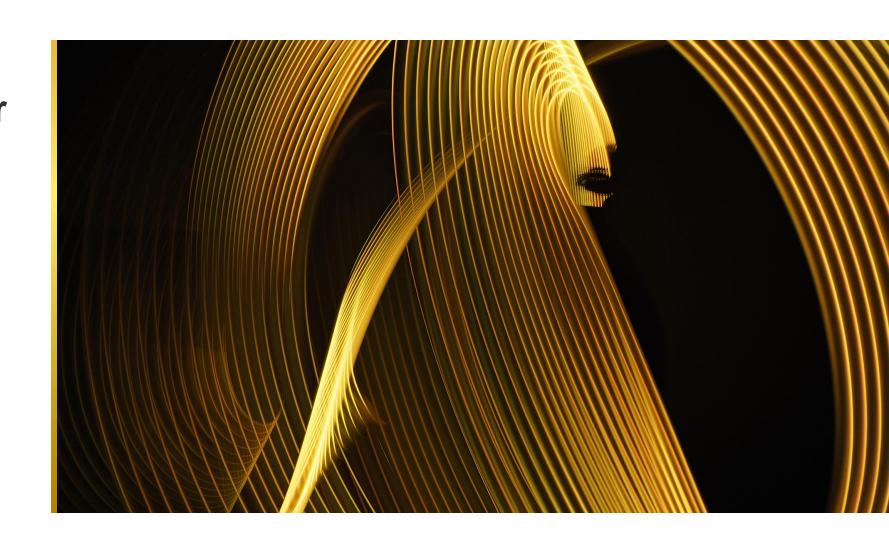
## **KANTAR**

## **Brand & CX. Tracker**

## **Mobile Services**

© Kantar - Market Intelligence
January 2021



## **Table of contents**

1		4
Research objectives & methodology  Target respondents & interviewing technique  Profile of the sample	03	Brand imagery  Brand footprint: total & multiple brand users  Brand footprint: among specific brand users
2		5
Key highlights	06	Customer eXperience  Net Promoter Score (NPS)
3		TRI*M score Emotional Engagement Typology
Power in the mind & power in the market  Top of mind & spontaneous awareness  Mind share  Advertising awareness  Recall of Ad  Brand usage	09	

