

Chi ce l'ha già, lo consiglia: dati estratti dal report condotto da BxG con metodo MCA®Methodology©2022-2024

Q13-NPS	COOP VOCE	FASTWEB	HO.MOBILE	KENA	POSTE MOBILE	TISCALI	VERY
---------	-----------	---------	-----------	------	--------------	---------	------

1	5	6	1	5	3	2	1
2	0	2	1	1	3	0	0
3	2	1	0	0	3	0	1
4	2	5	2	1	7	0	0
5	2	7	2	2	10	4	2
6	5	8	13	5	4	0	3
7	2	17	14	11	13	1	5
8	13	31	42	20	21	4	10
9	20	56	67	20	30	8	19
10	15	22	59	13	21	6	13
11	42	74	170	34	58	8	42

	108	229	371	112	173	33	96
--	-----	-----	-----	-----	-----	----	----

1	5%	3%	0%	4%	2%	6%	1%
2	0%	1%	0%	1%	2%	0%	0%
3	2%	0%	0%	0%	2%	0%	1%
4	2%	2%	1%	1%	4%	0%	0%
5	2%	3%	1%	2%	6%	12%	2%
6	5%	3%	4%	4%	2%	0%	3%
7	2%	7%	4%	10%	8%	3%	5%
8	12%	14%	11%	18%	12%	12%	10%
9	19%	24%	18%	18%	17%	24%	20%
10	14%	10%	16%	12%	12%	18%	14%
11	39%	32%	46%	30%	34%	24%	44%

Promoted	53%	42%	62%	42%	46%	42%	57%
Detractor	17%	20%	9%	22%	25%	21%	13%
NPS	36%	22%	53%	20%	21%	21%	45%