



# Telco prepaid purchase & recharge journey 2024

ASEAN edition





# | Disclaimer

The information in this report is provided on an as-is basis. This document is produced by Twimbit per date of research and writing (April-September 2023) and is subject to change. It has been prepared solely for information purposes over a limited period to provide a perspective on the market. All the data is derived and estimated by Twimbit analysts via publicly available information and limited mystery shopping exercises. Projected information, analyses, and conclusions in this report should not be construed to guarantee future performance or results.





The Digital Experience  
(TDEX) score of the  
23 telcos in ASEAN



# Our research methodology

01

Shortlisted the top telcos in Indonesia, Malaysia, Philippines, Singapore and Thailand

02

Purchased pre-paid plans to evaluate the purchase journey, delivery convenience, activation process, app innovation and customer care

03

Defined 5 key success metrics and 21 sub-parameters

04

Each factor was evaluated on a **scale of 1.00 to 5.00** (with 5.00 indicating the best performance)

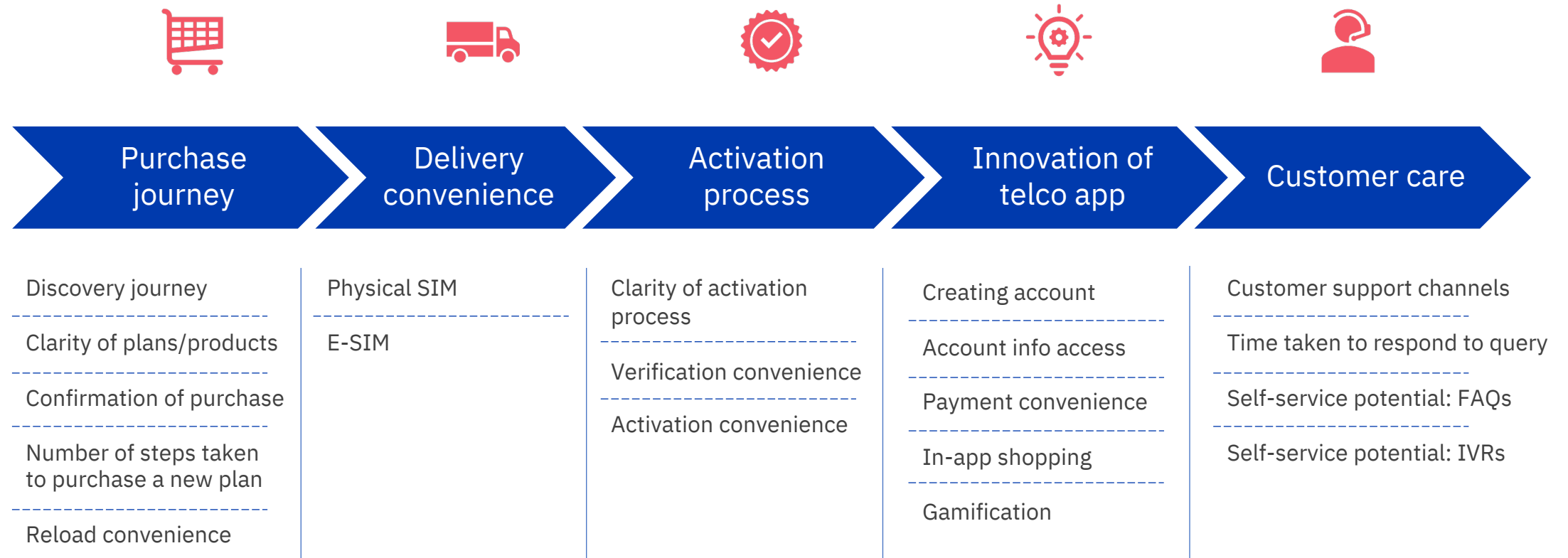
05

Weighted scores were given to identify ASEAN's top telco companies

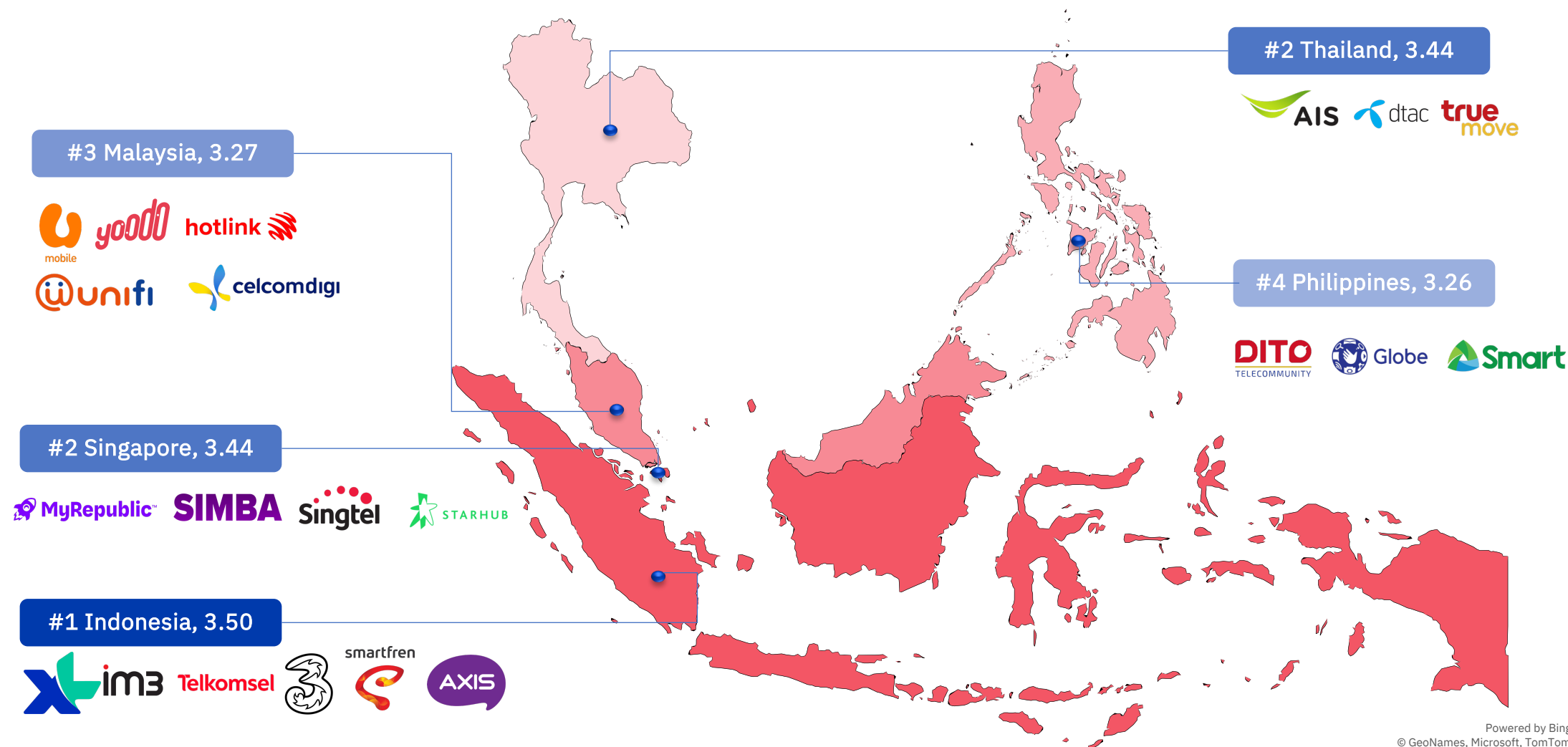


# Twimbit TDEX score

A diagnostic framework to evaluate the digital experience of a company













# Regional-level analysis
















# TDEX score of 21 telcos in ASEAN (1/2)

		Telco	Purchase score	Delivery score	Activation process score	Mobile app innovation score	Customer support score	Final score
01		MyRepublic	3.51	3.44	5.00	3.88	3.61	3.89
02		XL	4.02	3.91	4.03	3.53	3.67	3.83
03		Telkomsel	4.54	3.91	3.19	3.81	3.19	3.73
04		im3	3.32	3.28	3.89	4.26	3.55	3.66
05		Yoodoo	3.62	3.91	4.58	3.05	2.80	3.59
06		AIS	2.42	4.53	5.00	3.24	2.72	3.58
07		Tri	3.34	3.28	3.61	4.09	3.55	3.57
08		Simba	3.04	4.38	4.03	2.96	3.41	3.56
09		Hotlink	3.12	3.44	4.72	2.78	3.20	3.45
10		DITO Telecommunity	3.27	4.06	3.22	3.63	3.07	3.45

# TDEX score of 21 telcos in ASEAN (2/2)

		Telco	Purchase score	Delivery score	Activation process score	Mobile app innovation score	Customer support score	Final score
11		DTAC	2.66	4.06	3.36	4.15	2.88	3.42
12		Singtel	3.09	2.81	4.67	3.12	3.09	3.35
13		TrueMove H	3.20	2.82	3.72	3.33	3.60	3.33
14		Unifi	2.16	3.44	4.43	3.25	3.15	3.29
15		Smartfren	3.31	2.91	3.19	3.81	2.74	3.19
16		Globe Telecom	3.05	N/A	3.91	4.00	1.74	3.17
17		Smart	2.12	4.06	3.72	3.83	2.06	3.16
18		CelcomDigi	2.94	2.81	4.22	3.55	1.99	3.10
19		Axis	2.59	2.81	2.99	3.05	3.53	3.00
20		Starhub	3.08	N/A	2.22	3.01	3.56	2.97
21		Umobile	3.36	0.63	4.72	3.50	2.47	2.94



# How are the telco apps performing? (Part 1)

	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
<b>Purchase journey</b>										
Discovery journey	3.33	3.33	3.33	3.33	2.08	3.33	3.33	2.50	3.33	2.92
Clarity of plans/products	4.74	4.74	5.00	4.24	3.91	3.48	4.74	4.31	3.08	3.24
Confirmation of purchase	5.00	5.00	5.00	1.67	5.00	0.83	1.67	1.67	0.83	0.83
No. of steps taken to purchase a new plan	2.00	4.00	5.00	3.00	4.00	1.00	3.00	4.00	4.00	5.00
Reload convenience	2.50	3.01	4.38	4.38	3.13	3.44	3.95	2.70	4.38	4.38
<b>Delivery convenience</b>										
Physical sim	4.38	4.06	4.06	2.81	3.44	4.06	2.81	N/A	3.44	4.06
e-sim	2.50	3.75	3.75	3.75	4.38	5.00	3.75	4.38	N/A	N/A
<b>Activation process</b>										
Clarity of activation process	5.00	4.58	2.91	4.17	4.58	5.00	4.17	2.08	5.00	2.50
Verification convenience	5.00	4.50	3.65	4.50	4.15	5.00	3.65	5.00	4.15	3.15
Activation convenience	5.00	3.00	3.00	3.00	5.00	5.00	3.00	5.00	5.00	4.00

# How are the telco apps performing? (Part 1 – Cont.)

Innovation of telco app	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Creating account	3.66	4.33	4.66	4.66	4.32	1.32	3.99	2.33	2.65	1.99
Account info access	5.00	4.33	4.66	4.16	2.83	4.50	4.16	4.16	3.33	4.66
Payment convenience	4.50	4.00	3.50	3.50	4.50	3.00	3.50	3.00	3.50	4.00
In-app shopping	2.36	3.74	5.00	4.72	2.35	3.61	4.71	2.36	3.18	3.88
Gamification	N/A	1.25	1.25	N/A	1.25	3.75	N/A	N/A	1.25	N/A
<b>Customer care</b>										
Customer support channels	4.50	3.50	4.00	4.50	3.50	4.00	4.50	3.50	4.50	3.50
Time taken to respond to query	3.00	4.00	2.00	4.00	2.19	3.00	4.00	3.00	2.60	3.00
Self-service potential: FAQs	3.95	4.16	4.16	3.11	2.70	1.86	3.11	3.74	2.70	2.70
Self-service potential: IVRs	3.00	3.00	2.60	2.60	N/A	2.00	2.60	N/A	3.00	N/A



# How are the telco apps performing? (Part 2)

Purchase journey	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Discovery journey	3.33	3.33	3.33	2.92	2.92	2.92	3.33	3.33	2.92	3.33	3.33
Clarity of plans/products	3.74	3.74	2.48	4.06	4.24	2.56	3.06	3.81	4.24	3.91	4.74
Confirmation of purchase	0.83	0.83	0.83	0.83	1.67	0.83	0.83	0.83	0.83	0.83	1.67
No. of steps taken to purchase a new plan	1.00	4.00	5.00	1.00	5.00	5.00	1.00	3.00	1.00	4.00	3.00
Reload convenience	4.38	3.54	4.38	1.98	2.7	3.95	2.39	3.75	3.95	3.33	4.06
<b>Delivery convenience</b>											
Physical sim	4.06	2.81	2.82	3.44	4.06	N/A	4.06	2.81	2.81	N/A	0.63
e-sim	N/A	N/A	N/A	N/A	2.5	N/A	N/A	N/A	N/A	N/A	N/A
<b>Purchase journey</b>											
Clarity of activation process	2.92	5.00	4.17	4.58	2.91	4.58	5.00	5.00	3.33	3.33	4.17
Verification convenience	4.15	4.00	4.00	4.15	3.65	3.15	3.15	3.65	3.65	1.33	5.00
Activation convenience	3.00	5.00	3.00	4.00	3.00	4.00	3.00	4.00	2.00	2.00	5.00

# How are the telco apps performing? (Part 2 – Cont.)

Innovation of telco app	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Creating account	4.00	1.99	2.66	3.33	3.65	3.32	3.32	3.33	2.33	2.33	4.33
Account info access	4.16	3.58	4.16	3.83	3.91	4.50	4.50	4.41	3.83	4.33	4.00
Payment convenience	5.00	4.00	4.00	3.50	3.00	5.00	5.00	3.00	3.00	3.00	2.50
In-app shopping	3.45	2.90	3.31	2.35	4.72	3.18	2.48	3.45	2.35	2.36	3.18
Gamification	N/A	N/A	2.50	N/A	3.75	N/A	N/A	N/A	3.75	N/A	N/A
<hr/>											
<b>Customer care</b>											
Customer support channels	3.00	4.50	4.00	4.00	3.50	2.50	2.50	2.50	4.00	4.50	4.00
Time taken to respond to query	3.00	4.00	3.00	4.00	4.00	1.00	1.00	2.00	4.00	4.00	1.00
Self-service potential: FAQs	3.11	1.86	4.58	1.45	1.45	1.45	3.33	1.87	3.73	3.74	1.86
Self-service potential: IVRs	2.40	2.00	2.80	N/A	2.00	2.00	1.40	1.60	2.40	2.00	3.00

1<sup>st</sup> Journey

# Purchasing process



### Areas of improvement

[illegible]



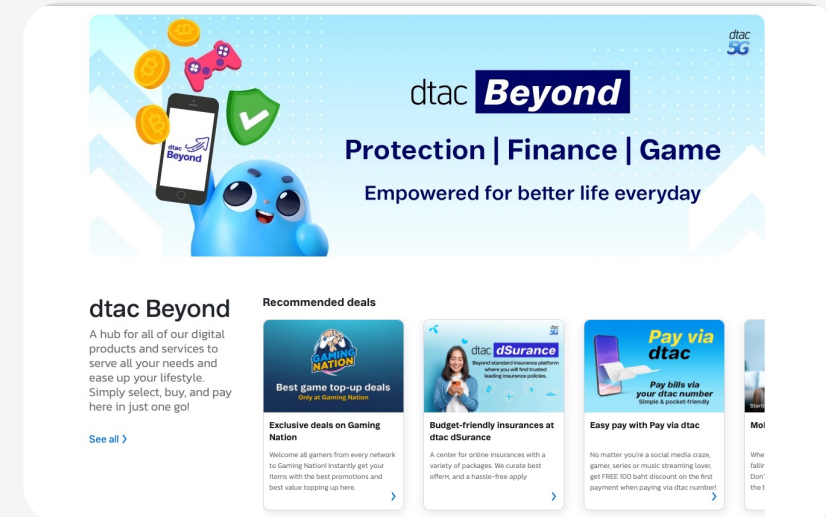
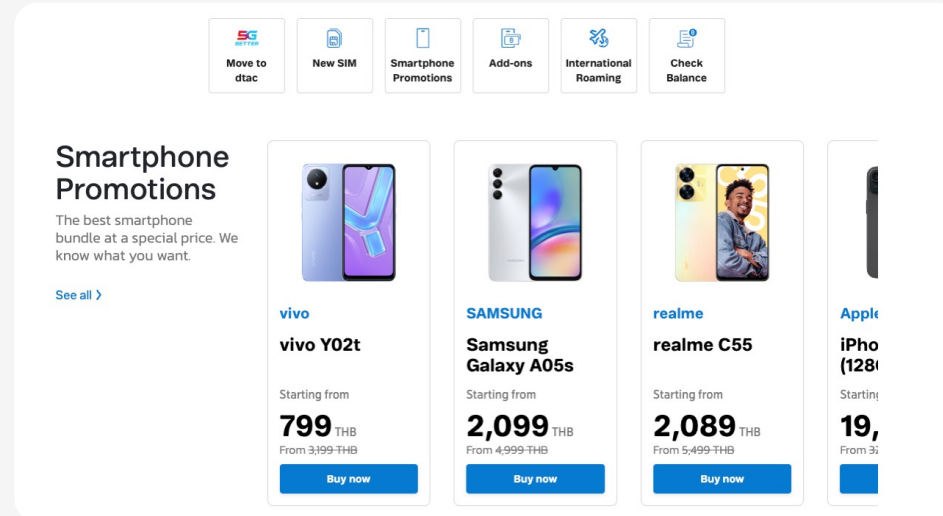
Purchasing process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Discovery journey score	3.33	3.33	3.33	2.92	2.92	2.92	3.33	3.33	2.92	3.33	3.33

## Areas of improvement

[illegible]

# The DTAC website has a clean design with a strong brand voice

Strategic use of icons allows users to quickly grasp available options



Rounded edges and a balanced color palette create a welcoming and user-friendly atmosphere

# Clarity of plans/products (1/2)

Purchasing process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Product clarity score	4.74	4.74	5.00	4.24	3.91	3.48	4.74	4.31	3.08	3.24

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Comprehensive plan details (i.e., service coverage, TnC, clear pricing and CTA)	✓	✓	✓	✓	Unclear pricing	Unclear pricing	✓	Highlights key features only	Unclear pricing, no CTA button	✓
Customisable side-by-side plan comparison	Not customisable	Not customisable	✓	Not customisable	Not customisable	Not customisable	Not customisable	Not customisable	Not customisable	No
Plan comparison with detailed breakdown	✓	✓	✓	✓	Highlights key features only	Highlights key features only	✓	✓	✓	No
Time spent to understand plan details (<2 minutes being the fastest)	✓	✓	✓	✓	✓	3-4 mins	✓	3-4 mins	5 mins	✓
Option to key-in and select preferred number	✓	✓	✓	Choose from preselected numbers	✓	✓	✓	✓	Choose from preselected numbers	No

# Clarity of plans/products (2/2)

Purchasing process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Discovery journey score	3.74	3.74	2.48	4.06	4.24	2.56	3.06	3.81	4.24	3.91	4.74

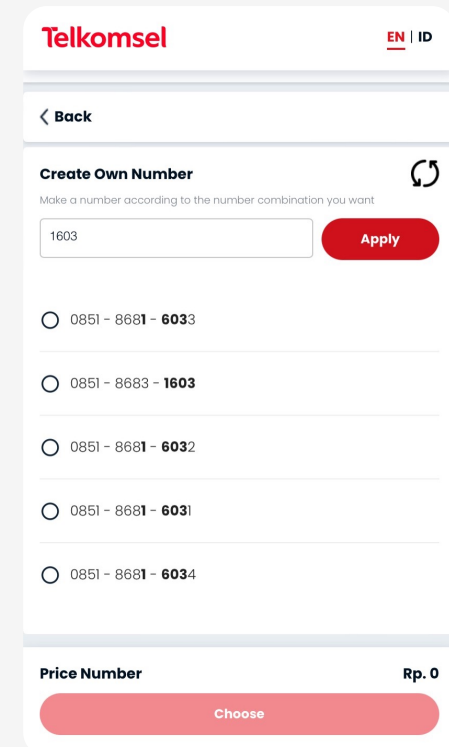
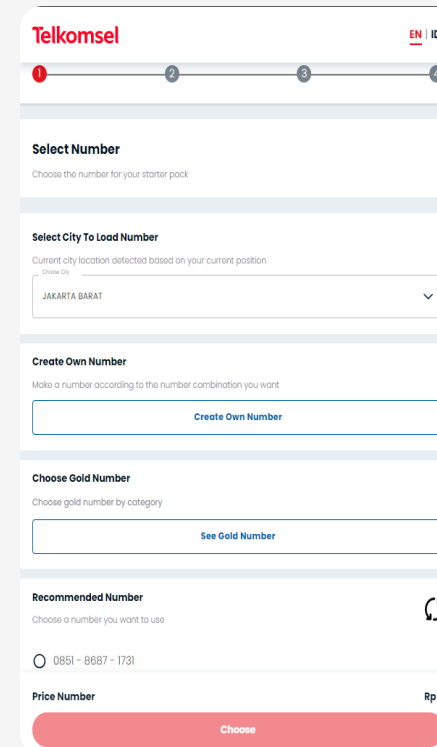
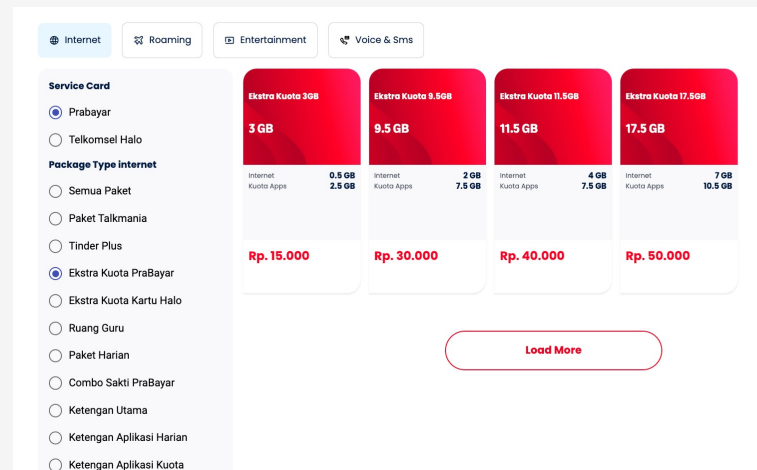
## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Comprehensive plan details (i.e., service coverage, TnC, clear pricing and CTA)	✓	✓	Highlights key features only, No CTA button	Highlights key features only	✓	Highlights key features only	Highlights key features only	Highlights key features only	✓	No CTA button	✓
Customisable side-by-side plan comparison	No	Not customisable	No	No	No	No	No	No	No	No	No
Plan comparison with detailed breakdown	Highlights key features only	✓	Highlights key features only	Highlights key features only	✓	Highlights key features only	Highlights key features only	Highlights key Features only	✓	✓	✓
Time spent to understand plan details (<2 minutes being the fastest)	5 mins	✓	3-4 mins	✓	✓	5 mins	✓	3-4 mins	✓	✓	✓
Option to key-in and select preferred number	✓	No	No	✓	Choose from preselected numbers	N/A	No	✓	Choose from preselected numbers	Choose from preselected numbers	✓



# Telkomsel empowers users with customisable comparisons and personalised phone number selection

Filter feature allows users to refine search and compare packages based on specific criteria



Generates recommended numbers from preferred digits

# Confirmation of purchase (1/2)

Purchasing process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Confirmation of purchase score	5.00	5.00	5.00	1.67	5.00	0.83	1.67	1.67	0.83	0.83

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
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Order summary with detailed breakdown (features, service coverage, pricing)



Brief outline on plan and prices



Brief outline on plan and prices

Brief outline

Able to customize or add on services (data, voice time, SMS) before check out or during payment stage



No



No

No

No

No

No

Flexibility to change plan before payment



No



No

No

No

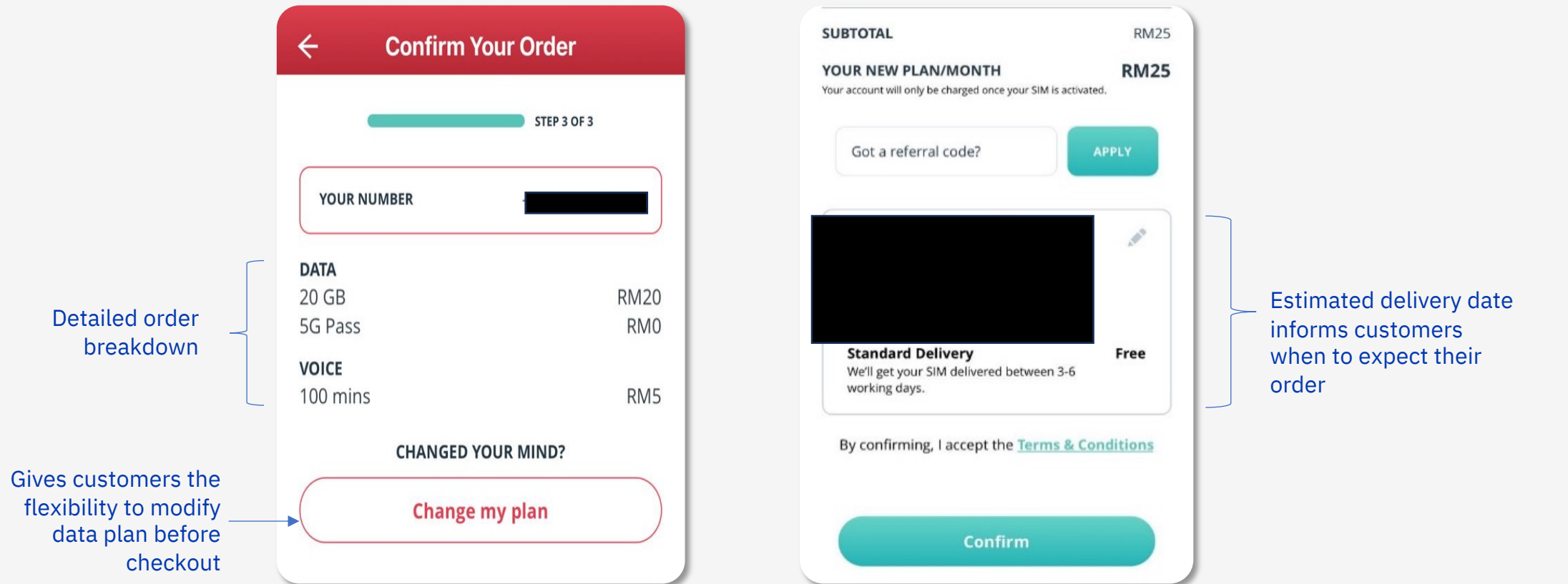
No

No

## Areas of improvement

[illegible]

# Yoodoo provides transparent purchase summaries: review orders, adjust plans, and confirm delivery dates before checkout







# Number of clicks to purchase telco (1/2)

Purchasing process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Number of clicks to purchase telco	2.00	4.00	5.00	3.00	4.00	1.00	3.00	4.00	4.00	5.00

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Number of clicks taken from selecting a plan to payment stage (<5 clicks being the simplest)	7 clicks	5 clicks		6 clicks	5 clicks	>7 clicks	6 clicks	5 clicks	5 clicks	

# Number of clicks to purchase telco (2/2)

Purchasing process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Number of clicks to purchase telco	1.00	4.00	5.00	1.00	5.00	5.00	1.00	3.00	1.00	4.00	3.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Number of clicks taken from selecting a plan to payment stage (<5 clicks being the simplest)	>7 clicks	5 clicks	✓	>7 clicks	✓	✓	>7 clicks	6 clicks	>7 clicks	5 clicks	6 clicks

# Truemove cuts down the steps to buy a prepaid plan with a one-page checkout so it can be done within <5 clicks

Fill in personal details and address

**Order process**

shopping cart      Make payment

**Product receipt details**

☒ Home delivery


**Shipping address** [Add a new address](#)

You don't have a shipping address on file.

[Add a new address](#)

☒ Normal delivery within the country 0.-  
Will receive within 1-3 days.

**Product list**

	quantity	price
 TrueMove H Hello SIM, prepaid SIM (register within 30 days from the date of order) <a href="#">Prepaid</a>	1	49.00.-

**Pay Next extra**  
วงเงินพร้อมใช้สูงสุด 100,000 บาท  
ผ่อนสบาย นานสูงสุด 48 เดือน\*  
สำหรับลูกค้า True Store  
สมัครเลย

\*เงื่อนไขเป็นไปตามที่บริษัทฯ กำหนด \*\*Please read the terms and conditions before ordering.

**Payment information**

☒ Installment payment via credit card

☒ True Money Wallet (Free Fee)  
Pay with cash at TrueMoney

☒ Credit/debit card

☒ Pay in installments with Pay Next Extra

☒ Credit/debit card (free of charge)

☒ PromptPay

☒ Payment on delivery

**Summary of product list**

your product	quantity	price
TrueMove H Hello SIM, prepaid SIM (register within 30 days from the date of order)	1	49.00.-

Shipping cost 0.00.-

Discount code  [Use discount](#)

[Choose a discount](#)

**Total price** 49.00.-

[Confirm payment](#)

\*When clicking to confirm payment, it is considered that you have accepted the conditions of purchase.  
\*\*Please read the terms and conditions before ordering.

Select payment method

Quick order summary

Terms and condition

# Reload convenience (1/2)

Purchasing process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Reload convenience score	2.5	3.01	4.38	4.38	3.13	3.44	3.95	2.7	4.38	4.38

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Customisable top-up options	No	Less than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	Less than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	✓
Time taken to complete top up ( <i>&lt;2 minutes being the fastest</i> )	✓	>2 mins	✓	✓	✓	✓	✓	✓	✓	✓
Clicks to complete top up ( <i>&lt;5 clicks being the simplest</i> )	✓	5 clicks	✓	✓	✓	✓	5 clicks	5 clicks	✓	✓
Alternative top up ( <i>request from others, top up for others, pay-later reload</i> )	No	✓	✓	✓	No	No pay-later reload	✓	No	✓	No pay-later reload



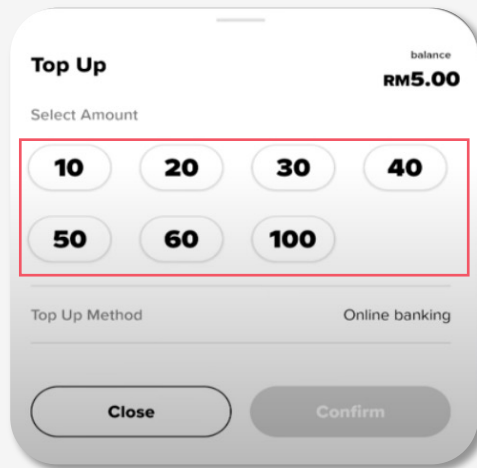
# Reload convenience (2/2)

Purchasing process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Reload convenience score	4.38	3.54	4.38	1.98	2.7	3.95	2.39	3.75	3.95	3.33	4.06

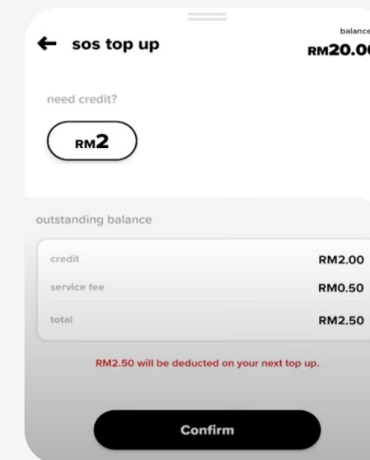
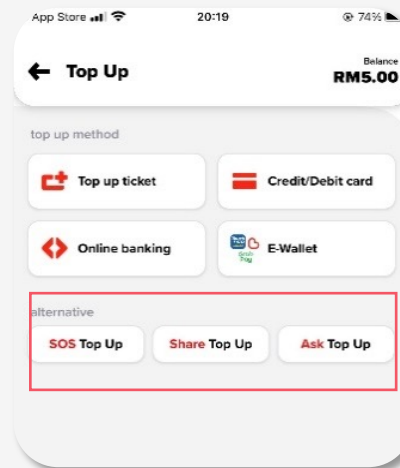
## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Customisable top-up options	✓	More than 6 pre-defined top-up options	✓	Less than 6 pre-defined top-up options	More than 6 pre-defined top-up options	✓	Less than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	More than 6 pre-defined top-up options	Less than 6 pre-defined top-up options
Time taken to complete top up (<2 minutes being the fastest)	>2 mins	✓	>2 mins	✓	✓	>2 mins	>2 mins	✓	✓	✓	✓
Clicks to complete top up (<5 clicks being the simplest)	✓	>5 clicks	✓	>5 clicks	5 clicks	5 clicks	5 clicks	✓	5 clicks	5 clicks	✓
Alternative top up (request from others, top up for others, pay-later reload)	✓	✓	✓	No	No	✓	No pay-later reload	No pay-later reload	✓	No pay-later reload	✓

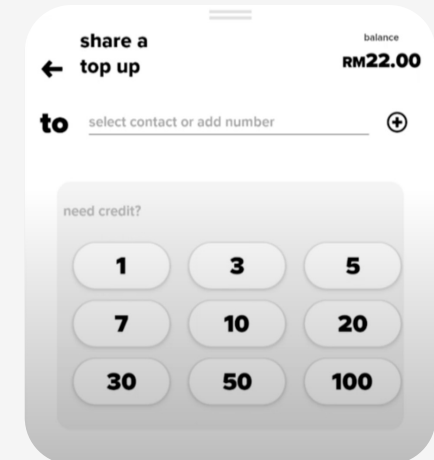
# Hotlink simplifies reloading: Provide unmatched ease with simple steps and even emergency top-ups



More than 6 predefined top up options



Offers the option for pay-later reload (SOS top up), request, and share credit with others



2<sup>nd</sup> Journey

# Delivery convenience



# Delivery of physical sim (1/2)

Delivery convenience	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Physical sim score	4.38	4.06	4.06	2.81	3.44	4.06	2.81	N/A	3.44	4.06

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Scheduled delivery available (preferred date and time)	Preferred date only	No	No	No	No	No	No	N/A	Preferred date only	No
Delivery fee is stated clearly	✓	✓	✓	✓	✓	✓	✓	N/A	✓	✓
Able to track delivery status	✓	✓	✓	No	✓	✓	No	N/A	✓	✓
Delivery timeliness	✓	✓	✓	✓	1-2 days delayed	✓	✓	N/A	Delayed >2 days	✓

\*N/A: only e-sim evaluated (Simba)

# Delivery of physical sim (2/2)

Delivery convenience	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Physical sim score	4.06	2.81	2.82	3.44	4.06	N/A	4.06	2.81	2.81	N/A	0.63

## Areas of improvement

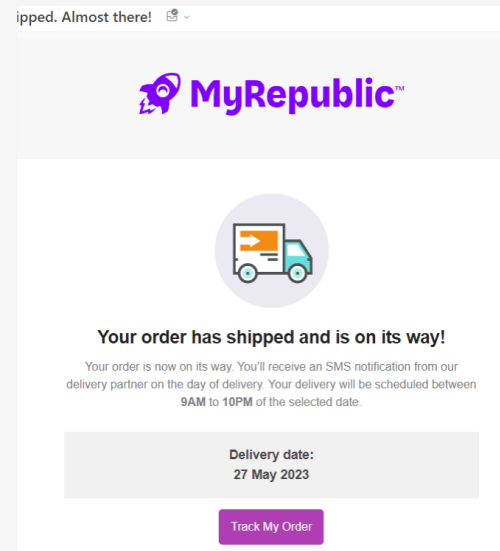
Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Scheduled delivery available (preferred date and time)	No	No	No	No	No	N/A	No	No	No	N/A	No
Delivery fee is stated clearly	✓	✓	✓	✓	✓	N/A	✓	✓	✓	N/A	No
Able to track delivery status	✓	No	No	✓	✓	N/A	✓	No	No	N/A	No
Delivery timeliness	✓	✓	✓	1-2 days	✓	N/A	✓	✓	✓	N/A	Delayed

\*N/A: Physical SIM purchase unavailable online during research (Globe & Starhub)

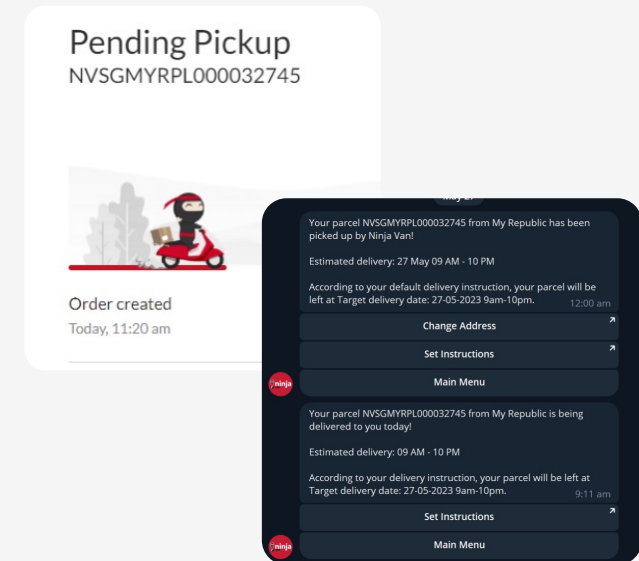
# MyRepublic offers flexible delivery, allowing customers to choose their preferred date and stay informed throughout the process

The screenshot shows the MyRepublic website's checkout process. At the top, there are navigation tabs: Build Your Plan, Personal Info, Choose Number, Select Date, Review & Confirm, and Payment Details. The 'Select Date' tab is active. Below it, the 'Delivery address' section is visible, with a checkbox for 'Use Billing Address as Delivery Address'. The address fields include Postal Code (587747), Block Number (14), Building Name (Optional), Unit No. (9 D1-23), and Street Address (ANG MO KIO CENTRAL 3). To the right, the 'What You're Getting' section lists the mobile plan, SIM type, and delivery charges. The 'Select Delivery Date' section is highlighted with a red box, showing a calendar for May 2023. The selected date is Saturday, May 27. Below the calendar, there is a note about the delivery schedule and a 'Next: Review Order' button.

Customers can choose their preferred delivery date



MyRepublic sends customers an email of the delivery date







Customers can easily track their delivery through the website and ninjabot



# Delivery of e-sim\*

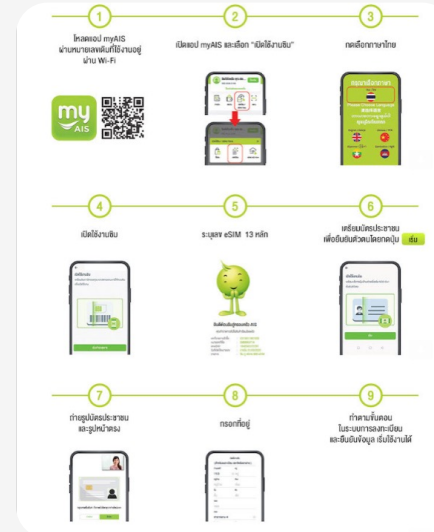
Delivery convenience	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Smartfren
E-sim score	2.50	3.75	3.75	3.75	4.38	5.00	3.75	4.38	2.50

## Areas of improvement

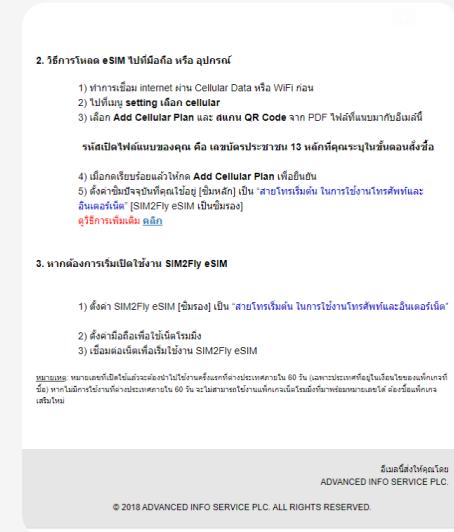
Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Smartfren
Instant purchase confirmation delivered to inbox	Delayed email notification, delivered to junk/spam	Delivered to junk/spam	Delivered to junk/spam	Delivered to junk/spam			Delivered to junk/spam		Delayed email notification, delivered to junk/spam
Number of emails received post-payment (1 consolidated email with order details and clear next steps being the best)	Multiple emails	Multiple emails	Multiple emails	Multiple emails	Multiple emails		Multiple emails	Multiple emails	Multiple emails

\*This list reflects only the telcos within our ASEAN evaluation that offer eSIM support

Users are greeted with an intuitive onboarding email and a definitive summary of their orders



Clear instructions with visuals to help guide customers on how to set up the e-SIM on their phones



3<sup>rd</sup> Journey

# Activation process



# Clarity of activation process (1/2)

Activation process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Product clarity score	5.00	4.58	2.91	4.17	4.58	5.00	4.17	2.08	5.00	2.50






















## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
<b>Design</b> <i>Email (esim): Clean layout with optimal white space and visual aids</i> <i>Packaging (physical sim): Wallet-friendly size with visual aids</i>	✓	Minimal/no visual cues	Minimal/no visual cues	Minimal/no visual cues	Minimal/no visual cues	✓	Minimal/no visual cues	Minimal/no visual cues	✓	Minimal/no visual cues
<b>Strong brand identity</b> <i>(Has consistent color palette, language, typography and visual style)</i>	✓	✓	✓	Inconsistent typography	✓	✓	Inconsistent typography	Inconsistent colour palatte and visual style	✓	Inconsistent visuals
<b>Clear activation instructions</b>	✓	✓	No	✓	✓	✓	✓	No	✓	No

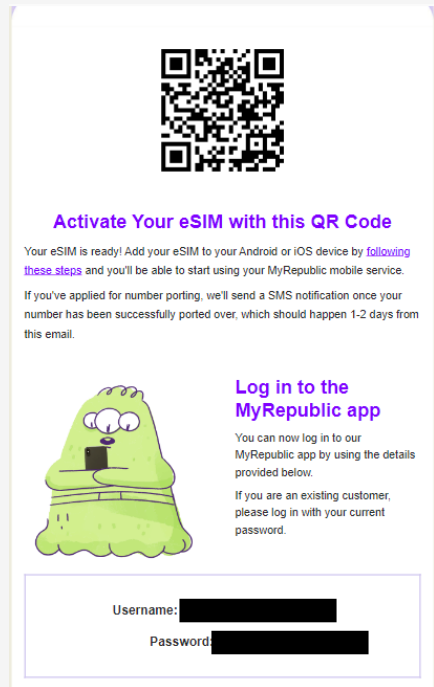
# Clarity of activation process (2/2)

Activation process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Product clarity score	2.92	5.00	4.17	4.58	2.91	4.58	5.00	5.00	3.33	3.33	4.17

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
<b>Design</b> <i>Email (esim): Clean layout with optimal white space and visual aids</i> <i>Packaging (physical sim): Wallet-friendly size with visual aids</i>			Minimal/no visual cues	Oversized white space	Minimal/no visual cues				Oversized white space, minimal visual cues		Minimal/no visual cues
Strong brand identity (Has consistent color palette, language, typography and visual style)	Inconsistent typo		Inconsistent typo			Inconsistent visual style			Inconsistent colour palette & visual style		
Clear activation instructions	No				No					No	

# MyRepublic ensures a smooth eSIM activation experience with its clear and easy-to-follow email instructions



Instruction email with clean layout  
and and clear instructions

## Activate your eSIM

Updated this week

Please follow the below step-by-step guide to activate your eSIM on a compatible Android or iOS device.

### Note:

- Do ensure that your device is connected to the internet during the activation.
- If you are installing your eSIM on a new device, please refer [here](#) instead.
- For a list of 4G eSIM compatible devices, please refer [here](#).
- For a list of 5G SA eSIM compatible devices, please refer [here](#).
- For eSIM-related charges, please refer [here](#).
- If you are unable to locate the email containing the eSIM, you can request for the QR code to be resent to you Via the MyRepublic App under "SIM Management" or [here](#) if using a mobile device

Step-by-step guide can be accessed  
by clicking the link in the email



# CelcomDigi simplifies SIM activation with clear instructions and sleek design for an effortless experience



Wallet-size packaging with sleek design in line with brand aesthetics



Clear activation instructions with visual cues

# Verification convenience (1/2)

Activation process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Verification convenience score	5.00	4.50	3.65	4.50	4.15	5.00	3.65	5.00	4.15	3.15

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Identity verification convenience (ID + email/OTP code being the simplest)	✓	✓	Additional personal details needed	✓	Additional personal details needed	✓	Additional personal details needed	✓	Additional personal details needed	Additional personal details needed
Time taken for verification process (<1 min being the fastest)	✓	2 mins	2 mins	2 mins	✓	✓	2 mins	✓	✓	Physical store verification

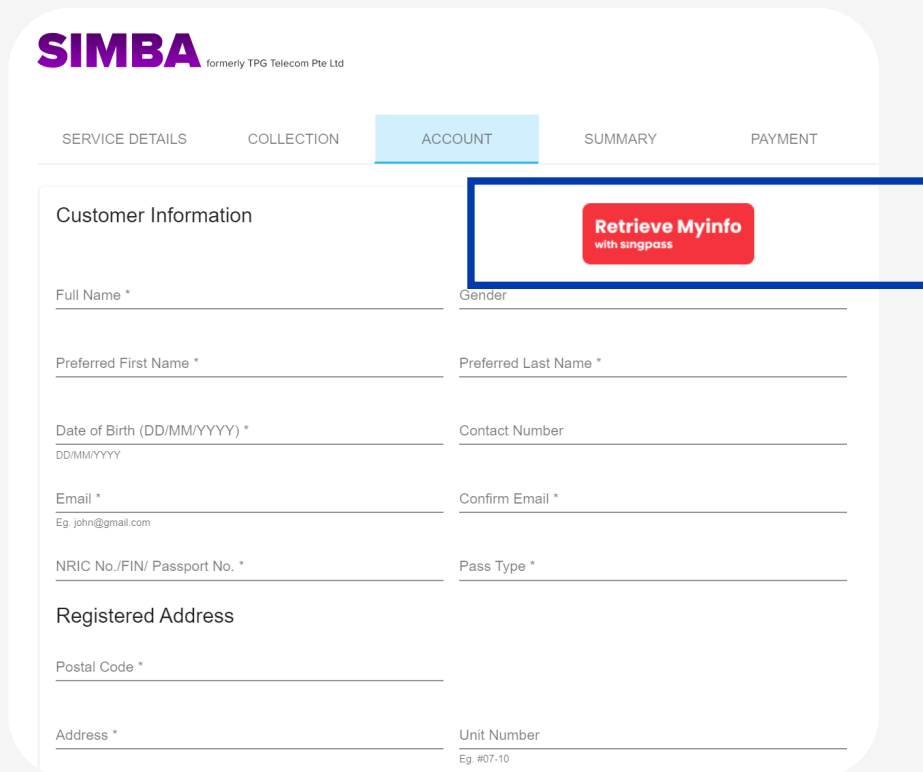
# Verification convenience (2/2)

Activation process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Verification convenience score	4.15	4.00	4.00	4.15	3.65	3.15	3.15	3.65	3.65	1.33	5.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Identity verification convenience (ID + email/OTP code being the simplest)	Additional personal details needed	✓	✓	Additional personal details needed	Additional personal details needed	Additional personal details needed	Additional personal details needed	Additional personal details needed	Additional personal details needed	Physical verification	✓
Time taken for verification process (<1 min being the fastest)	✓	3mins	3mins	✓	2 mins	3 mins	3 mins	2 mins	2 mins	Phsyical store	✓

# Simba streamlines verification with Singpass for instant and automatic input of personal details



**SIMBA** formerly TPG Telecom Pte Ltd

SERVICE DETAILS   COLLECTION   **ACCOUNT**   SUMMARY   PAYMENT

**Customer Information**

**Retrieve Myinfo**  
with singpass

Full Name \*   Gender

Preferred First Name \*   Preferred Last Name \*

Date of Birth (DD/MM/YYYY) \*   Contact Number

DD/MM/YYYY

Email \*   Confirm Email \*

Eg. john@gmail.com

NRIC No./FIN/ Passport No. \*   Pass Type \*

**Registered Address**

Postal Code \*

Address \*   Unit Number






Eg. #07-10

Simba requires personal details, but Singpass makes it quick and easy to input these details

# Activation convenience (1/2)

Activation process	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Activation convenience score	5.00	3.00	3.00	3.00	5.00	5.00	3.00	5.00	5.00	4.00



## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
SIM activation method (Most convenient - eSIM: QR code scan, physical sim: app launch upon insertion)		Activation through manual launch of app	Activation through manual launch of app	Activation through manual launch of app			Activation through manual launch of app			Activation through SMS

# Activation convenience (2/2)

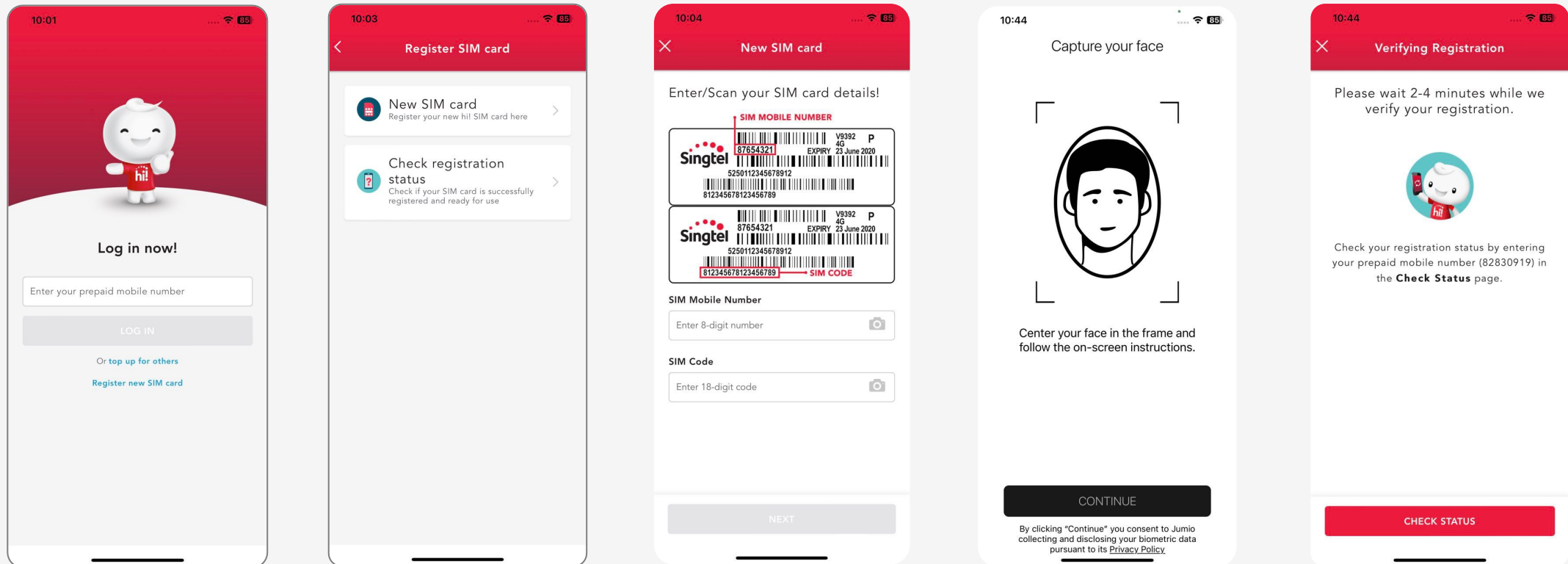
Activation process	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Activation convenience score	3.00	5.00	3.00	4.00	3.00	4.00	3.00	4.00	2.00	2.00	5.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
SIM activation method (Most convenient - eSIM: QR code scan, physical sim: app launch upon insertion)	Activation through manual launch of app		Activation through manual launch of app	Activation through SMS	Activation through manual launch of app	Activation through SMS	Activation through manual launch of app	Activation through SMS	Activation through phone call	Activation through phone call	



# Singtel combines activation and verification processes for faster and more convenient experience



Seamless integration of activation process with identity verification process aims to eliminate any extra steps

4<sup>th</sup> Journey

# App innovation



# Account creation (1/2)

App innovation	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Account creation score	3.66	4.33	4.66	4.66	4.32	1.32	3.99	2.33	2.65	1.99

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
User identification on app launch (New/existing user)	✓	✓	✓	✓	✓	No	✓	No	✓	No
Flexible sign-up options (either email or phone number)	Email only	Phone only	✓	✓	✓	Phone only	Phone only	Phone only	Phone only	Phone only
Navigation guide available for first time sign in users	No	✓	✓	✓	✓	No	✓	No	No	No
Register or verification process (Two-factor authentication (2FA) being the simplest)	✓	✓	Requires additional password set-up	Requires additional password set-up	✓	Requires additional password set-up	Requires additional password set-up	✓	Requires additional password set-up	Requires additional password set-up
Number of steps signing up an account (<2 steps being the simplest)	✓	✓	✓	✓	3 steps	>3 steps	✓	✓	3 steps	✓

# Account creation (2/2)

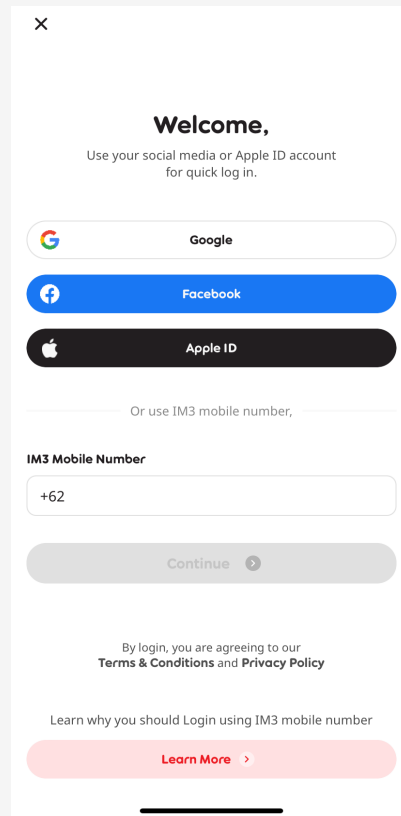
App innovation	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Account creation score	4.00	1.99	2.66	3.33	3.65	3.32	3.32	3.33	2.33	2.33	4.33

## Areas of improvement

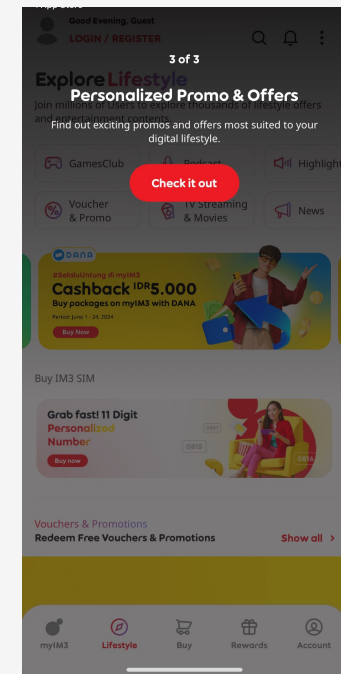
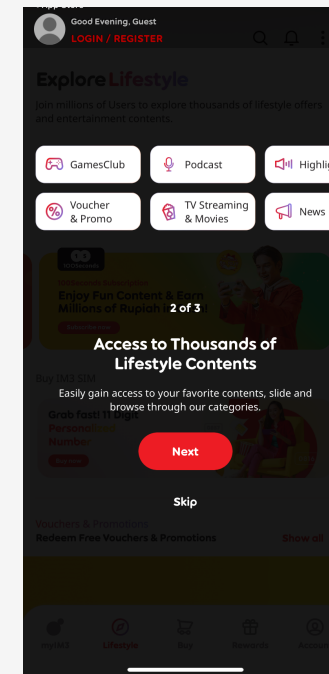
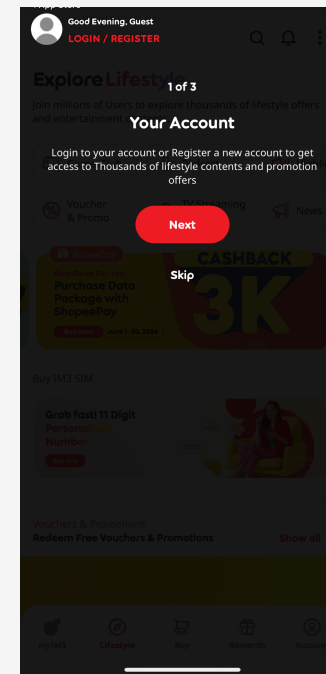
Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
User identification on app launch (New/existing user)	No	No	No	No	✓	✓	✓	No	No	No	✓
Flexible sign-up options (either email or phone number)	✓	Phone only	✓	✓	Phone only	Phone only	Phone only	Phone only	Phone only	Phone only	Phone only
Navigation guide available for first time sign in users	✓	No	No	No	✓	✓	✓	✓	✓	No	✓
Register or verification process (2FA being the simplest)	✓	Requires additional password set-up	✓	✓	Requires additional password set-up	Requires additional password set-up	Requires additional password set-up	✓	Requires additional password set-up	✓	✓
Number of steps signing up an account (<2 steps being the simplest)	✓	✓	3 steps	✓	3 steps	>3 steps	>3 steps	✓	>3 steps	✓	✓

# im3 streamlines the onboarding experience with flexible log-in and clear navigation

Flexible log-in options (social media accounts or mobile number)



A screenshot of the im3 welcome screen. At the top, it says "Welcome," followed by "Use your social media or Apple ID account for quick log in." Below this are three large buttons for "Google", "Facebook", and "Apple ID". Underneath these is a link "Or use IM3 mobile number," followed by a field for "IM3 Mobile Number" with a "+62" prefix and a "Continue" button. At the bottom, there is a link to "Terms & Conditions and Privacy Policy" and a "Learn More" button.



Navigation guide for first time users

# Account information access (1/2)

App innovation	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Account information access score	5.00	4.33	4.66	4.16	2.83	4.50	4.16	4.16	3.33	4.66

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Ease of logging in (Face ID + email or phone number being the most ideal)	✓	Lacks face ID and 2FA	Lacks face ID	Lacks face ID	Lacks face ID and 2FA	✓	Lacks face ID	Lacks face ID	Lacks face ID and 2FA	Lacks face ID
App interface or layout (Clean with optimum white space and visual cues)	✓	✓	✓	✓	Oversized white space with minimal visual cues	✓	✓	✓	✓	✓
Strong brand identity (Consistent color palette and typography)	✓	✓	✓	✓	✓	✓	✓	Inconsistent colour palette	✓	✓
Dashboard size is at least 30% of the screen	✓	✓	✓	✓	No	✓	✓	✓	No	✓
Comprehensive dashboard information (Bill, data usage, SMS, talk time, plan period, services subscribed)	✓	✓	✓	Basic info only	Basic info only	Basic info only	Basic info only	✓	Basic info only	✓



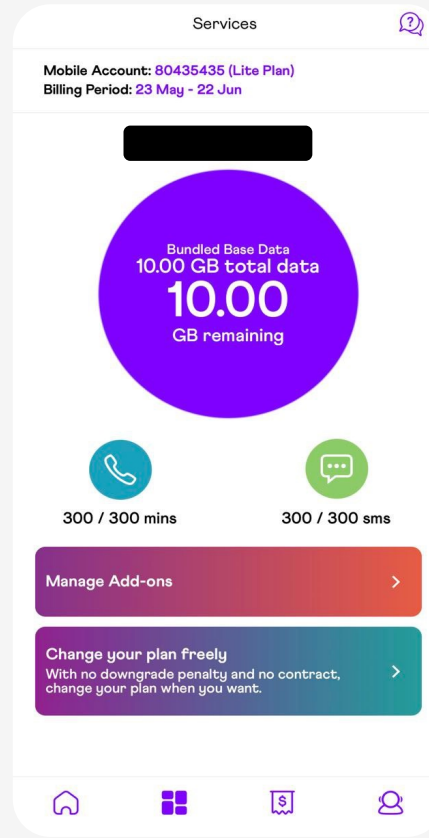
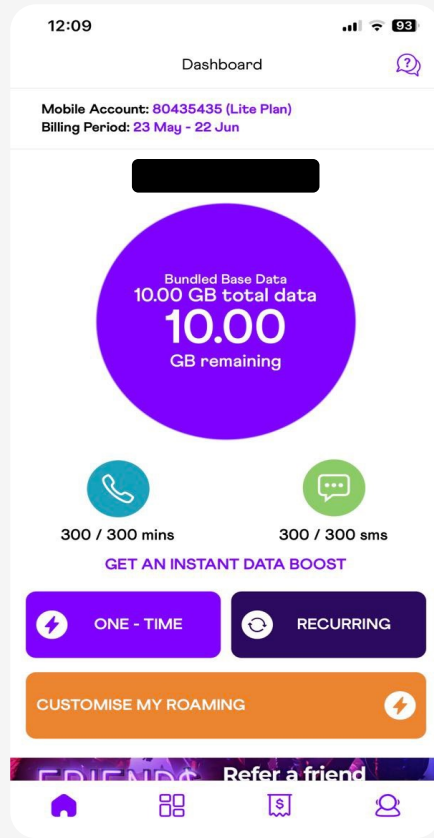
# Account information access (2/2)

App innovation	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Account information access score	4.16	3.58	4.16	3.83	3.91	4.50	4.50	4.41	3.83	4.33	4.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Ease of logging in (Face ID + email or phone number being the most ideal)	Lacks face ID	Lacks face ID and 2FA	Lacks face ID	Lacks face ID and 2FA	Lacks face ID	Lacks face ID	✓	Lacks face ID	Lacks face ID and 2FA	Lacks face ID and 2FA	✓
App interface or layout (Clean with optimum white space and visual cues)	✓	Minimal visual cues	✓	✓	Oversized white space	✓	✓	Oversized white space	✓	✓	✓
Strong brand identity (Consistent color palette and typography)	✓	✓	✓	✓	✓	Inconsistent typography	✓	✓	✓	✓	✓
Dashboard size (At least 30% of the screen)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	<30%
Comprehensive dashboard information (Bill, data usage, SMS, talk time, plan period, services subscribed)	Basic info only	Basic info only	Basic info only	Basic info only	Basic info only	✓	Basic info only	✓	Basic info only	✓	Basic info only

# MyRepublic offers an all-in-one dashboard: instantly view data plan, balance, billing, number, minutes, and SMS



The dashboard shows all essential information in one view – remaining data, minutes, SMS, plan, billing period

# Payment convenience (1/2)

App innovation	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Payment convenience score	4.50	4.00	3.50	3.50	4.50	3.00	3.50	3.00	3.50	4.00

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Clear top up/payment CTA on dashboard	✓	✓	✓	✓	✓	✓	✓	✓	No	✓
Dedicated billing or payment page menu	✓	✓	✓	✓	✓	✓	✓	Only for top up/add on service purchase	Only for top up/add on service purchase	✓
Clear CTA to access e-statement or transaction history	✓	✓	No	No	No	No	No	No	No	No
Variety of payment methods (credit card, debit card, online banking, e-wallet, ATM)	Limited payment options	✓	✓	✓	✓	Limited payment options	✓	✓	✓	✓
Able to save preferred payment methods and details	✓	No	No	No	✓	No	No	No	✓	✓

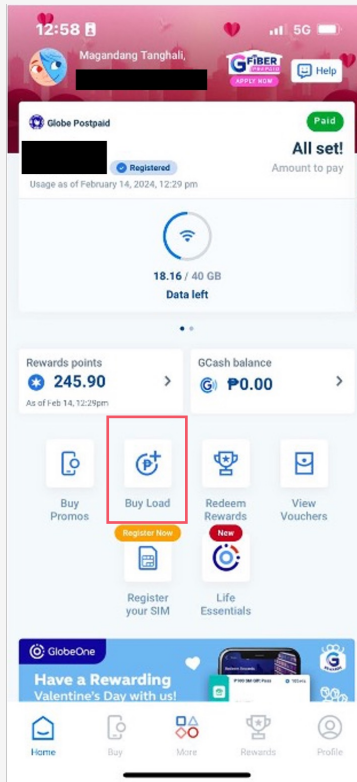
# Payment convenience (2/2)

App innovation	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Payment convenience score	5.00	4.00	4.00	3.50	3.00	5.00	5.00	3.00	3.00	3.00	2.50

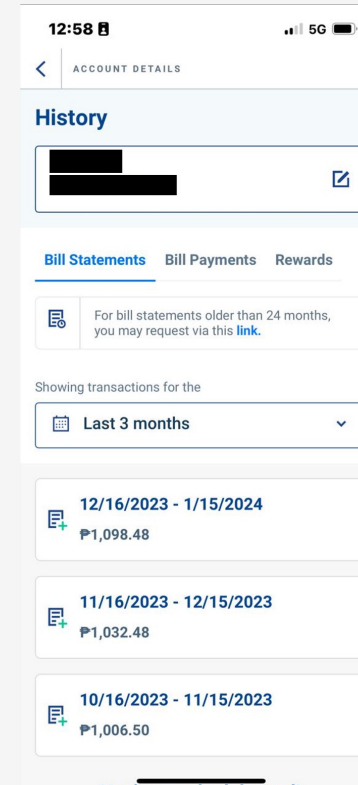
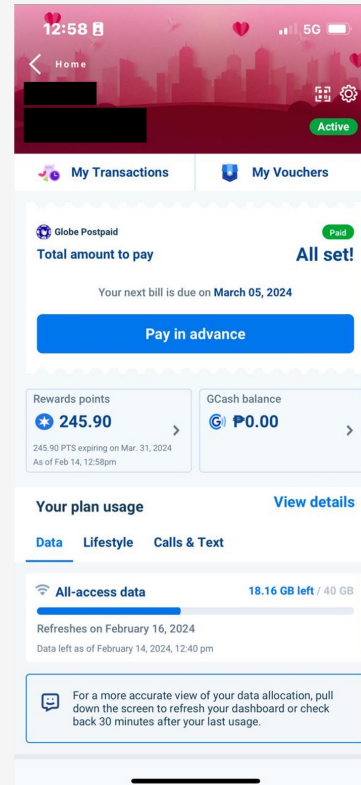
## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Clear top up/payment CTA on dashboard	✓	✓	No	✓	✓	✓	✓	✓	✓	✓	✓
Dedicated billing or payment page menu	✓	Only for top up/add on service purchase	✓	✓	Only for top up/add on service purchase	✓	✓	Only for top up/add on service purchase	Only for top up/add on service purchase	Only for top up/add on service purchase	Only for top up/add on service purchase
Clear CTA to access e-statement or transaction history	✓	No	✓	✓	No	✓	✓	No	No	No	No
Variety of payment methods (credit card, debit card, online banking, e-wallet, ATM)	✓	✓	Limited payment options	Limited payment options	✓	✓	✓	✓	✓	✓	Limited payment options
Able to save preferred payment methods and details	✓	✓	No	No	No	✓	✓	No	No	No	No

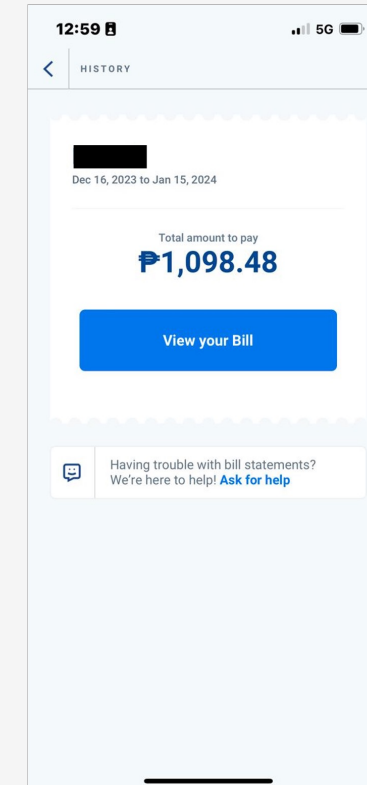
# Globe's dashboard simplifies bill management: dedicated pages for transaction history and billing



Clear CTA  
for reload



View all past transactions  
in one place



Access  
bills  
instantly

# In-app shopping (1/2)

App innovation	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
In-app shopping score	2.36	3.74	5.00	4.72	2.35	3.61	4.71	2.36	3.18	3.88

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Purchase done within 3 steps	✓	✓	✓	✓	✓	N/A	✓	✓	✓	✓
Purchase recommendation	✓	✓	✓	✓	✓	N/A	✓	✓	No	No
Product filter available	No	No	✓	✓	No	✓	✓	No	No	✓
Offers >3 types of non-connectivity products	<2 types	✓	✓	✓	<2 types	✓	✓	<2 types	<2 types	<2 types
Built-in shopping	-	Partial	✓	✓	External	External	✓	-	Partial	Partial
Product clarity	✓	✓	✓	Limited visuals	Limited text & visuals	✓	Limited visuals	✓	Limited text & visuals	✓
Offers >3 categories of rewards	-	<3 categories	✓	✓	<3 categories	✓	✓	-	✓	✓

# In-app shopping (2/2)

App innovation	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
In-app shopping score	3.45	2.90	3.31	2.35	4.72	3.18	2.48	3.45	2.35	2.36	3.18

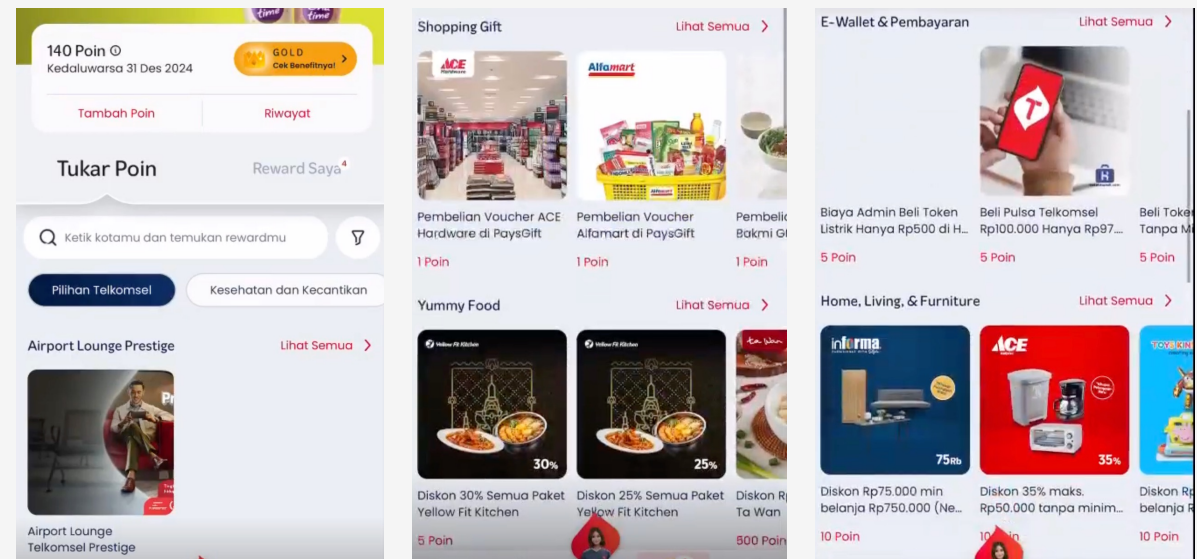
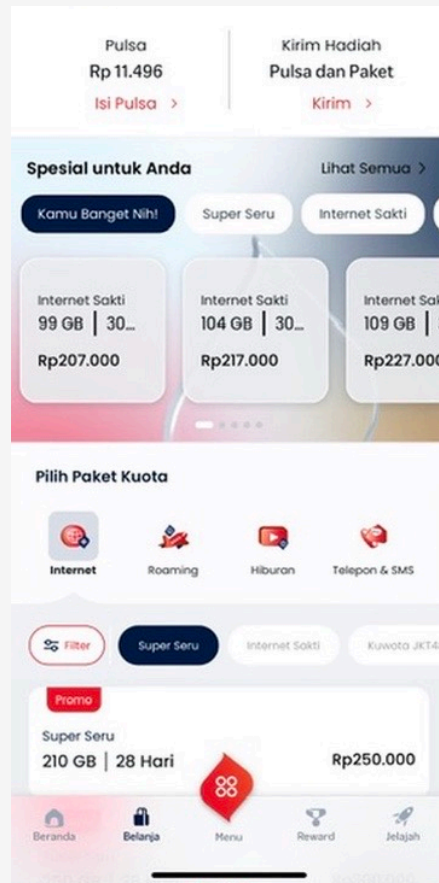
## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Purchase done within 3 steps	✓	✓	✓	>3	✓	✓	✓	✓	✓	✓	✓
Purchase recommendation	No	No	No	No	✓	No	No	No	No	✓	No
Product filter available	No	No	✓	No	✓	No	✓	No	No	No	No
Offers >3 types of non-connectivity products	2 types	<2 types	2 types	<2 types	✓	✓	<2 types	2 types	<2 types	No	<2 types
Built-in shopping	Partial	✓	Partial	External	Partial	Partial	External	Partial	Partial	External	✓
Product clarity	Limited visuals	Limited visuals	Limited text & visuals	✓	✓	Limited text & visuals	Limited text & visuals	Limited visuals	Limited text & visuals	✓	Limited text & visuals
Offers >3 categories of rewards	✓	<3 categories	3 categories	<3 categories	✓	3 categories	<3 categories	✓	<3 categories	No	✓



The MyTelkomsel app offers a streamlined experience for choosing the right connectivity plan alongside a compelling rewards program.

Filters help users choose the right connectivity plan



Offers a variety of rewards: travel, vouchers, food & beverages, home, living, furniture, and more

# Gamification (1/2)

App innovation	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
In-app shopping score	0.00	1.25	1.25	0.00	1.25	3.75	0.00	0.00	1.25	0.00

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Fun in-app games (scratch-to-win, spin-to-win) with social sharing options	No	No	No	No	Unable to play with friends and family	Unable to play with friends and family	No	No	Unable to play with friends and family	No
Interactive loyalty programs (mini games and quizzes beyond daily check-ins)	No	Has simple games only	Has simple games only	No	No	✓	No	No	No	No

# Gamification (2/2)

App innovation	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
In-app shopping score	0.00	0.00	2.50	0.00	3.75	0.00	0.00	0.00	3.75	0.00	0.00

Areas of improvement											
Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Fun in-app games (scratch-to-win, spin-to-win) with social sharing options	No	No	Unable to play with friends and family	No	Unable to play with friends and family	No	No	No	Unable to play with friends and family	No	No
Interactive loyalty programs (mini games and quizzes beyond daily check-ins)	No	No	Has simple games only	No	✓	No	No	No	✓	No	No

# Smartfren's gamified features encourage user engagements



Offers fun in-app games like scratch and win with exciting rewards



Users can accumulate loyalty points by completing challenges or tasks within the treasure hunt mini-game

5<sup>th</sup> Journey

# Customer care





## Areas of improvement

[illegible]

# Availability of customer support channels (2/2)

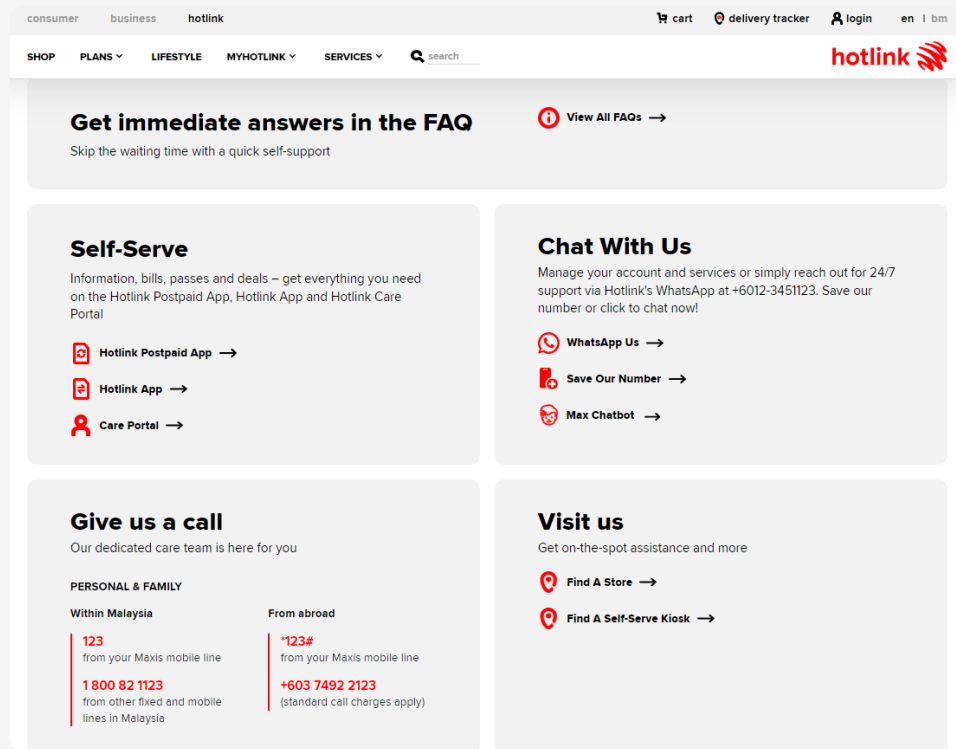
Customer care	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Customer support channel score	3.00	4.50	4.00	4.00	3.50	2.50	2.50	2.50	4.00	4.50	4.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Email	No	✓	No	✓	✓	No	No	No	✓	✓	✓
Hotline	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Live-chat on app/website	No	✓	✓	✓	✓	No	No	No	✓	✓	✓
Social media platforms (2 or more)	<2 platforms	✓	✓	<2 platforms	<2 platforms	✓	✓	✓	<2 platforms	✓	✓
NLP-enabled chatbots	Categorised response only	Categorised response only	✓	Categorised response only	No chatbot	Categorised response only	Categorised response only	Categorised response only	Categorised response only	Categorised response only	No chatbot

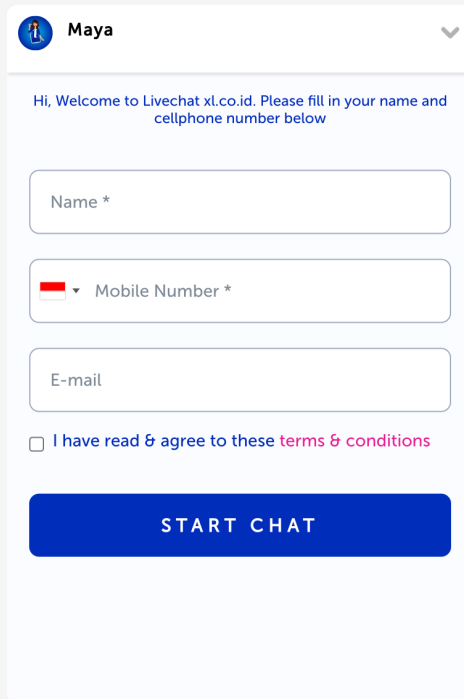


# Hotlink consolidates all support options on a single webpage, simplifying the customer journey



Offers various customer support options (self-service options, chatbot, live chat, hotlines, and physical store locations)

# XL offers multiple customer support channels, providing customers flexibility to choose the most convenient options for their needs



Maya

Hi, Welcome to Livechat xl.co.id. Please fill in your name and cellphone number below

Name \*

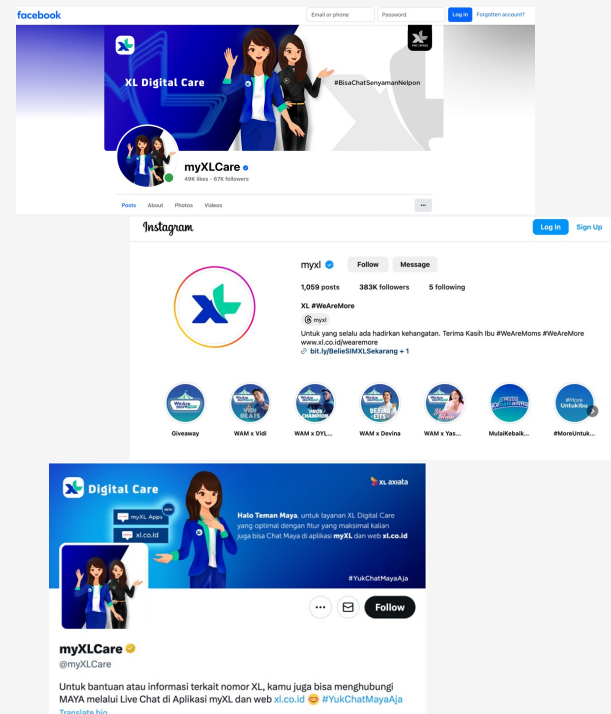
Mobile Number \*

E-mail

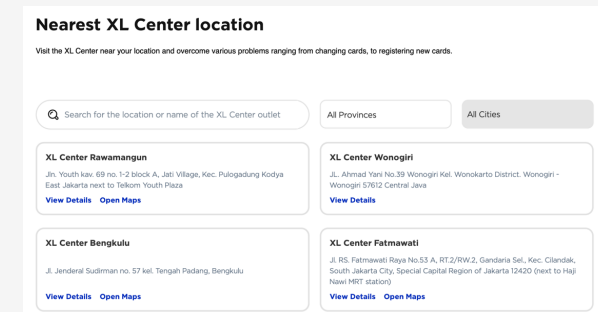
☐ I have read & agree to these [terms & conditions](#)

**START CHAT**

Live chat



Social media platforms



**Nearest XL Center location**

Visit the XL Center near your location and overcome various problems ranging from changing cards, to registering new cards.

Search for the location or name of the XL Center outlet

All Provinces All Cities

**XL Center Rawamangun**  
Jln. Youth kav. 69 no. 1-2 block A, Jati Village, Kec. Pulogadung Kota  
East Jakarta next to Telkom Youth Plaza  
[View Details](#) [Open Maps](#)

**XL Center Wonorejo**  
Jl. Ahmad Yani No.39 Wonorejo Kel. Wonorejo District, Wonorejo -  
Wonorejo 57012 Central Java  
[View Details](#)

**XL Center Bengkulu**  
Jl. Jenderal Sudirman no. 57 kel. Tengah Padang, Bengkulu  
[View Details](#) [Open Maps](#)

**XL Center Fatmawati**  
Jl. RS. Fatmawati Raya No.53 A, RT.2/RW.2, Gandaria Sel., Kec. Cilandak,  
South Jakarta City, Special Capital Region of Jakarta 12420 (next to Haj  
Nawi MRT station)  
[View Details](#) [Open Maps](#)

Helps pinpoint nearest  
branch

Other support channels available:  
Hotline, email

# Time taken to respond to query (1/2)

Customer care	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Customer support channel score	3.00	4.00	2.00	4.00	2.19	3.00	4.00	3.00	2.60	3.00

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Email (Replied within 12 hours)	>36 hours	Within 24 hours	No response	✓	Within 24 hours	Within 24 hours	✓	✓	✓	N/A
Hotline (Within 2 minutes being ideal)	>5 mins	✓	✓	✓	N/A	3 mins	✓	N/A	5 min	No response
Live-chat on app/website Hotline (Within 2 minutes being ideal)	✓	3 mins	N/A	5 mins	>5 min	No response	4 mins	✓	No response	✓
Social media platform (Within 2 minutes being ideal)	No	>5 mins	>5 mins	>5 mins	4 mins	✓	>5 mins	No response	✓	>5 mins
Conversational AI (Instant natural language response, able to connect with live agent being ideal)	Categorised chatbot	Uncategorised chatbot, cannot connect to live agent	Uncategorised chatbot	Uncategorised chatbot	Uncategorised chatbot, cannot connect to a live agent	Uncategorised chatbot, cannot connect to a live agent	Uncategorised chatbot	Uncategorised chatbot, cannot connect to a live agent	Uncategorised chatbot, cannot connect to a live agent	Categorised chatbot only

# Time taken to respond to query (2/2)

Customer care	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Customer support channel score	3.00	4.00	3.00	4.00	4.00	1.00	1.00	2.00	4.00	4.00	1.00

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Email <i>(Replied within 12 hours)</i>	N/A	✓	N/A	✓	✓	N/A	N/A	N/A	24 hours	✓	>36 hours
Hotline (Within 2 minutes being ideal)	3 mins	3 min	4 mins	No response	✓	No response	No response	✓	✓	✓	>5 mins
Live-chat on app/website Hotline (Within 2 minutes being ideal)	N/A	✓	No response	✓	3 mins	N/A	N/A	N/A	3 mins	✓	>5 mins
Social media platform (Within 2 minutes being ideal)	✓	No response	✓	>5 mins	>5 mins	>5 mins	>5 mins	No response	>5 mins	No response	>5 mins
Conversational AI (Instant natural language response, able to connect with live agent being ideal)	Cannot connect to live agent	Uncategorised chatbot	Uncategorised chatbot	Cannot connect to live agent	N/A	Categorised chatbot only	Categorised chatbot only	Cannot connect to live agent	Cannot connect to live agent	Categorised chatbot only	N/A

# Self-service potential: FAQs (1/2)

Customer care	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
FAQ score	3.95	4.16	4.16	3.11	2.70	1.86	3.11	3.74	2.70	2.70

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Clarity of FAQs (FAQs categorized and updated progressively)	Not updated	✓	✓	Not updated	Not categorised and updated	Not updated	Not updated	Not updated	Not categorised and updated	Not categorised and updated
Visual cues available for categorized FAQ	No visual cues	✓	✓	No visual cues	No visual cues	No visual cues	No visual cues	✓	No visual cues	No visual cues
Clear answers with visual aids	✓	No visual cues	No visual cues	No visual cues	No visual cues	No visual cues	No visual cues	No visual cues	No visual cues	No visual cues
Customer support CTA available on FAQ site	✓	✓	✓	✓	✓	No	✓	✓	✓	✓

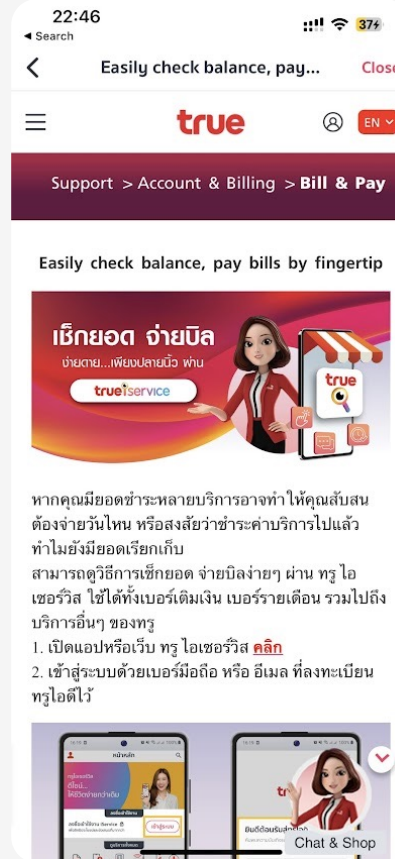
# Self-service potential: FAQs (2/2)

Customer care	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
FAQ score	3.11	1.86	4.58	1.45	1.45	1.45	3.33	1.87	3.73	3.74	1.86

## Areas of improvement

Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Clarity of FAQs (FAQs categorized and updated progressively)	Not updated	Not updated	Not updated	Not categorised and updated	Not categorised and updated	Not categorised and updated	Not updated	Not updated	Not updated	Not updated	Not updated
Visual cues available for categorized FAQ	No visual cues	No visual cues	✓	No visual cues	✓	No visual cues	✓	No visual cues	✓	✓	No visual cues
Clear answers with visual aids	No visual cues	No visual cues	✓	No visual cues	No visual cues	No visual cues	✓	No visual cues	No visual cues	No visual cues	No visual cues
Customer support CTA available on FAQ site	✓	✓	✓	No	No	No	No	No	✓	✓	No

# TrueMove provides easy access to FAQs with visual aids for easier issue resolution and simplified troubleshooting



FAQs provide clear and concise answers about billing, plans, and services with visual cues



# Self-service potential: IVRs (1/2)

Customer care	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
IVR score	3.00	3.00	2.60	2.60	N/A	2.00	2.60	N/A	3.00	N/A

## Areas of improvement

Evaluating criteria	MyRepublic	XL	Telkomsel	im3	Yoodoo	AIS	Tri	Simba	Hotlink	DITO Telecommunity
Basic functions available (bill checking, account information, e-statement)	✓	✓	✓	✓	N/A	✓	✓	N/A	✓	N/A
Can purchase add-on value added services	✓	✓	✓	✓	N/A	✓	✓	N/A	✓	N/A
No advertisement or public announcement (p/a)	✓	✓	>1 p/a	>1 p/a	N/A	No	>1 p/a	N/A	✓	N/A
Personalized IVR functions based on customer phone number and past IVR behaviour	No	No	No	No	N/A	No	No	N/A	No	N/A
Speech recognition and AI-enabled	No	No	No	No	N/A	No	No	N/A	No	N/A

# Self-service potential: IVRs (2/2)

Customer care	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
IVR score	2.40	2.00	2.80	N/A	2.00	2.00	1.40	1.60	2.40	2.00	3.00

## Areas of improvement

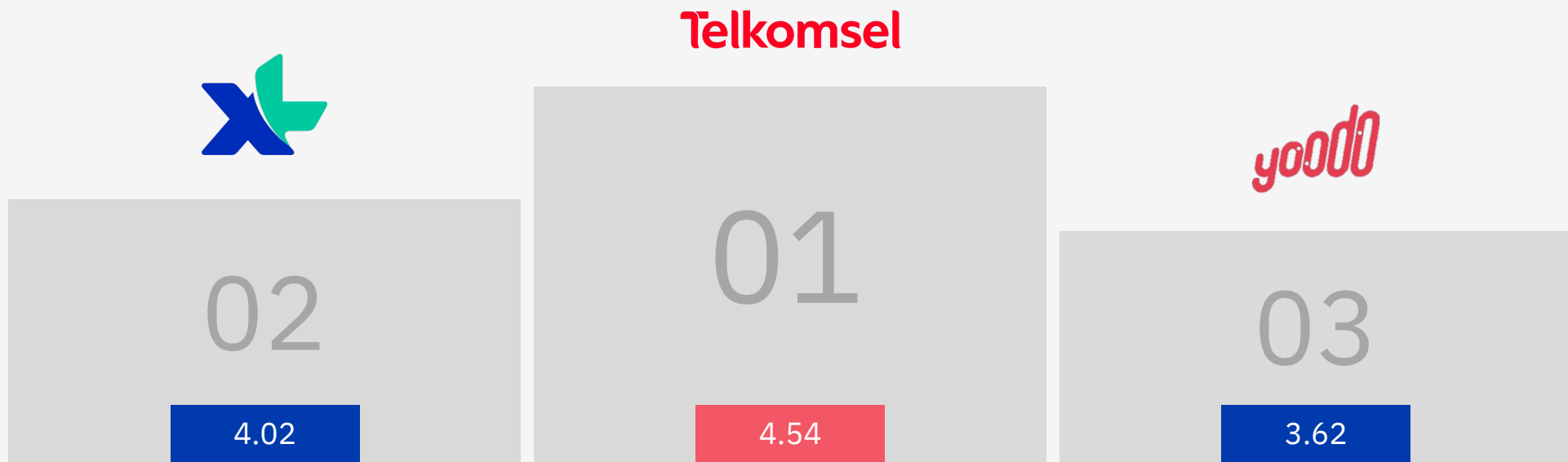
Evaluating criteria	DTAC	Singtel	TrueMove H	Unifi	Smartfren	Globe Telecom	Smart	CelcomDigi	Axis	Starhub	Umobile
Basic functions available (bill checking, account information, e-statement)	✓	✓	✓	N/A	No	✓	✓	✓	✓	✓	✓
Can purchase add-on value added services	✓	No	✓	N/A	✓	No	No	No	✓	No	✓
No advertisement or public announcement (p/a)	Limited ads and p/a	✓	1 p/a	N/A	✓	✓	Limited ads and p/a	>1 p/a	Limited ads and p/a	✓	✓
Personalized IVR functions based on customer phone number and past IVR behaviour	No	No	No	N/A	No	No	No	N/A	No	No	No
Speech recognition and AI-enabled	No	No	No	N/A	No	No	No	N/A	No	No	No

Overall

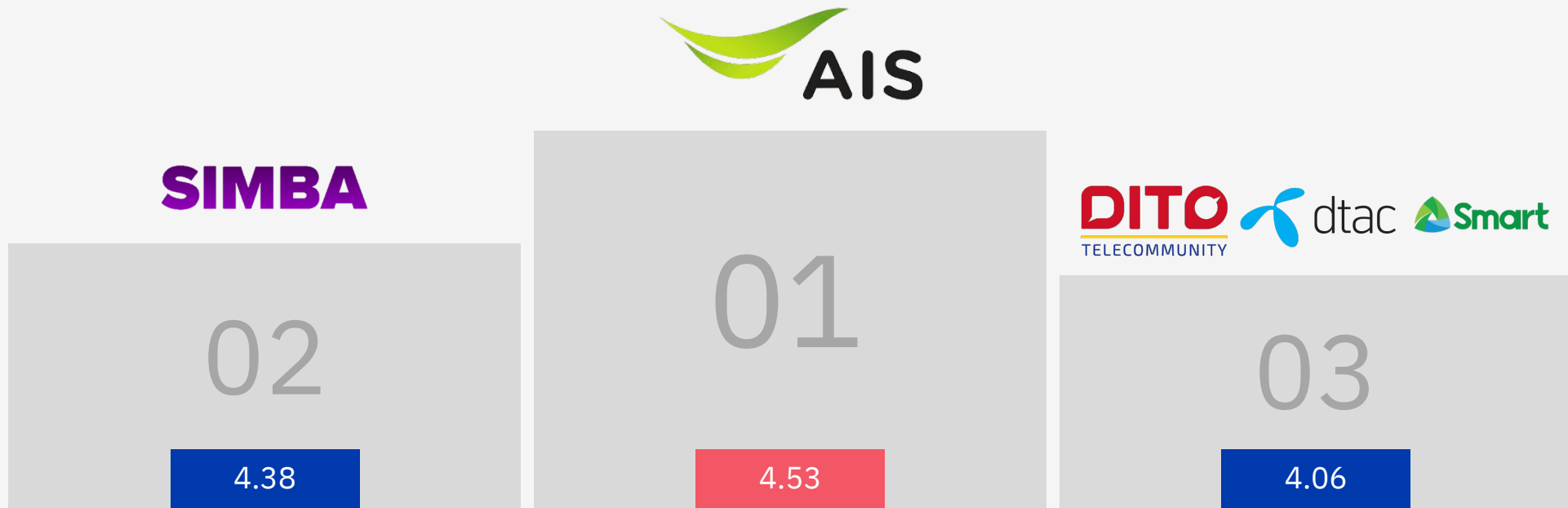
# ASEAN Prepaid CX Stars



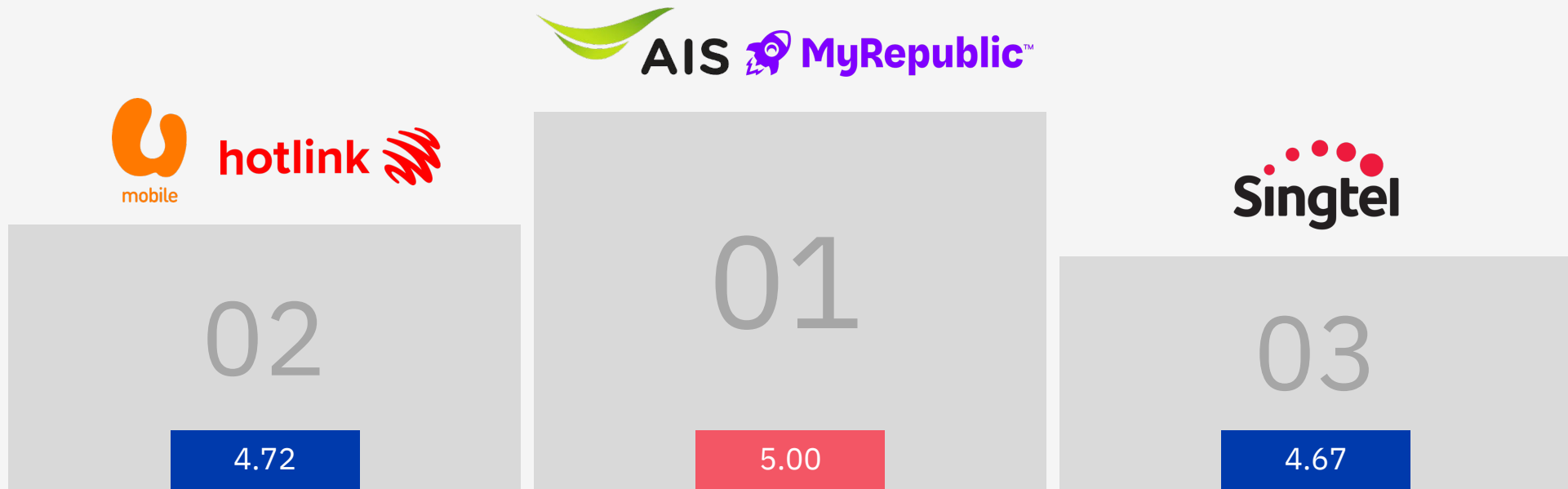
# Best Purchase Journey



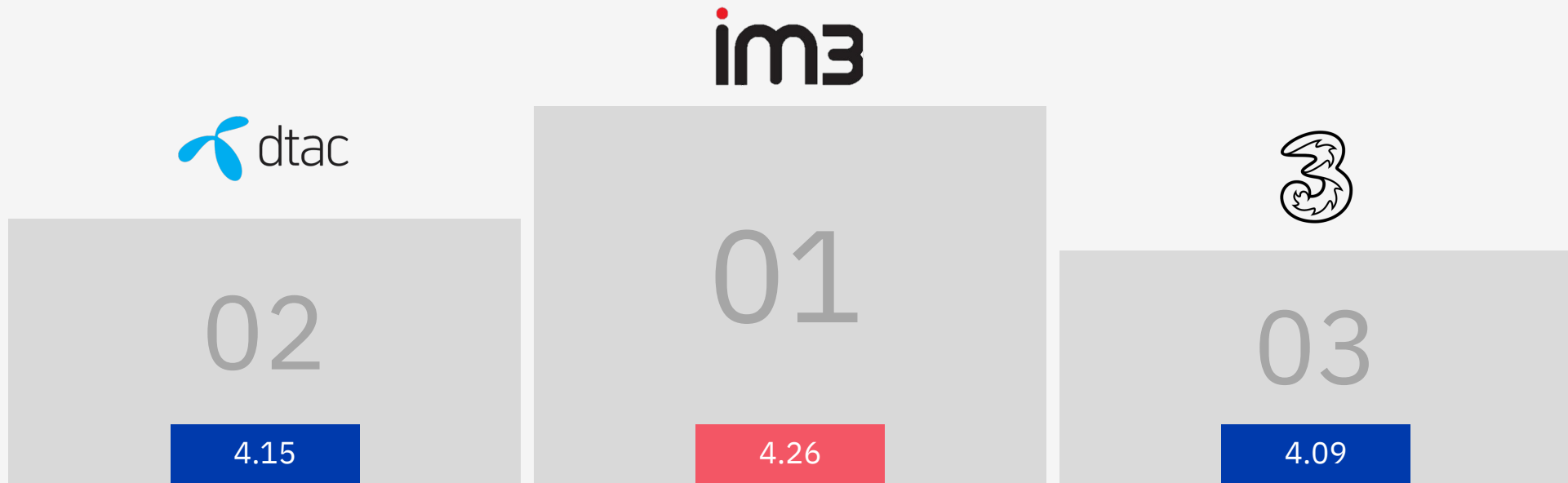
# Best Delivery Convenience



# Best Activation Process

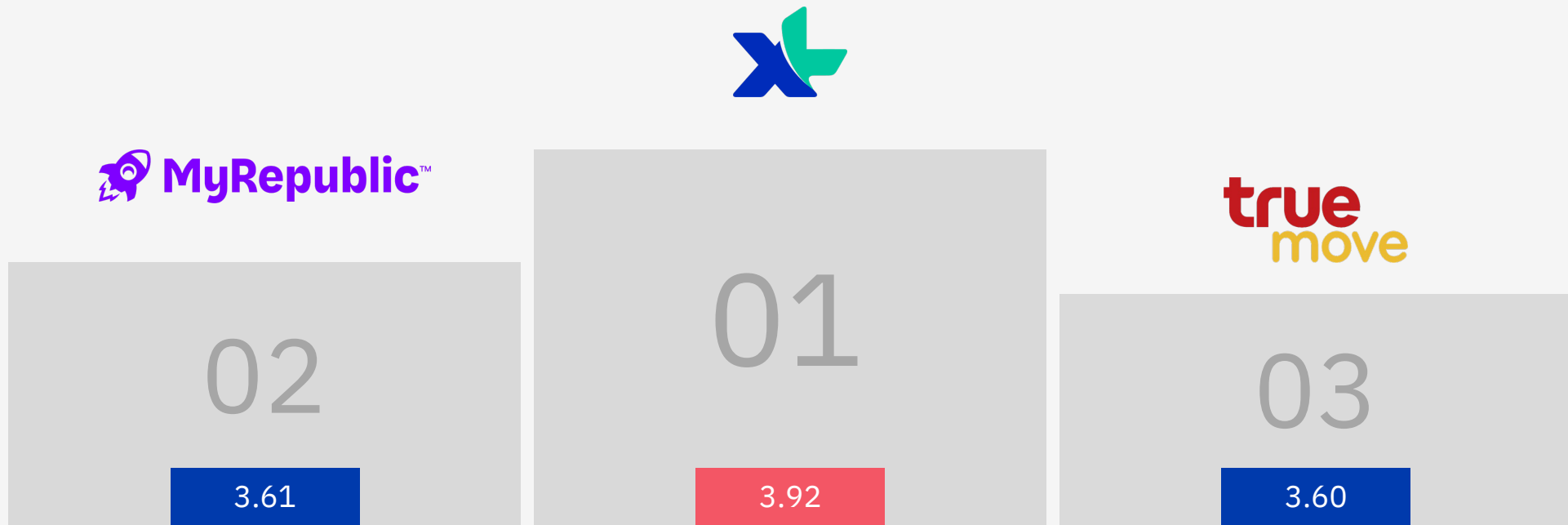


# Best App Innovation





# Best Customer Care





# Key takeaways:

## Analyst's Recommendations



1

# Streamlined acquisition and activation

a

## Simplified discovery

- Differentiate between new and existing users during the initial journey
- Offer relevant information and plans

b

## Personalised plan comparison

- Allow customers to customise which plans they want to compare, resulting in more informed decisions

c

## Preferred number selection

- Empower customers to key in their preferred number and choose from generated options for a personalised touch

d

## Flexible checkout

- Enable service and add-on customisation during checkout, alongside plan change options before payment

g

## Seamless activation

- Simplify activation steps with easy-to-understand visuals
- E-SIM: Provide instant payment confirmation; consolidated emails with order details and clear activation instructions

f

## Delivery option

- Offer convenient e-SIM options
- Allow users to choose preferred date/time for delivery

e

## Frictionless purchase

- Ensure a purchase process with less than 5 steps, allowing keying in preferred top-up amounts and advance top-ups

## 2

# Intuitive app experience and self-service management

a

## Effortless verification

- Enable swift self-service verification (under 1 minute) using ID and email or a secure OTP (one-time passcode)

b

## Immediate Activation

- Enable instant activation via QR code (e-SIM) or app launch upon SIM insertion (physical SIM)

c

## Guided Navigation

- Offer a navigation guide for first-time users during their initial app sign-in

f

## Product filtering

- Integrate a product filter feature for easy discovery within the app

e

## Simplified Shopping

- Enable in-app purchase within 3 steps and personalise recommendations based on past purchases

d

## Informative Dashboard

- Provide a comprehensive dashboard displaying account information (bill, data usage, plan details), payment method management, and in-app shopping options

## 3

# Enhancing engagement and loyalty

a

## Diversified value proposition

- Offer non-connectivity services across entertainment, education, personal finance, delivery, and e-commerce to add value

b

## Rewarding incentives

- Provide a variety of rewards and vouchers across more than 3 categories (e.g., food & beverage, travel, entertainment) to cater to diverse preferences

c

## Gamification

- Design a loyalty program beyond simple check-ins, incorporating mini-games and interactive elements to increase engagement and earn loyalty points

4

# Comprehensive and accessible customer service

a

## Multi-channel accessibility

- Ensure customer service accessibility across various channels: email, hotline, social media, live chat, and conversational AI with NLP (natural language processing) capabilities.

b

## Rapid response

- Prioritise fast response times across all channels.

c

## Visual assistance

- Offer visual aids (FAQs with visual cues) for self-service support.

d

## AI-powered voice assistance

- Implement personalized IVR functions with speech recognition and AI capabilities for a more intuitive experience.



Innovate to deliver  
**exceptional experiences**

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