

Customer Satisfaction Tracking – NPS Study

INDUSTRY Telecommunications	MARKET UAE (United Arab Emirates)
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OVERVIEW

In the competitive Telecommunications market of the UAE, understanding customer experience and advocacy across mobile and home services is critical to sustaining growth. This case study highlights how Certainty supported a Customer Satisfaction Tracking – NPS Study designed to measure customer experience across all products and touchpoints, benchmark our brand against competitor, and generate insights that inform ongoing customer experience strategy.

OBJECTIVE

- Track Net Promoter Score (NPS) across Mobile (Prepaid and Postpaid) and Home (TV and Broadband)
- Measure customer experience across all products and touchpoints
- Benchmark our brand against competitor through satisfaction gap analysis
- Identify focus areas to drive overall NPS through What-if Impact Analysis

METHODOLOGY

- Face-to-face (CAPI) quantitative survey of UAE residents conducted by Kantar, with 864 interviews every month and data shown on a 3-month rolling basis
- Quality checks deployed throughout the study, including recording of interviews for quality control

CERTAINTY SUPPORT

Research Design	Data Quality	Analysis	Reporting
• Questionnaire and sample design aligned to NPS tracking objectives, which conducted by Kantar	• Data processing and quality validation	• Analysis of NPS, satisfaction gaps and impact analysis	• Insight-led gap report development

BUSINESS IMPACT

The Customer Satisfaction Tracking – NPS Study gave the client a structured, ongoing view of customer experience within the competitive UAE telecommunications market, strengthening the data foundation behind customer experience decisions.

- Clear view of NPS across Prepaid, Postpaid and Home
- Actionable inputs for prioritising focus areas
- Competitive gap insights
- Stronger, data-backed confidence in customer experience strategy

OUTCOME

Certainty helped the client establish a reliable NPS tracking framework, enabling clear visibility into NPS, satisfaction gaps, and touchpoint performance to guide customer experience improvements across Mobile and Home in the UAE market.

TECHNOLOGIES & EXPERTISE

- Customer NPS Tracking
- Competitive Gap Analysis
- Quantitative Research Design
- Data Quality & Validation
- Insight-Led Reporting
- Key Recommendations