



Sample Category Report

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1. Methodology

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High-level description of the Service Hero index approach



Methodology

Service Hero is an online survey where respondents voted directly on www.servicehero.com on the quality of service they receive in private sector companies in UAE. The survey is live from January 1st to December 31st 2019. Accordingly, all analysis was based on consumer feedback specifically from that period.

Sample

The index aimed to collect a total sample of 10,000 valid votes for UAE distributed over 15 category industries included in the assessment. Each category had a quota of 350 minimum votes. The confidence level is 95% with an +/- 5 error margin.

Rating assessment

Respondents rated each company on a scale of 1-10 where ten is the highest score. 8 uniform assessment questions were asked covering the key service dimensions. Respondents were also asked if they would recommend a brand to a friend or relative, and were allowed to provide comments if they wanted to.

Security

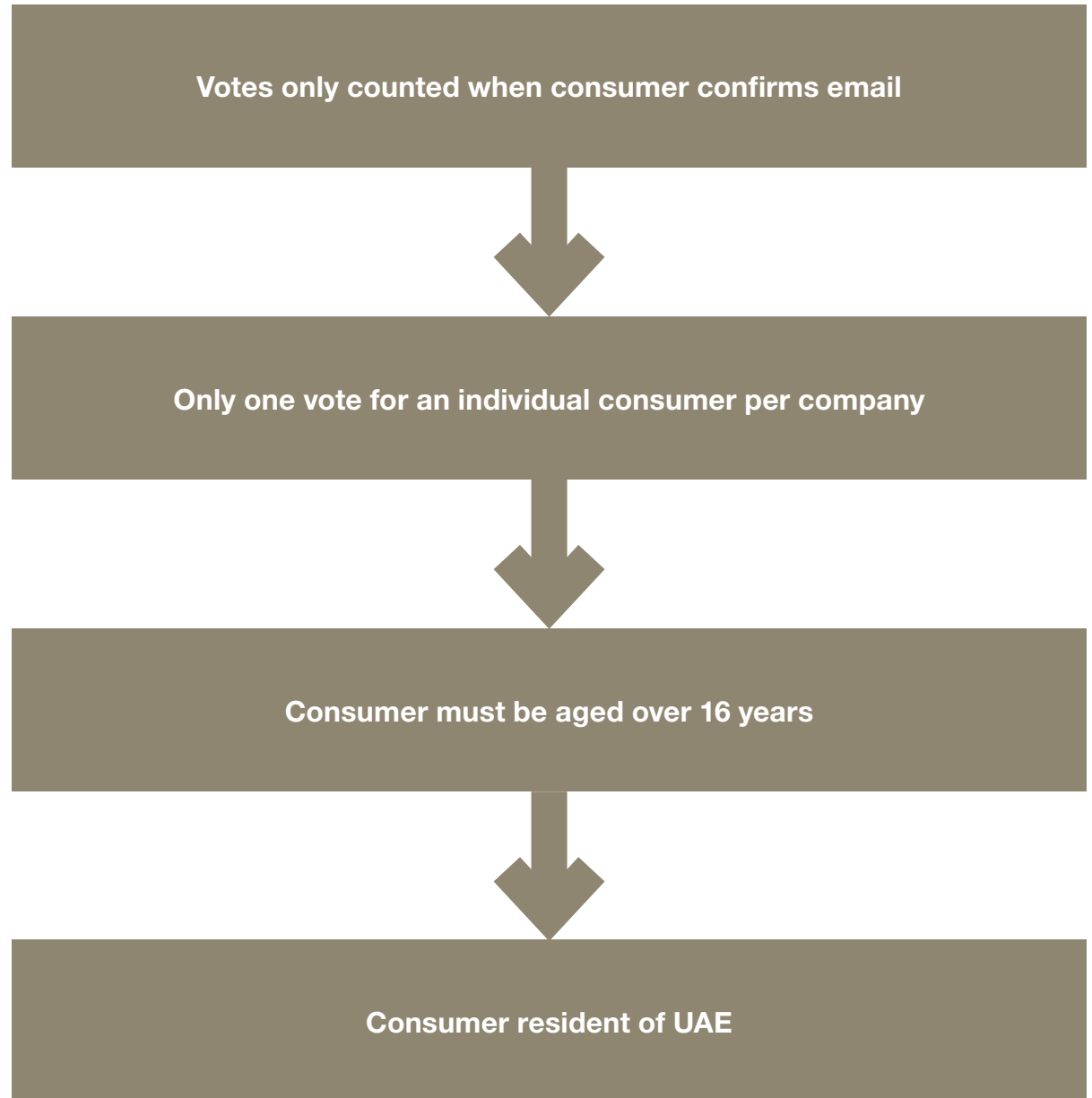
A number of security measures were deployed of either technical nature to verify the authenticity of the voter, or later, at the data cleansing stage, to remove any suspicious data.

Rigor

We follow market research protocols of ESOMAR (European Society for Opinion and Market Research).



Our data acceptance rules



What respondents actually voted on

Respondents vote on 2 levels

1. What they expected before getting the service
2. What they actually feel was the service level after being given service from the company

Note

- Respondents were also given the opportunity to provide open-ended comments that they wanted to share.

Before Your expectations before your visit	How would you rate	After Your expectations after your visit
1 2 3 4 5 6 7 8 9 10 NA	Staff attitude, knowledge and competence	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Location attractiveness and convenience	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Value for money (price compared to quality) of the product or service	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Product or service quality	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Service speed	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Reliability and accuracy of the product or service	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Their call center	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Their website	1 2 3 4 5 6 7 8 9 10 NA
1 2 3 4 5 6 7 8 9 10 NA	Your overall satisfaction with the company or brand	1 2 3 4 5 6 7 8 9 10 NA
	Likelihood of recommending this company to a family or friend	1 2 3 4 5 6 7 8 9 10 NA
	How well did the service compare with your ideal offering	1 2 3 4 5 6 7 8 9 10 NA

Do you have any comments or suggestions?

[Submit Vote](#)



Statistical approach

Sample composition

	Votes	% of sample
Female	17,903	62%
Male	10,742	37%
		100%
Arabs	12,793	44%
Emiratis	805	3%
Non Arabs	14,779	51%
		100%
16 to 17 Years	242	1%
18 to 29 Years	9,578	33%
30 to 39 Years	12,848	44%
40 to 49 Years	4,380	15%
50 to 59 Years	1,019	4%
More Than 60 Years	101	1%
		100%
Elementary or below	117	1%
High school	3,609	12%
Diploma	3,312	11%
University graduate	15,994	55%
Master or PHD	4,247	15%
Unknown	333	3%
Total sample	29,057	100%

The national sample is accurate with a +/- 2 error margin at a 95% confidence level. The sample is inline with the country composition for nationality and age groups but is slightly shorter on female votes.



Categories assessed and the total votes per category

Of the 15 categories included in this assessment, the highest category got 3,459 votes and the lowest got 413 votes.



Auto sales
1,538



Auto services
1,490



Regional Airlines
1,973



Mobile Operators
2,304



Retail Banks
2,312



Islamic Banks
1,331



Home Furniture
2,480



Hospitals
3,459



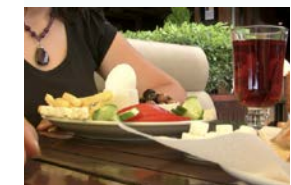
Electronics Stores
1,968



Supermarkets
3,314



Cafés
1,813



Casual Dining
1,795



Fast Food
1,875



Clothes Stores
1,405



Delivery Apps
413

Service Hero's Independent Advisory Council

Independent members who are:

1. Neutral
2. Respected in their industry and the market
3. A non-competitor or service provider included in the assessment
4. The role is to ensure fair and empirical findings and adherence to protocols

Independent Advisors

[Dr. Reinhold Leichtfuss](#) Ex-Chairman of the Board and Managing Director,
Commercial Bank of UAE

[Dr. Forrest V. Morgeson](#) Director of Research at the American Customer Satisfaction
Index (ACSI)

[Dr. Raed Safadi](#) Chief Economic Adviser at Dubai's Department of Economic
Development

Academic Advisors

[Dr. Mouawiya Al Awad](#) Director of the Institute of Social & Economic Research

[Dr. Shilpa Iyanna](#) Assistant Professor of Marketing CBA, Abu Dhabi University





2. Industry category report

Category X report

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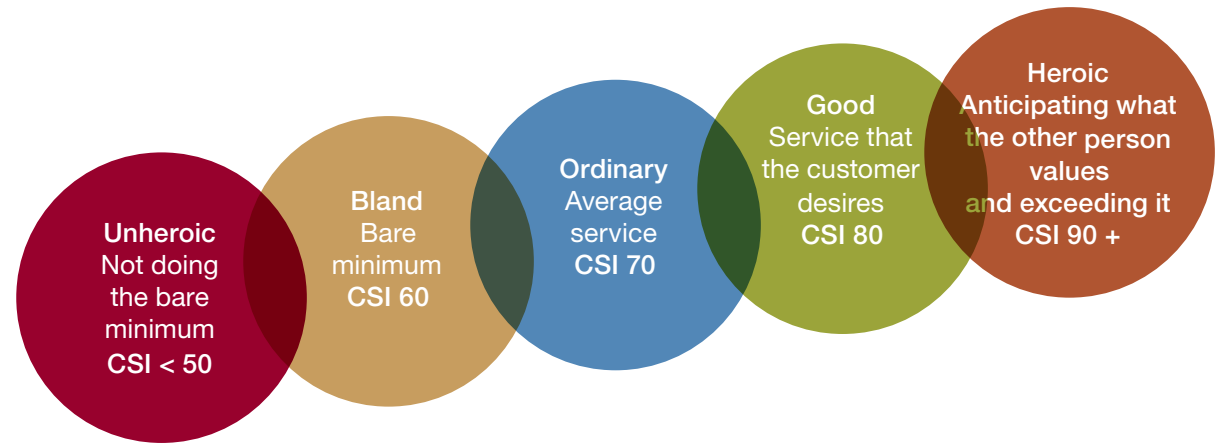


Category Overall



Category overall

Interpreting the scores



Companies fall into one of the **five groups** regarding the strength of service based on the score that they obtain. On the country level, the same legend is applied. For example, if the score for UAE is a 70, it is then placed at the bottom of the “**Ordinary**” category.

Category overall

Sample composition

The total sample of valid votes for this category is 700. This provides a 95% confidence level with a +/- 5% error margin. The sample is broken down by age, gender and nationality in the table.

Category sample	Votes	Category X sample	% of sample
16-17	30	4%	2%
18 to 19	200	29%	37%
30 to 39	211	30%	37%
40 to 49	86	12%	19%
50 to 59	150	21%	5%
60+	23	3%	1%
Female	400	57%	33%
Male	300	43%	67%
Arabs	200	29%	38%
Emiratis	400	57%	47%
Non-Arabs	100	14%	16%
Elementary or below	25	3%	0%
High school	100	14%	9%
Diploma	200	29%	18%
University graduate	250	35%	55%
Master or PHD	100	14%	14%
Unknown	25	3%	3%
Category X Index	700	100%	100%



Category overall

Brands evaluated

Step 1 of 3

Dear Waleed,

Welcome to the Arab world's only 100% consumer-powered Customer Satisfaction Index. Whether you are happy or disappointed with the service you are getting, Service Hero is where you make your voice heard.

Choose category

▶ Automotive

▶ Aviation

▶ Communications

▼ Financial

▶ Islamic Banks

▼ Retail Banks

Any domestic commercial non-Islamic bank

▶ Healthcare & Fitness

▶ Restaurants

▶ Specialty stores

Four brands met the minimum vote requirement for this Category Index out of a total of 17 brands that were evaluated.

Note on the minimum vote requirement

The minimum number of required votes needed to maintain the +/- 5% error margin depends on

- The number of competing brands
- Total votes the category got
- The estimated market share per brand

The minimum number of votes for Category X is 42 votes per company.

Meeting quota requirements	Votes
Brand 1	100
Brand 2	231
Brand 3	120
Brand 4	79
Total	530

84% of all votes belonged to brands that met the 42 votes requirement. They are reported on individually while those below the requirement (16% of votes) are grouped together as “**Other**” in the following slides.

Below quota requirements	Votes
B1	10
B2	15
B3	6
B4	7
B5	8
B6	17
B7	20
B8	11
B9	25
B10	13
B11	10
B12	26
B13	2
Total	170

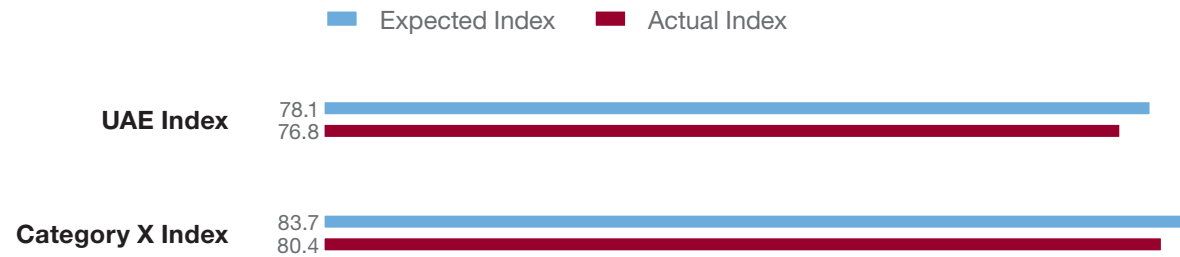


Category overall

Overall score compared to UAE Index

Overall consumer Expectations and Actual satisfaction in the Category X Index is higher when compared to the UAE Index. The difference on actual satisfaction is 3.3 lower in the Category X Index suggesting that it is doing a reasonable job meeting consumer needs.

Overall score Category X versus UAE Index



Category overall

Scores by demographic group

1. Consumer expectations

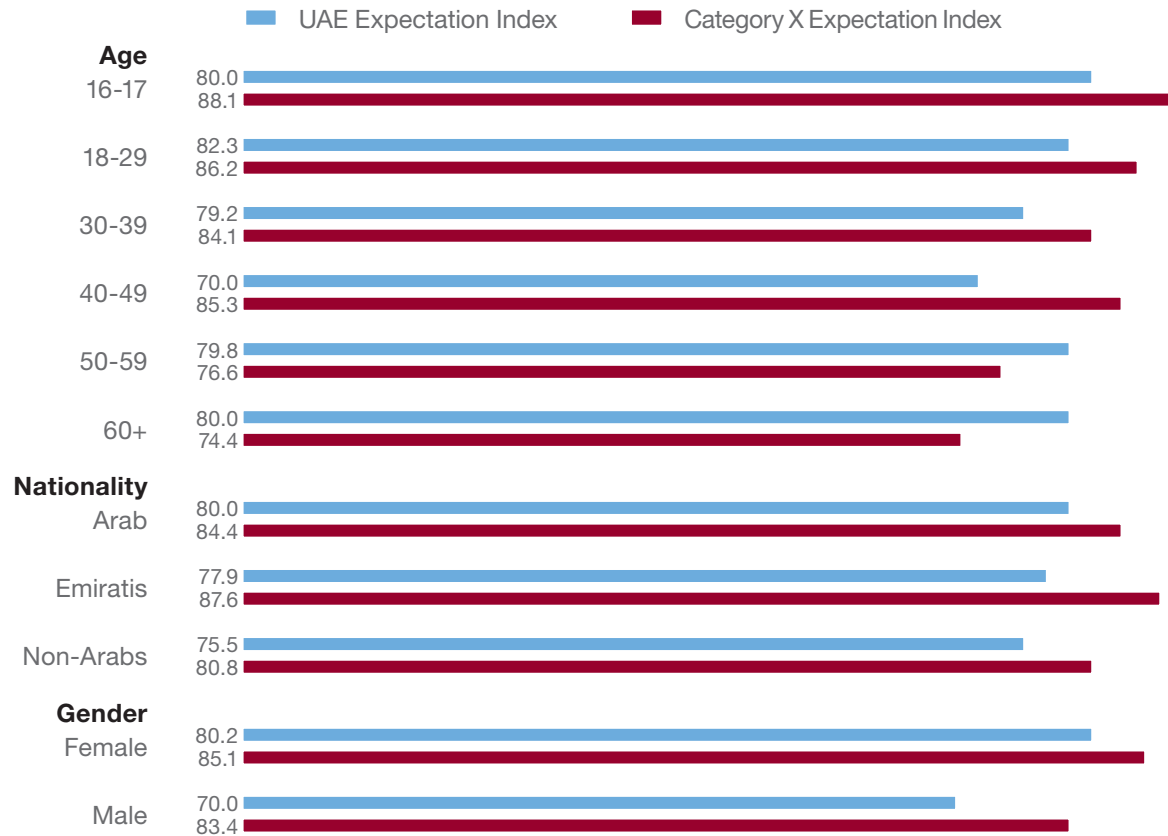
Consumers with the highest expectations are:

1. 16-17
2. Emiratis
3. Females
4. Elementary or below

Consumers with the lowest expectations are:

1. Over 60 years
2. Non Arabs
3. Males
4. High school

Overall score Category versus UAE Index



Category overall

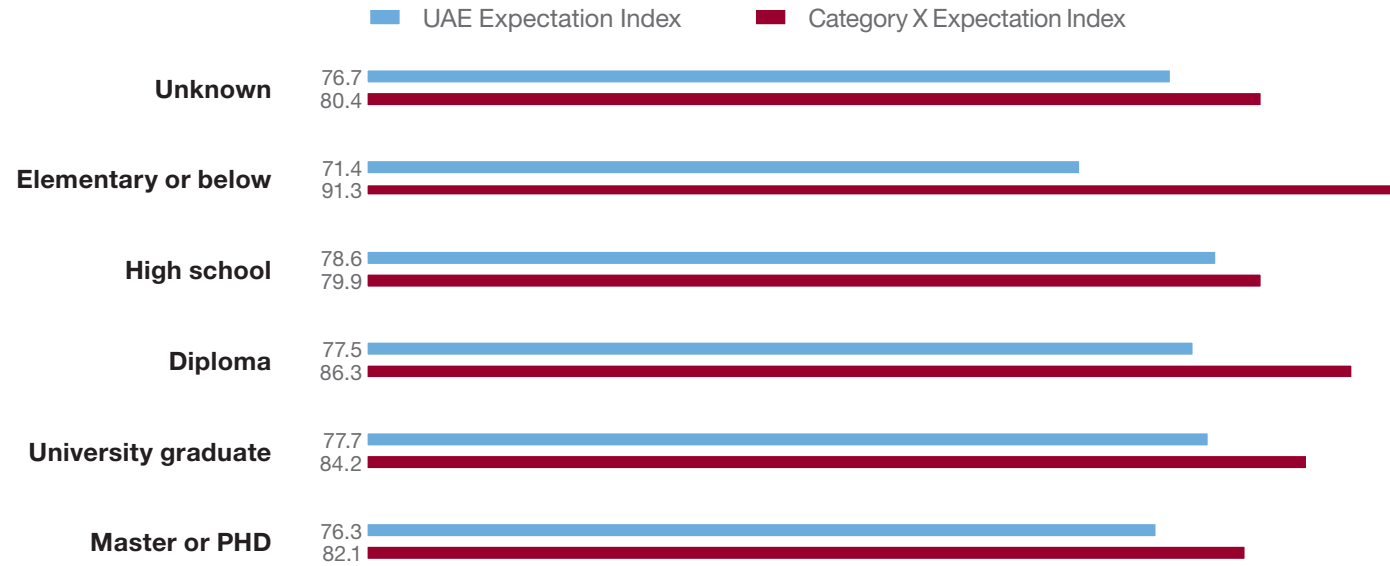
Scores by demographic group

1. Consumer expectations (continued)

The education group with the highest expectations are Elementary or below, while the lowest expectations are with High School graduates.

Service dimension scores by education

Expected scores



Category overall

Scores by demographic group

2. Consumer actual satisfaction

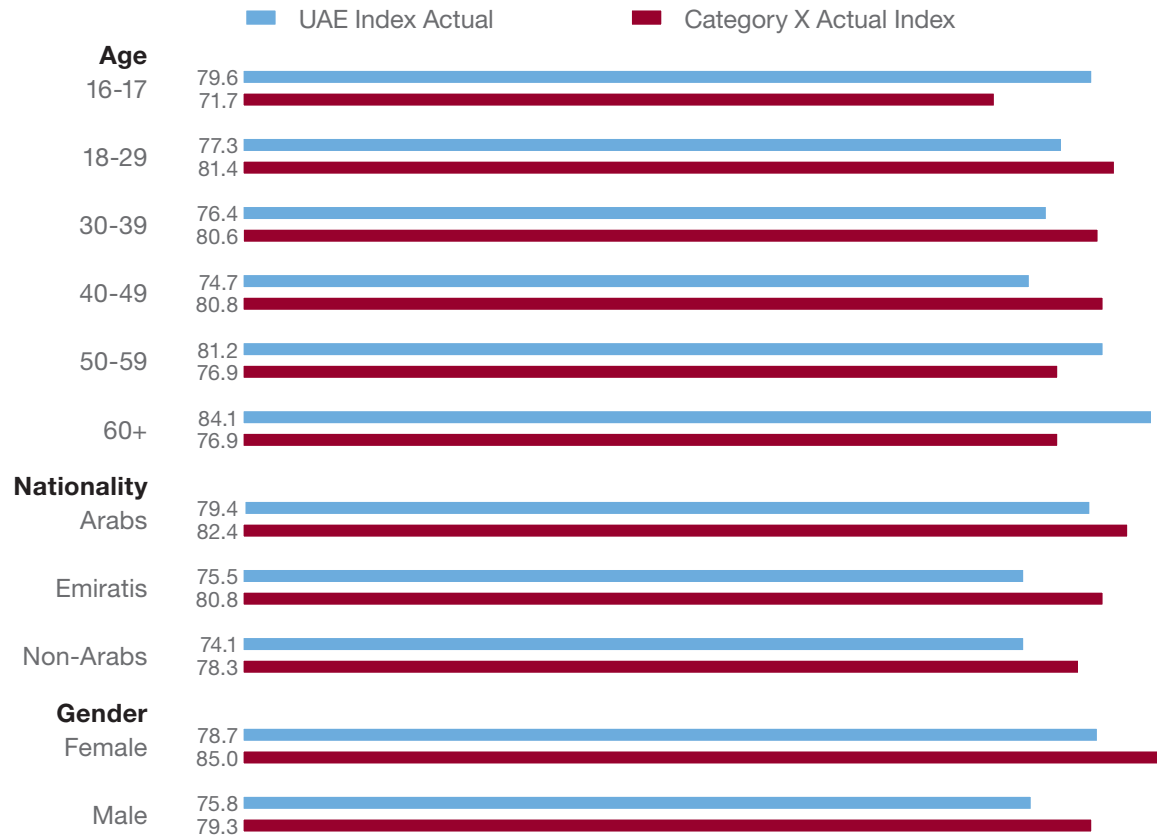
Consumers with the highest satisfaction are:

1. 18-29
2. Arabs
3. Females
4. Elementary or below

Consumers with the lowest satisfaction are:

1. 16-17
2. Non Arabs
3. Males
4. High school

Overall score Category X versus UAE Index



Category overall

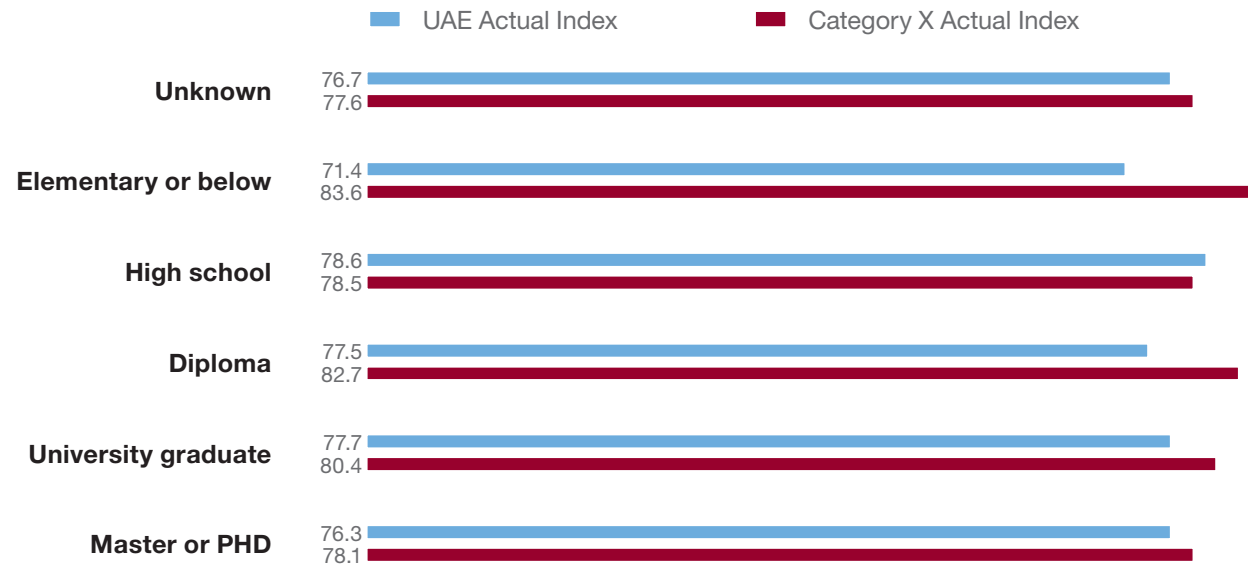
Scores by demographic group

2. Consumer actual satisfaction (continued)

The education group with the highest expectations are Elementary or below, while the lowest expectations are with Higher education.

Service dimension scores by education

Actual scores



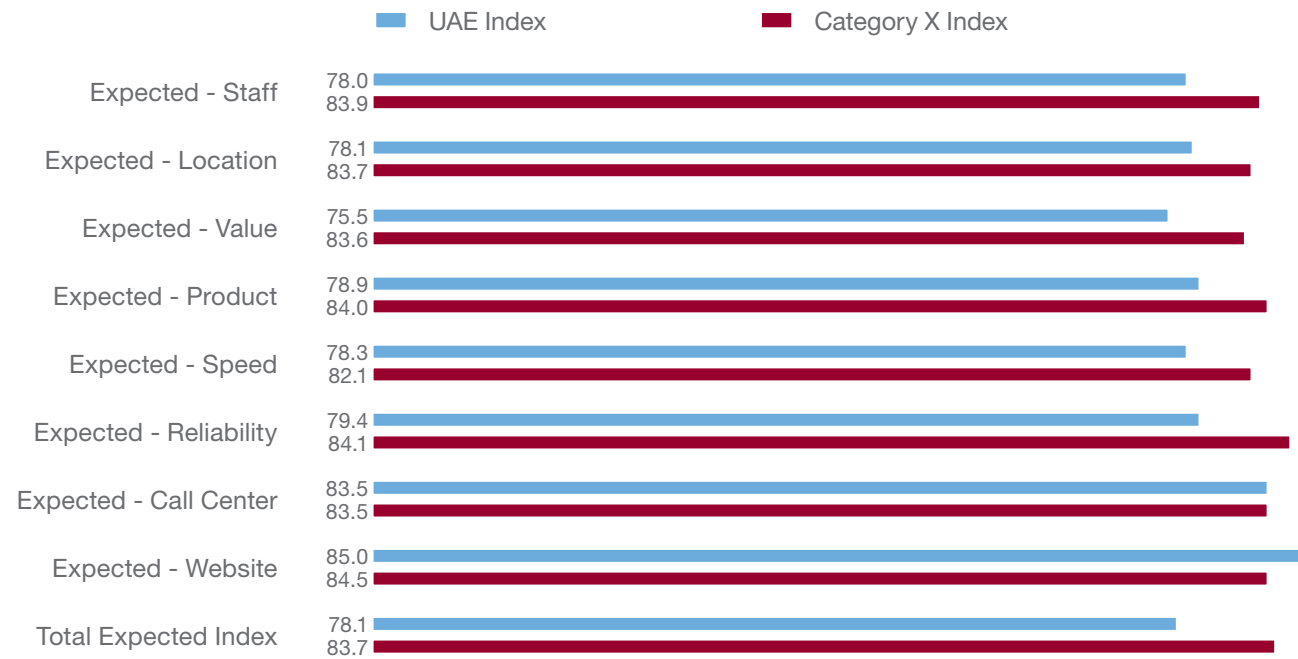
Category overall

The service dimensions

1. Expectation Index

Consumers have the highest expectations on Website and Reliability while they have the lowest expectations on Speed and Call Center to be the best.

Service Dimensions - Expected Index



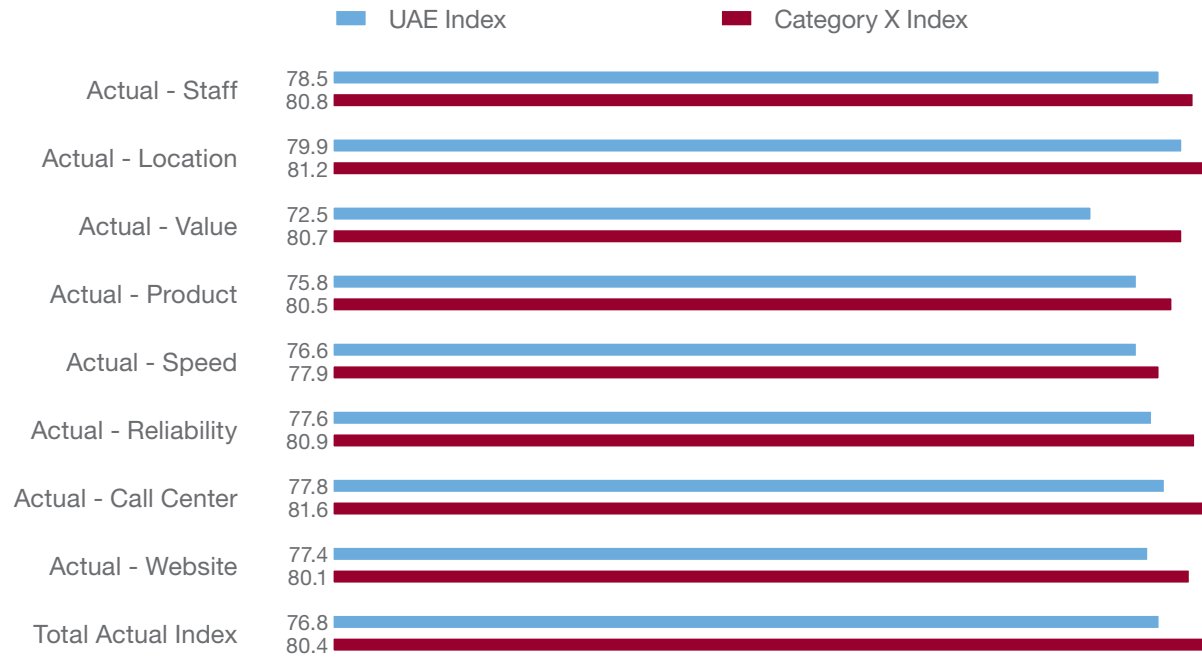
Category overall

The service dimensions

2. Actual Index

Consumer actual satisfaction is highest for Call Center and Location. It is lowest for Speed and Website.

Service Dimensions - Actual Index



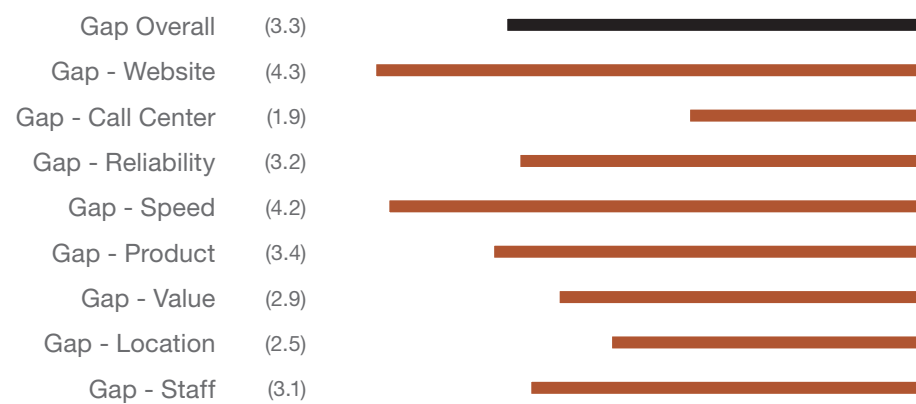
Category overall

The service dimensions

3. Exceeding or falling below expectations?

None of the dimensions exceeded consumer expectations. While the largest negative gaps (i.e. consumer expectations were not met) are for Website and Speed.

Gaps between expectation and actual by Service Dimension - Category X



Brands



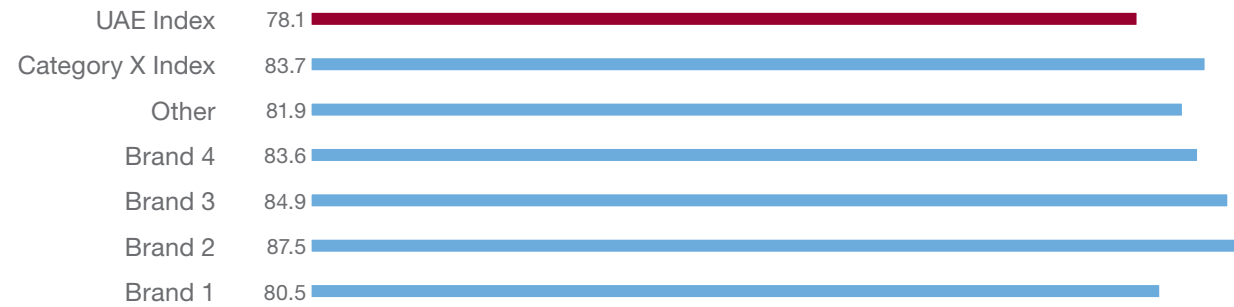
Competitive position

Overall index by brand

1. The Category X index scored 83.7 on what consumers expect it to be

This places the Category X based on consumer expectations in the Strong range and higher than the country-wide average which is Moderate. All brands scored above an 80 and is therefore in the Strong range. The lowest scoring brand is Brand 1.

Category X Average of Expected Index



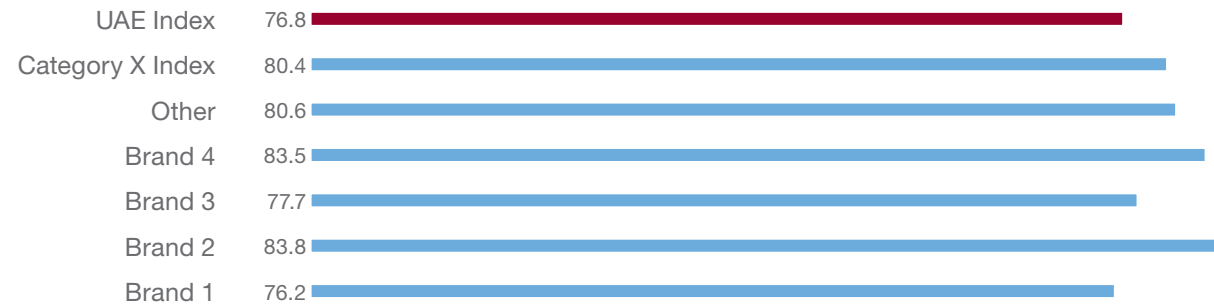
Competitive position

Overall index by brand

2. Actual consumer satisfaction in the Category X index is 80.4

This places the Category X in the upper Moderate range on actual satisfaction. Only two brand scored above an 80 and is therefore in the Strong range - Brand 2 and Brand 4. The lowest scoring brand is Brand 1 which scored 76.2 out of 100 in terms of consumer satisfaction.

Category X Average of Actual Index



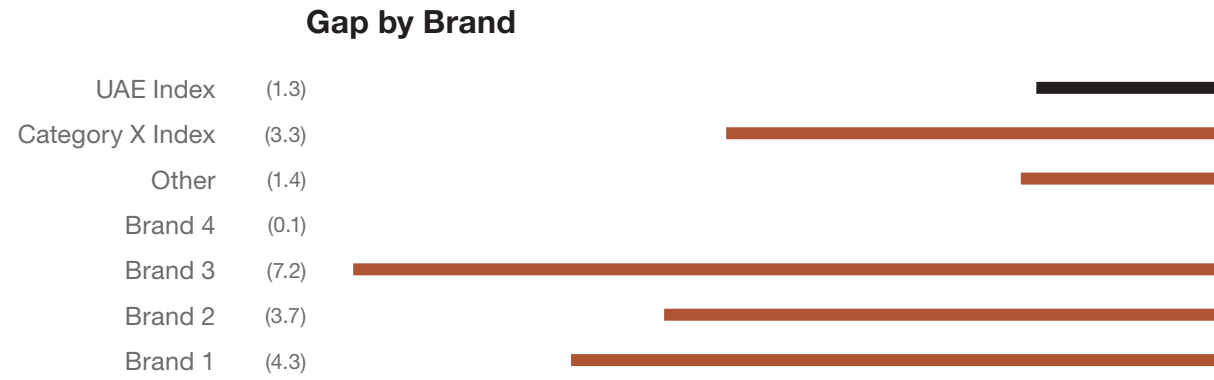
Competitive position

Overall index by brand

3. Gap analysis by brand

The Gap between consumer expectations and actual satisfaction is small but it is larger for some brands.

With all brands there is a Negative gap - i.e. consumers expected more than what they got. Brand 3 is falling sharply below expectations.



Competitive position

Service Dimensions

1. Staff attitude, knowledge and competence

Expected scores

The brand with the highest consumer expectation for Staff attitude is Brand 2 while the lowest is Brand 1.

Actual scores

Brand 2 has the highest score on Staff attitude while Brand 3 & Brand 1 are lowest.

Brand Comparison - Staff Attitude



Competitive position

Service Dimensions

2. Location attractiveness and convenience

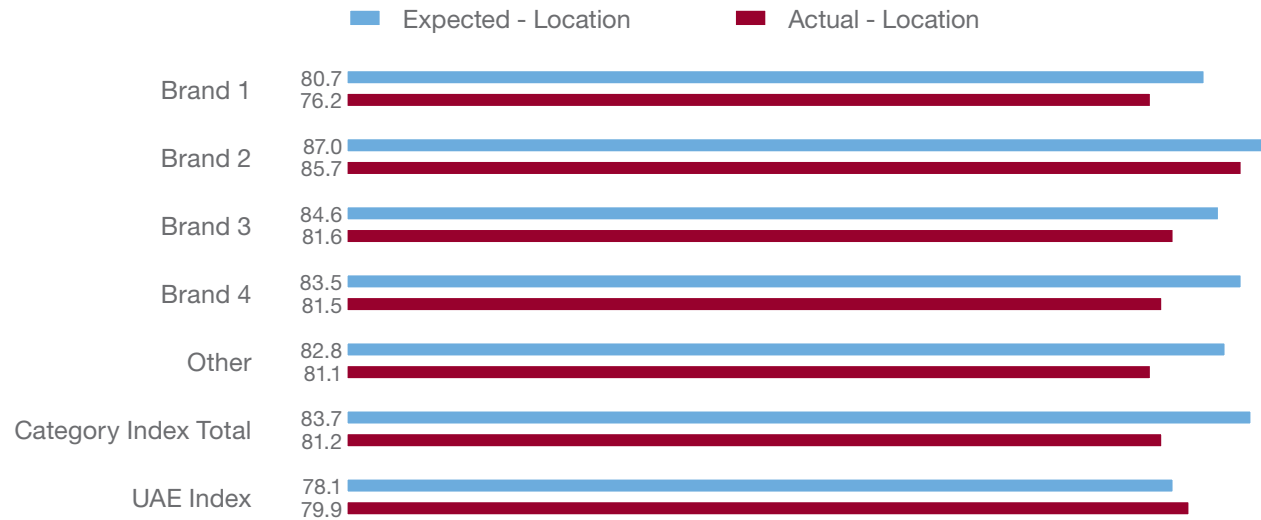
Expected scores

Consumer expectations for Location are highest for Brand 2 and lowest for Brand 1.

Actual scores

The highest score for Location is Brand 2 while the lowest is Brand 1.

Brand Comparison - Location



Competitive position

Service Dimensions

3. Value for money (price compared to quality) of the product or service

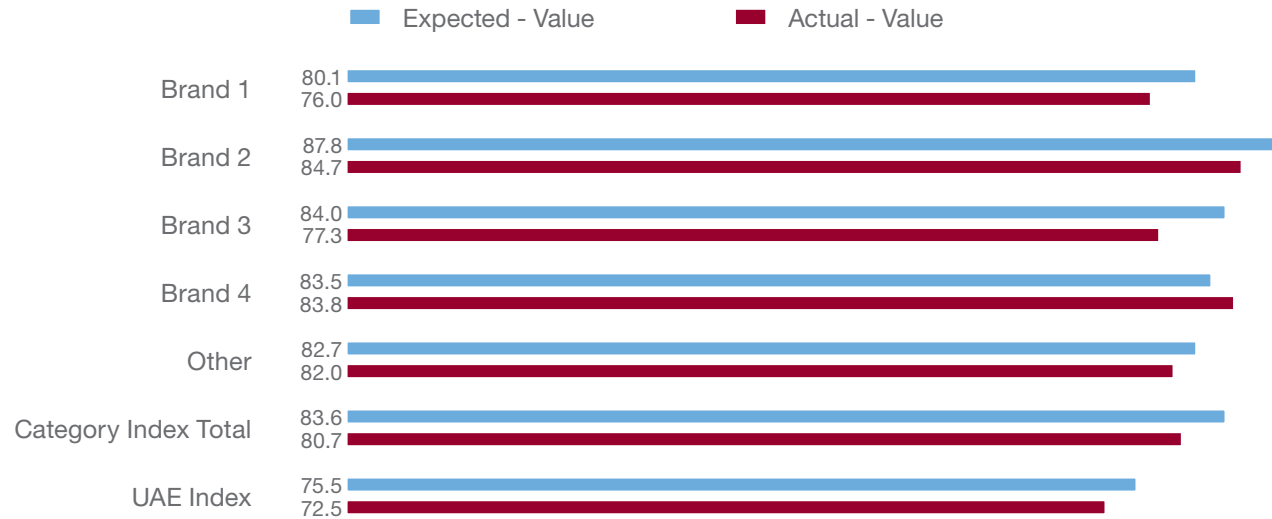
Expected scores

Consumer expectations on Value for money are highest for Brand 2 followed by the Brand 3. They are lowest for Brand 1.

Actual scores

Brand 2 has the highest score for satisfaction on Value for money while the lowest is at Brand 1.

Brand Comparison - Value



Competitive position

Service Dimensions

4. Product or service quality

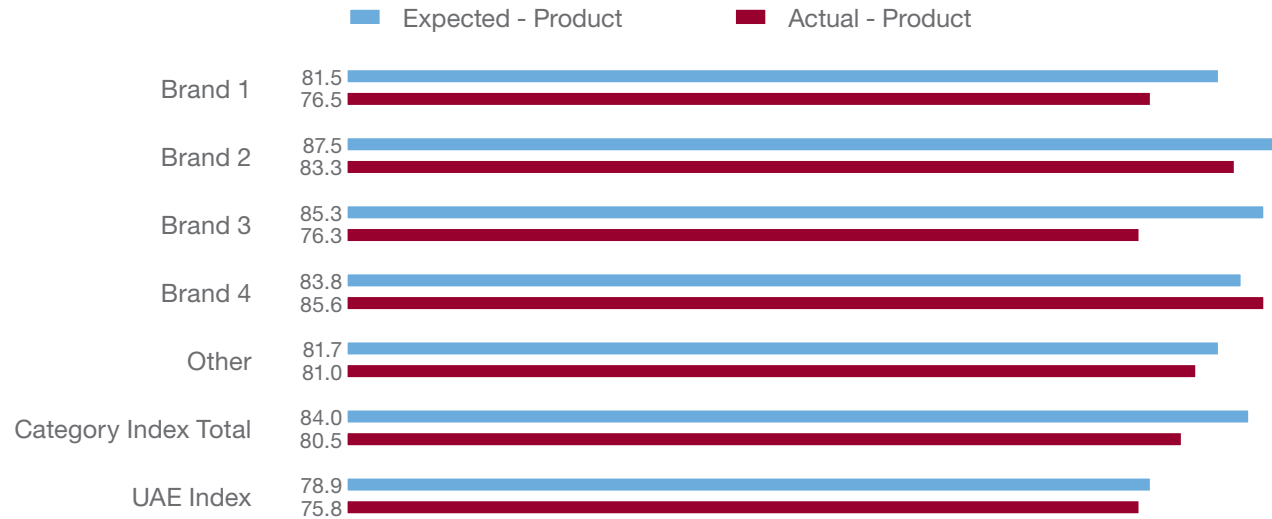
Expected scores

Brand 2 scored highest in terms of consumer expectations for Product while the lowest was Brand 1.

Actual scores

Brand 4 scored highest in terms of consumer actual satisfaction with Product while the lowest was Brand 3.

Brand Comparison - Product Quality



Competitive position

Service Dimensions

5. Service speed

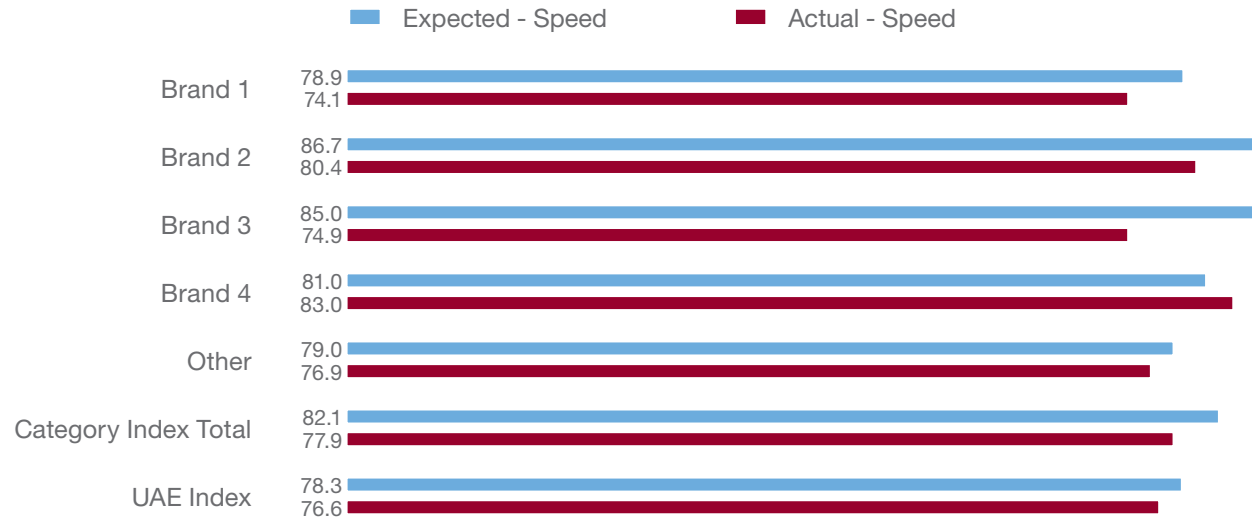
Expected scores

Brand 2 scored highest in terms of consumer expectations for service Speed while the lowest was Brand 1.

Actual scores

Brand 4 scored highest in terms of consumer actual satisfaction with service Speed while the lowest was Brand 3.

Brand Comparison - Service Speed



Competitive position

Service Dimensions

6. Reliability or accuracy of the product or service

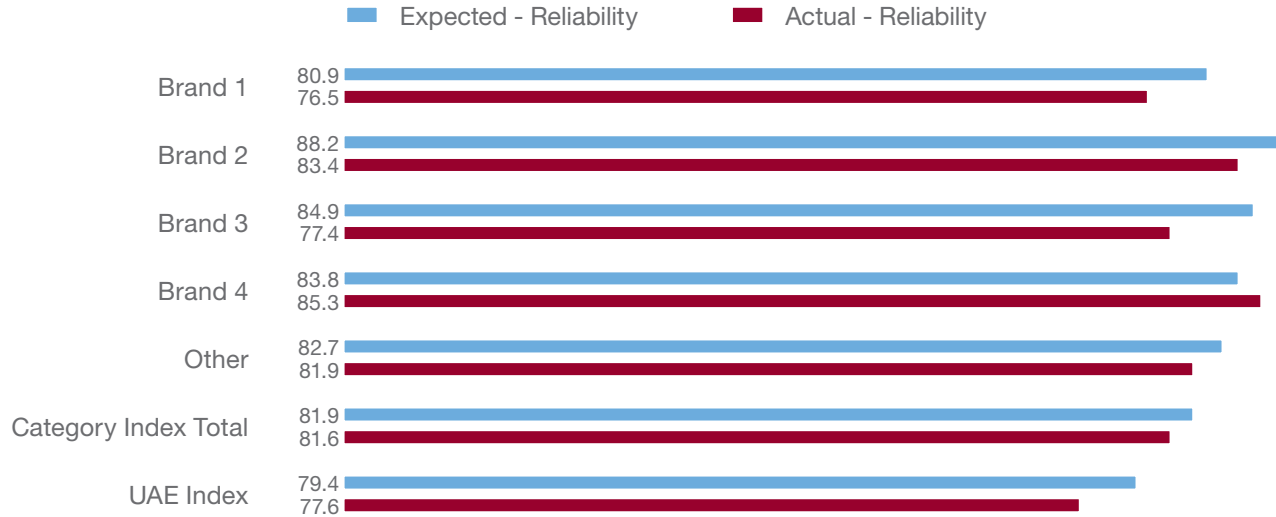
Expected scores

In terms of consumer expectations for Reliability, the highest was at Brand 2 and the lowest at Brand 1.

Actual scores

The highest actual satisfaction with Reliability is at Brand 4 and the lowest is at Brand 1.

Brand Comparison - Reliability



Competitive position

Service Dimensions

7. Call Center

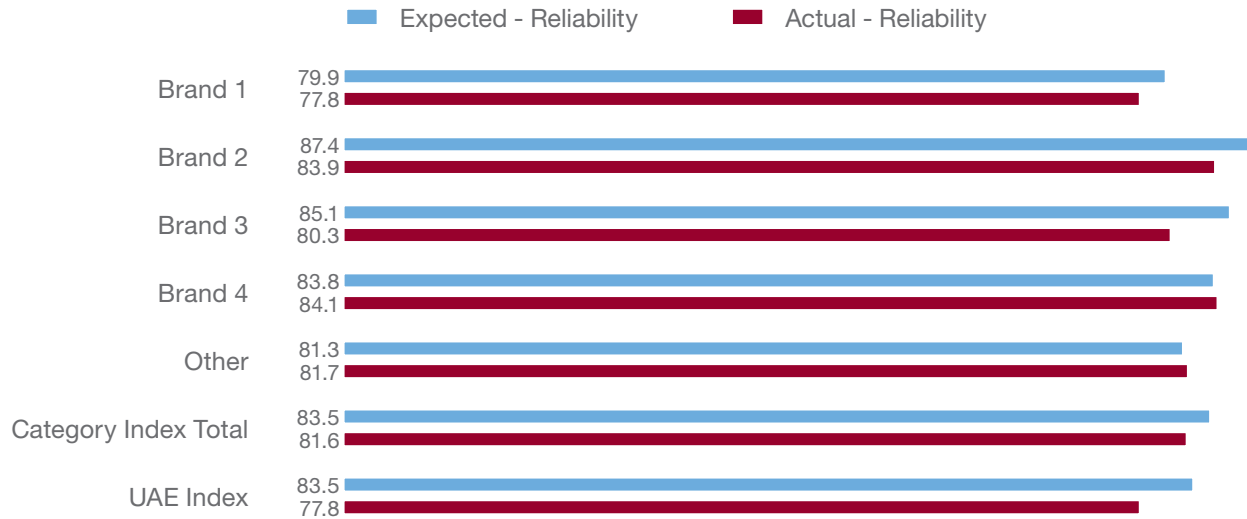
Expected scores

In terms of consumer expectations for Call Center, the highest was at Brand 2 and the lowest at Brand 1.

Actual scores

The highest actual satisfaction with Call Center is at Brand 4 and the lowest is at Brand 1.

Brand Comparison - Call Center



Competitive position

Service Dimensions

8. Website

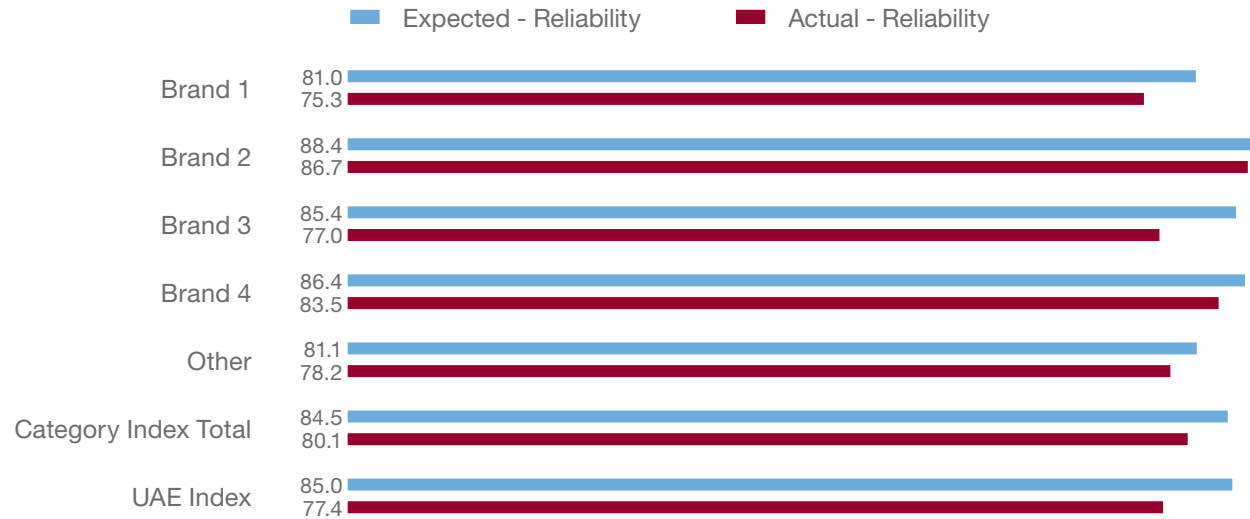
Expected scores

In terms of consumer expectations for Website, the highest was at Brand 2 and the lowest at Brand 1.

Actual scores

The highest actual satisfaction with Website is at Brand 2 and the lowest is at Brand 1.

Brand Comparison - Website



Competitive position

Brand overview

1. By all service dimensions

Expectation	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index	UAE Index
Staff	81.4	87.3	84.1	83.4	83.3	83.9	78.0
Location	80.7	87.0	84.6	83.5	82.8	83.7	78.1
Value	80.1	87.8	84.0	83.5	82.7	83.6	75.5
Product	81.5	87.5	85.3	83.8	81.7	84.0	78.0
Speed	78.9	86.7	85.0	81.0	79.0	82.1	78.3
Reliability	80.9	88.2	84.9	83.8	82.7	84.1	79.4
Call Center	79.9	87.4	85.1	83.8	81.3	83.5	83.5
Website	81.0	88.4	85.4	86.4	81.1	84.5	85.0
Expectation Index	80.5	87.5	84.9	83.6	81.9	83.7	78.1

■ Highest ■ Lowest



Competitive position

Brand overview

2. Gaps between consumer expected and actual scores by brand

Brands with a negative gap (indicating consumer disappointment as the service level was below their expectations) – the highest is

- Brand 3

Expectation	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index Total	UAE Index
Gap Staff	(3.6)	(4.3)	(6.3)	(1.8)	0.3	(3.1)	0.5
Gap Location	(4.5)	(1.3)	(3.0)	(2.0)	(1.7)	(2.5)	1.8
Gap Value	(4.1)	(3.1)	(6.8)	0.4	(0.7)	(2.9)	(3.0)
Gap Product	(5.1)	(4.1)	(0.9)	1.8	(0.7)	(3.4)	(3.1)
Gap Speed	(4.8)	(6.2)	(1.0)	2.0	(2.1)	(4.2)	(1.8)
Gap Reliability	(4.4)	(4.8)	(7.5)	1.4	(0.8)	(3.2)	(1.8)
Gap Call Center	(2.1)	(3.5)	(4.9)	0.3	0.4	(1.9)	(5.6)
Gap Website	(5.7)	(1.8)	(8.4)	(2.9)	(2.9)	(4.3)	(7.6)
Gap Overall	(4.3)	(3.7)	(7.2)	(0.1)	(1.4)	(3.3)	(1.3)
Votes	100	231	120	79	170	700	10,077



Competitive position

Brand overview

3. Demographic details based on consumer expectations

Expectation	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index	UAE Index
16-17	N/A	N/A	88.1	N/A	N/A	88.1	82.0
18 to 19	77.1	88.0	90.4	89.7	85.7	86.2	77.9
30 to 39	82.9	88.6	84.2	82.1	82.7	84.1	79.2
40 to 49	81.8	88.1	83.7	88.8	83.9	85.3	75.6
50 to 59	67.3	83.1	83.0	71.6	78.2	76.6	79.8
60+	55.0	75.5	79.2	N/A	88.1	74.4	78.4
Female	81.6	87.5	81.0	87.9	87.6	85.1	80.2
Male	80.2	88.0	85.8	82.3	80.7	83.4	77.1
Arabs	81.8	88.2	82.7	85.8	83.3	84.4	78.9
Emiratis	85.4	90.2	90.8	85.1	86.7	87.6	77.9
Non-Arabs	77.8	84.4	81.9	81.2	78.4	80.8	76.7
Elementary or below	88.3	100.0	92.5	95.0	N/A	94.0	77.8
High school	80.6	82.3	87.1	67.9	81.8	79.9	76.6
Diploma	83.6	91.4	84.2	84.5	87.9	86.3	78.6
University graduate	78.1	87.6	85.8	88.7	80.8	84.2	77.5
Master or PHD	81.8	87.1	81.7	80.5	79.3	82.1	77.7
Expectation Index	80.5	87.5	84.9	83.6	81.9	83.7	78.1

■ Highest ■ Lowest



Interaction

Point of interaction

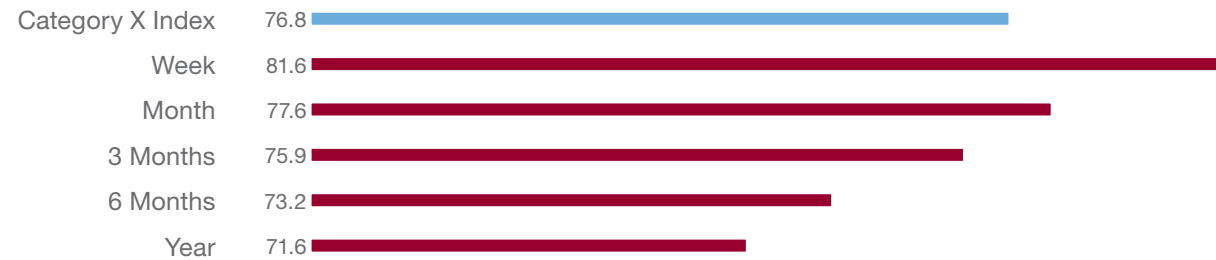
From the channels consumers deal with a brand, In store satisfaction is highest with a score of 77.5 whereas On the Phone is the lowest with a score of 72.2. This could mean that consumers are, generally, more satisfied dealing with physical interaction rather than other platforms.



Frequency

Frequency of visits

Weekly interaction scores are highest with a strong score of 81.6 while the lowest is consumers who visit a brand yearly with a score of 71.6. This could be many factors, for example the frequency of visits for certain categories may be, on average, higher compared to other categories.



Complaint resolution

Category complaint average

Consumers in UAE scored an average score of 73.3 on how brands deal with complaints. This score is on the low side, but anything below would mean that brands do not resolve complaints well.



Competitive position

Loyalty and the Net Promoter Score

1. The likelihood of recommending a brand to a friend

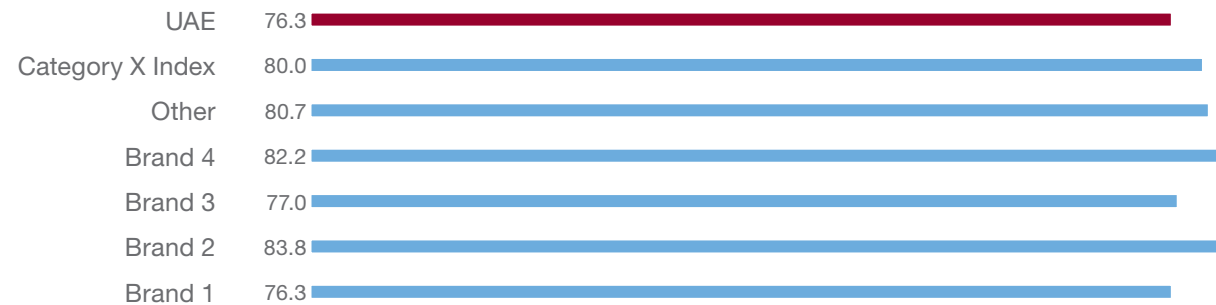
This Category Index overall scored higher in terms of loyalty than the UAE Index suggesting that the industry is in a healthy position. The brand with the highest likelihood is:

- Brand 2

The lowest scoring is:

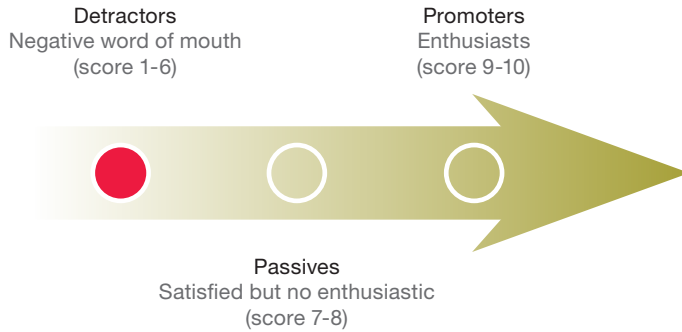
- Brand 1

Likelihood to Recommend



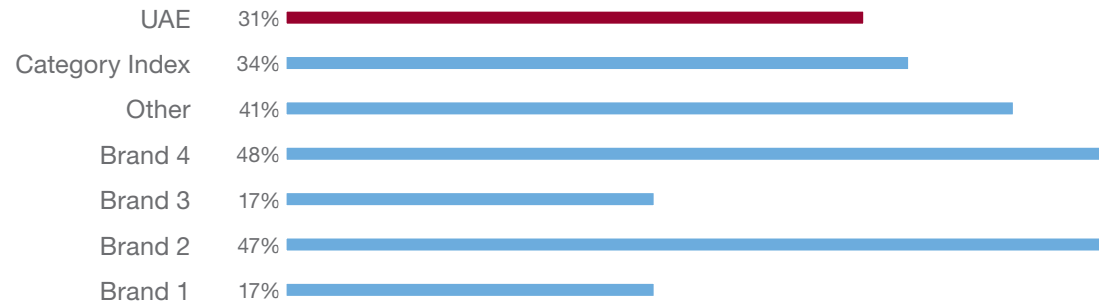
Competitive position

The net promoter score



1. Three consumer groups exist when the question on the likelihood to recommend a brand is asked.
2. The NPS looks at the brand(s) with the highest proportion of its customers promoting it.
3. The brands with the highest proportion of its customers promoting it are:
 - Brand 4
 - Brand 2

Net Promoter Score – Category X



Competitive position

Some customer comments

1. Some positive comments

Great Staff, great services, great atmosphere, great place, great shisha, great

Staff was extremely friendly and the restaurant was alive, communication between staff was excellent. Service was fast and food delicious. Prices were a little expensive to visit very regularly but definitely a place to recommend for special occasions.

بنك يستاهل الثقة

شركة ممتازة وتقدم عروض مبهرة واطمنى لها الرقي بالعمل والتطور الدائم

Staff was friendly, knowledgeable. Sometimes quite long in getting the right article or price. Quality of products is very good. However, the delivery of furniture is after 10 days only.



Competitive position

Some customer comments

2. Some negative comments

They charge very high fees, they add new services to a line without informing them which ends up making the customer pay crazy bills (e.g. free access to the internet)

Really it's the worst Airlines , they should give the staff and the cabin crew training how to communicate with the respectable passenger and at the airport the staff are tough, Food's quality is too bad and too expensive because of prices for the ticket is low but sometimes they give us the same price of other airlines so they should give the passenger good quality.

High charge for delivery and installation. Limited collection and of the same quality/variety as it was before.

الاسعار مرتفعة بالنسبة لنوع الاكل الذي يقدم عند طلب اضافات مع الوجبة
فان الاسعار مبالغ فيها بمقارنة الى اسعار مطاعم الوجبات السريعة.

أسوأ شركة أتاها تعاملت معها ولن أتعامل معها مستقبلا وذلك لسوء سلوك
الموظفين ولسوء مستوى المنتجات

Competitive position

Brands based on Overall satisfaction

	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index	UAE Index
Actual Satisfaction	76.2	83.8	77.7	83.5	80.6	80.4	77.1
Overall Satisfaction	76.6	83.5	75.9	83.0	80.6	79.9	76.5
Recommendation	76.3	83.8	77.0	82.2	80.7	80.0	76.2
Ideal	75.3	83.9	76.3	81.4	79.5	79.3	75.6
NPS	17%	47%	17%	48%	41%	34%	26%
Votes	100	231	120	79	170	700	10,077

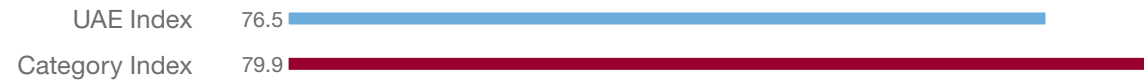


Competitive position

Category based on overall satisfaction

The actual Ideal score for this Category is significantly higher than the UAE average, meaning many consumers are receiving the service they expected based on their overall satisfaction.

Category based on overall satisfaction



Comparison to last year



Competitive position

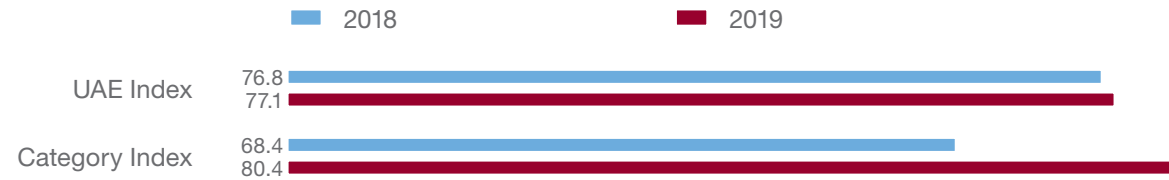
Category Comparison

2018 vs. 2019

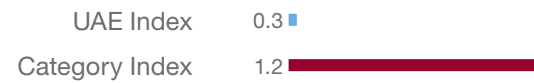
1. Category growth from previous year

Compared to 2018, the Category industry has seen a significant growth in overall satisfaction, and it exceeds the overall UAE score.

Category Comparison - 2018 vs. 2019



Category Growth - 2018 vs. 2019



Competitive position

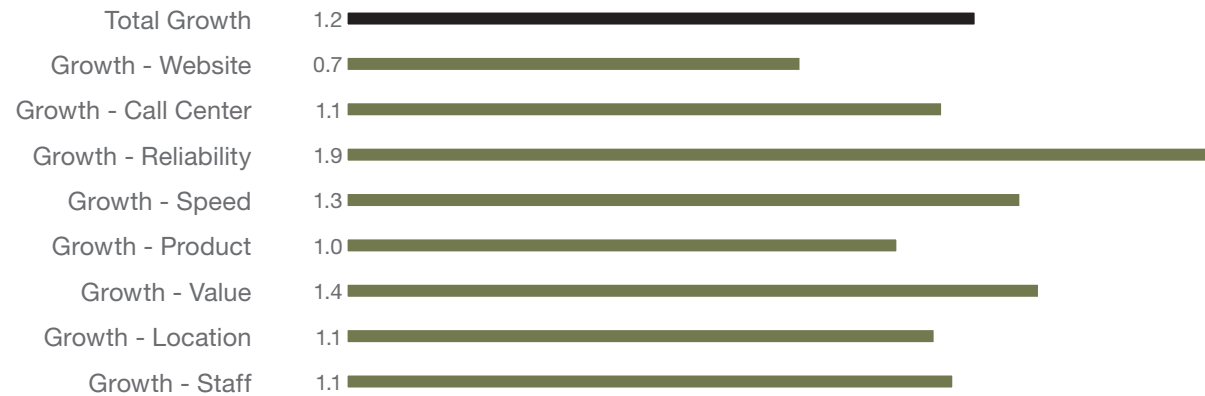
Growth per Dimension

2018 vs. 2019

2. Growth from previous year

Comparing 2018 and 2019, there seems to be a flow of positive growth across the dimensions with three dimensions exceeding the overall growth in the Category.

Dimension Growth - 2018 vs. 2019



Competitive position

Category Demographic growth 2018 vs. 2019

Age Groups

- The Graph shows clear growth in actual satisfaction in the Category Index among the 50-59 year olds. 60+ and 30-39 year olds are the only age groups with a negative gap.

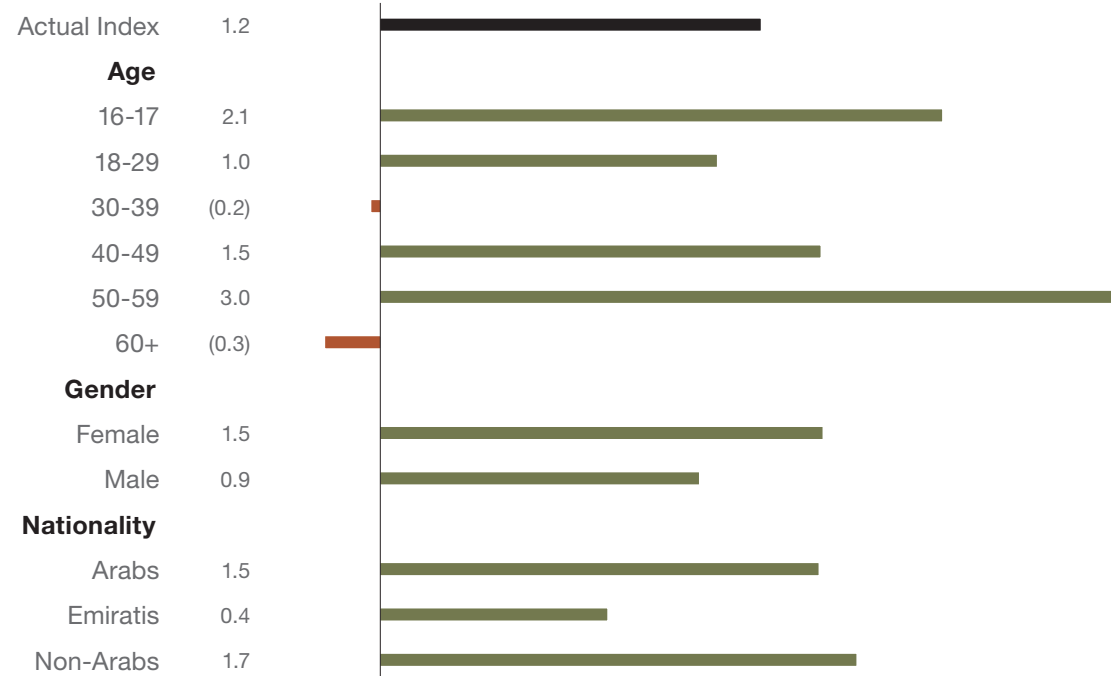
Gender

- Both genders have seen an increase in satisfaction, Females having the biggest positive growth.

Nationality

- Non Arabs increased in satisfaction, and so did Arabs, while Emiratis saw a minor increase.

Demographic Growth - 2018 vs. 2019

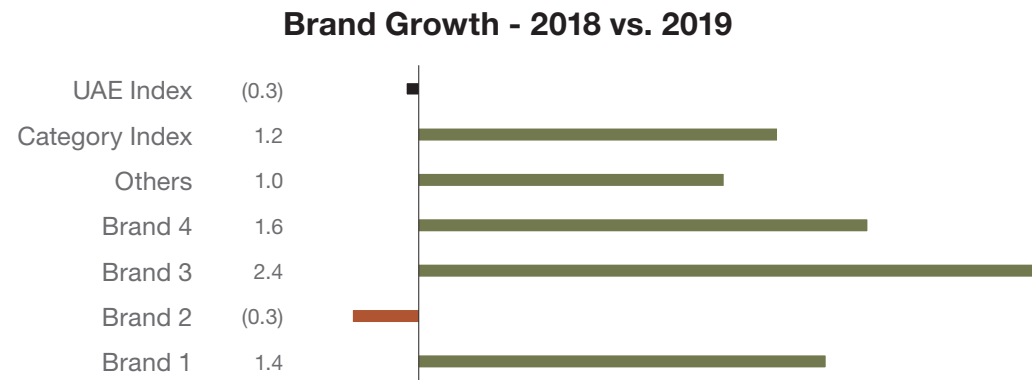


Competitive position

Brand Growth

2018 vs. 2019

Customer loyalty to brands has dropped for Brand 2. Brand 3 has seen the most growth in satisfaction since last year with a very significant growth.



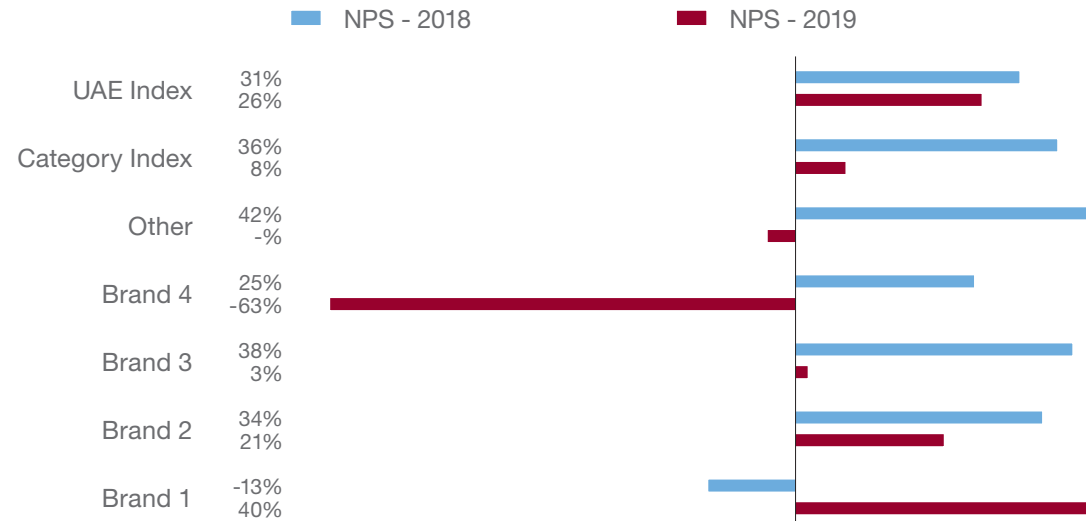
Competitive position

Net Promoter Score

2018 vs. 2019

As the table indicates, this Category scores slightly higher than the overall UAE Index in Net Promoter Score (NPS) the two brands that saw a clear growth in NPS since 2018 are others and Brand 3. The brand that seems to have done the worst is Brand 4, who has suffered a considerable fall in 2019.

Net Promoter Score - 2018 vs. 2019





3. Strategic implications

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Category summary for this Category Index

	Best	Worst
Staff	Brand 2	Brand 3 & 1
Location	Brand 2	Brand 1
Value	Brand 2	Brand 1
Product	Brand 4	Brand 3
Speed	Brand 4	Brand 3
Reliability	Brand 2	Brand 1
Call Center	Brand 4	Brand 1
Website	Brand 2	Brand 1
NPS Score	Brand 4	Brand 3 & 1
Ideal	Brand 2	Brand 1
Overall	Brand 2	Brand 3

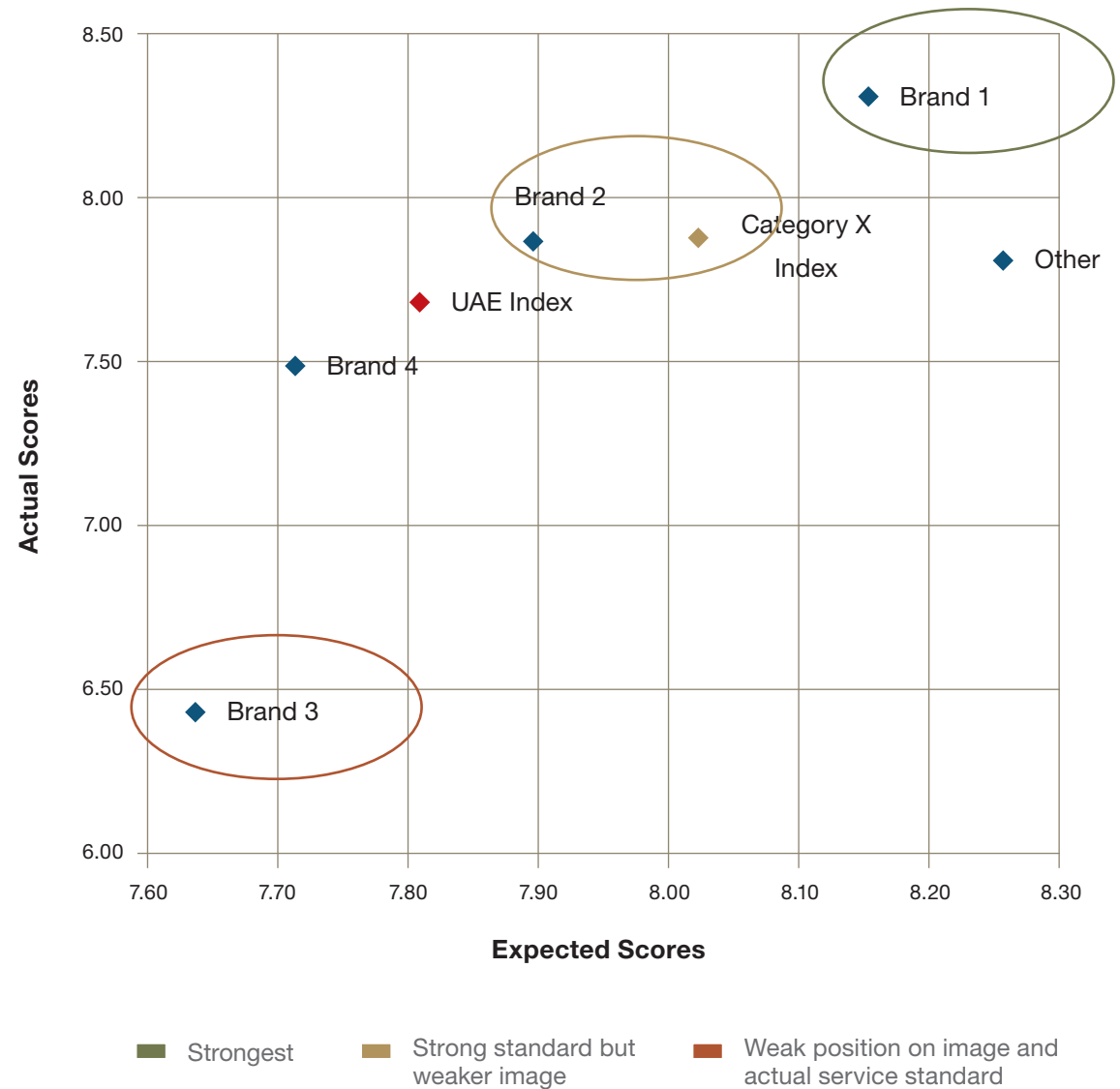
Most improved since previous year		
Overall	Brand 3	Brand 2
NPS	Brand 1	Brand 4



Brand positioning

Based on consumer expectation and actual service

Mapping Category X Brands by Expected and Actual Scores



Service Hero's benefits

It helps consumers, companies
and UAE



People powered

9,616 votes

Represents key population segments



Empirical

ESOMAR standards

Independent + Academic Advisory Council

95% confidence +/- 5% error margin



Actionable

In-depth industry category report

Strategic direction

Concrete recommendations



Helps UAE

Shapes service standards

Puts UAE in leadership position



4. Appendices

1. About Khayal Consultants
2. Glossary of terms used
3. Demographic profile per brand (distribution within a brand)
4. Demographic profile by brand (distribution across demographic dimension)
5. Full open-ended comments list
6. Full brand list with service dimension scores by brand, demographic, and total votes

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A note about Khayal Consultants

Khayal Consultants was awarded Exclusive Licensee for Service Hero WLL
Khayal was responsible for

1. Branding - logo design and standards manual
2. Advertising - campaign in traditional media (print and audio visual media)
3. Digital marketing campaign management and tracking
4. Social media communication
5. SEO - search engine optimization
6. Website design, hosting and maintenance
7. Online survey engine - questionnaire platform, security measures, tracking and reporting of results



Glossary of terms used

Term	Definition
Other	This is the grouping of all brands in each category that fall below the minimum sample requirement
Expectation Index	The score of the votes consumers made on their service expectation on the various service dimensions before they dealt with the brand being evaluated
Actual Index	The score of the votes consumers made on their service expectation on the various service dimensions after they dealt with the brand being evaluated
Positive Gap	Actual satisfaction after consumers experienced a brand was higher than their Expectation before they dealt with it
Negative Gap	Actual satisfaction after consumers experienced or dealt with a brand was lower than their Expectation before they dealt with it
Net Promoter Score	The proportion of consumers promoting a brand (giving scores 9 and 10) minus the proportion of consumers detracting a brand (scores of 1-6) shown as a percent



Demographic profile per brand (distribution within a brand)

	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index	UAE Index
16-17	2%	1%	10%	6%	5%	2%	2%
18 to 19	22%	35%	26%	30%	29%	32%	37%
30 to 39	53%	39%	50%	46%	41%	43%	37%
40 to 49	15%	19%	12%	15%	18%	18%	19%
50 to 59	8%	5%	2%	3%	5%	4%	5%
60+	0%	0%	0%	1%	1%	1%	1%
Female	40%	35%	50%	56%	50%	43%	33%
Male	60%	65%	50%	44%	40%	57%	67%
Arabs	42%	45%	38%	24%	38%	40%	37%
Emiratis	42%	34%	57%	55%	35%	40%	48%
Non-Arabs	16%	20%	5%	21%	27%	20%	16%
Elementary or below	2%	0%	0%	1%	5%	0%	0%
High school	14%	8%	6%	13%	10%	8%	9%
Diploma	14%	30%	13%	24%	25%	18%	18%
University graduate	52%	53%	55%	48%	45%	58%	55%
Master or PHD	14%	9%	20%	9%	10%	14%	14%
Unknown	4%	0%	6%	5%	5%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%



Demographic profile by brand (distribution across demographic dimension)

	Brand 1	Brand 2	Brand 3	Brand 4	Other	Category X Index
16-17	11%	22%	0%	22%	44%	100%
18 to 19	8%	52%	10%	17%	15%	100%
30 to 39	15%	43%	5%	17%	15%	100%
40 to 49	12%	52%	6%	14%	16%	100%
50 to 59	14%	52%	5%	10%	19%	100%
60+	0%	33%	5%	33%	33%	100%
Female	10%	38%	10%	21%	19%	100%
Male	14%	54%	8%	13%	14%	100%
Arabs	12%	54%	8%	10%	15%	100%
Emiratis	12%	40%	12%	22%	14%	100%
Non-Arabs	10%	48%	2%	18%	22%	100%
Elementary or below	50%	0%	0%	50%	0%	100%
High school	5%	15%	20%	30%	30%	100%
Diploma	15%	5%	30%	20%	30%	100%
University graduate	40%	10%	20%	15%	15%	100%
Master or PHD	30%	30%	20%	10%	10%	100%
Unknown	0%	20%	40%	20%	20%	100%
Total	12%	40%	16%	15%	17%	100%

