

CUSTOMER HAPPINESS SURVEY

A Research Report for Khalifa Fund

Ipsos in UAE
26 January 2021



GAME CHANGERS



RESEARCH BACKGROUND

Comprehensive Customer Understanding

Khalifa Fund initiated a Happiness Survey Study with the overall objective of having a deeper understanding of the service level from various segments.

The ultimate aim of the research is to understand the main improvement areas for each touchpoints encountered by Khalifa Fund customers and stakeholders.

This report focuses on the findings from the research.



RESEARCH DESIGN & PROFILING

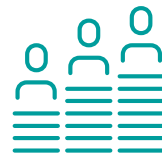
Customer Happiness with Khalifa Fund

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RESEARCH OVERVIEW

Assessment of Customer Happiness with Khalifa Fund

Customers of Khalifa Fund are interviewed to understand their experience in detail and discover the main improvement areas across touchpoints.



Research Methodology:

This module is approached through Telephonic interviews, using a structured questionnaire. The database was provided by Khalifa Fund.

Sample Size

A total of 247 customers of Khalifa Fund were interviewed through Telephonic Survey.

Fieldwork period

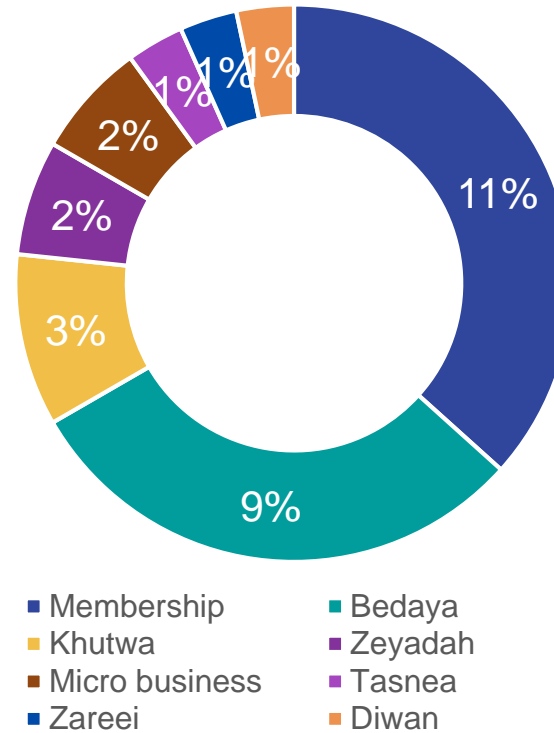
The survey was conducted between 17th September to 2nd November of 2020

RESPONDENT PROFILE

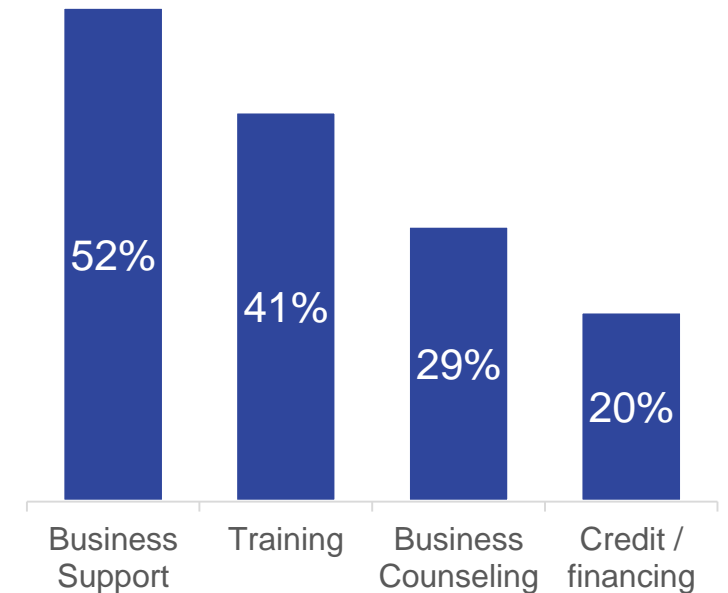
Overview

- Half (52%) of those interviewed have availed business support from Khalifa Fund, whereas 41% have undergone some kind of training.
- Only 20% have availed credit / financing from Khalifa Fund.

Program signed with Khalifa Fund



Services availed from Khalifa Fund



KEY TAKEOUT'S

Customer Happiness with Khalifa Fund

KEY INSIGHTS

Main Takeout's

Customers are rather happy with their experience with Khalifa Fund

2 out of 3 customers find their experience with Khalifa Fund to be happy, while 26% are unhappy with their experience.

Khalifa Fund earns a modest recommendation score is modest at 24, due to 31% being detractors and 55% promoters.

Main attention areas:

- Provide clarity of information, especially in terms of rejection explanations.
- Maintain a steady and periodic communication with the customers

Utilize the online channels to the fullest

Online channels have gained more popularity and relevance during this pandemic time, which needs to be capitalized by utilizing them suitably.

Main attention areas:

- Ensure comprehensive information being available in the website
- Perhaps can look at the redesigning of websites by making it more easy to navigate and providing a messaging / live chat option for customers to clear their doubts /queries
- Encourage more registration and training through online; ensure to include coaches who have more ground experience to deliver trainings focusing on real business scenarios.

Clarity is of paramount importance for presentations to committees

Customers look for higher clarity in terms of next steps post their presentation to pre-screening as well as credit management committees.

May look into providing clearer explanations for rejections.

Encourage submission of complaints in case of issues

While vast majority never faced issues, only 1/5th of those who faced issues have submitted a complaint to Khalifa Fund. Customers need to be encouraged to proceed with the submission with a guarantee of reply.

EXECUTIVE SUMMARY

Customer Happiness with Khalifa Fund

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OVERALL EXPERIENCE WITH KHALIFA FUND

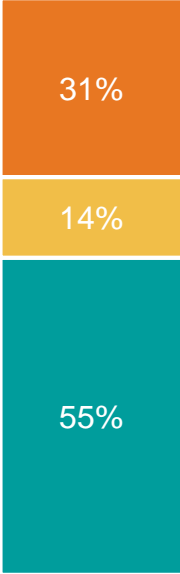
Happiness levels

Overall Experience with Khalifa Fund



■ Happy ■ Neutral ■ Unhappy

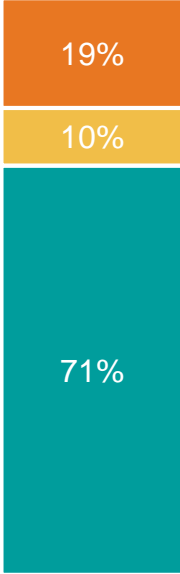
Recommendation levels for Khalifa Fund



NPS = 24

■ Promoters ■ Passives ■ Detractors

Likelihood to continue with Khalifa Fund for next 2 years

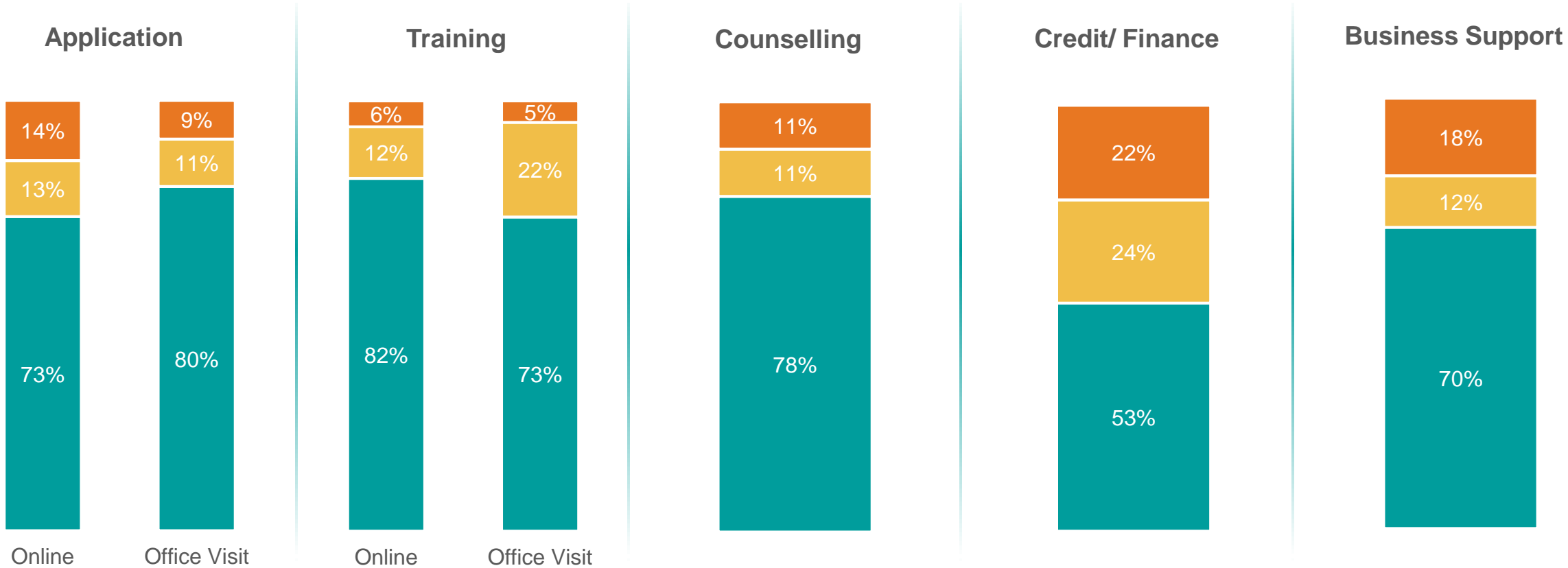


■ Likely ■ Undecided ■ Unlikely



OVERALL EXPERIENCE WITH KHALIFA FUND

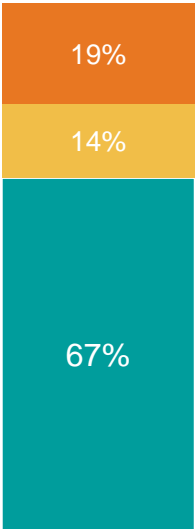
Overview



PRESENTATION TO COMMITTEES

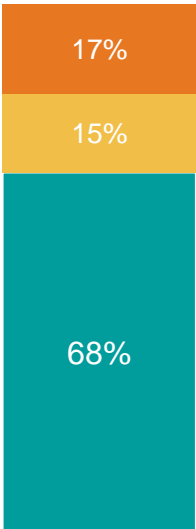
Overview

Presentation to Pre-Screening Committee



■ Happy ■ Neutral ■ Unhappy

Presentation to Credit Management Committee



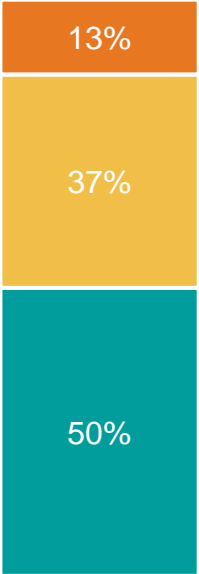
■ Happy ■ Neutral ■ Unhappy



TRAINING EXPERIENCE

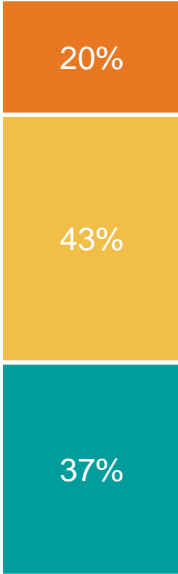
Overview

Effectiveness of training during primary stage of business



- Not effective
- Moderately effective
- High effective

Impact of training on achieving business success



- No impact
- Moderate impact
- High impact

Interested in attending trainings in future

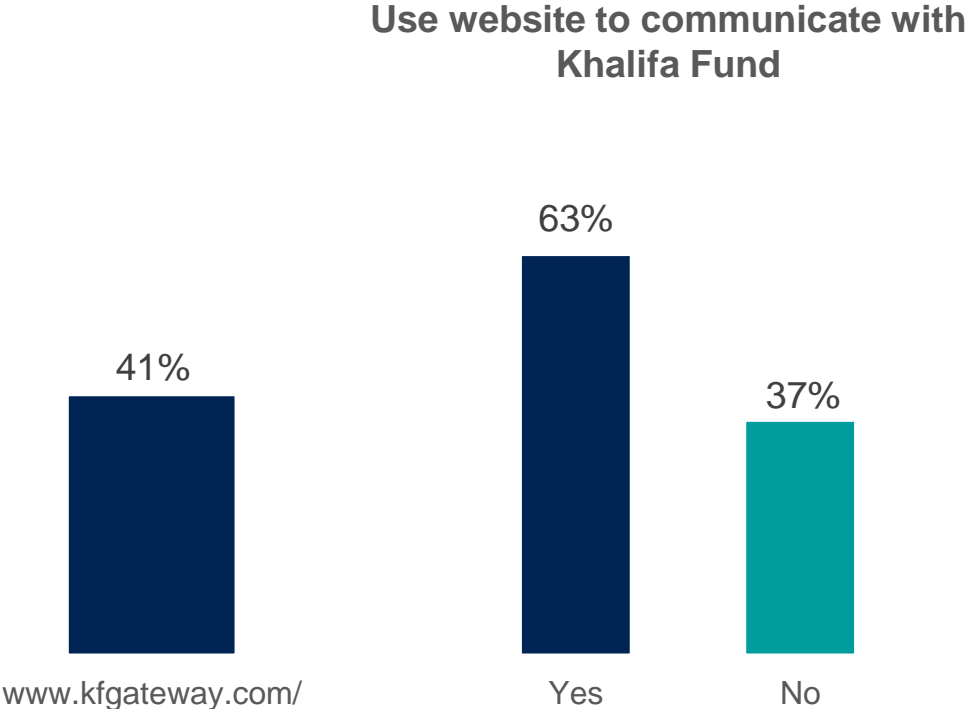
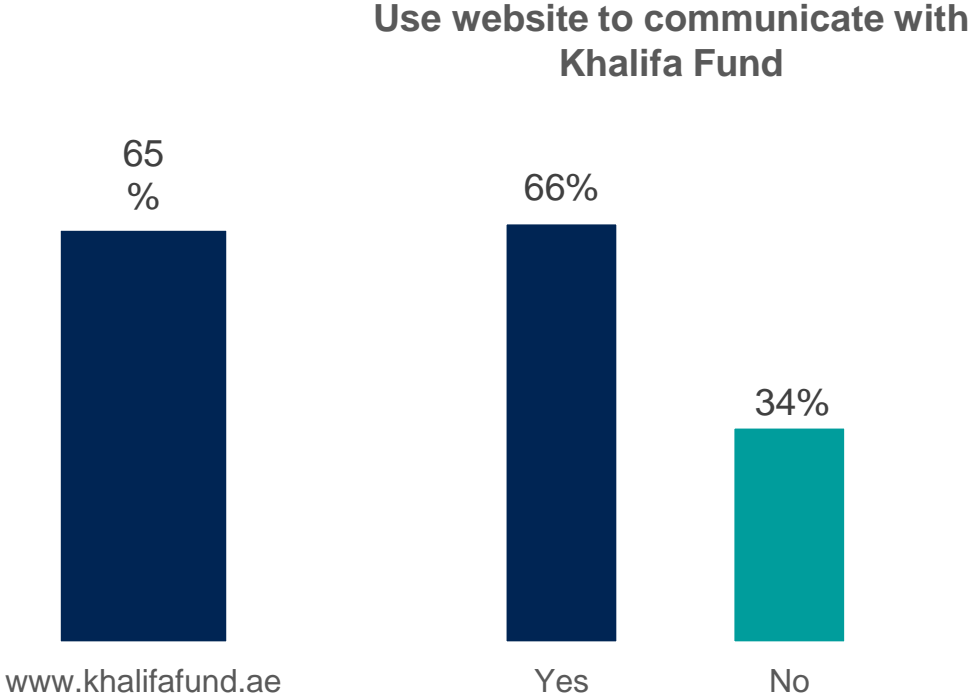


- Yes
- No



WEBSITES VISITED IN 2020

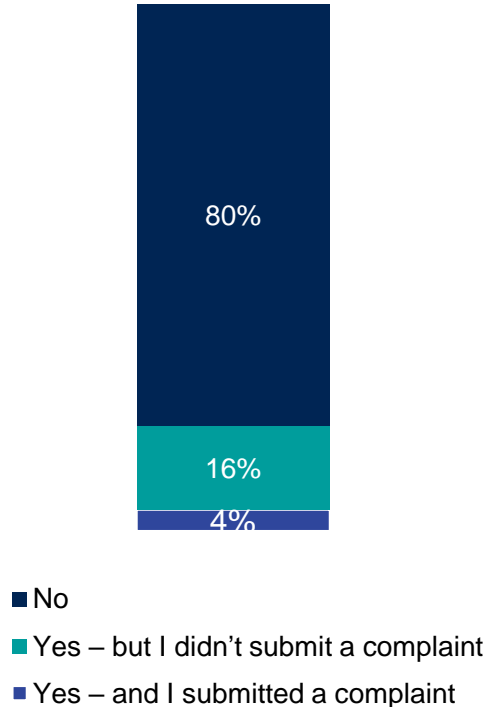
Khalifa Fund website visited in 2020



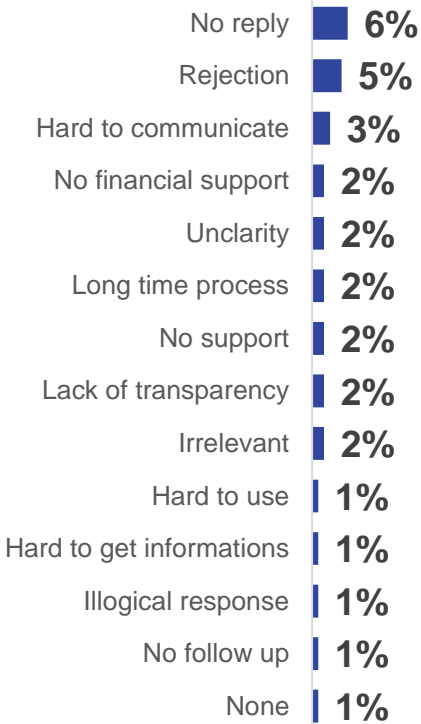
COMPLAINT MANAGEMENT

Overview

Faced issue with Khalifa Fund in 2020



Issue Faced in 2020

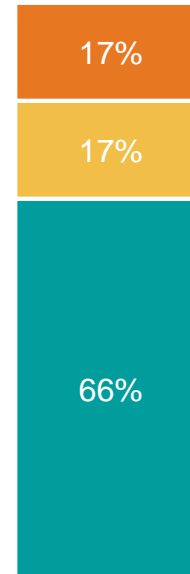


COVID-19 IMPACT ON BUSINESS

Better future outlook

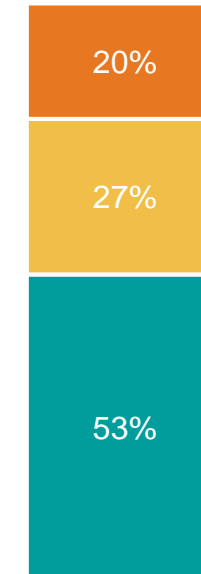
- Majority feel that the impact of covid-19 is positive on their business compared to their business plan.
- Half of them also fee that their business forecast for H2'20 is improved compared to H1'20.

Covid-19 impact on business compared to business plan



■ Positive ■ Neutral ■ Negative

Business sales forecast for H2'20 vs H1'20



■ Improve ■ Remain the same ■ Decrease further

H1'20: to January – June 2020
H2'20: to July – December 2020

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GAME CHANGERS

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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You act better when you are sure.

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SURE.
GO
FURTHER.**

GAME CHANGERS



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