



Product Feedback: Data top-up 20GB for \$20

THE CHALLENGE

- Upcoming MVNO in Singapore **launched a mobile data top-up offer** of 20GB for \$20
- The client's marketing and product teams needed **input on proposing a counter offer** for consumers to rival competitor

OBJECTIVES

- **Gauge consumer opinion** on newly launched mobile top-up offer
- Identify reasons for **appreciation** and **criticism** by consumers

SOLUTION

- Social Media listening around the data top up offer by MVNO
- Analysis of consumer comments by categorising sentiment and identifying key drivers for each sentiment category

INSIGHTS

- **Mixed sentiment** observed around **new offer**
 - Many stated **potential switch** to competitor while others claimed **20GB was excessive**
- **Mixed sentiment observed** around the **MVNO**
 - **Appreciation** for **good service** and **criticism** for **shared infrastructure** with incumbent competitor telco

BUSINESS IMPACT

- The analysis aided in **avoiding a reactionary counter offer** from the client
- Provided **input** to the client for **messaging** – e.g. highlight strengths such as owned infrastructure

SAMPLE CONSUMER VERBATIM



“ Is it too good to be true? **Nope this is LEGIT!** This is the real deal!!! Been with them for 8 months already. I have no regrets since day 1.

Just signed up for this and changed my base plan to 3gb. And I'm paying even lesser than before for a whole load more of data.



“ If cant share btwn devices is pointless. 20gb overkill. Far out I can't even use 1G of data in a month... who can use 20G?!

The amount of data is tempting. Wait till you guys has no or poor network connections in certain areas of singapore, you will be opting out of their plan in no time.