coverage	Overall Prices of the services provided	Variety of offers	Complaints handling	Shop experience	Call center experience	Overall billing	Ability to carry out transactions online	Transparency of information	Tariff information availability
	★	★	★	★	★		★		★	★				
		★				★		★			★	★	★	★

★ Top-performer

Batelco is the top-performing mobile network operator, achieving the highest scores in satisfaction areas that include overall satisfaction, network experience, shop experience and call center experience

Zain follows after Batelco, particularly top-performing in satisfaction areas under 'charging activity' and 'consumer knowledge' such as overall billing and transparency of information

# 2.1 Mobile

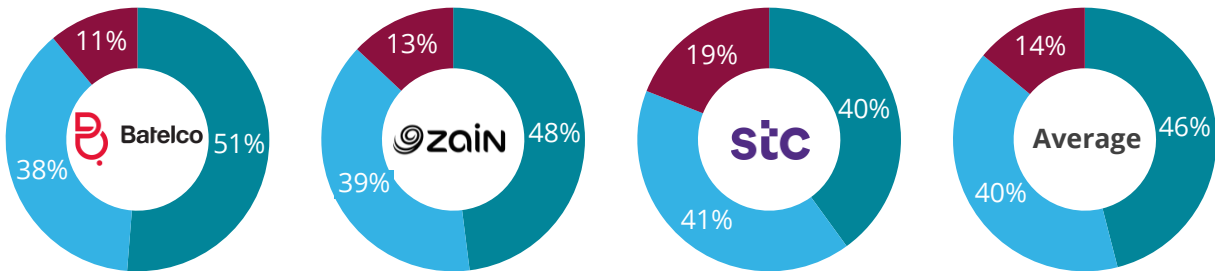


## Satisfaction with services

Overall satisfaction with mobile service provider



Delighted Satisfied Dissatisfied

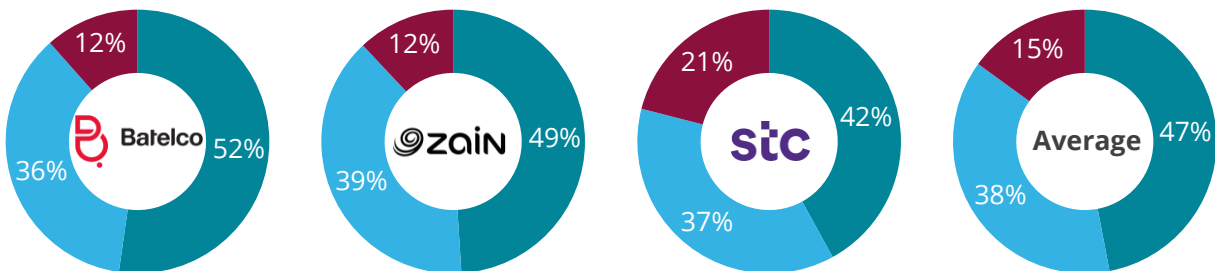


Batelco customers report the highest level of overall satisfaction (**51%**), followed by Zain (**48%**). STC customers (**40%**) were less likely to be satisfied than the average.

Overall network experience

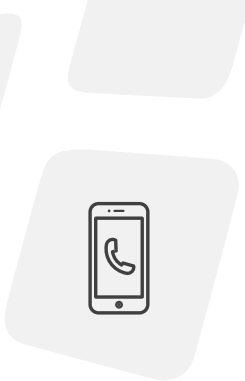


Delighted Satisfied Dissatisfied



Batelco (**52%**) leads with the highest level of consumer satisfaction with its overall network, followed by Zain (**49%**).

# 2.1 Mobile

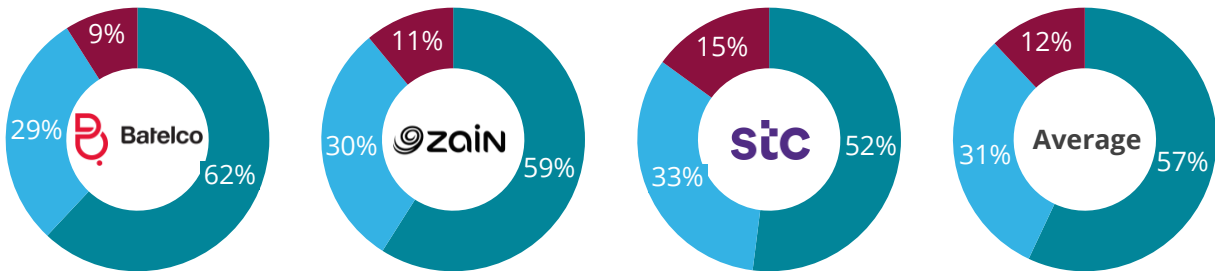


## Satisfaction with services

### Voice quality experience



Delighted Satisfied Dissatisfied

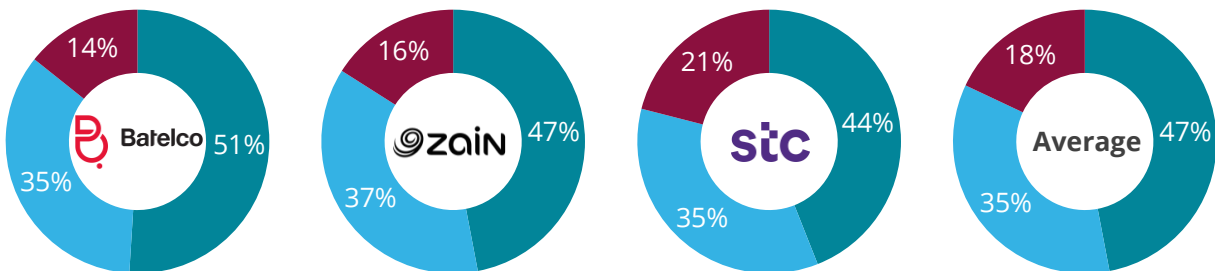


Batelco (**62%**) and Zain (**59%**) customers report a higher-than-average level of consumer satisfaction.

### Speed of mobile Internet / data quality experience



Delighted Satisfied Dissatisfied



Batelco (**51%**) leads with the highest satisfaction of customers with speed of Mobile Internet and data quality experience.

# 2.1 Mobile

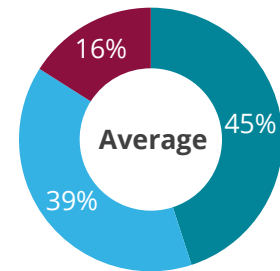
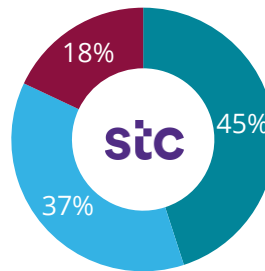
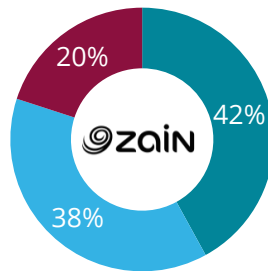
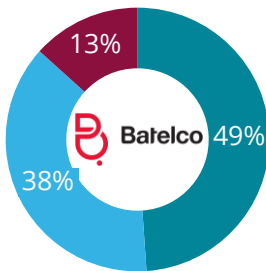


## Satisfaction with services

### Outdoor network coverage experience



Delighted Satisfied Dissatisfied

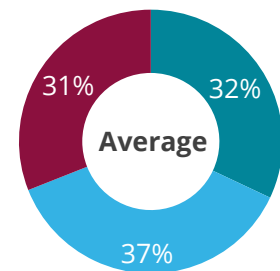
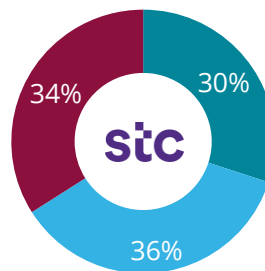
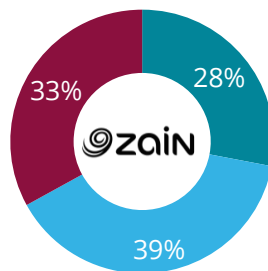
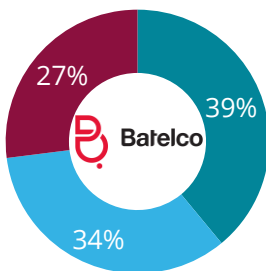


Batelco (**49%**) and STC (**45%**) report a higher-than-average satisfaction with the outdoor network coverage.

### Indoor network coverage experience

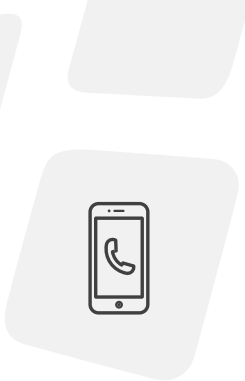


Delighted Satisfied Dissatisfied



Batelco's customers were more likely than average to be satisfied with the indoor coverage (**39%**), while STC (**30%**) and Zain (**28%**) were less likely to be satisfied.

# 2.1 Mobile

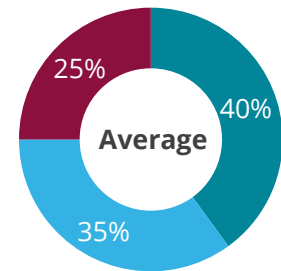
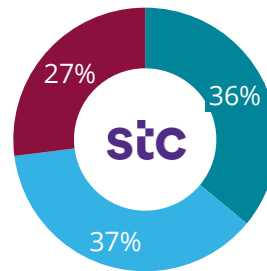
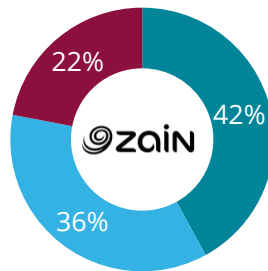
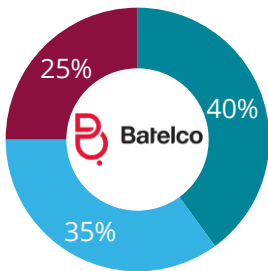


## Satisfaction with services

### Overall prices of the services provided



Delighted Satisfied Dissatisfied

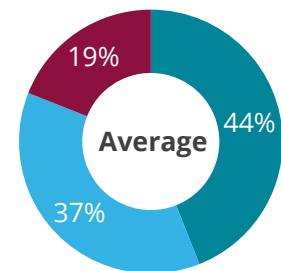
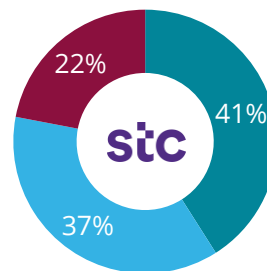
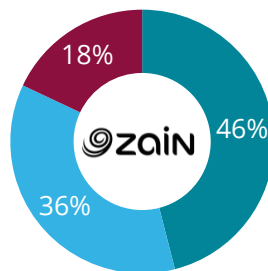
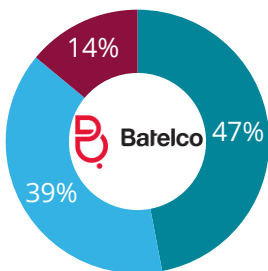


Zain customers are the most satisfied with the overall prices of the services provided (**42%**), followed by Batelco (**40%**).

### Variety of offers

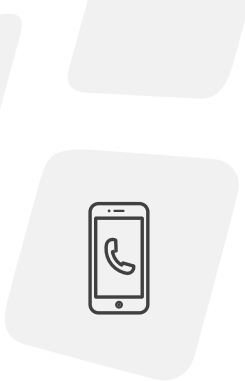


Delighted Satisfied Dissatisfied



Batelco (**47%**) leads with the highest level of satisfaction for its variety of mobile offers, followed by Zain (**46%**).

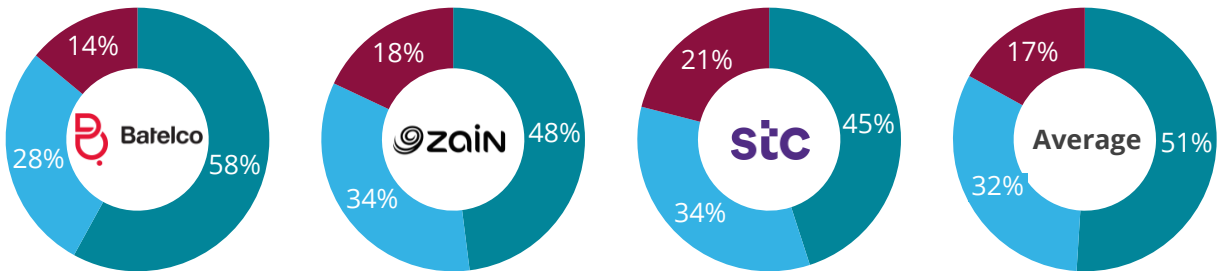
# 2.1 Mobile



## Satisfaction with customer service

### Overall shop experience

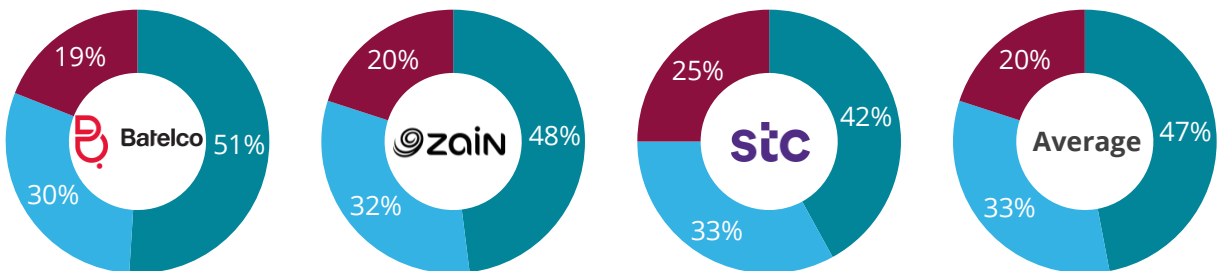
Delighted Satisfied Dissatisfied



Batelco's customer satisfaction with the overall shop experience (**58%**) is significantly higher than the sector average (**51%**), followed by Zain (**48%**) and STC (**45%**).

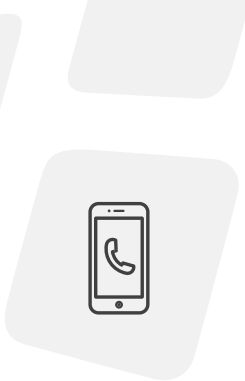
### Overall call center experience

Delighted Satisfied Dissatisfied



Batelco customers report to have the highest level of overall call center experience (**51%**), followed by Zain (**48%**). STC (**42%**) is relatively lower than the sector average.

# 2.1 Mobile

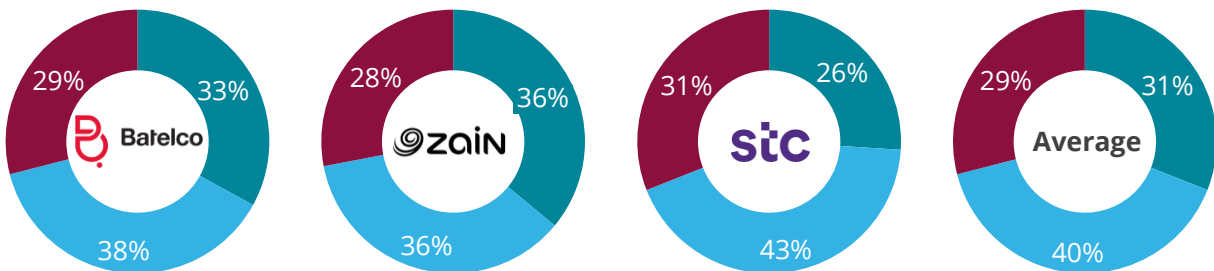


## Customer service

### Overall complaints handling experience



Delighted Satisfied Dissatisfied

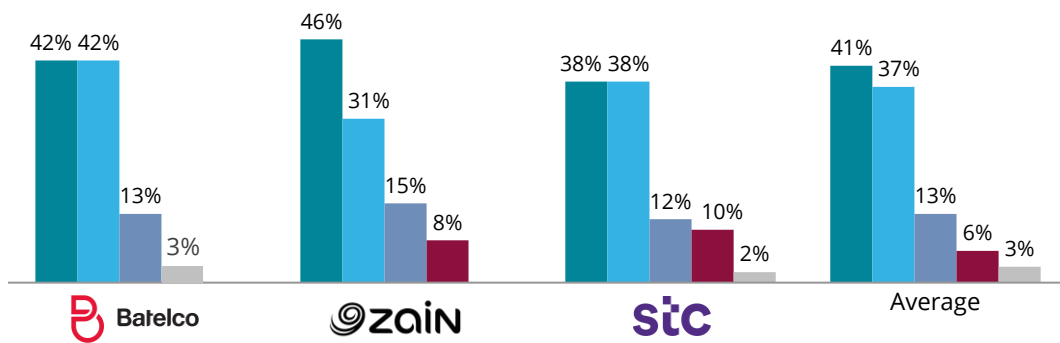


Zain (36%) received the highest level of customer satisfaction with complaints handling, followed by Batelco (33%), and STC (26%).

### Types of complaints

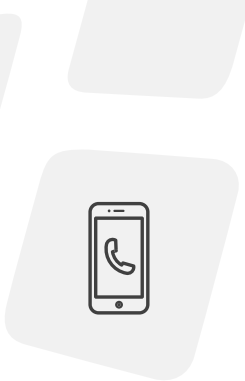


Quality of service Billing Poor knowledge of Company's agents Customer service related Contact issues

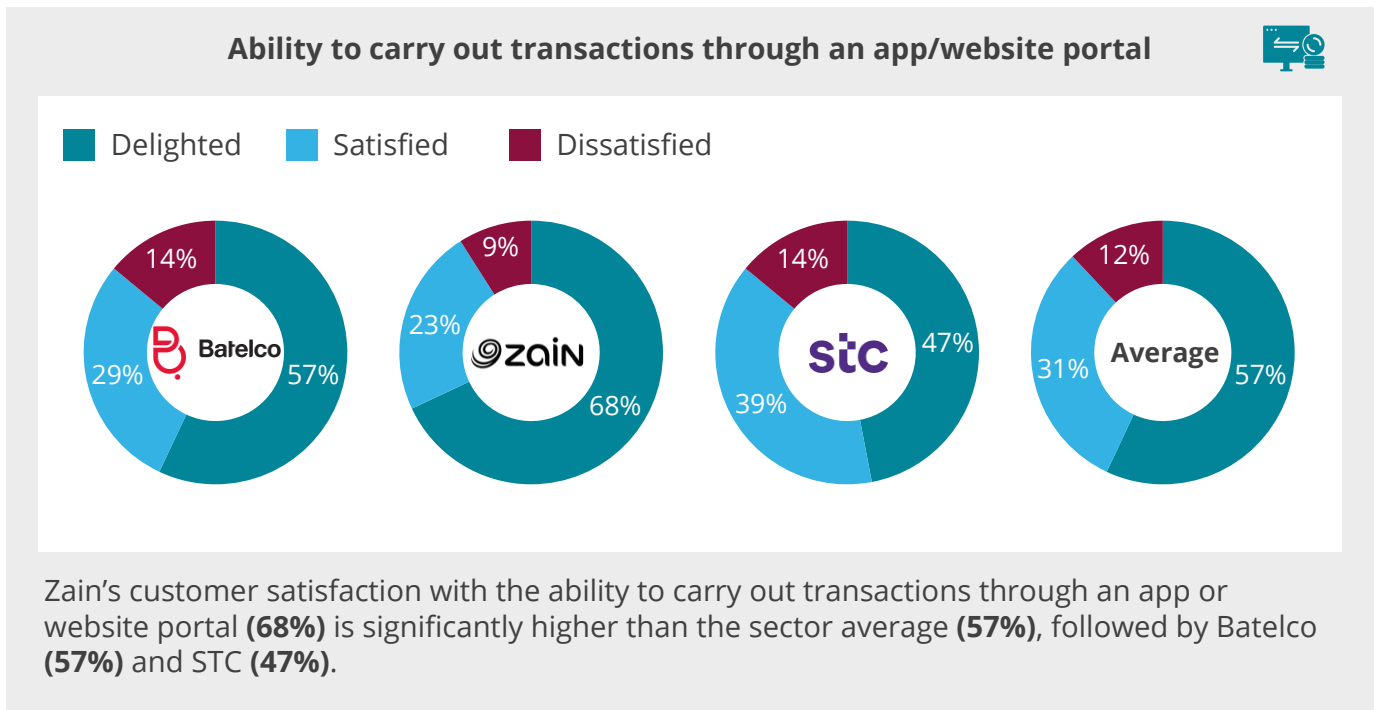
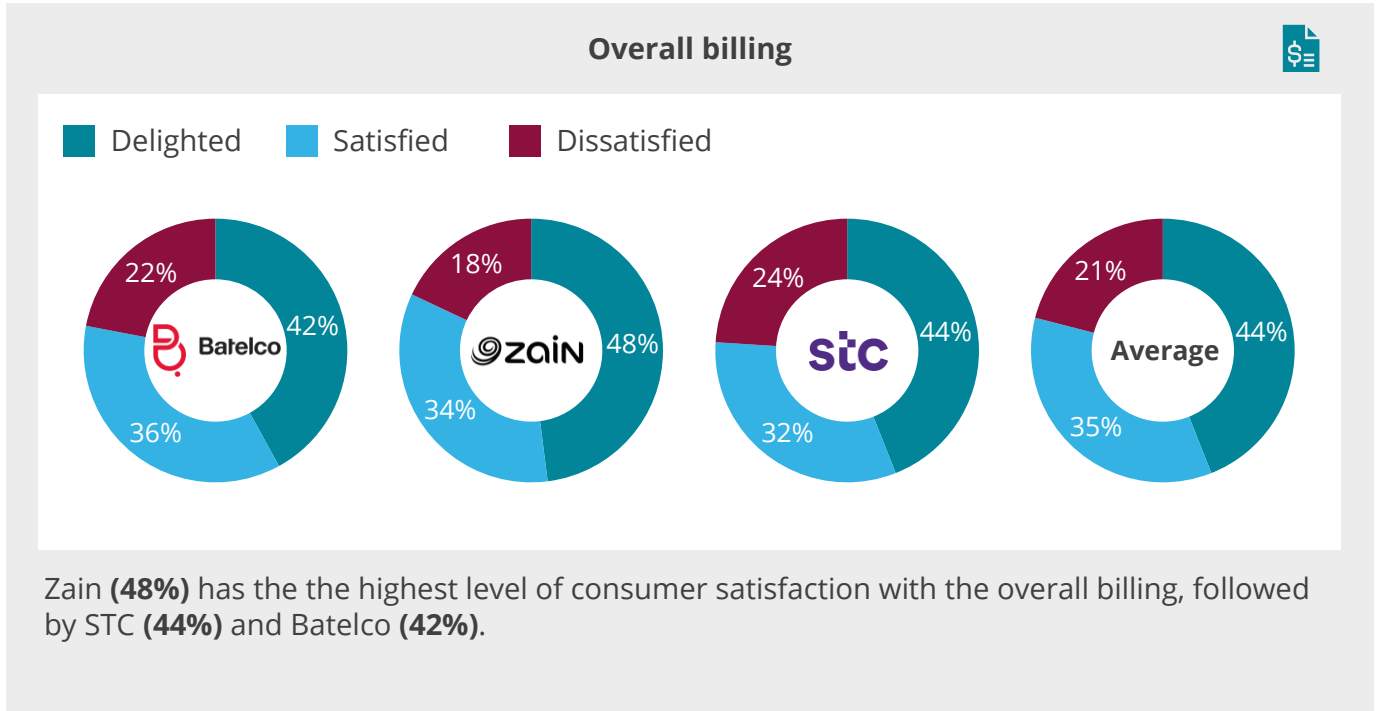


Quality of service appears to be the most common cause of complaints across the various mobile network providers. This is followed by complaints related to billing and customer service.

# 2.1 Mobile



## Charging activity





# 2.1 Mobile

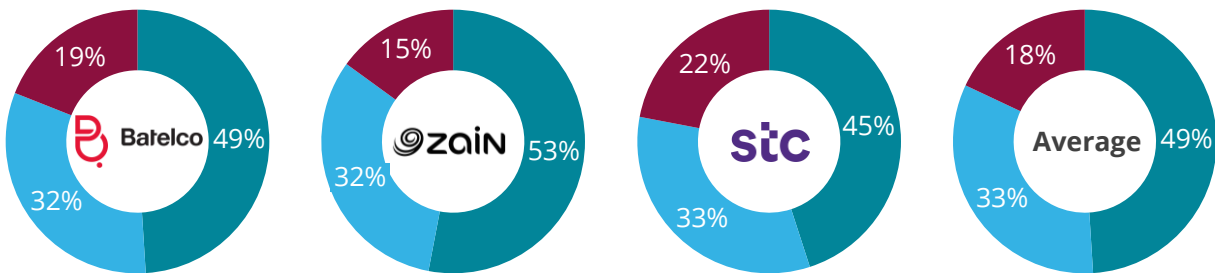


## Consumer knowledge

### Overall transparency of information on website & ads



Delighted Satisfied Dissatisfied

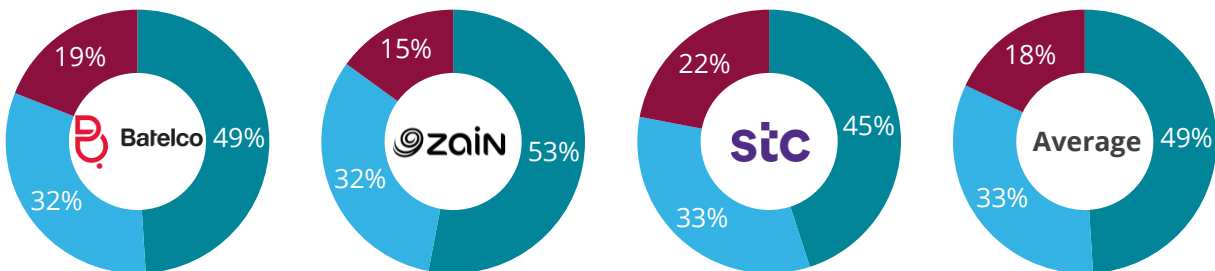


Zain customers report having the highest level of satisfaction with the overall transparency of information (**53%**), followed by Batelco (**49%**) and STC (**45%**).

### Overall tariff information availability



Delighted Satisfied Dissatisfied



Zain's customer satisfaction with tariff information availability (**53%**) is considerably higher than the sector average (**49%**), followed by Batelco (**49%**) and STC (**45%**).

# 2.2 Broadband



The table below provides the top-scoring broadband network providers based on the providers obtaining the lowest levels of consumer dissatisfaction

Areas of satisfaction												
Satisfaction with services						Customer service			Charging activity		Consumer knowledge	
Overall satisfaction	Overall service network experience	Connection speed experience	Service reliability experience	Download threshold	Variety of home broadband offers	Shop experience	Call center experience	Complaints handling	Ability to carry out transactions online	Billing experience	Transparency of information	Tariff information availability
	★	★	★	★	★	★			★	★	★	★
			★				★	★				

★ Top-performer

Batelco is the top-performing broadband network operator with the highest consumer satisfaction across the majority of areas, including overall satisfaction, service network experience, connection speed, download threshold, and shop experience

Zain follows after Batelco, top-performing in aspects including call center experience and complaints handling

# 2.2 Broadband

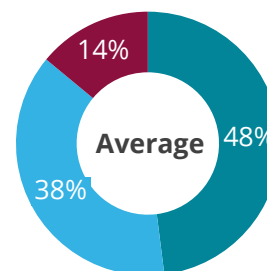
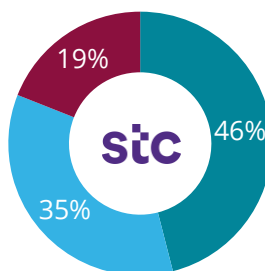
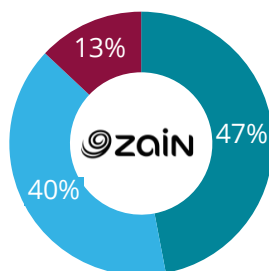
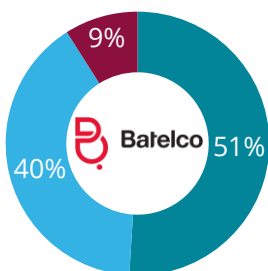


## Satisfaction with services

### Overall satisfaction



Delighted Satisfied Dissatisfied

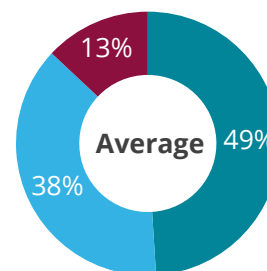
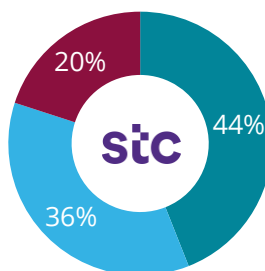
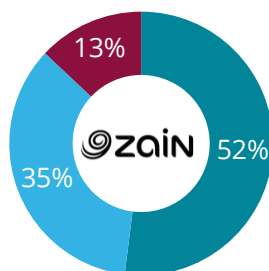
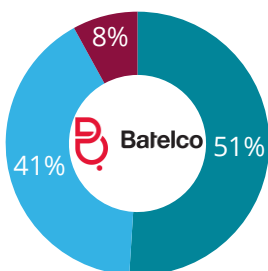


Batelco (**51%**) customers report the highest level of overall satisfaction, followed by Zain (**47%**) and STC (**46%**).

### Overall service experience and network



Delighted Satisfied Dissatisfied



Zain's customer satisfaction with the overall service experience and network (**52%**) is considerably higher than the sector average (**49%**), followed by Batelco (**51%**) and STC (**44%**).

# 2.2 Broadband

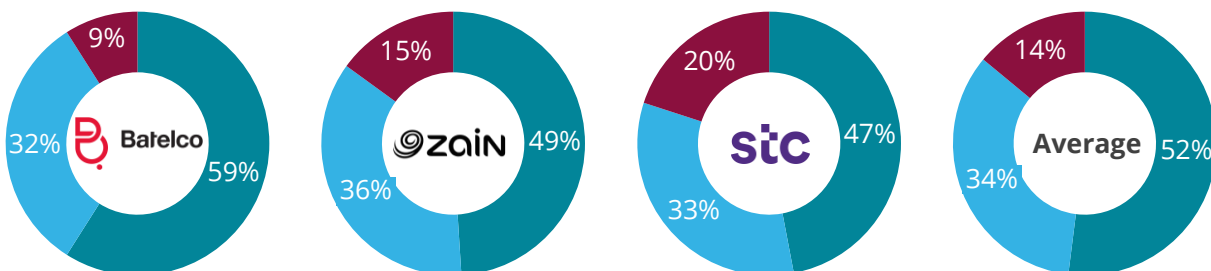


## Satisfaction with services

### Connection Speed Experience



Delighted Satisfied Dissatisfied

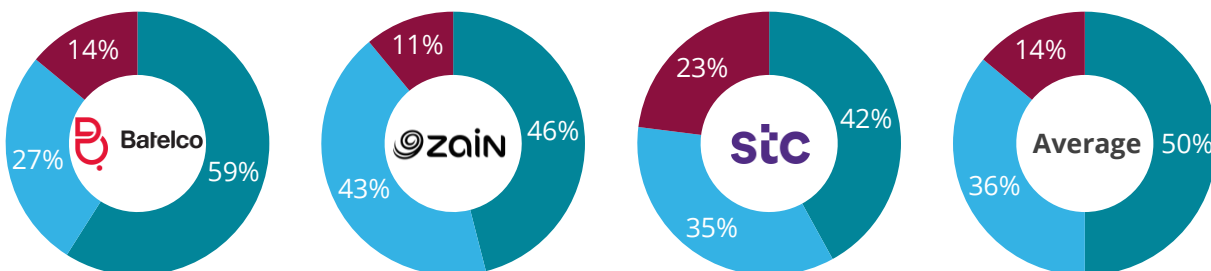


Batelco (**59%**) reports having the highest level of customer satisfaction in relation to connection speed, followed by Zain (**49%**) and STC (**47%**).

### Service Reliability Experience



Delighted Satisfied Dissatisfied



Batelco's customer satisfaction with service reliability (**59%**) is significantly higher than the sector average (**50%**). Zain (**46%**) and STC (**42%**) have a lower-than-average level of customer satisfaction.

# 2.2 Broadband

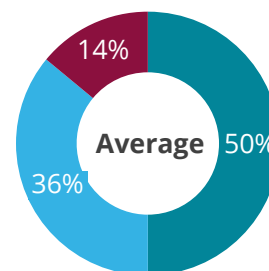
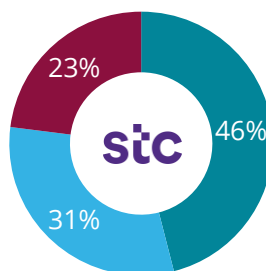
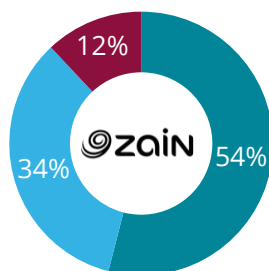
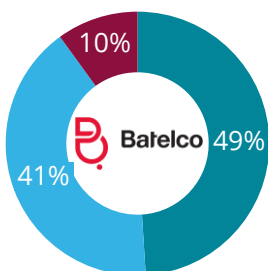


## Satisfaction with services

### Satisfaction with download threshold



Delighted Satisfied Dissatisfied

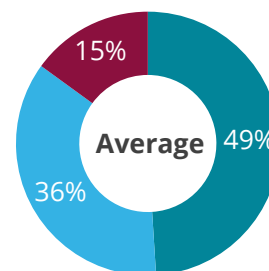
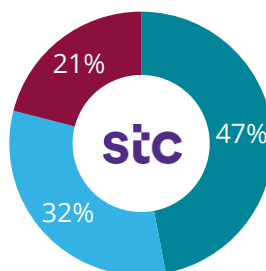
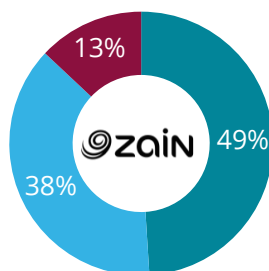
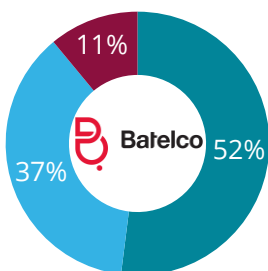


Zain customers (**54%**) have the highest level of satisfaction with the download threshold for broadband, followed by Batelco (**49%**) and STC (**46%**).

### Satisfaction with variety of home broadband offers



Delighted Satisfied Dissatisfied



Compared to the average, Batelco customers have a higher level of customer satisfaction for variety of home broadband offers (**52%**), followed by Zain (**49%**) and STC (**47%**).

# 2.2 Broadband

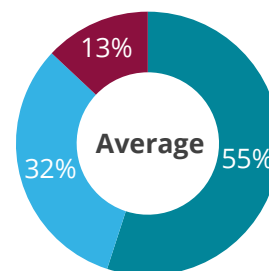
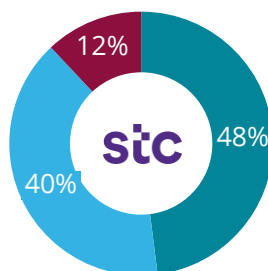
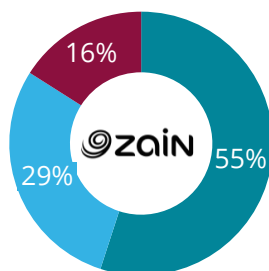
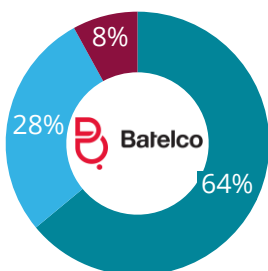


## Customer service

### Satisfaction with shop experience



Delighted Satisfied Dissatisfied

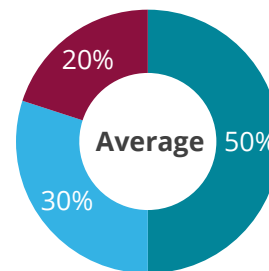
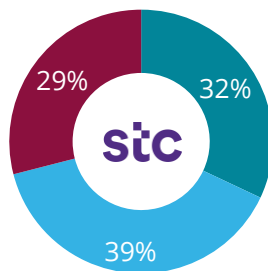
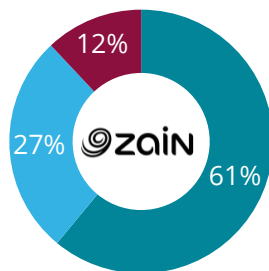
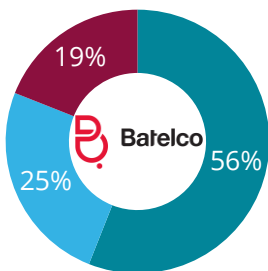


Batelco (**64%**) has the highest level of satisfaction with the overall shop experience, followed by Zain (**55%**) and STC (**48%**).

### Satisfaction with call center experience



Delighted Satisfied Dissatisfied



Zain's customer satisfaction with call center experience (**61%**) is significantly higher than the sector average (**50%**), followed by Batelco (**56%**). Compared to the average, STC customers were less likely to be satisfied with the call center experience (**32%**).

# 2.2 Broadband

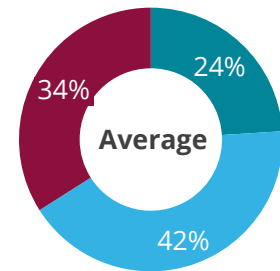
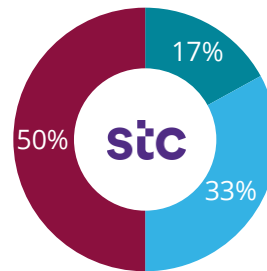
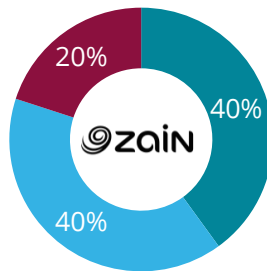
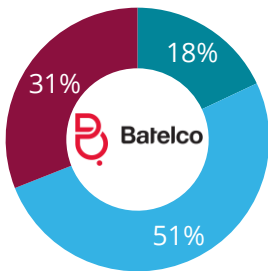


## Customer service

### Satisfaction with complaints handling



Delighted Satisfied Dissatisfied



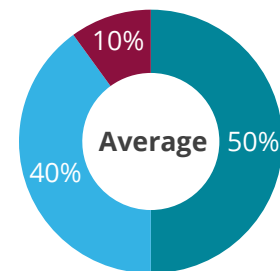
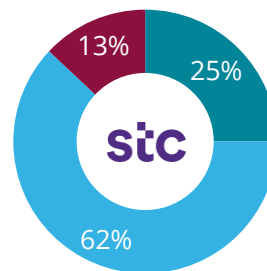
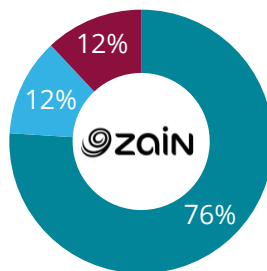
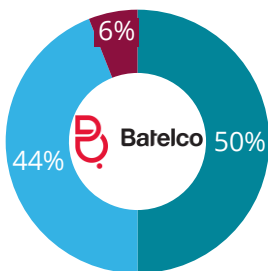
Zain(40%) has the highest level of customer satisfaction with complaints handling. Compared to the average, Batelco (18%) and STC (17%) have achieved a lower level of customer satisfaction.

## Charging activity

### Satisfaction with ability to carry out transactions through app/website



Delighted Satisfied Dissatisfied



Zain's customer satisfaction (76%) with the ability to carry out transactions through application or website is significantly higher than the sector average (50%), followed by Batelco (50%) and STC (25%).

# 2.2 Broadband

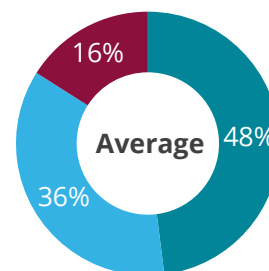
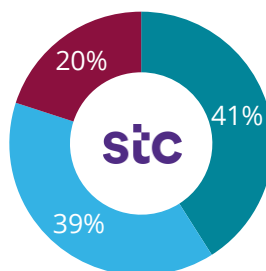
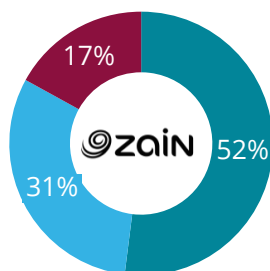
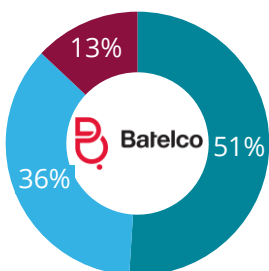


## Charging activity

### Satisfaction with billing



Delighted Satisfied Dissatisfied



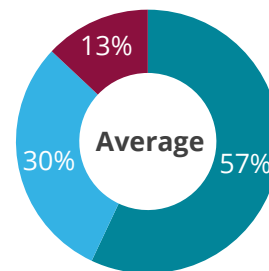
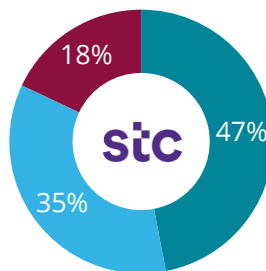
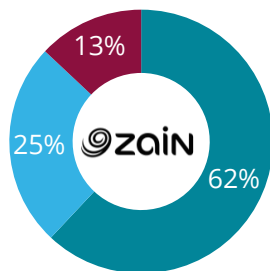
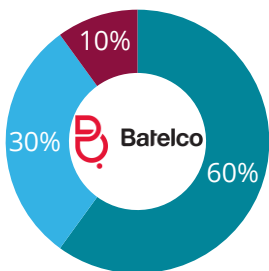
Zain (**52%**) has the highest level of consumer satisfaction with the overall billing, followed by Batelco (**51%**) and STC (**41%**).

## Consumer knowledge

### Satisfaction with transparency of information



Delighted Satisfied Dissatisfied



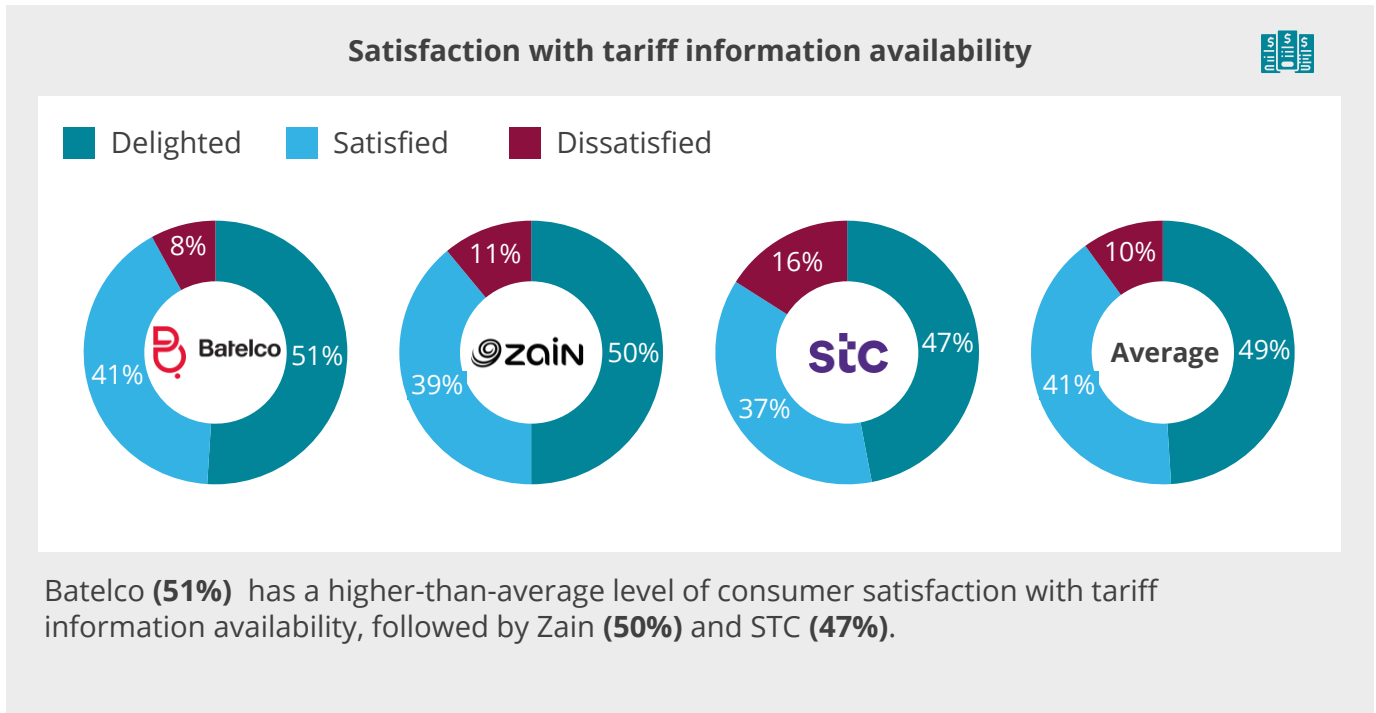
Zain customers (**62%**) have the highest level of satisfaction with transparency of information among the broadband service providers.



# 2.2 Broadband



## Consumer knowledge



# 2.3 Fixed-line



The table below provides the top-scoring fixed-line network providers based on the providers obtaining the lowest levels of consumer dissatisfaction

Areas of satisfaction												
Satisfaction with services						Customer service			Charging activity		Consumer knowledge	
Overall satisfaction	Overall service network experience	Connection speed experience	Service reliability experience	Satisfaction with download threshold	Satisfaction with variety of offers	Shop experience	Call center experience	Complaints handling	Ability to carry out transactions online	Billing experience	Transparency of information	Tariff information availability
	★	★	★		★	★		★		★		
			★				★		★			★
	★					★		★			★	

★ Top-performer

Batelco top-performs in most areas of satisfaction, including overall satisfaction, overall service network experience, connection speed experience and billing experience

# 2.3 Fixed-line

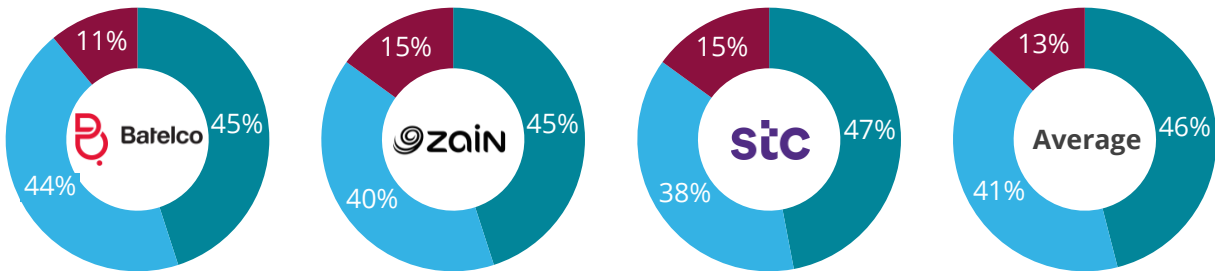


## Satisfaction with services

### Overall satisfaction



Delighted Satisfied Dissatisfied

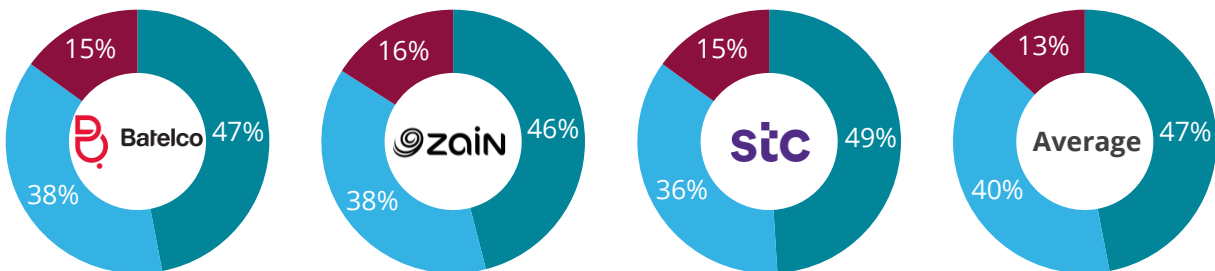


STC (**47%**) achieves the highest level of overall satisfaction with fixed-line providers.

### Satisfaction with overall service experience and network



Delighted Satisfied Dissatisfied



STC (**49%**) has the highest level of customer satisfaction with the overall service experience and network, followed by Batelco (**47%**) and Zain (**46%**).

# 2.3 Fixed-line

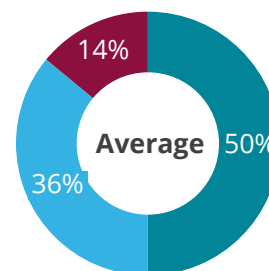
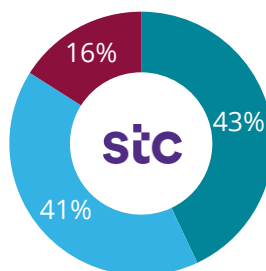
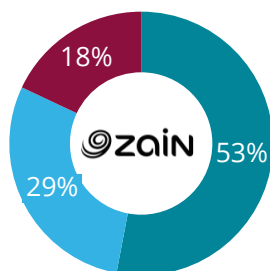
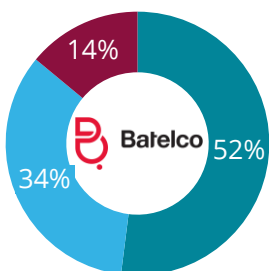


## Satisfaction with services

### Connection Speed Experience



Delighted Satisfied Dissatisfied

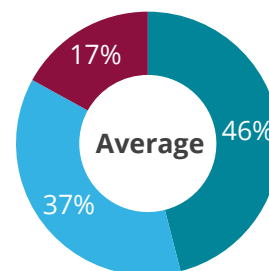
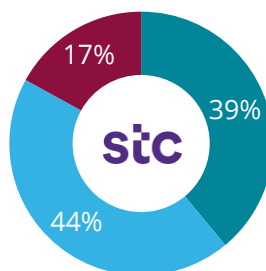
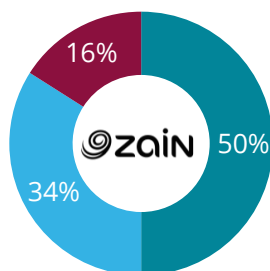
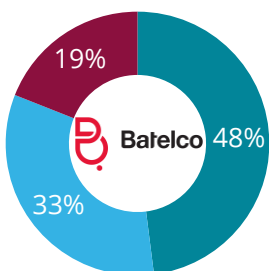


Zain (**53%**) achieves the highest level of consumer satisfaction with connection speed experience.

### Satisfaction with service reliability experience



Delighted Satisfied Dissatisfied

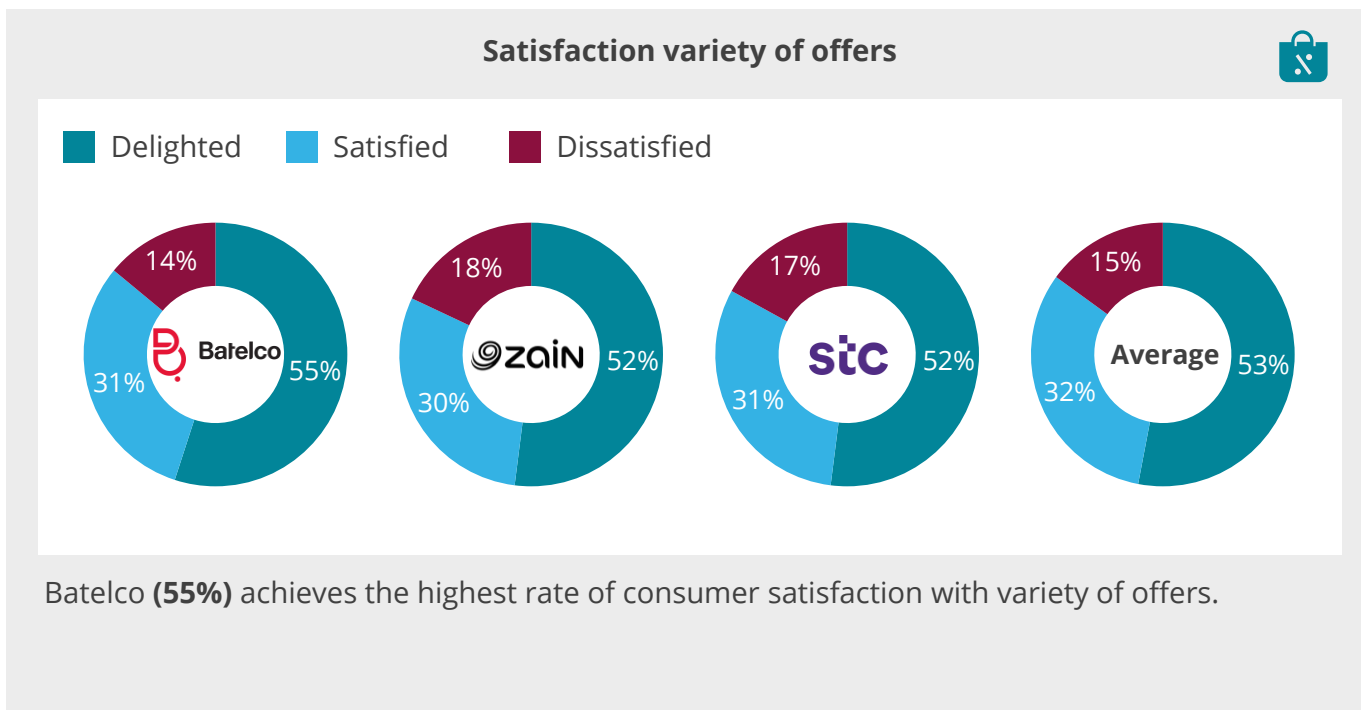
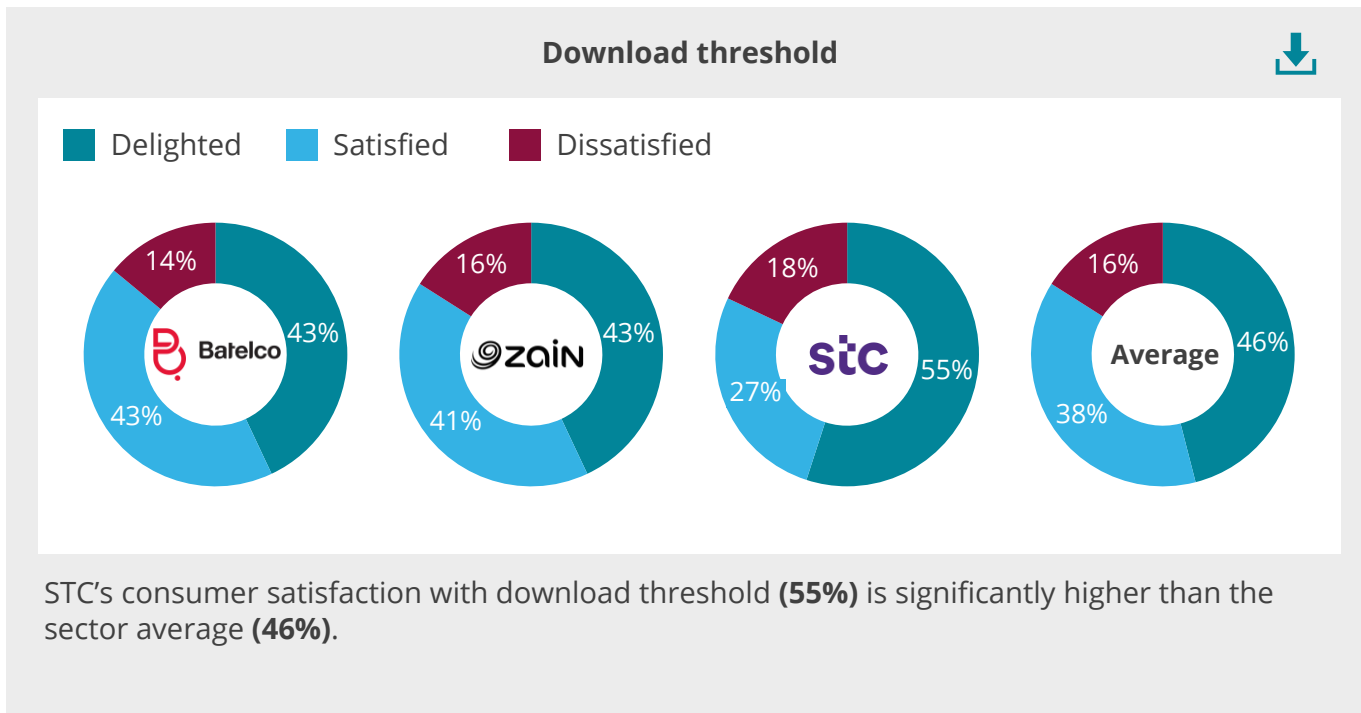


Compared to the average, Zain (**50%**) achieved a higher level of consumer satisfaction, followed by Batelco (**48%**) and STC (**39%**).

# 2.3 Fixed-line



## Satisfaction with services



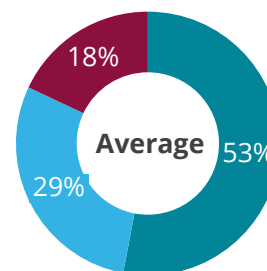
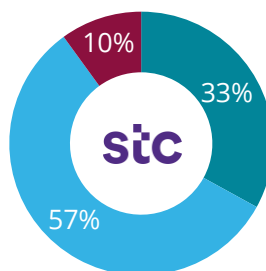
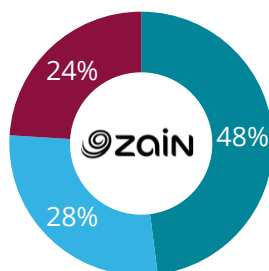
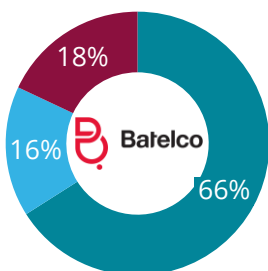
# 2.3 Fixed-line



## Customer service

### Shop experience

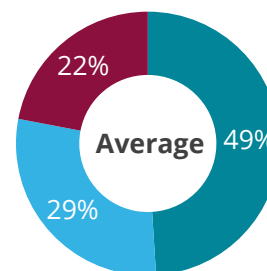
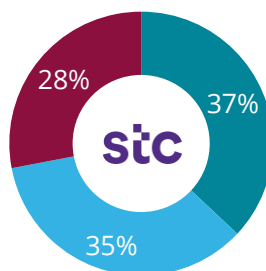
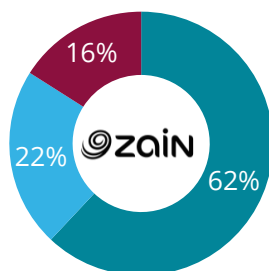
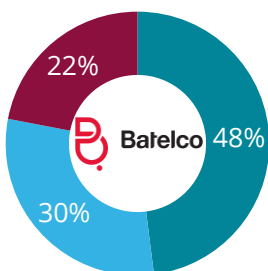
■ Delighted
 ■ Satisfied
 ■ Dissatisfied



Compared to the average (**53%**), Batelco’s consumer satisfaction with shop experience (**66%**) is significantly higher.

### Call center experience

■ Delighted
 ■ Satisfied
 ■ Dissatisfied



Zain’s consumer satisfaction with call center experience (**62%**) is significantly higher than the sector average (**49%**), followed by Batelco (**48%**) and STC (**37%**).

# 2.3 Fixed-line

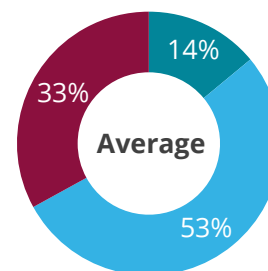
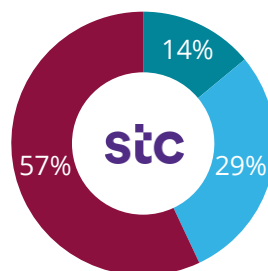
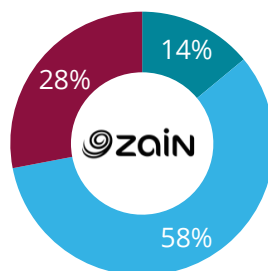
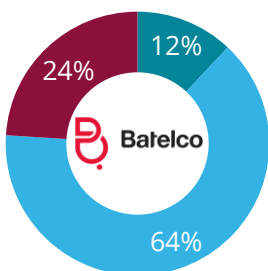


## Customer service

### Complaint handling



Delighted Satisfied Dissatisfied



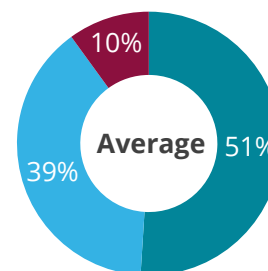
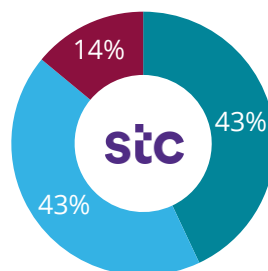
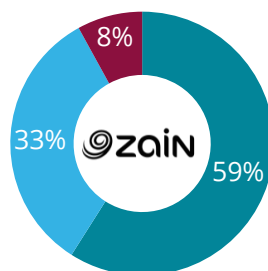
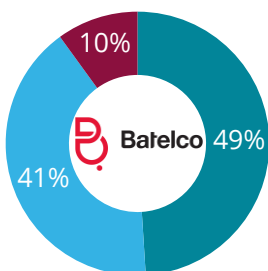
Zain (14%) and STC (14%) are the leading fixed-line providers in relation to customer satisfaction with complaints handling, followed by Batelco (12%).

## Charging activity

### Ability to carry out transactions through online portals



Delighted Satisfied Dissatisfied



Zain's consumer satisfaction with the ability to carry out transactions (59%) is significantly higher than the sector average (51%), followed by Batelco (49%) and STC (43%).

# 2.3 Fixed-line

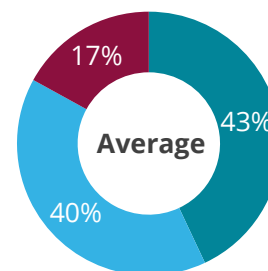
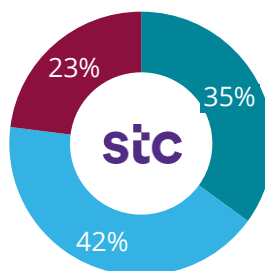
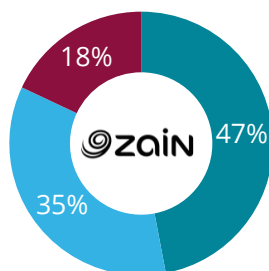
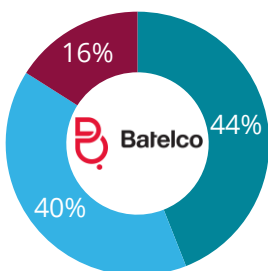


## Charging activity

### Satisfaction with billing



Delighted Satisfied Dissatisfied



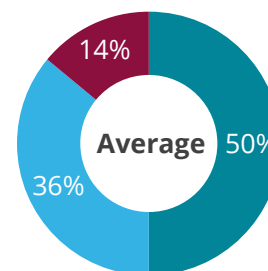
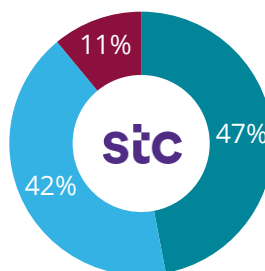
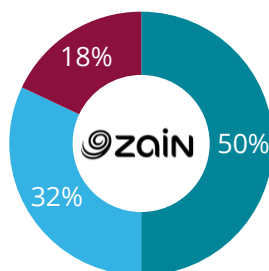
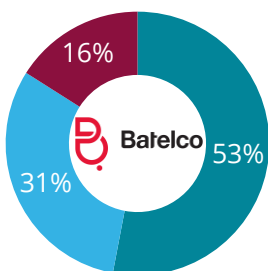
Zain (**47%**) has the highest level of consumer satisfaction with the overall billing, followed by Batelco (**44%**) and STC (**35%**).

## Consumer knowledge

### Satisfaction with transparency of information



Delighted Satisfied Dissatisfied



Batelco (**53%**) is the top-performing fixed-line provider in relation to consumer satisfaction with transparency of information.



# 2.3 Fixed-line

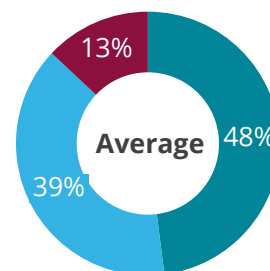
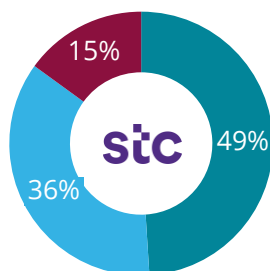
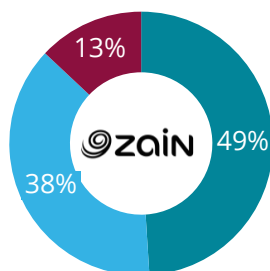
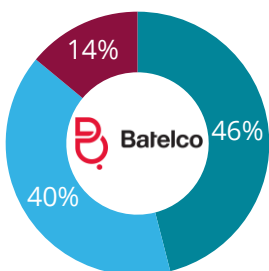


## Consumer knowledge

Satisfaction with tariff information availability



Delighted Satisfied Dissatisfied



Zain (49%) and STC (49%) are the top-performing fixed-line providers in relation to consumer satisfaction with tariff information availability.



# 3

# Corporate

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3.1 Mobile

3.2 Broadband

# Key Insights

## Shop experience



Zain (50%) and STC (50%) are the mobile service providers with the highest level of satisfaction with shop experience

## Account manager



Batelco has the highest level of satisfaction with account managers with regards to mobile (53%) and broadband (48%) experience

## Call center/ shop experience



Zain (0%) achieves the lowest dissatisfaction rate across call center experience and shop experience among mobile service providers

## Transparency of information



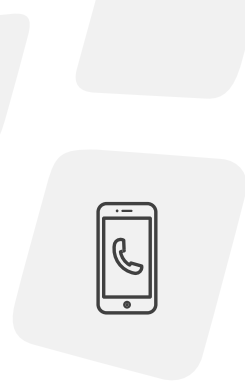
Batelco (16%) and Zain (16%) are equally top-performing, having the lowest dissatisfaction rates with regards to transparency of information with mobile service providers

## Tariff information availability



Batelco (17%) and Zain (17%) are equally top-performing, having the lowest dissatisfaction rates with regards to tariff information availability for mobile service providers

# 3.1 Mobile



The table below provides the top-scoring mobile network providers based on the providers obtaining the lowest levels of consumer dissatisfaction

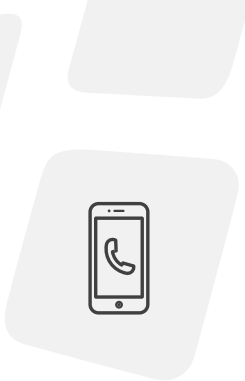
Areas of satisfaction													
Satisfaction with services							Customer service		Charging activity		Consumer knowledge		
Overall satisfaction	Overall service experience	Mobile Internet/ data quality experience	Experience with variety of offers	Outdoor network coverage	Indoor network coverage	Voice quality experience	Account manager experience	Shop experience	Call center experience	Ability to carry out transactions online	Billing experience	Transparency of information	Tariff information availability
	★	★	★	★	★	★	★				★	★	★
	★			★				★	★	★		★	★
			★										

★ Top-performer

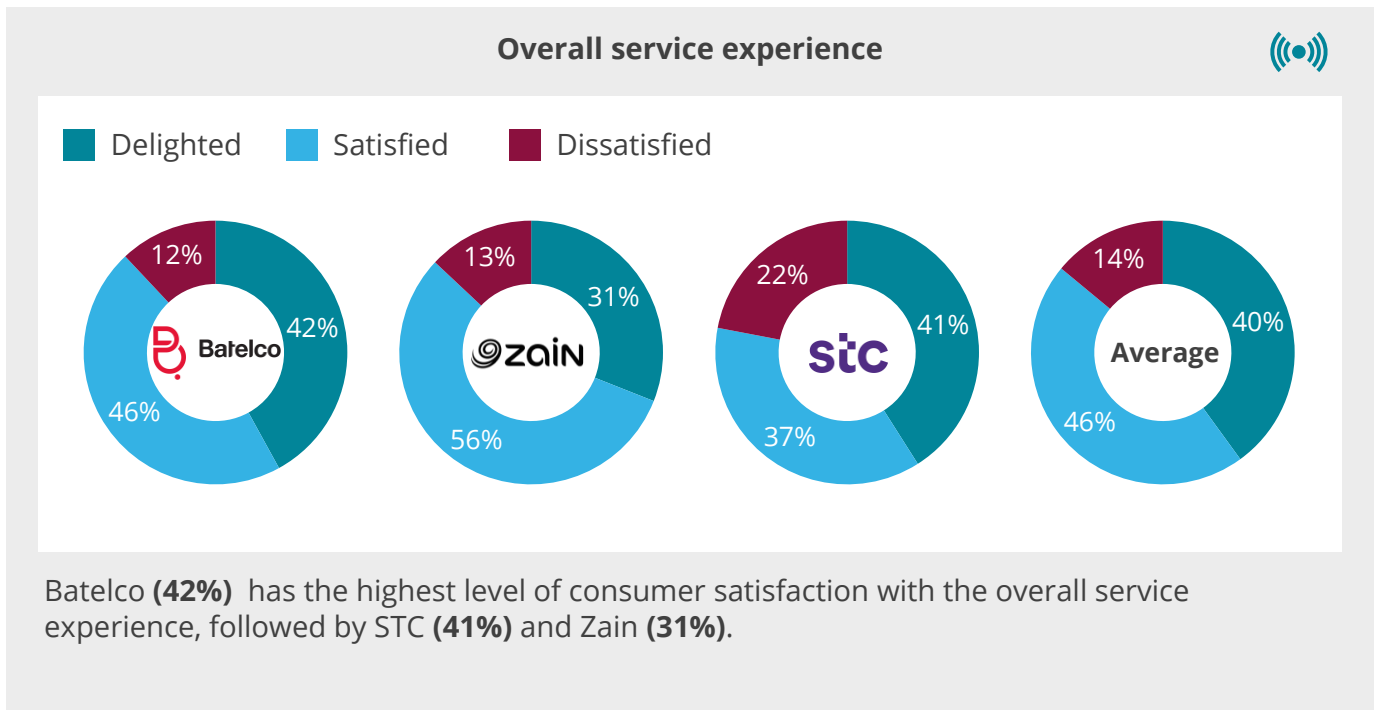
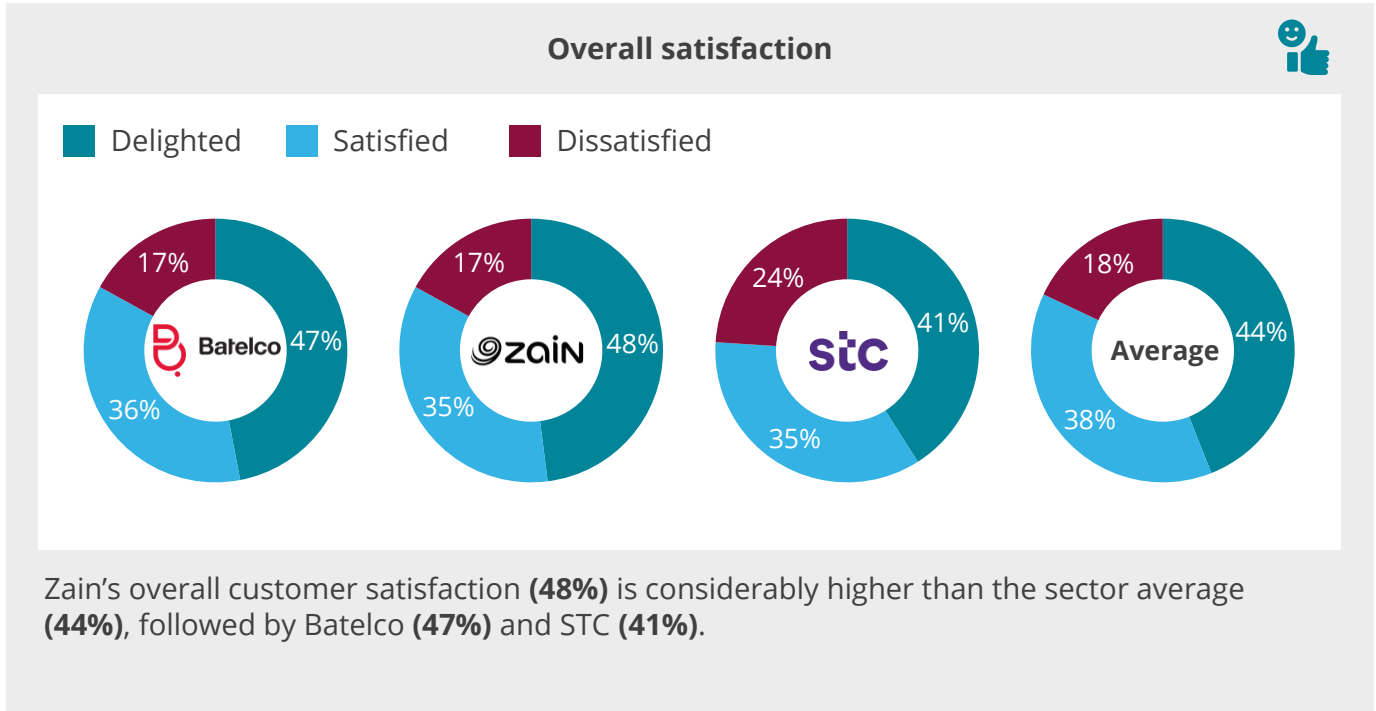
Batelco is the top-performing mobile network operator, achieving the lowest dissatisfaction scores in areas that include overall satisfaction, overall service experience, network coverage, and voice quality experience

Zain follows after Batelco, top-performing in aspects including shop experience, call center experience and ability to carry out transactions online

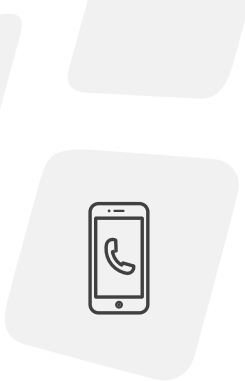
# 3.1 Mobile



## Satisfaction with services



# 3.1 Mobile

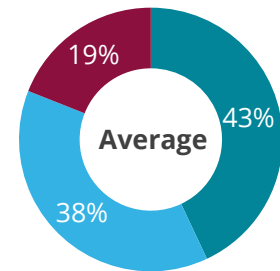
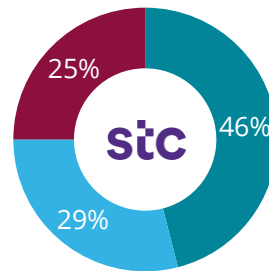
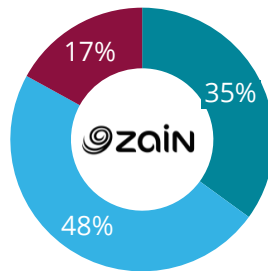
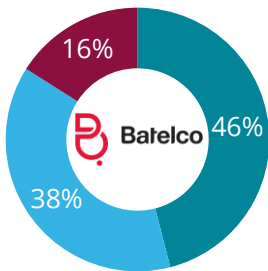


## Satisfaction with services

### Mobile Internet/ data quality experience



■ Delighted
 ■ Satisfied
 ■ Dissatisfied

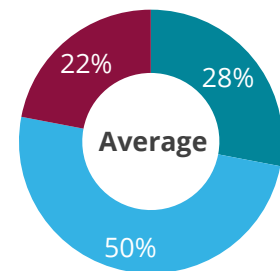
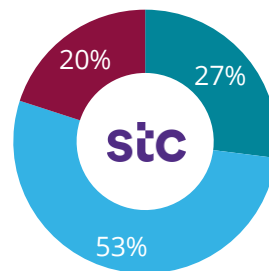
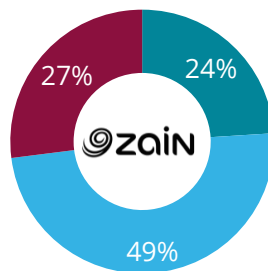
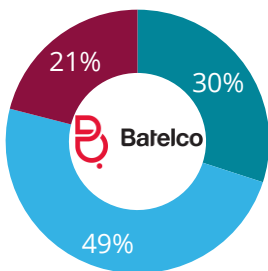


Batelco (**46%**) and STC (**46%**) are the top-performing consumer mobile providers in relation to consumer satisfaction with mobile Internet/ data quality experience.

### Experience with variety of offers

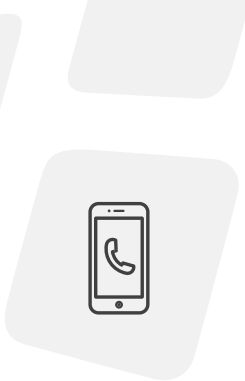


■ Delighted
 ■ Satisfied
 ■ Dissatisfied

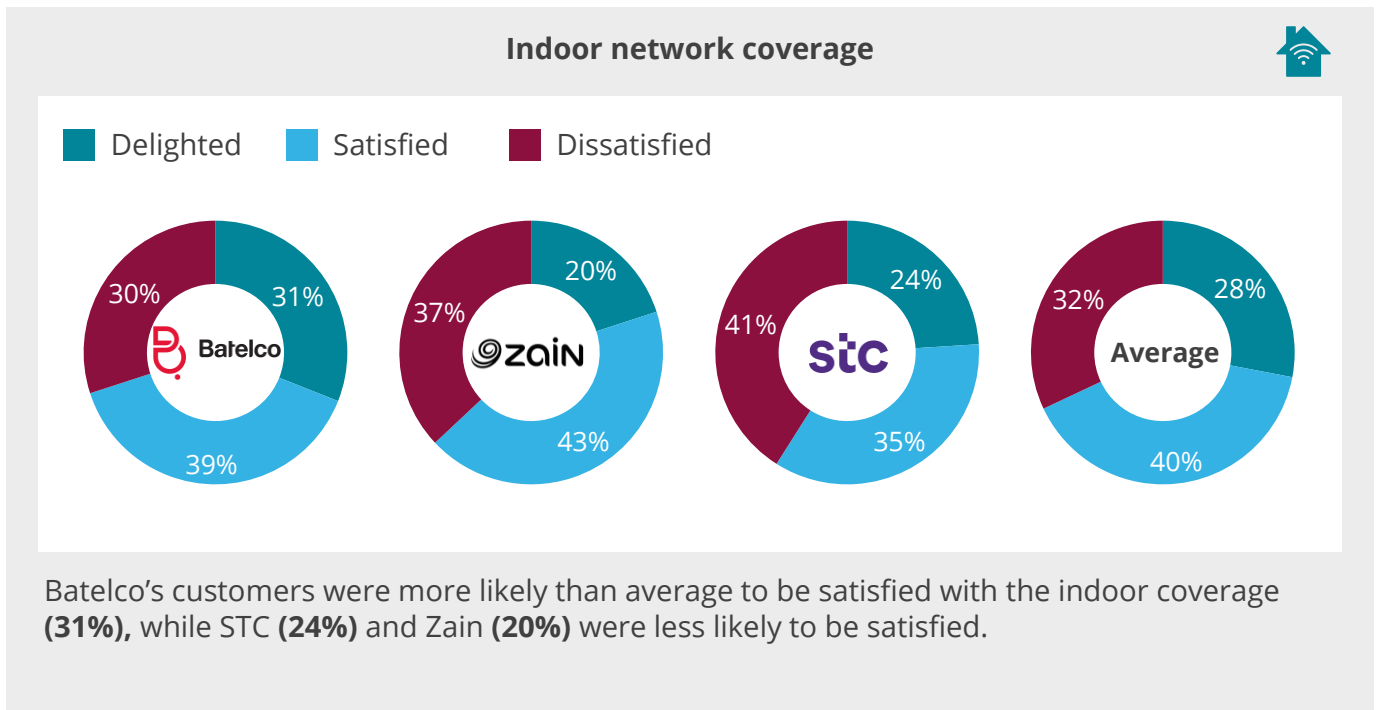
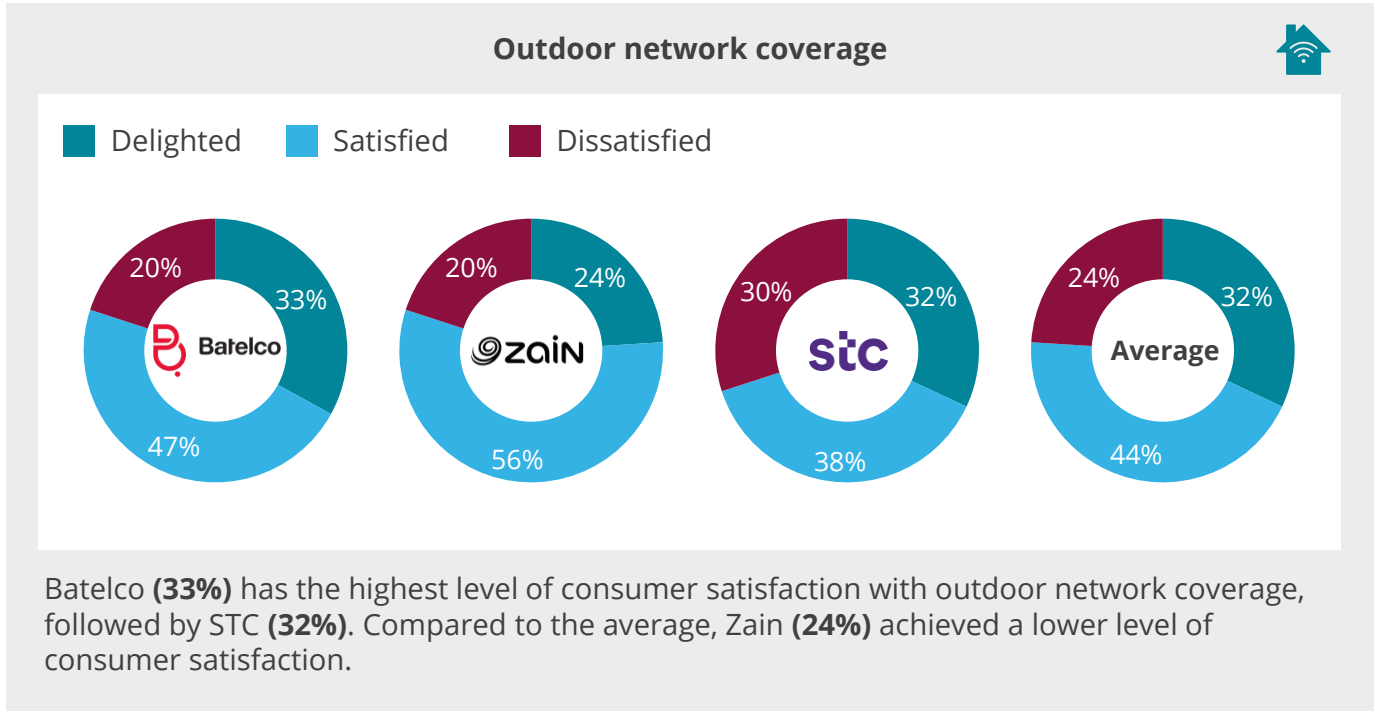


Compared to the average, Batelco (**30%**) has a higher consumer satisfaction with experience with variety of offers, followed by STC (**27%**) and Zain (**24%**).

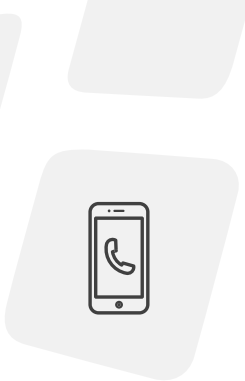
# 3.1 Mobile



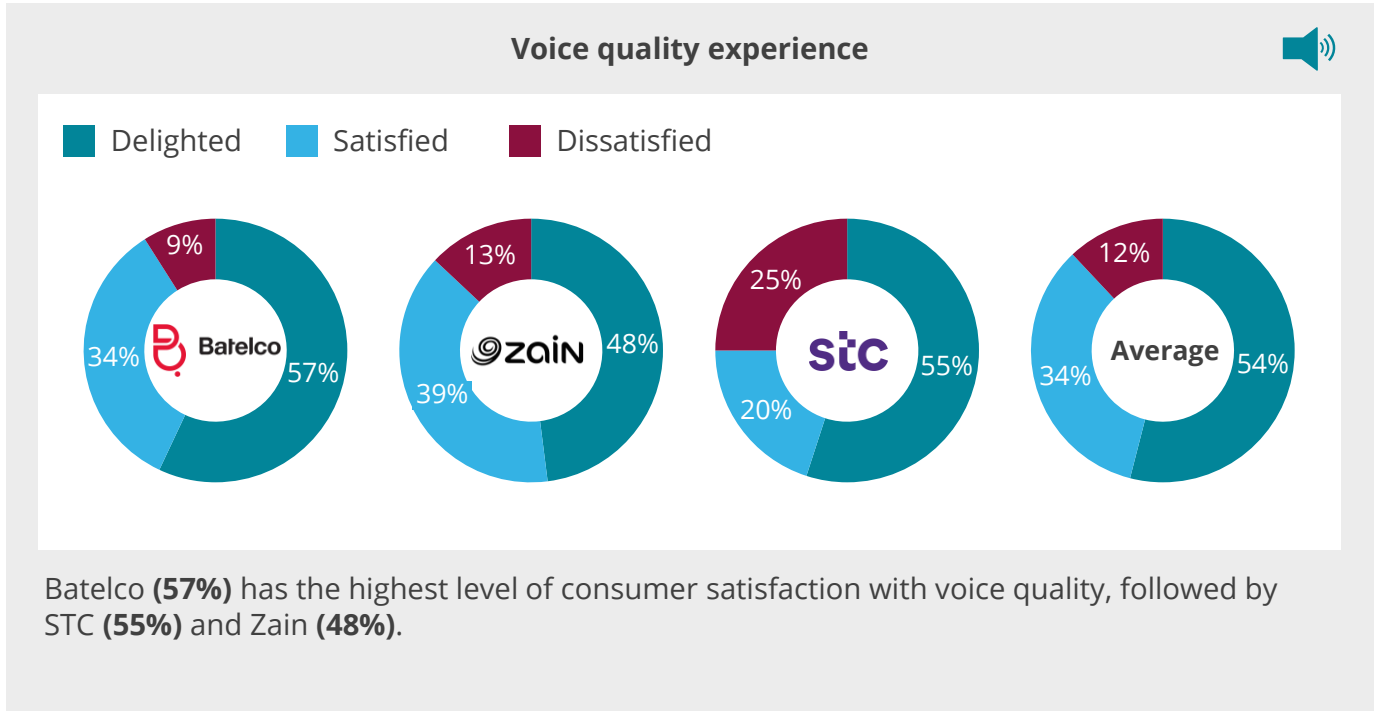
## Satisfaction with services



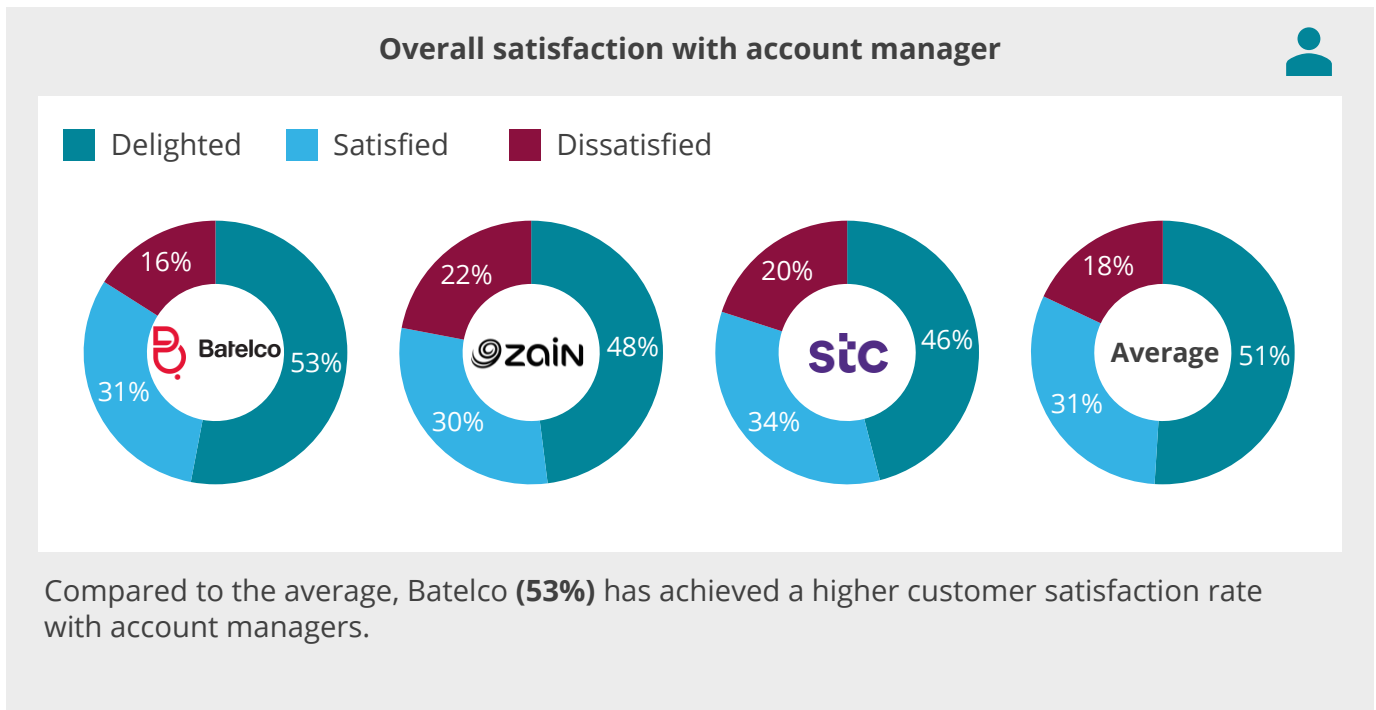
# 3.1 Mobile



## Satisfaction with services

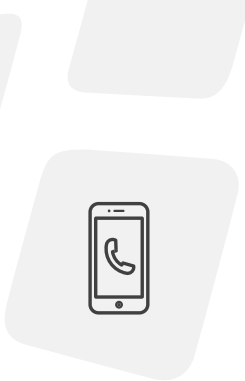


## Customer service





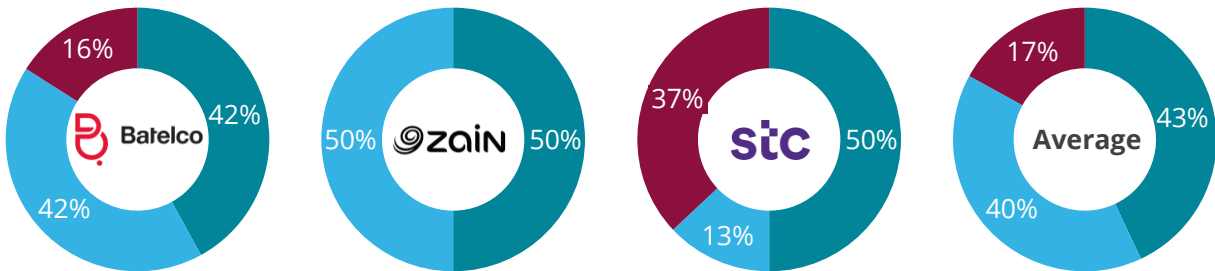
# 3.1 Mobile



## Customer service

### Shop experience

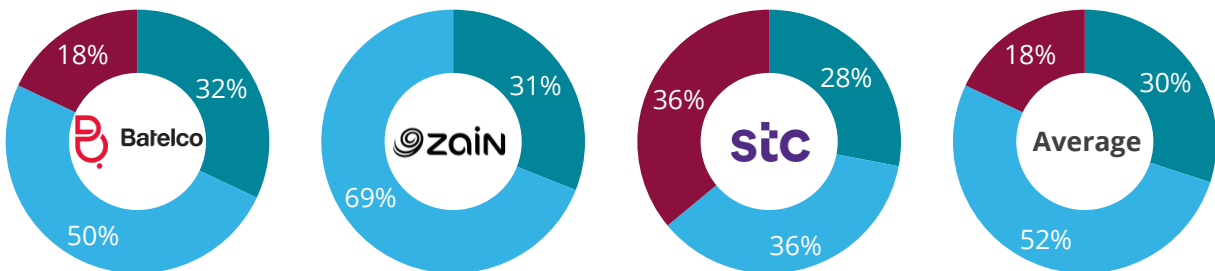
■ Delighted
 ■ Satisfied
 ■ Dissatisfied



STC (50%) and Zain (50%) have the highest customer satisfaction with shop experience.

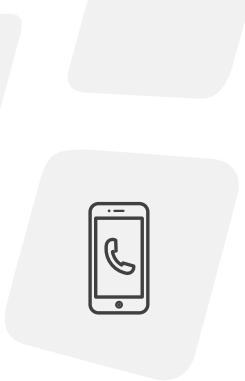
### Call center experience

■ Delighted
 ■ Satisfied
 ■ Dissatisfied



Batelco's customers were more likely than average to be satisfied with call center experience (32%), followed by Zain (31%) and STC (28%).

# 3.1 Mobile

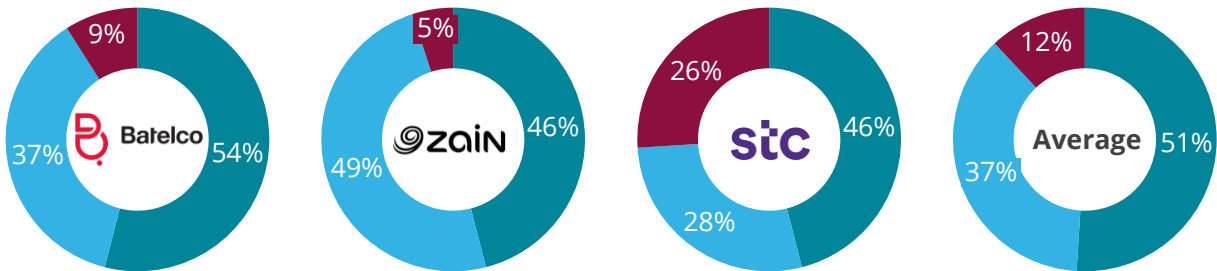


## Charging activity

Ability to carry out transactions through an app/website portal



Delighted Satisfied Dissatisfied

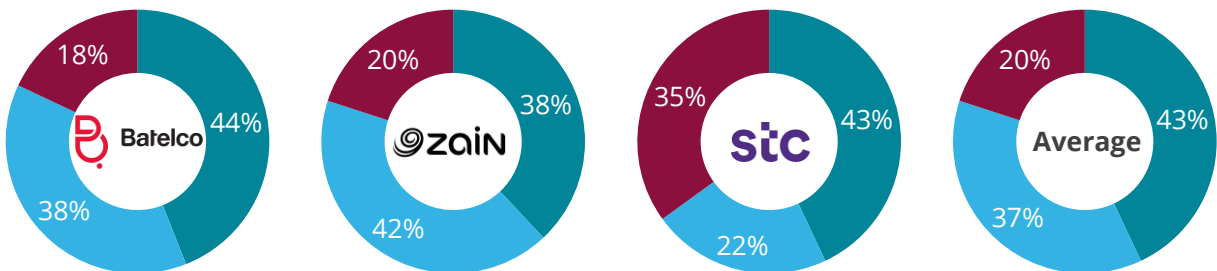


Compared to the average, Batelco (**54%**) has a higher level of consumer satisfaction with the ability to carry out transactions through an app/ website portal, while STC (**46%**) and Zain (**46%**) customers were less likely to be satisfied.

Satisfaction with billing

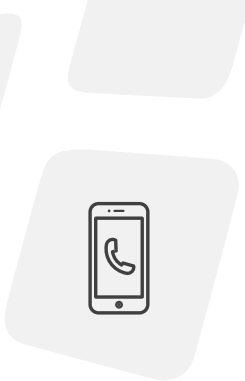


Delighted Satisfied Dissatisfied



Batelco (**44%**) has the highest level of consumer satisfaction with billing, followed by STC (**43%**) and Zain (**38%**).

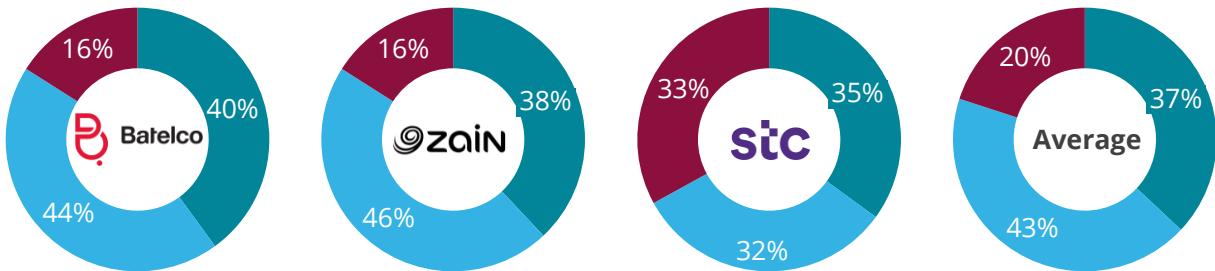
# 3.1 Mobile



## Consumer knowledge

### Overall transparency of information i

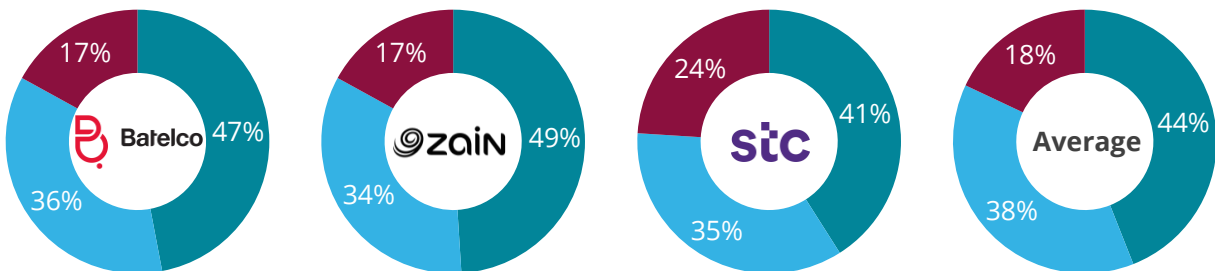
■ Delighted   
 ■ Satisfied   
 ■ Dissatisfied



Batelco (**40%**) achieves a higher-than average consumer satisfaction with overall transparency of information, followed by Zain (**38%**) and STC (**35%**).

### Tariff information availability i

■ Delighted   
 ■ Satisfied   
 ■ Dissatisfied



Zain (**49%**) has the highest level of consumer satisfaction with tariff information availability.

# 3.2 Broadband



The table below provides the top-scoring broadband network providers based on the providers obtaining the lowest levels of consumer dissatisfaction

Areas of satisfaction											
Satisfaction with services					Customer service			Charging activity		Consumer knowledge	
Overall satisfaction	Overall service experience	Connection speed experience	Service reliability experience	Download threshold	Account manager experience	Shop experience	Call center experience	Ability to carry out transactions online	Billing experience	Transparency of information	Tariff information availability
	★				★	★			★	★	★
		★	★	★			★	★			

★ Top-performer

Batelco and Zain are equally top-performing across the broadband network experience. Batelco is leading in satisfaction areas under ‘customer service’ and ‘consumer knowledge’. Zain outperforms the sector in areas under ‘satisfaction with services’.

# 3.2 Broadband

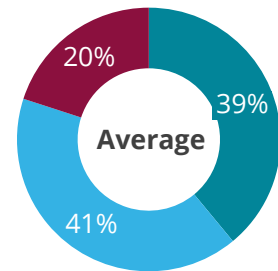
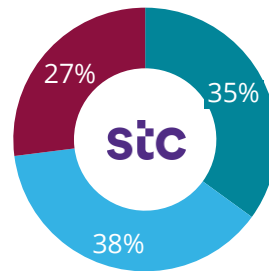
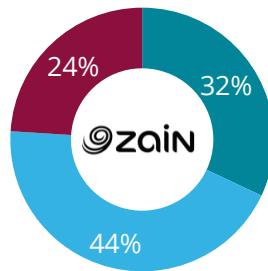
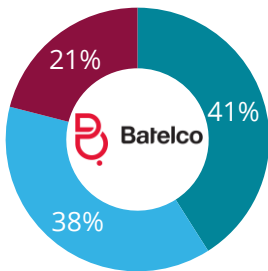


## Satisfaction with services

### Overall satisfaction with broadband provider



Delighted Satisfied Dissatisfied

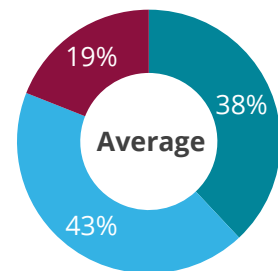
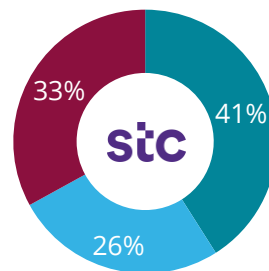
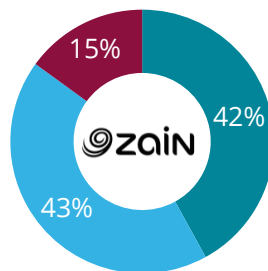
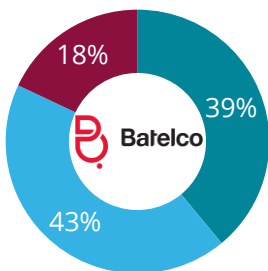


Batelco (**41%**) has the highest level of overall satisfaction among broadband providers, followed by STC (**35%**) and Zain (**32%**).

### Overall service experience



Delighted Satisfied Dissatisfied

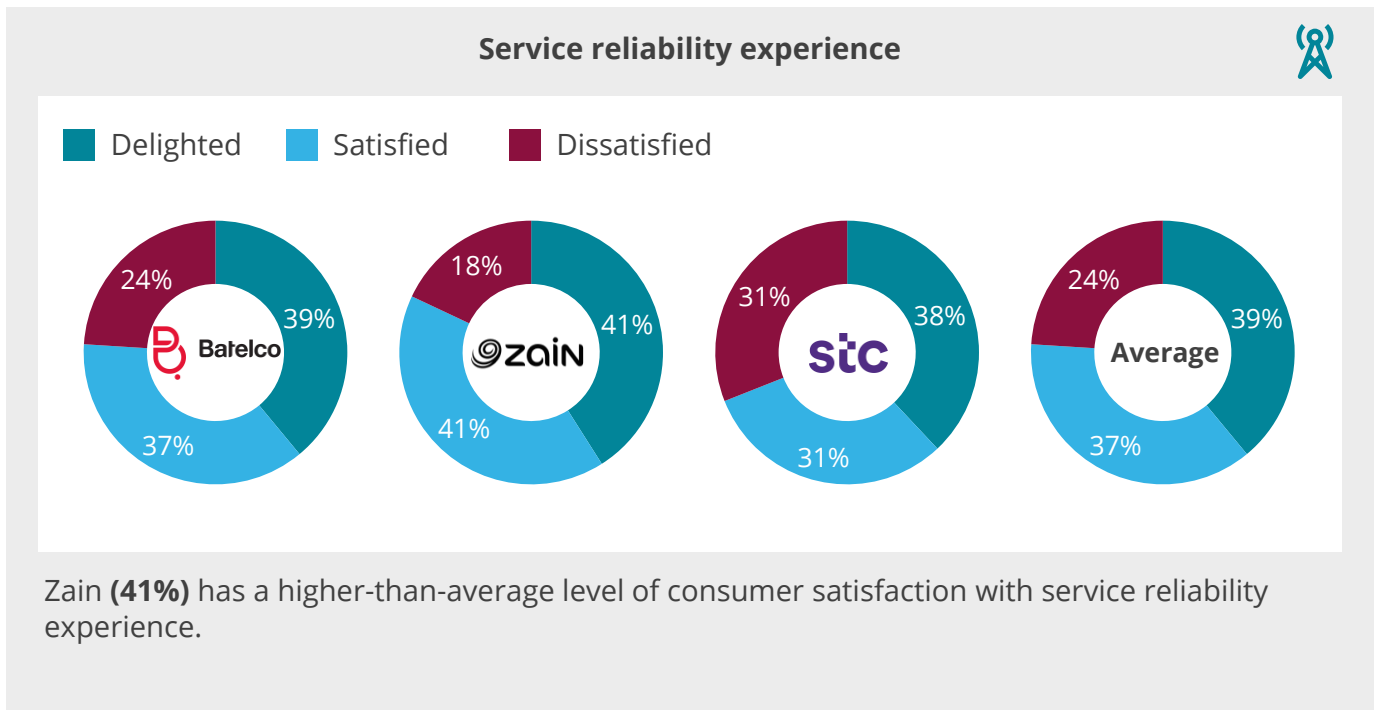
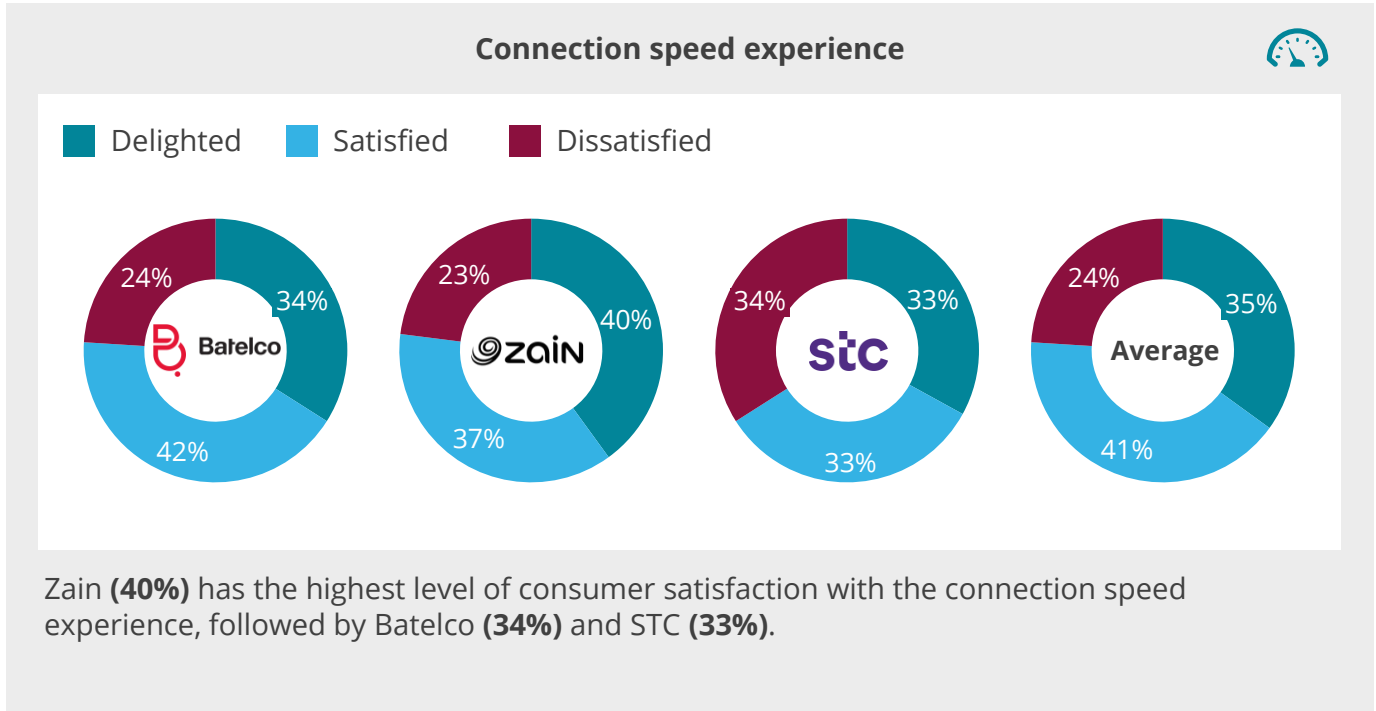


Compared to the average, Zain (**42%**) has a higher level of consumer satisfaction with the overall service experience.

# 3.2 Broadband



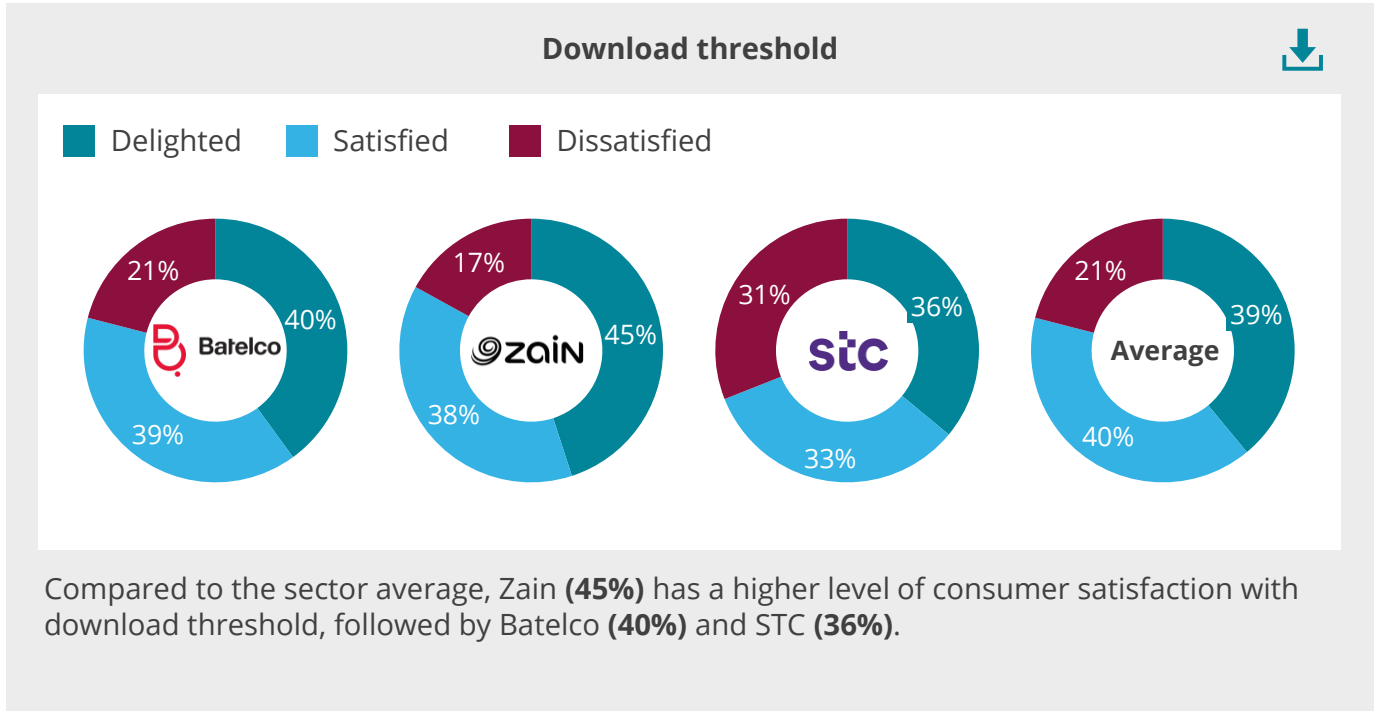
## Satisfaction with services



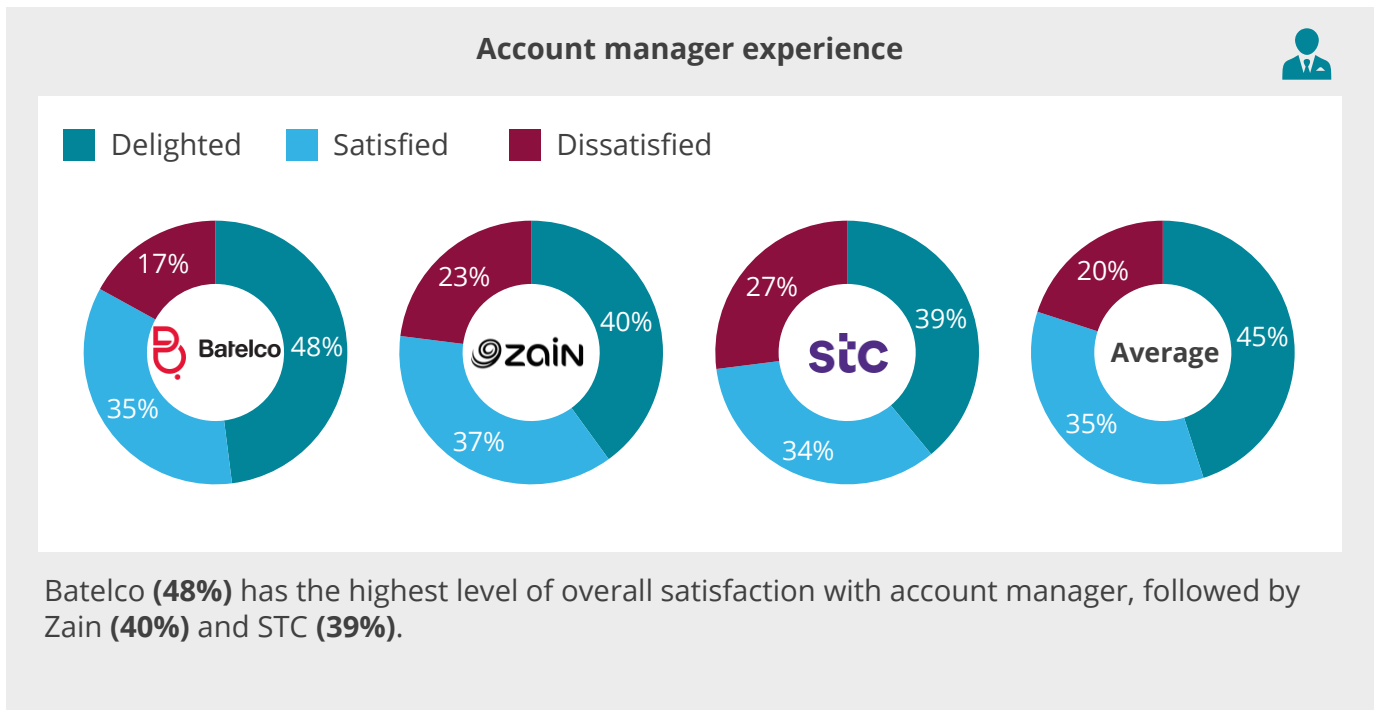
# 3.2 Broadband



## Satisfaction with services



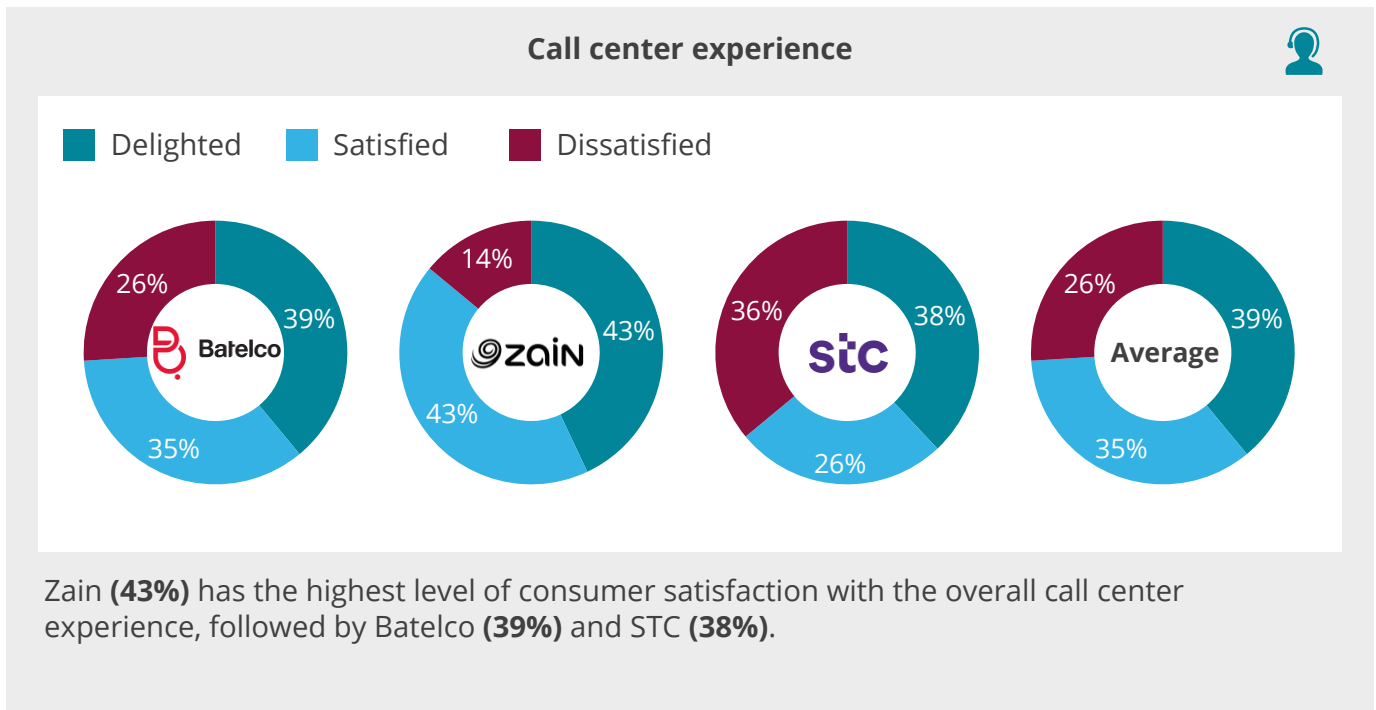
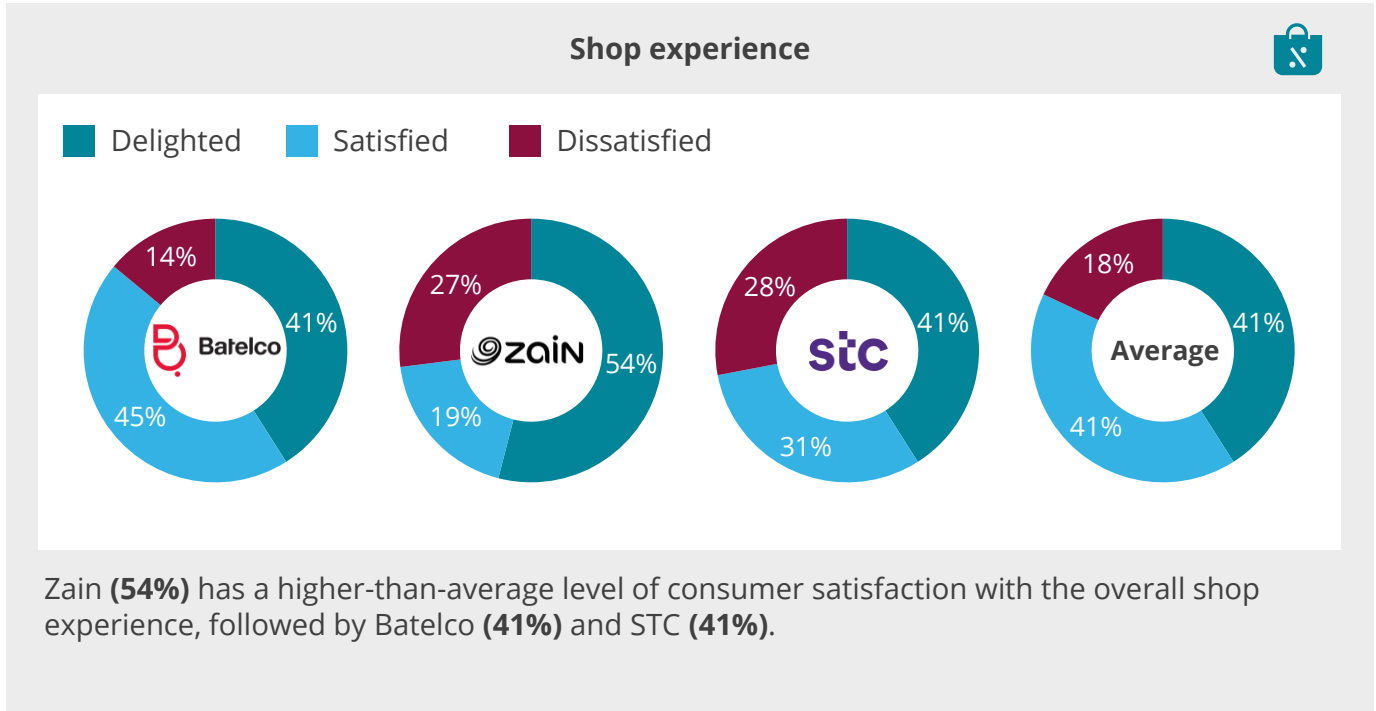
## Customer service



# 3.2 Broadband



## Customer service

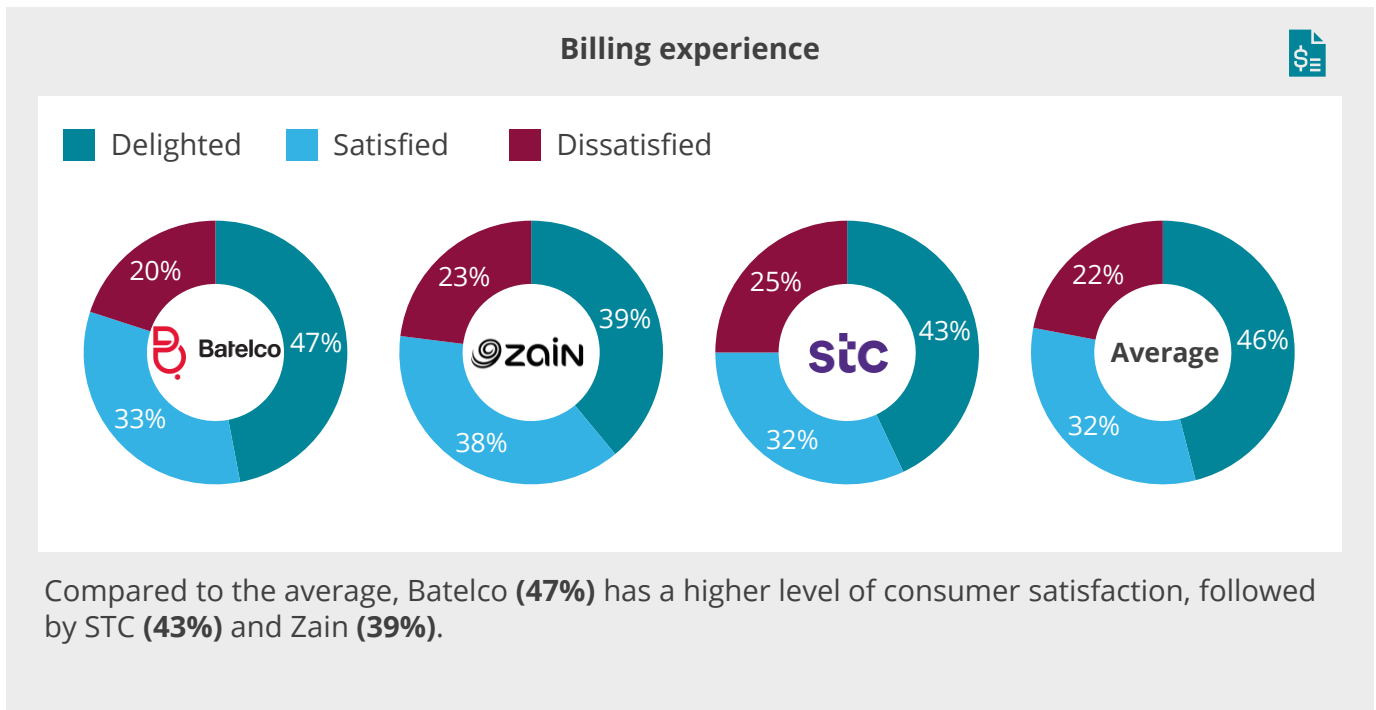
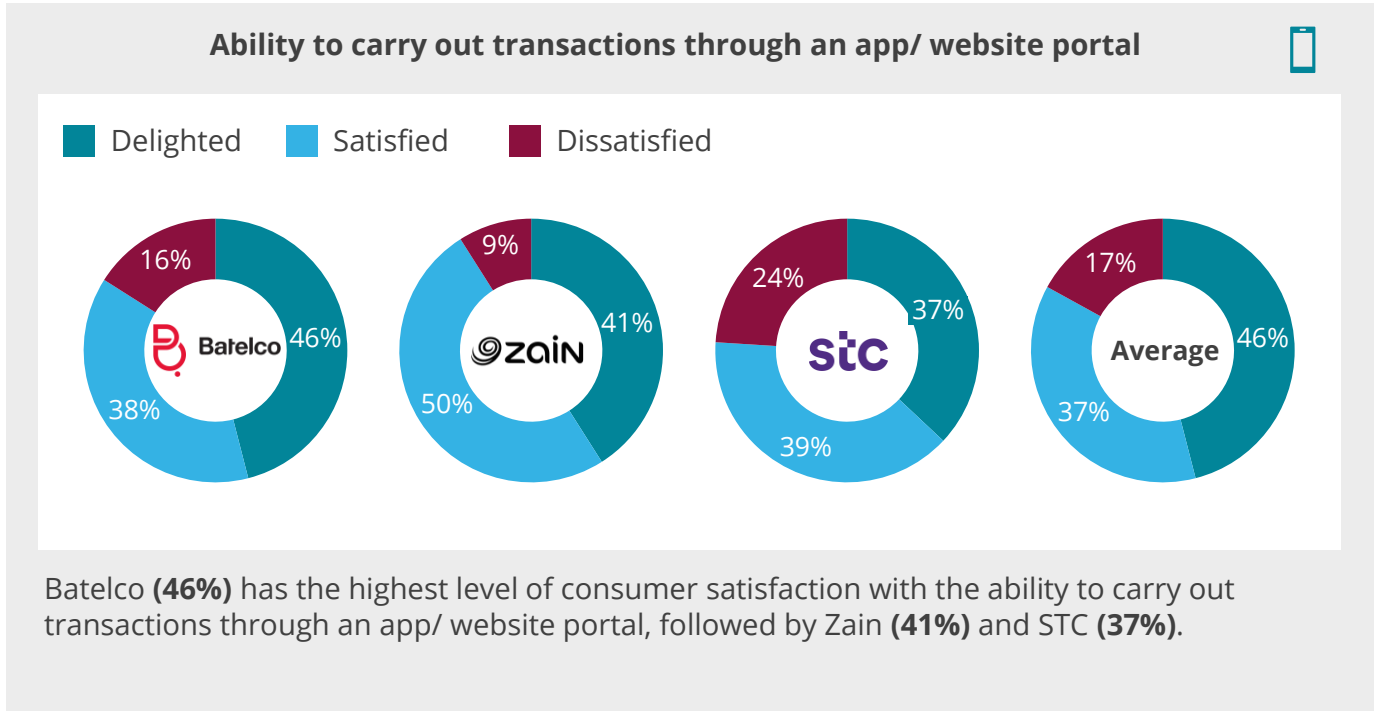




# 3.2 Broadband



## Charging activity



# 3.2 Broadband

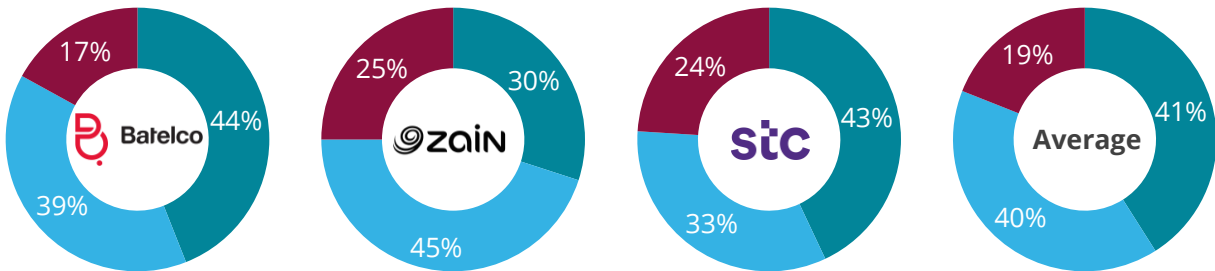


## Consumer knowledge

### Overall transparency of information



Delighted Satisfied Dissatisfied

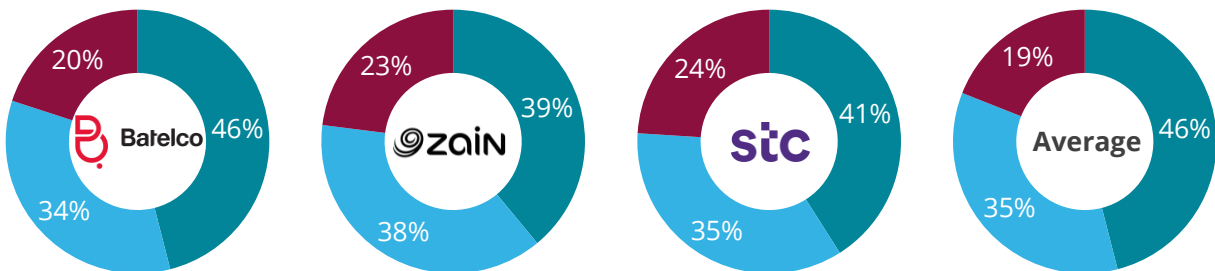


Batelco (**44%**) has a higher-than-average level of consumer satisfaction with the overall transparency of information, followed by STC (**43%**) and Zain (**30%**).

### Tariff information availability



Delighted Satisfied Dissatisfied



Batelco (**46%**) has the highest level of consumer satisfaction with tariff information availability, followed by STC (**41%**) and Zain (**39%**).



**4**

# Survey Approach

# 4. Survey Approach

## Residential

Information in this report has been collected through a market research survey carried out by an independent research company. The research was conducted using a Computer Assisted Telephonic Interview methodology (CATI).

The residential research survey covered 1380 mobile consumers, split into ~450 for each of the 3 mobile providers. The CATI system selects mobile numbers randomly to determine respondents. A total of 450 broadband/ fixed-line consumers were surveyed, split into ~150 for each of the 3 broadband/ fixed-line providers.

The data has been subject to a series of quality control measures to ensure validation. These measures include:

- Recording calls for a sample of the interviews carried out
- Ensuring that each interviewer does not exceed 8-10% of the total sample size
- Random checks for 5% of the recorded calls

## Corporate

The corporate survey was conducted using the Pen & Paper Interviews (PAPI) methodology. The interviews were carried out by an independent research company, face-to-face using a structured questionnaire.

A total of 500 small, medium and large businesses were interviewed for the purpose of the corporate consumer experience survey.

In order to validate the data, a series of quality control measures were undertaken after conducting the survey. These measures include:

- Logical checking 100% of interviews carried out
- Ensuring that interviewer does not exceed 8-10% of the total sample size

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