

April 07, 2008

WIDESPREAD COVERAGE

Reviews of media coverage provide strong indicators of customer satisfaction levels.

ONCE MONOPOLY-based the region's telcos have morphed into a highly competitive sector.

The providers evaluated for this analysis du and Etisalat plus Mobily, the Etisalat subsidiary in Saudi Arabia.

Some du, some don't

Survey results for Etisalat indicate that there's a clear relationship between nationality and satisfaction levels with expatriate Arabs being the most satisfied and Westerners the least. This implies an individual comparison between Etisalat's services and the services customers have grown familiar with in their native countries.

There was also a significant level of

indifference among Westerners, which may be due to their low level of expectations from the region.

There seems to be a relationship between age and satisfaction level as well. The higher the age, the lower the satisfaction, probably due to the higher quality of services and the variety of features expected by older consumers.

Similarly the higher the income, the lower the satisfaction which, again, may be attributed to the level of demand and higher expectations from the better-off, who are willing to pay more for better services which is not attained in this case.

Females are more satisfied than males.

The results also indicate a relationship between nationality and satisfaction lev-

els for du. Expatriate Arabs and others are more satisfied and Westerners are the least, due again to comparisons with their own countries.

Interestingly, however, only two per cent of UAE nationals indicated satisfaction with du's services indicating that they prefer Etisalat, leaving du to the expatriates.

The higher the age, the higher the satisfaction level, which is the opposite with Etisalat. This can be due to the nature of du's services, such as its international calls offers, its billing per second, etc.

The higher the income, the less the satisfaction for du. High-income individuals demand better services and are will-

UAE SURVEY HIGHLIGHTS

| | Total | NATIONALITY | | | | | AGE | | | | | INCOME GROUPS | |
|-----------------|-------|-------------|-------------|------------|--------|--------|----------|----------|----------|----------|--------------|---------------|------------------|
| | | Emiratis | Arab Expats | Westerners | Asians | Others | Below 21 | 21 to 29 | 30 to 39 | 40 to 49 | 50 and Above | Below \$1600 | \$1600 to \$2665 |
| ETISALAT | | | | | | | | | | | | | |
| Unsatisfied | 15 | 17 | 12 | 21 | 15 | 28 | 20 | 16 | 15 | 10 | 18 | 19 | 8 |
| Neither | 31 | 21 | 22 | 47 | 35 | 28 | 21 | 28 | 33 | 37 | 39 | 23 | 37 |
| Satisfied | 42 | 48 | 53 | 24 | 39 | 44 | 40 | 46 | 41 | 41 | 30 | 51 | 39 |
| du | | | | | | | | | | | | | |
| Unsatisfied | 24 | 36 | 32 | 25 | 20 | 29 | 27 | 21 | 25 | 30 | 24 | 23 | 26 |
| Neither | 31 | 24 | 30 | 15 | 33 | 23 | 26 | 33 | 32 | 20 | 36 | 40 | 30 |
| Satisfied | 7 | 2 | 11 | 0 | 7 | 12 | 7 | 7 | 5 | 8 | 12 | 9 | 7 |

SAUDI ARABIA SURVEY HIGHLIGHTS

| | Total | NATIONALITY | | AGE | | | | | INCOME GROUPS | |
|---------------|-------|-------------|--------|----------|----------|----------|----------|--------------|---------------|------------------|
| | | Saudi | Others | Below 21 | 21 to 29 | 30 to 39 | 40 to 49 | 50 and Above | Below \$1600 | \$1600 to \$2665 |
| MOBILY | | | | | | | | | | |
| Unsatisfied | 17 | 19 | 13 | 16 | 20 | 15 | 10 | 14 | 16 | 14 |
| Neither | 33 | 33 | 33 | 35 | 35 | 30 | 26 | 33 | 30 | 37 |
| Satisfied | 28 | 28 | 27 | 24 | 27 | 28 | 27 | 37 | 33 | 23 |
| STC | | | | | | | | | | |
| Unsatisfied | 21 | 28 | 10 | 32 | 24 | 17 | 16 | 7 | 21 | 22 |
| Neither | 34 | 36 | 30 | 37 | 35 | 37 | 22 | 31 | 29 | 33 |
| Satisfied | 32 | 23 | 43 | 27 | 26 | 35 | 44 | 37 | 37 | 31 |

ing to pay for it. As for gender, females seem to be slightly more satisfied which is a pattern across the different companies. It is worth noting that all of du's results indicate a very high level of indifference which can be clearly attributed to the vast untapped market by du.

The majority of UAE residents are Etisalat customers.

As for Mobily, results indicate slightly higher dissatisfaction among Saudis compared to other nationalities.

The higher the age, the higher the satisfaction level. There is also a high level of indifference. Customers are neither very happy nor very unhappy with Mobily's services. The higher the income, the higher the satisfaction level.

This is not the case with Etisalat. The only exceptions are those with incomes below \$1600. This is probably due to Mobily's numerous discount offers and promotions.

Gender does not seem to play a role here.

| MEASUREMENTS | | | | | | | |
|--------------|-----------|-------------|-----------|---------------|-------------|------------|--------------|
| Topic | Clippings | Impressions | | Coverage Size | | Prominence | RAVE |
| | Count | Newspaper | Magazine | Newspaper | Magazine | Total | Total |
| du | 247 | 13,375,10 | 1,103,099 | 12378 cc | 52.95 pages | 0.49 | \$388,631.40 |
| Etisalat | 426 | 24,102,486 | 1,628,528 | 25519 cc | 40.54 pages | 0.42 | \$418,120.19 |
| Mobily | 179 | 20,124,598 | 172,865 | 10253 cc | 10.65 pages | 0.79 | \$348,953.36 |

| REPUTATION DRIVERS | | | |
|--------------------|----------|-----------|----------|
| Telecom Co. | Positive | No driver | Negative |
| Etisalat | 270 | 73 | 4 |
| du | 154 | 52 | 13 |
| Mobily | 306 | 7 | 17 |

| PR INFLUENCE | | |
|--------------|--------|-----|
| Telecom Co. | Non PR | PR |
| Etisalat | 91 | 256 |
| du | 55 | 165 |
| Mobily | 26 | 304 |



Media coverage

The media coverage for Etisalat, Mobily and du in the Saudi Arabian and UAE markets during February 2008 indicate that Mobily achieved the highest prominence value; 0.79, followed by du with 0.49 and finally Etisalat with 0.42.

However, Etisalat had the most coverage, the greatest coverage size, impressions and real AVE: du was second in the same categories then Mobily.

Interestingly, 92 per cent of Mobily's messages were positive reputation drivers, 17 per cent were negative while du had 70.3 per cent positive reputation drivers and six per cent negative.

Finally, 77.8 per cent of Etisalat's messages were positive reputation drivers and 1.15 per cent negative.

Mobily scored the highest percentage of positive and negative reputation drivers. Etisalat had the lowest level of negative drivers.

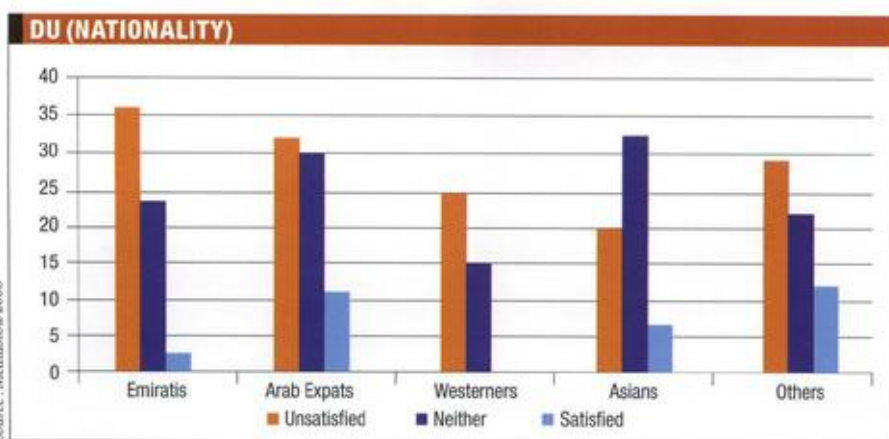
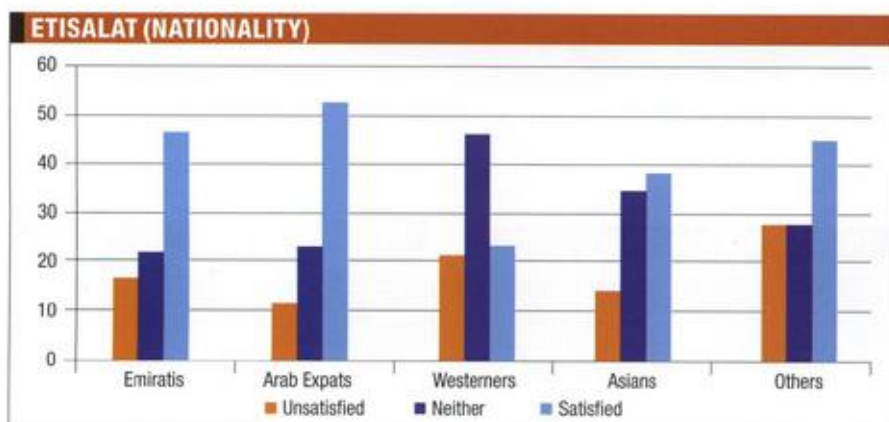
Slightly more than 92 per cent of Mobily's messages resulted from PR, while 75 per cent and 73.8 per cent are du's and Etisalat's PR respectively.

It would appear that Mobily's media coverage is primarily due to PR with a high percentage of positive reputation drivers and prominent mentions.

Etisalat's coverage featured messages that may explain its customers' satisfaction level in that it experienced damage to its network relative to the other

| | | | | GENDER | |
|------------------|------------------|------------------|--------------------------------|--------|--------|
| \$2666 to \$5332 | \$5333 to \$7999 | \$8000 and Above | Prefer not to say / Don't know | Male | Female |
| 15 | 13 | 15 | 19 | 16 | 12 |
| 30 | 45 | 51 | 26 | 32 | 30 |
| 45 | 30 | 24 | 45 | 41 | 46 |
| 20 | 23 | 31 | 29 | 25 | 22 |
| 32 | 23 | 23 | 24 | 32 | 28 |
| 7 | 4 | 0 | 10 | 6 | 7 |

| | | | | GENDER | |
|------------------|------------------|------------------|--------------------------------|--------|--------|
| \$2666 to \$5332 | \$5333 to \$7999 | \$8000 and Above | Prefer not to say / Don't know | Male | Female |
| 17 | 24 | 12 | 16 | 15 | 16 |
| 35 | 36 | 33 | 31 | 34 | 29 |
| 25 | 24 | 37 | 23 | 28 | 29 |
| 23 | 28 | 33 | 20 | 21 | 21 |
| 37 | 36 | 34 | 41 | 34 | 33 |
| 27 | 12 | 34 | 28 | 32 | 31 |



Source: Mediascope 2008

...there's a clear relationship between nationality and satisfaction level...

providers during January 31 - Feb 11. Etisalat took necessary precautions for the internet cut, it also completed its FTTH deployment, launched 3.5G package as well as a 4Mbps internet speed service, testament to its continual efforts to upgrade its services and network ahead of others.

Etisalat opened new branches in Virgin stores, introduced installment payment schemes, struck an agreement with HCT to provide WiFi for the hospitality sector.

The provider also offered a \$2.45 (AED 9) per month fee across 12 months for expired Wasel accounts. These messages imply that Etisalat tries to make things

easier for customers by opening outlets in areas closer to them and introducing easy and affordable payment methods.

Finally, Etisalat won a customer care award and trained its Nigerian staff, indicating that it tries to keep its services up-to-date in all the countries within which it operates.

The relation between Etisalat's messages and activities with the results is strong. It had the highest level of satisfaction relative to the other telecos achieving 42 per cent total satisfaction level.

In contrast, du's messages included the internet cut which affected services as well as complaints from Ras Al

Khaimah about the low coverage. These messages are in line with the low levels found in the poll as du achieved a measly seven per cent satisfaction level. du is new and seems to be in the process of adjusting.

It must be noted, however, that du did feature positive messages such as its deal for ICT development, deal to provide WiFi at Dubai Festival City and on its rerouting of voice calls, evidence that du is to improve but has some way to go.

Mobily achieved a total satisfaction level of 28 per cent. Its messages included an apology for the Uzaniah service outage. Mobily is still new and has some problems, but with the experience of its parent company Etisalat, it is managing to improve its customer care.

Mobily featured messages such as the opening of new branches in the South, Western Region and Bareeda, as well as its promotions for PTS, internet and Post-Paid packages, its MMS agreements and its WiFi for pilgrims.

The operator is obviously working hard to reach all areas.

Mobily's messages also featured its deals with Huawei for HSDPA deployment and with Motorola to expand its network. Finally, Mobily ranks high on customer satisfaction. Despite being new, it is benefiting Etisalat parent brand to develop fast and gain recognition among Saudi customers.

Conclusion

It seems clear that Etisalat reigns in comparison to the other providers; however Mobily seems to be catching up in terms of customers' satisfaction level. du, on the other hand, seems to be lagging and is suffering from a high level of dissatisfaction due to its internal problems and poorer quality of services. du should either try to capitalise national segment or focus on distinguishing its niche as the provider for the expatriates. Mobily should look into improving the low level of satisfaction, while Etisalat needs to maintain its current standing. ■