

SigiSynthesa's

# **Company Profiles & Credentials**

**Market Research &  
Strategy Consulting**

*[www.sigisynthesa.com](http://www.sigisynthesa.com)*

# About **SigiSynthesa**

## SigiSynthesa is a research driven marketing strategy consulting firm

composed of visionary senior market researchers and consultants, bringing the right combination of marketing and research skills to help you improve the effectiveness of your marketing efforts.

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## SigiSynthesa Origin



**Sigi** – 1 *si·gi* n suluh atau obor  
*me·nyi·gi* v 1 menyuluh dengan sigi; menerangi: 2 *ki* menyelidiki  
dengan teliti: – perkara;

### **Synthesis** noun

*syn·the·sis* | \ 'sin(t)-thə-səs

1. The formation of something complex or coherent by combining simpler things.
2. (logic) A deduction from the general to the particular.
3. (philosophy) The combination of thesis and antithesis.
4. (military) In intelligence usage, the examining and combining of processed information with other information and intelligence for final interpretation.

## What we do

**SigiSynthesa** helps clients to meet the challenges of commercial world through creative and innovative ways of gathering facts and turning data into strategic business insights.

We help clients **explore business opportunities, manage and sustain growth, and maximize revenue & profitability.**



## How we Work

We believe that **our clients' success is our success**; we believe in professionalism

We consistently maintain **high standards for service and consultants** to be always able to bring the best team of senior consultants to bear on every single project.

We understand our clients' business needs. We comprehend their business specific language.

We are committed to elevating the effectiveness of research endeavors and our consistent delivery of impactful outcomes reinforces our dedication.

# Our Services



## Qualitative Research

We dive deep into consumer attitudes and motivations using methods like focus groups and interviews to provide rich insights into consumer behavior.



## Quantitative Research

Through surveys and statistical analysis, we quantify consumer preferences and behaviors, providing data-driven insights for informed decision-making.



## Analytics

Leveraging advanced tools and techniques, we extract valuable insights from data to uncover trends, patterns, and opportunities, guiding strategic business decisions.



## Training and Consulting

Leveraging advanced tools and techniques, we extract valuable insights from data to uncover trends, patterns, and opportunities, guiding strategic business decisions.

# Meet Our Clients

## Banking & Financial Services



## Automotive & After Market



## Digital Banking & Fintech



## Technology & Devices



## Retail & FMCG



Our expertise in  
**Automotive**  
Industry

# Quantitative Research

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## *Face to Face (F2F) Interview Case Study*

We assisted one of the largest auto-brand in Indonesia through fact-based market and consumer analysis to enter, innovate, evolve, and grow in the market.

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Research Needs

CPCS Segment Profiling | Segmentation | GIIAS | IIMS | Car Clinic | Manpower Research

### Our Approach

- Screening interviews to select qualified and willing respondents
- Main interview with respondents who meet the criteria
- Data collection using a structured questionnaire
- Tablet-Assisted Personal Interviews (TAPI)

### Sampling

#### **Option 1: Door-to-door sampling**

- Respondents to be selected at their places PSU (Primary Sampling Unit) will be prepared before the survey (list of RT/RW in each city)
- In each PSU, several households will be selected. Within each household, one respondent will be selected

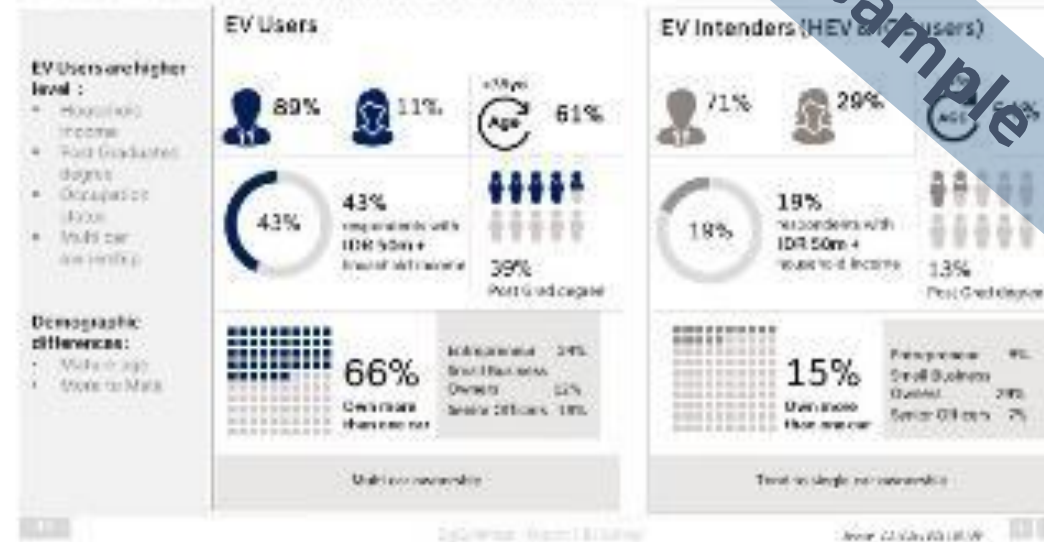
#### **Option 2: Intercept**

- Respondents will be intercepted at a designated location (e.g. exhibition venue)

# Example Deliverables

## BEV Potential Customer Profile by Demographic

There are some differences between EV Users and Intenders



Demographic Profile

## BEV Potential Customer Profile by Psychography

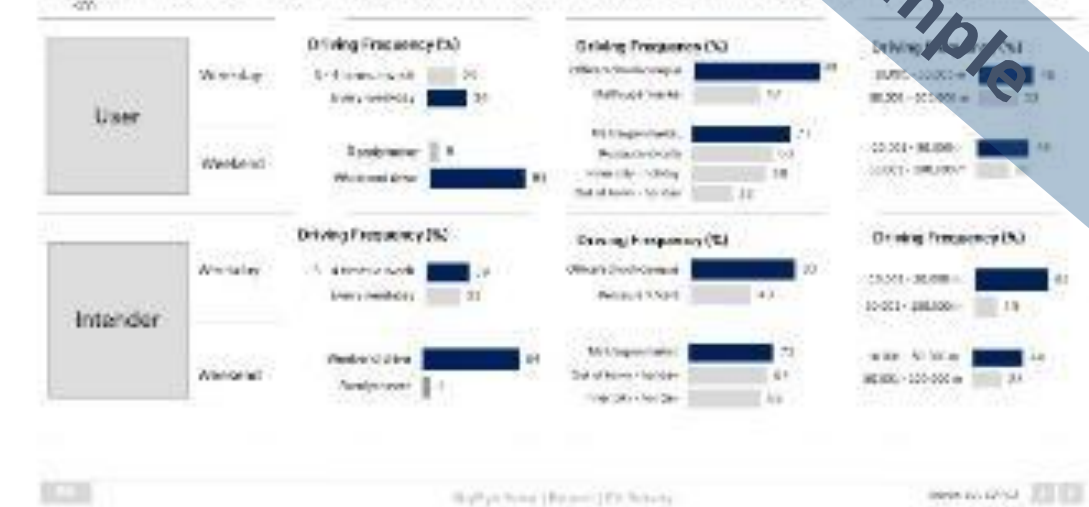
Drive It, Car Enthusiasts make up the largest segment, but they play a smaller role in the overall market. They are more likely to be in the 35-44 age group, have a post-graduate degree, and own a car. They are also more likely to be in the 10-19 income bracket, have a post-graduate degree, and own a car. They are also more likely to be in the 10-19 income bracket, have a post-graduate degree, and own a car.



Psychographic Profile

## Car Usage Behavior

Both BEV user and interder drives almost everyday with destination to office or school. In driving, they go to mall or inner city holiday. They go to mall or inner city holiday. They go to mall or inner city holiday. They go to mall or inner city holiday.



Usage Behavior

## BEV Brand Perception I User

Hyundai is perceived to have complete image among the existing user. It strong points have a high user loyalty.



Brand Perception

## Brand Mapping

Hyundai is positioned to be a leader, associated with being a reliable, vision for mobility, and user features. Tesla is associated with being a leader of electric vehicles, authenticity, and tech-compliance. Volvo is only associated with being a reliable process.



Brand Mapping

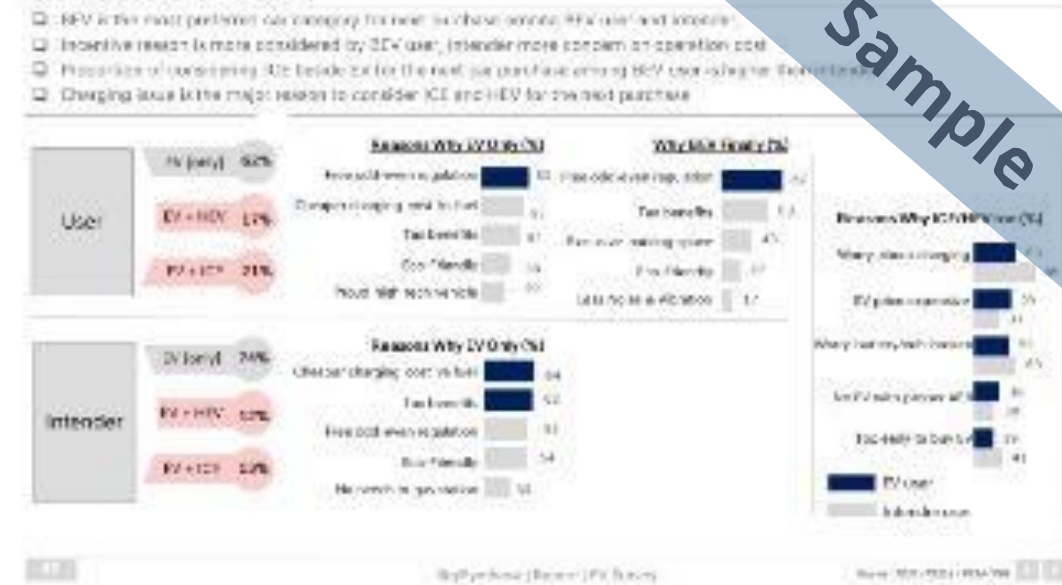
## Satisfaction with Current Car

Physical BEV users are satisfied with their current AER and their BEV generally. Some users tend to be less satisfied on the AER. Interestingly, Volvo EV users are satisfied with the AER and their current BEV as well. All of the BEV user expect to have higher AER.

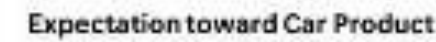


Satisfaction with Current Car

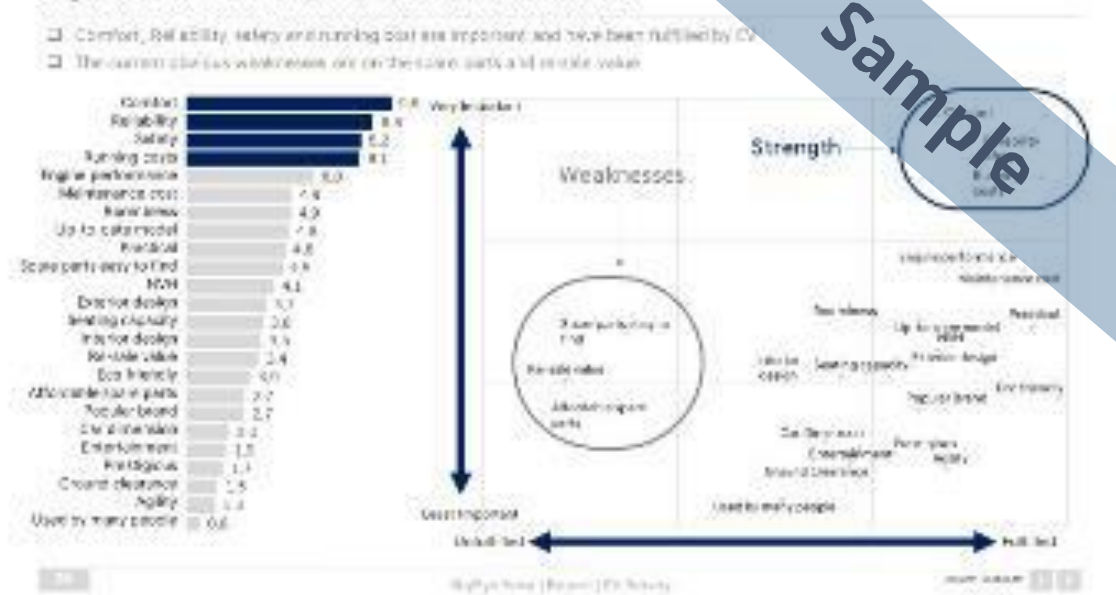
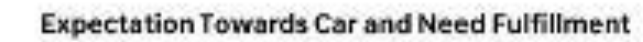
# Example Deliverables



## Consideration Pattern



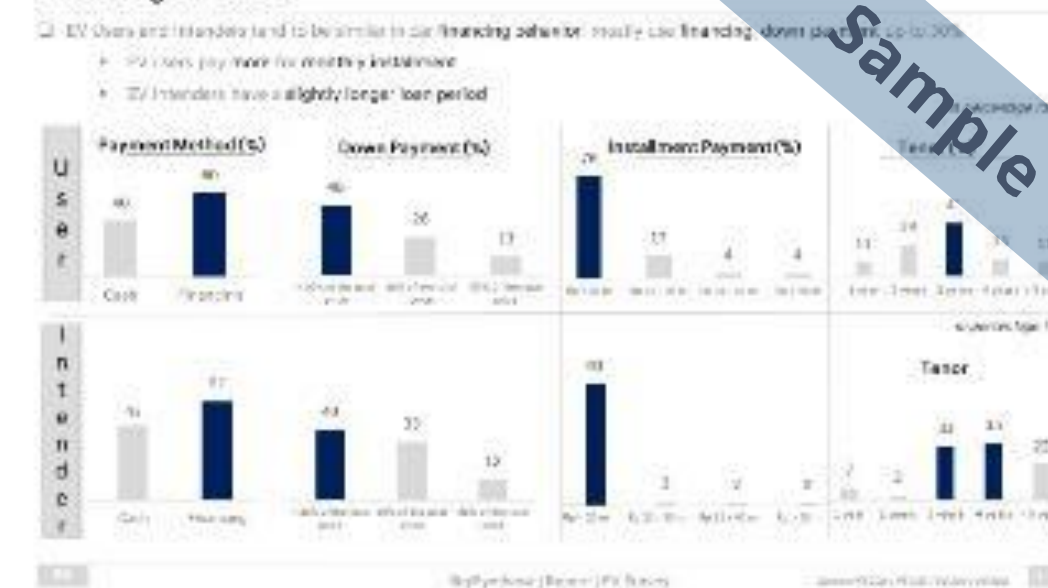
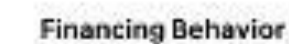
## Expectation toward Car



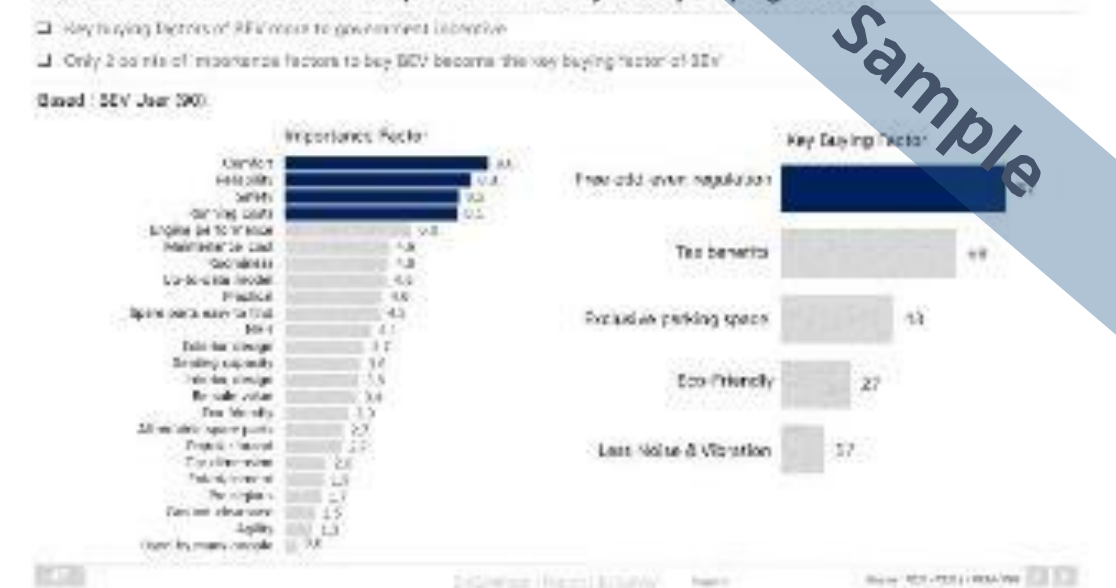
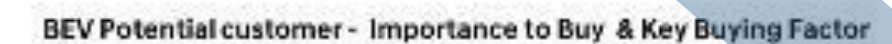
## Expectation and Need Fulfilment



## Product Characteristic Preference



## Financing Behavior



## Importance and Key Buying Factor

# Qualitative Research

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## *Focus Group Discussion | In Depth Interview*

Our qualitative research team delivers practical business insight by ruthlessly questioning the deep motivations behind people's observed decisions and actions.

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Research Needs

Manpower Research | Exploratory | Pickup Research | EV Research | Communication Research

### Our Approach

- Screening interviews to select qualified and willing respondents.
- Respondents who meet the criteria will be invited to participate in discussions or be interviewed in-depth.

### Sampling

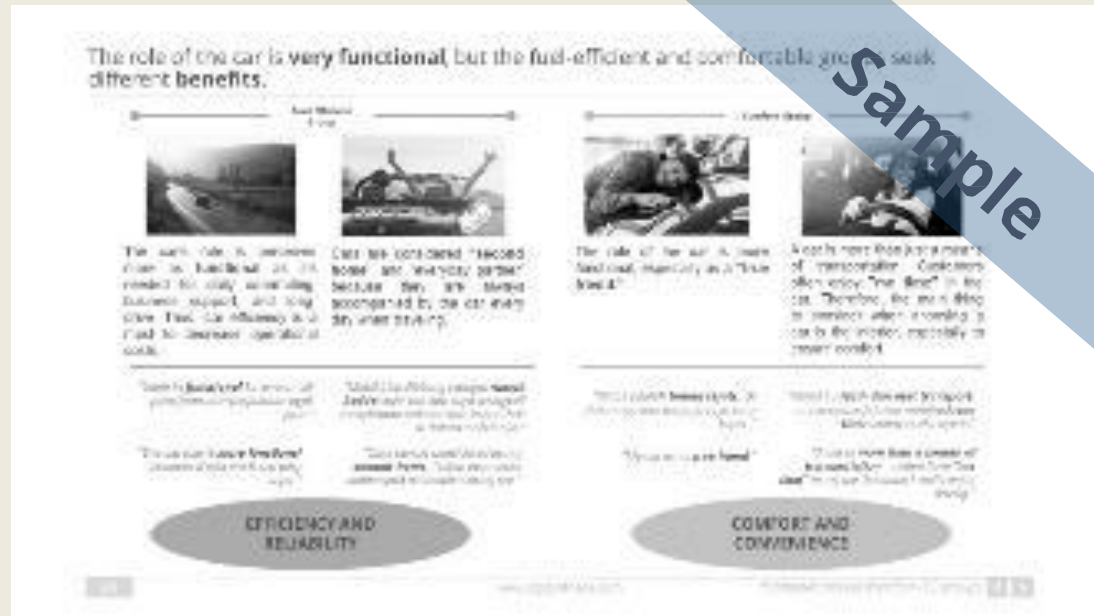
#### **Option 1: Focus Group Discussion**

- We would discuss with 4 to 8 participants.
- The FGD will be led by a SigiSynthesa's trained moderator
- Moderator leads the discussion.

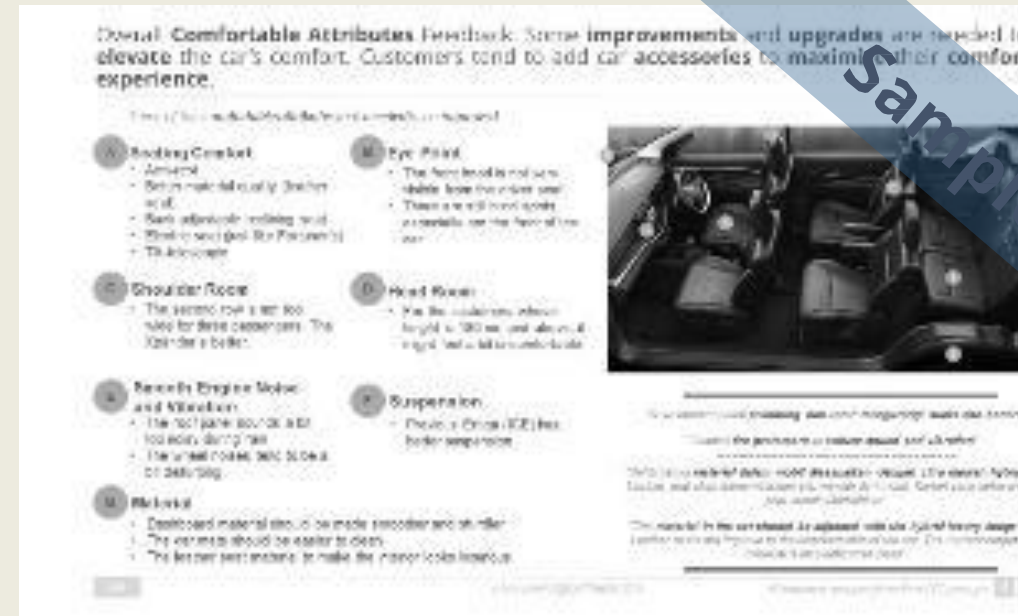
#### **Option 2: In-Depth Interview**

- In-depth interviews can be conducted in any place.
- The discussion will be led by a professional moderator who is equipped with a structured DG.

# Example Deliverables



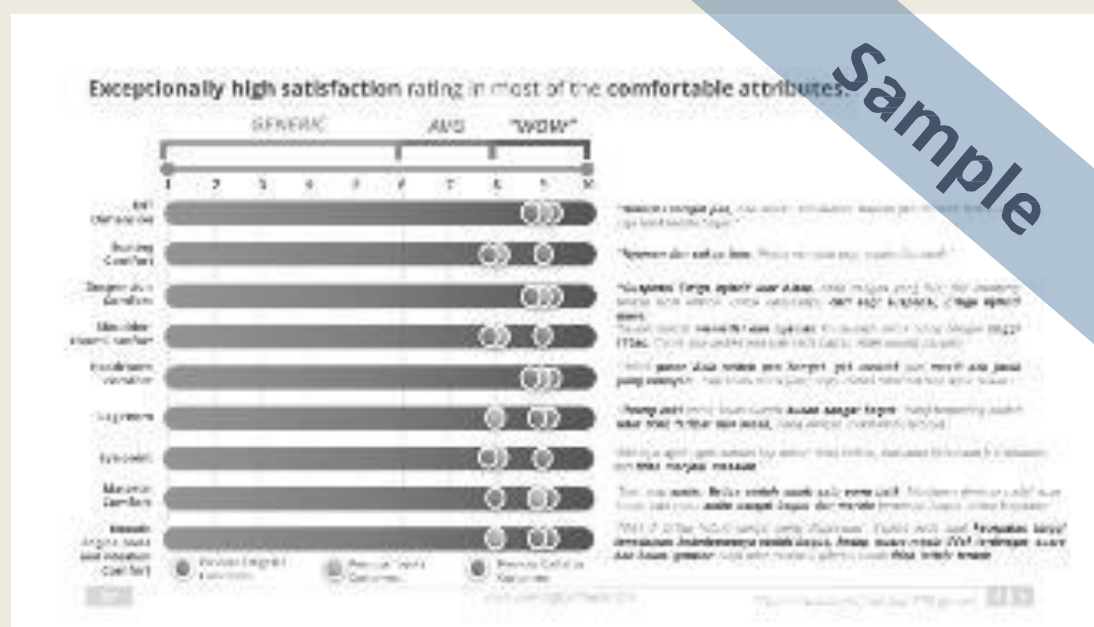
## Role of a Car



## Consumers Feedback



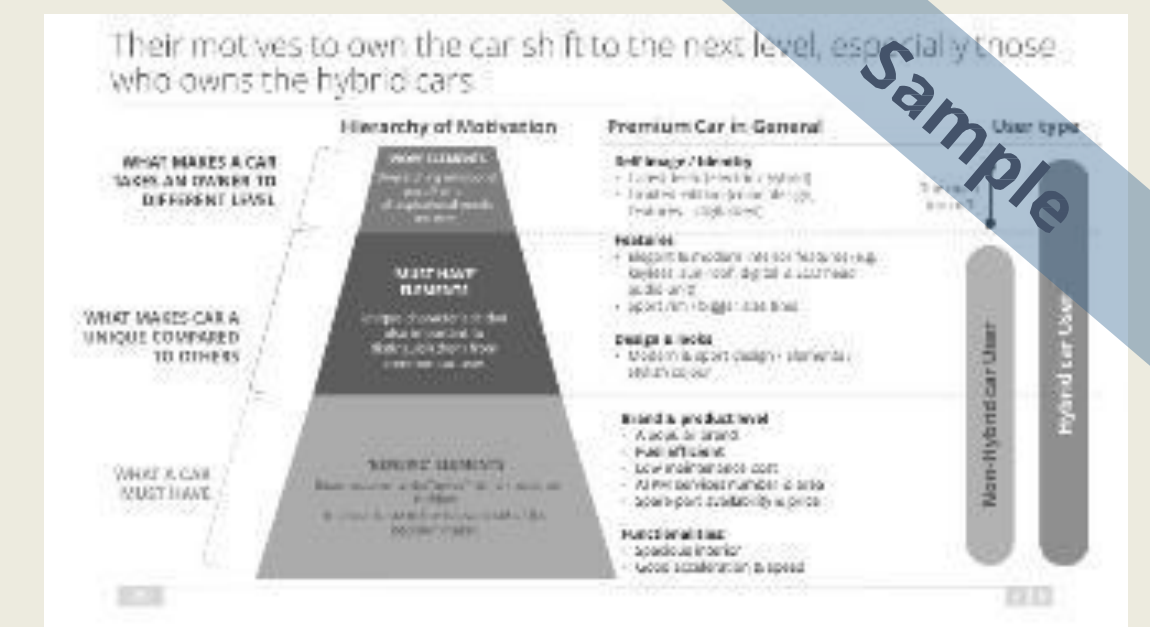
## Key Drivers of Car Purchase



## Satisfaction Rating for Car Attributes



## Consumers' Personification and Lifestyle



## Hierarchy of Motivations

# Car Clinic

## ***Central Location F2F | Focus Group Discussion (FGD)***

Observing the concept cars to see the acceptance level as well as purchase intention of the consumers towards the concepts tested.

Research Needs  
Product Research | Exploratory | EV Research

### **Our Approach**

- Pre-recruitment to select qualified and willing respondents.
- Respondents who meet the criteria will be invited to participate in the clinic program.

### **Sampling**

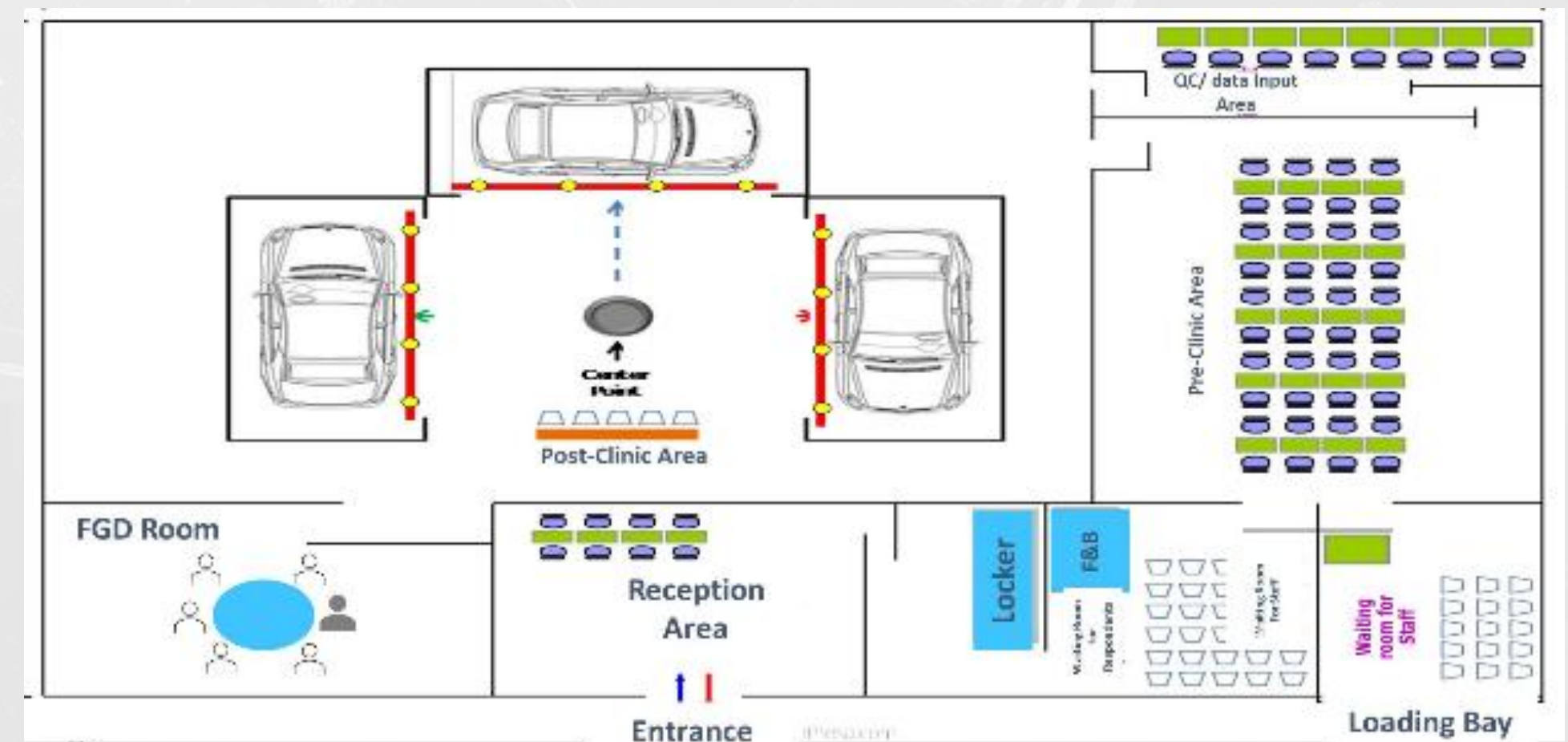
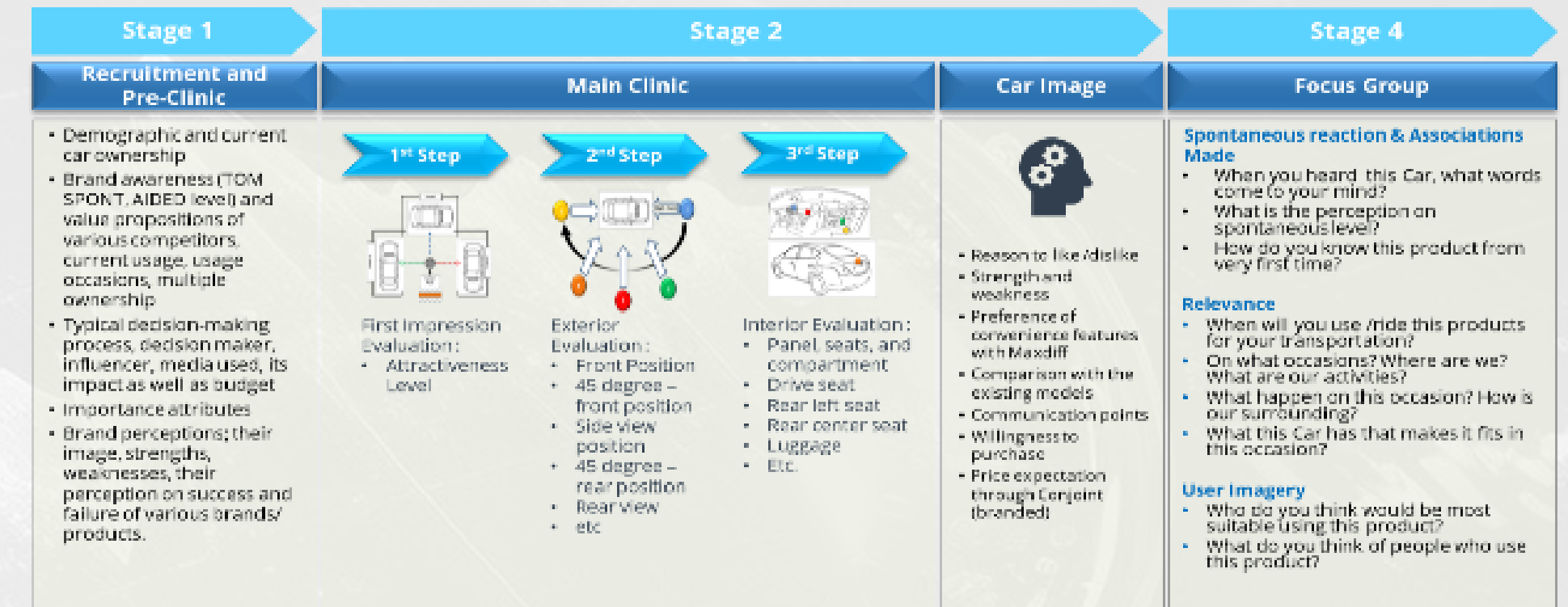
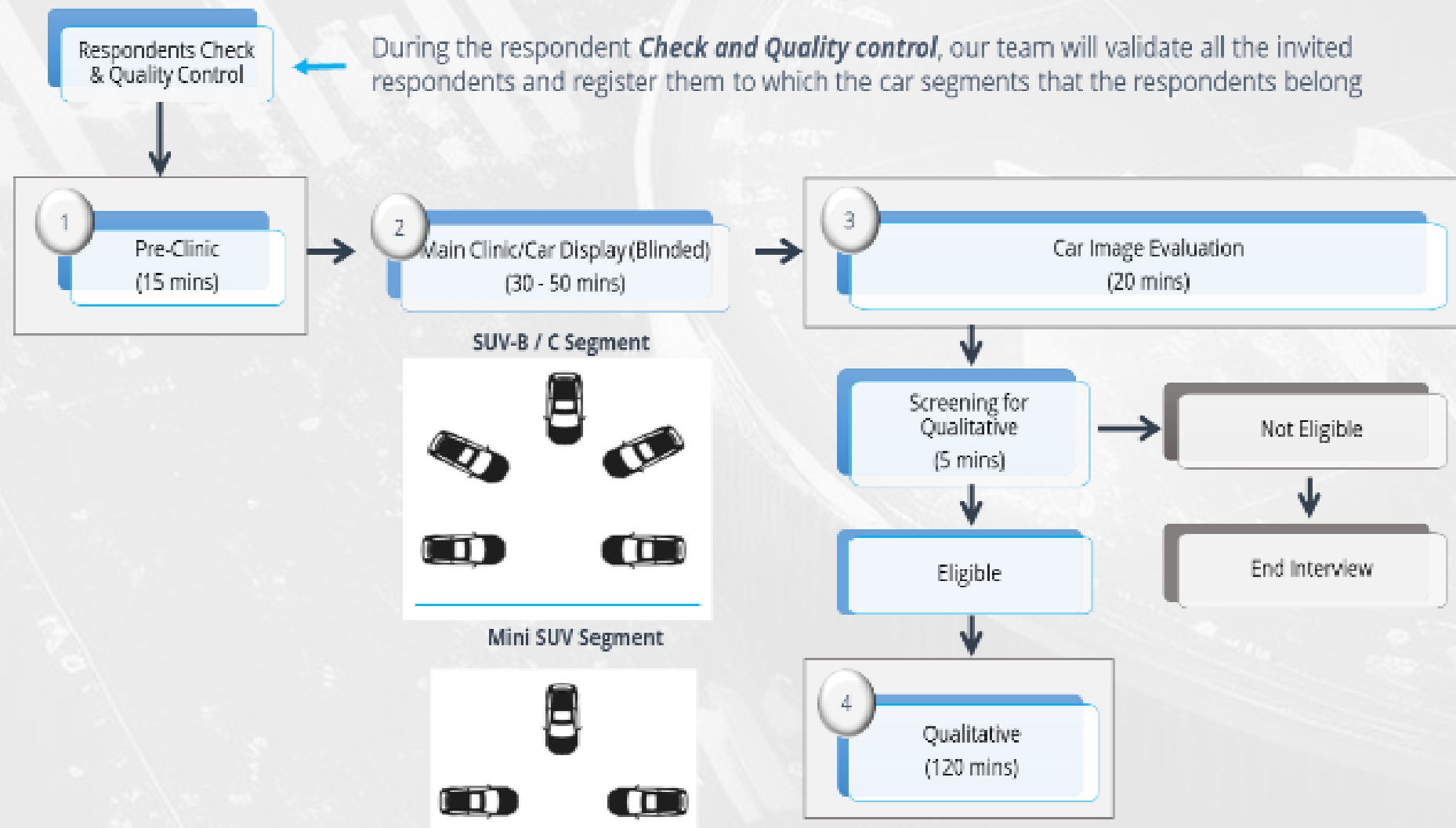
#### **Stage 1: Quantitative (Central Location F2F)**

- 360 respondents to be divided into three different segments: Pre-Clinic, Main Clinic, and Post Clinic.

#### **Stage 2: Focus Group Discussion (FGD)**

- Selected respondents from the quantitative clinic
- Deep diving on several aspects, especially reasons behind the rejection and accepting the concept
- Expectation from the respondents

# The Clinic Mechanism



## Car Clinic Venue | The place we usually conduct the Car Clinic studies



## Studio Sepat 72

*Jalan Sepat No. 7, Kelurahan Kebagusan, Kecamatan Pasar Minggu, Jakarta Selatan, DKI Jakarta*

# Venue Detail



Pre Clinic  
Area



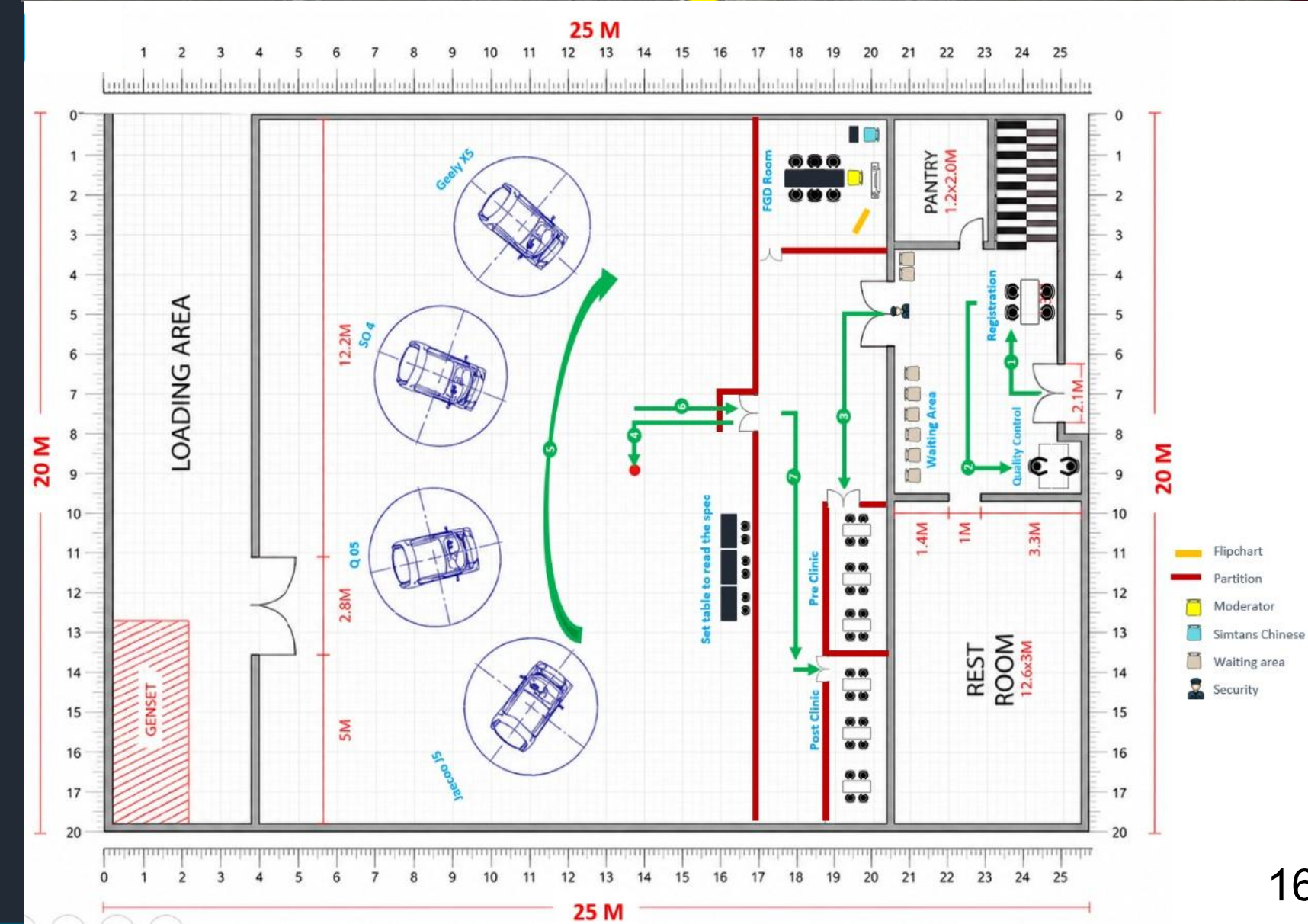
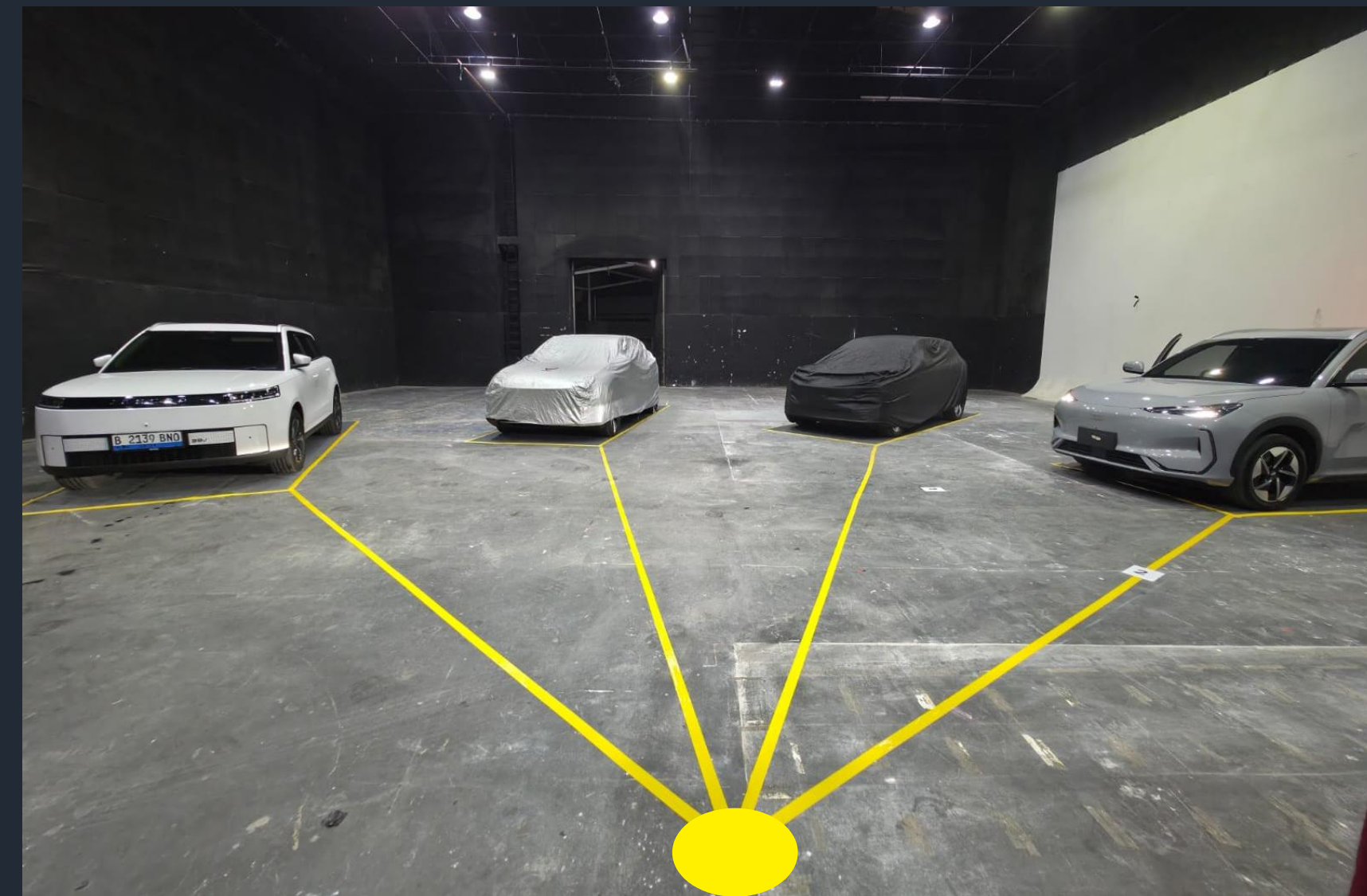
Main Clinic  
Area



Post Clinic  
Area



FGD Room



# Example Deliverables



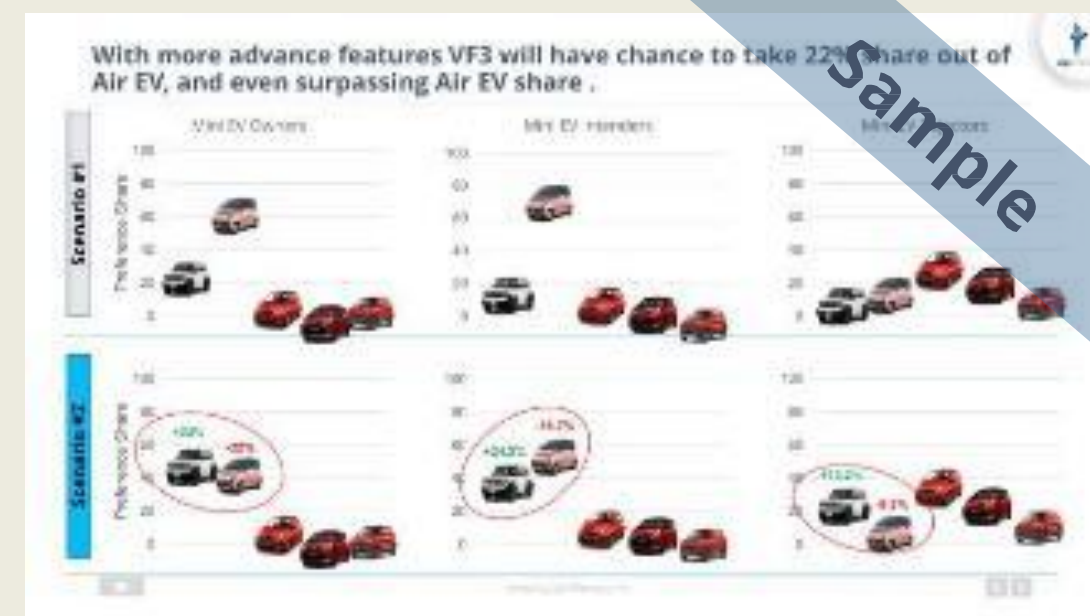
Acceptance & PI Level



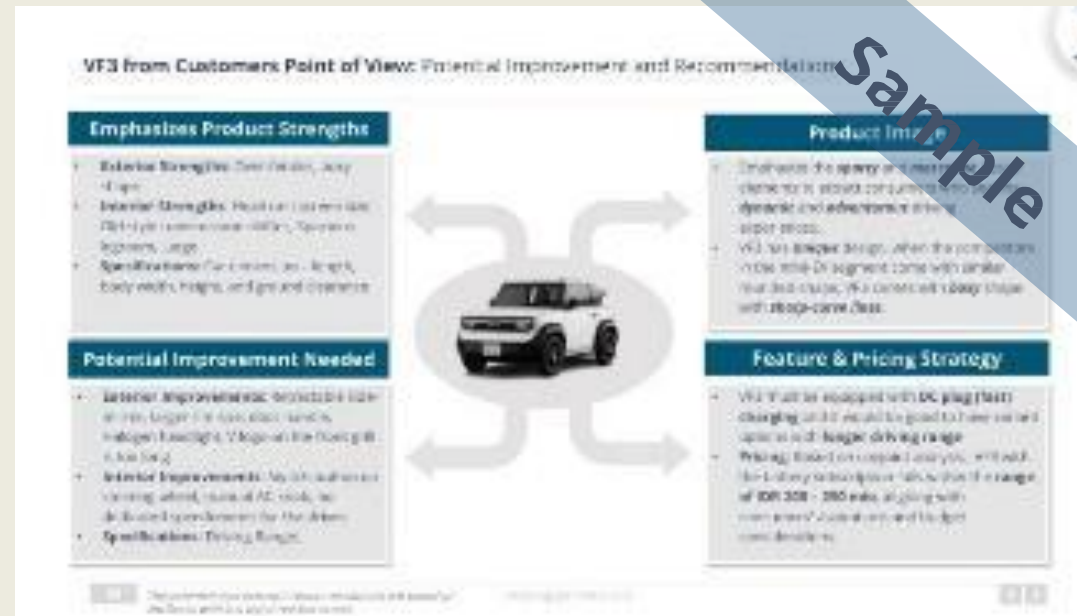
Exterior & Interior Evaluation



Government Policies and Roadmap



Pricing with Conjoint



Product Strategy



Communication Strategy

# Desk Research

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## *Market Intelligence*

We helped several large EV Brands in Indonesia to understand the market landscape as well as consumer behavior and attitudes that operate in the automotive sector.

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### Research Needs

Used Car and Aftersales | Syndicated Research | ID Auto Market Outlook | Asia Auto Market Outlook

### Our Approach

- Publications and official statistic
- Published reports and surveys
- On-line sources
- Institutions reports

### Sampling

- Market Overview
- Market Trends
- Market Size and Forecast
- Market Dynamics
- New Products
- Government Policies
- Etc.

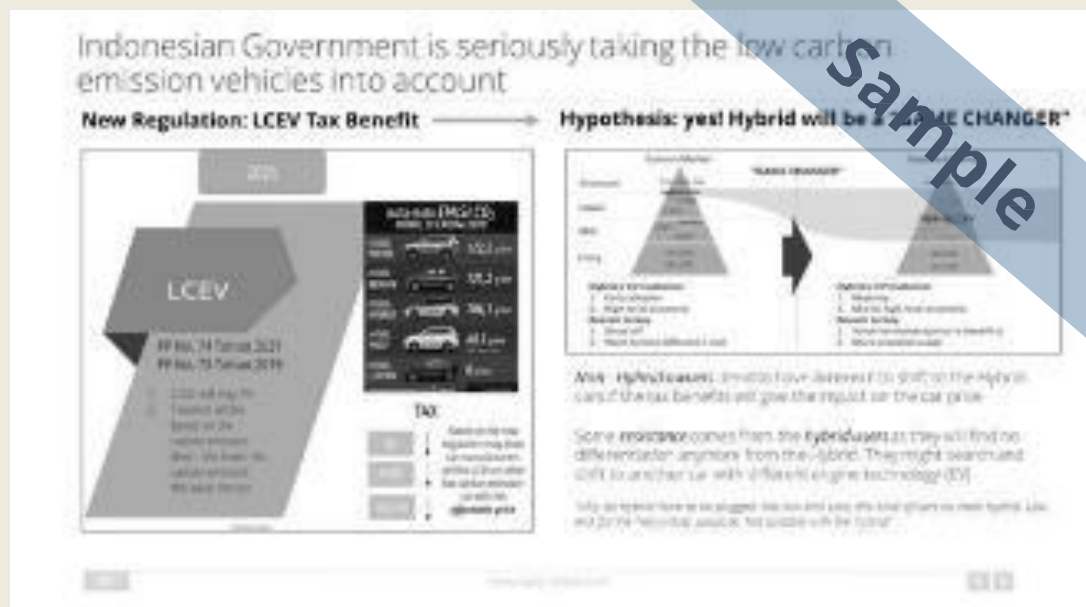
# Example Deliverables



Auto Market Outlook



Car Segment Market in Indonesia



Government Policies and Roadmap

**New Product Launched 2024 to be Monitored**

| Brand       | Model           | Category | Price | Features   | Availability | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 | 2030 |
|-------------|-----------------|----------|-------|------------|--------------|------|------|------|------|------|------|------|
| Toyota      | GR Supra        | Sports   | 1.5B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GR Yaris        | Sports   | 1.2B  | 1.8L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GR Corolla      | Sports   | 1.3B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GR Land Cruiser | Sports   | 1.8B  | 2.8L Turbo | 2024         |      |      |      |      |      |      |      |
| Honda       | CR-V            | SUV      | 1.5B  | 1.8L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CR-Z            | Sports   | 1.2B  | 1.8L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CR-X            | Sports   | 1.3B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CR-Y            | Sports   | 1.4B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
| Mazda       | MX-5            | Sports   | 1.1B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | MX-6            | Sports   | 1.2B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | MX-7            | Sports   | 1.3B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | MX-8            | Sports   | 1.4B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Nissan      | GT-R            | Sports   | 1.6B  | 3.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GT-X            | Sports   | 1.7B  | 3.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GT-Y            | Sports   | 1.8B  | 3.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | GT-Z            | Sports   | 1.9B  | 3.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Subaru      | WRX             | Sports   | 1.4B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | WR-X            | Sports   | 1.5B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | WR-Y            | Sports   | 1.6B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | WR-Z            | Sports   | 1.7B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Mitsubishi  | Galant          | Sports   | 1.3B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Galant-X        | Sports   | 1.4B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Galant-Y        | Sports   | 1.5B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Galant-Z        | Sports   | 1.6B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Ford        | Mustang         | Sports   | 1.5B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Mustang-X       | Sports   | 1.6B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Mustang-Y       | Sports   | 1.7B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Mustang-Z       | Sports   | 1.8B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Vauxhall    | Insignia        | Sports   | 1.4B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Insignia-X      | Sports   | 1.5B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Insignia-Y      | Sports   | 1.6B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Insignia-Z      | Sports   | 1.7B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Volvo       | S60             | Sports   | 1.6B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S60-X           | Sports   | 1.7B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S60-Y           | Sports   | 1.8B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S60-Z           | Sports   | 1.9B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Audi        | A8              | Sports   | 1.8B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | A8-X            | Sports   | 1.9B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | A8-Y            | Sports   | 2.0B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | A8-Z            | Sports   | 2.1B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| BMW         | 7 Series        | Sports   | 1.9B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 7 Series-X      | Sports   | 2.0B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 7 Series-Y      | Sports   | 2.1B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 7 Series-Z      | Sports   | 2.2B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Mercedes    | S-Class         | Sports   | 2.0B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S-Class-X       | Sports   | 2.1B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S-Class-Y       | Sports   | 2.2B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | S-Class-Z       | Sports   | 2.3B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Porsche     | 911             | Sports   | 1.7B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 911-X           | Sports   | 1.8B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 911-Y           | Sports   | 1.9B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 911-Z           | Sports   | 2.0B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Ferrari     | 488             | Sports   | 1.6B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 488-X           | Sports   | 1.7B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 488-Y           | Sports   | 1.8B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | 488-Z           | Sports   | 1.9B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Lamborghini | Aventador       | Sports   | 1.5B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Aventador-X     | Sports   | 1.6B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Aventador-Y     | Sports   | 1.7B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | Aventador-Z     | Sports   | 1.8B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |
| Koenigsegg  | CCXR            | Sports   | 1.4B  | 2.0L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CCXR-X          | Sports   | 1.5B  | 2.2L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CCXR-Y          | Sports   | 1.6B  | 2.4L Turbo | 2024         |      |      |      |      |      |      |      |
|             | CCXR-Z          | Sports   | 1.7B  | 2.6L Turbo | 2024         |      |      |      |      |      |      |      |

New Product Launch to be Monitored



**Program Promo on the Website**

| Brand      | Promo | Summary                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Toyota     |       | <b>Program Spektakuler</b> <ul style="list-style-type: none"><li>Free insurance for 2 years (16 MIDR)</li><li>0% interest for installment tenure up to 24 months with minimum down payment 20%</li><li>Special rate 2.77% for Zenix (gasoline) with down payment 25%</li></ul>                                                                                                                                                                                          |
| Honda      |       | <ul style="list-style-type: none"><li><b>Free Maintenance (parts &amp; labor)</b> up to 50K KM/4 years when purchasing Brio, CR-V, Mobilio, City, HRV, RS, BR-V</li><li><b>Sporty DNA Package Program</b>, when purchasing City HRV manual, get additional reward 10 MIDR and bonus (Genuine Part Accessories)</li><li><b>Fleet Sales &amp; COP Campaign</b>, additional value up to 10 MIDR</li><li><b>Special Leasing Program</b>, 0% interest up to 1 year</li></ul> |
| Mitsubishi |       | <ul style="list-style-type: none"><li><b>DP 10% for Xpander</b></li><li><b>Xpander 0% interest up to 2 years tenure</b></li><li><b>Buyback guarantee up to 73%</b></li><li><b>DP 15% for Pajero Sport</b></li><li><b>Pajero Sport 0% interest up to 2 years tenure</b></li><li><b>Buyback Guarantee up to 61%</b></li><li><b>Tenure up to 7 years</b></li></ul>                                                                                                         |

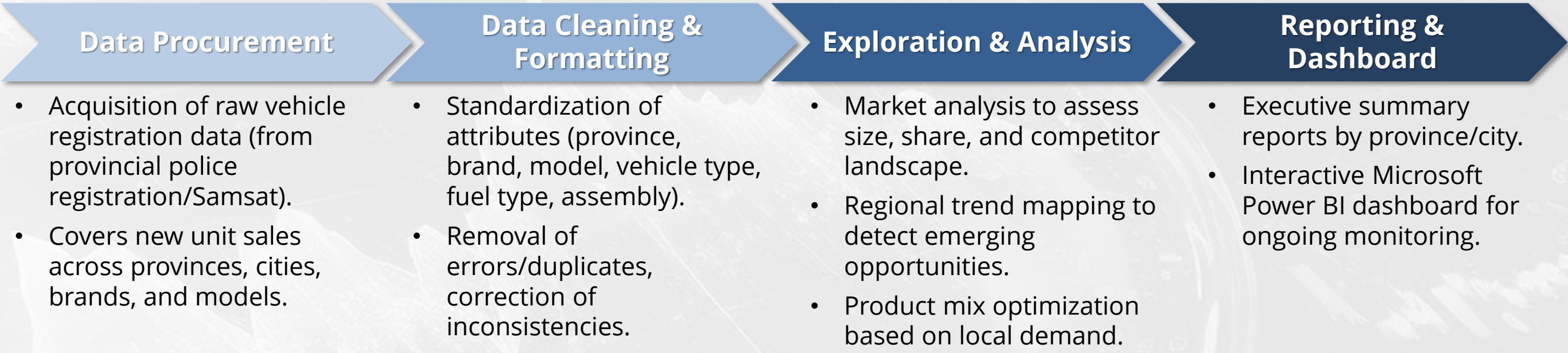
Competitors Campaign Monitoring

# In-Depth Case Study: Mapping Opportunities Across Indonesia's Provinces

## Client Objectives

- Strengthen competitive position in Indonesia's dynamic automotive market.
- Identify growth opportunities by analyzing new car registration (provincial sales data).
- Tailor marketing, product planning, and dealer network strategies to regional demand.

## Methodology & Framework



## Deliverables

Data Analysis with PowerPoint & Power BI

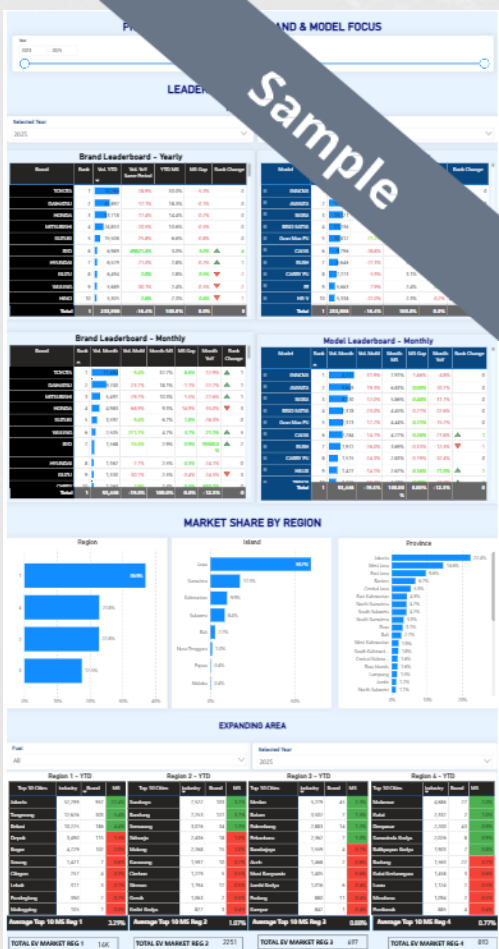
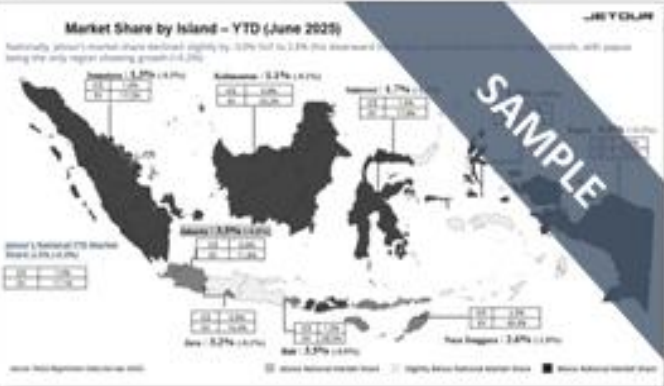
## Data Snapshot

Before:  
Original Source  
Raw format

| BULAN_ DAFTAR | TAHUN_ DAFTAR | TAHUN_ BUAT | KODE_ DAFTAR (11)CKD (12)CBU | STATUS         | PROVINSI             | KABKOTA                | MERK                                 | TYPE                                  | CC_ DAYA_ LISTRIK | WARNA           | BBM        | JENIS         |  |
|---------------|---------------|-------------|------------------------------|----------------|----------------------|------------------------|--------------------------------------|---------------------------------------|-------------------|-----------------|------------|---------------|--|
|               |               |             | 11                           | NON PERORANGAN | DKI JAKARTA          | JAKARTA PUSAT          | DAIHATSU                             | SIGRA 1.2 R MT (B401RS-GMZFI)         | 1197              | HITAM           | BENSIN     | MB. PENUMPANG |  |
|               |               |             | 11                           | PERORANGAN     | DKI JAKARTA          | JAKARTA PUSAT          | TOYOTA                               | KIANG INNOVA 2.4 G A/T (GUN142R-2393) |                   | SILVER METALIK  | SOLAR      | MB. PENUMPANG |  |
|               |               |             | 11                           | NON PERORANGAN | DKI JAKARTA          | JAKARTA PUSAT          | TOYOTA                               | CALYA 1.2 G M/T (B401RA-GMZFI)        | 1197              | ABU-ABU METALIK | BENSIN     | MB. PENUMPANG |  |
|               |               |             | 11                           | NON PERORANGAN | DKI JAKARTA          | JAKARTA PUSAT          | TOYOTA                               | MAGA10R-BRXLBD 2.0 G CVT              | 1987              | HITAM METALIK   | BENSIN     | MB. PENUMPANG |  |
|               |               |             | 11                           | NON PERORANGAN | DKI JAKARTA          | JAKARTA PUSAT          | TOYOTA                               | MAGA10R-BRXLBD 2.0 G CVT              | 1987              | HITAM METALIK   | BENSIN     | MB. PENUMPANG |  |
|               |               |             | 11                           | PERORANGAN     | SUMATERA U           | MANDAILING N/ISUZU     | PHR54U-CAAIN1 (4X2) M/T              | 2499                                  | PUTIH             | SOLAR           | MB. BARANG |               |  |
|               |               |             | 11                           | PERORANGAN     | SUMATERA U           | PADANG SIDEMI ISUZU    | PHR54U-CAAIN1 (4X2) M/T              | 2499                                  | PUTIH             | SOLAR           | MB. BARANG |               |  |
|               |               |             | 12                           | NON PERORANGAN | JAWA BARAT           | BANDUNG, KOT/SINOTRUCK | HOWO NX 6X4 280HP CARGO TRUCK C 6870 |                                       | MERAH             | SOLAR           | MB. BARANG |               |  |
|               |               |             | 11                           | NON PERORANGAN | SUMATERA SEPALEMBANG | SINOTRUCK              | SITRAK C7H 6X6 480HP M/T             | 12419                                 | WHITE             | SOLAR           | MB. BARANG |               |  |
|               |               |             | 11                           | NON PERORANGAN | JAMBI                | KOTA JAMBI             | SINOTRUK                             | SITRA C7H 6X4 540HP TRACTOR HEAD      | 12419             | BENZ WHITE      | SOLAR      | MB. BARANG    |  |
|               |               |             | 11                           | NON PERORANGAN | JAMBI                | KOTA JAMBI             | SINOTRUK                             | SITRA C7H 6X4 540HP TRACTOR HEAD      | 12419             | BENZ WHITE      | SOLAR      | MB. BARANG    |  |

After: Cleaned  
Data Format  
for Analysis

| Island | Province    | City         | Brand      | Vehicle                                   | Model         | Segment       | Usage         | Fuel | Trans. | Vol. |
|--------|-------------|--------------|------------|-------------------------------------------|---------------|---------------|---------------|------|--------|------|
| Jawa   | DKI Jakarta | WEST JAKARTA | DAIHATSU   | ALL NEW XENIA 1.3 X M/T (W100RG-LMC XENIA | MPV-B         | PASSENGER CAR | ICE           | M/T  |        | 7    |
| Jawa   | DKI Jakarta | WEST JAKARTA | DAIHATSU   | XFC ULTIMATE 1.5L 4X2 A/T                 | XFC           | SUV-B         | PASSENGER CAR | ICE  | A/T    | 22   |
| Jawa   | DKI Jakarta | WEST JAKARTA | HONDA      | BRIO SATYA 1.2 E CVT CKD                  | BRIO SATYA    | CAR-A LCGC    | PASSENGER CAR | ICE  | A/T    | 114  |
| Jawa   | DKI Jakarta | WEST JAKARTA | HYUNDAI    | CRETA TREND 1.5 (4X2) A/T                 | CRETA         | SUV-B         | PASSENGER CAR | ICE  | A/T    | 11   |
| Jawa   | DKI Jakarta | WEST JAKARTA | HONDA      | DG48 1.5 RS CVT                           | WR-V          | SUV-B         | PASSENGER CAR | ICE  | A/T    | 45   |
| Jawa   | DKI Jakarta | WEST JAKARTA | MITSUBISHI | XPANDER CROSS 1.5L PLUS 4X2 A/T           | XPANDER CROSS | SUV-B         | PASSENGER CAR | ICE  | A/T    | 46   |
| Jawa   | DKI Jakarta | WEST JAKARTA | TOYOTA     | W101RE-LBMFJ 1.5 G CVT                    | Avanza        | MPV-B         | PASSENGER CAR | ICE  | A/T    | 104  |



# Mystery Shopping

## *Service Quality & Customer Experience Assessment*

*We help brands evaluate customer experience by assessing how frontline staff, processes, and service standards are consistently delivered across retail outlets, dealerships, and service centers through real customer interactions.*

### Research Needs

Customer Experience | Sales Process | Service Quality | Dealer Standards | Retail Audit | Brand Compliance

### Our Approach

- Trained and certified mystery shoppers
- Standardized evaluation checklist
- Scenario-based customer interactions
- Digital reporting with photo/video evidence (when applicable)
- Quality control and validation process
- Insight-driven analysis & recommendations

### Sampling

- Dealership Network
- Retail Stores
- Service Centers
- Showrooms
- Branch Offices
- Multi-city / Nationwide Coverage
- Online & Offline Customer Journey

# Example Deliverables

## Competitor Discount Guidelines: December

| MITSUBISHI |                                 |                    | HONDA |                |                    | TOYOTA |                    |                    |
|------------|---------------------------------|--------------------|-------|----------------|--------------------|--------|--------------------|--------------------|
| No.        | Type                            | Dec 2025 (in MIDR) | No.   | Type           | Dec 2025 (in MIDR) | No.    | Type               | Dec 2025 (in MIDR) |
| 1.         | Xpander                         | 20                 | 1.    | Brio Satya     | 30                 | 1.     | Raize              | 30                 |
| 2.         | Xpander Cross                   | 25                 | 2.    | Brio RD        | 28                 | 2.     | Fortuner           | 10-15              |
| 3.         | Xforce                          | 70                 | 3.    | BR-V           | 55                 | 3.     | Veloz              | 33                 |
| 4.         | Destinator                      | 3                  | 4.    | City Hatchback | 35                 | 4.     | Rush               | 35                 |
| 5.         | Pajero Sport Dakar 4x2          | 45                 | 5.    | WR-V           | 50                 | 5.     | Zennix Improvement | 30                 |
| 6.         | Pajero Sport Dakar Ultimate 4x2 | 30                 | 6.    | HR-V           | 40                 | 6.     | Zennix Q/G         | 40/36              |
| 7.         | Pajero Sport Exceed 4x2         | 30                 | 7.    | City Sedan     | 35                 | 7.     | Calya              | 15                 |
| 8.         | Pajero Sport Dakar 4x4/GLX 4x4  | 30                 | 8.    | Civic          | 30                 | 8.     | Agya               | 18-20              |
| 9.         | Triton DC GLS                   | 20                 | 9.    | CR-V           | 35                 | 9.     | Avanza G/E         | 30/25              |
|            |                                 |                    | 10.   | Accord HEV     | 20                 | 10.    | Rangga             | 30                 |
|            |                                 |                    | 11.   | Step WGN       | -                  | 11.    | Alphard            | 120                |
|            |                                 |                    | 12.   | HR-V HEV       | 40                 | 12.    | Voxy               | 40                 |
|            |                                 |                    |       |                |                    | 13.    | Hillux             | 30                 |
|            |                                 |                    |       |                |                    | 14.    | Yaris Cross        | 30-35              |
|            |                                 |                    |       |                |                    | 15.    | Innova Reborn      | 33-35              |

## Competitor Discount

## Overall Score by Region -

- BYD Depok leads with the highest overall score (94), driven by consistently high scores across nearly all touchpoints, particularly test drive and EV knowledge.
- In contrast, BYD Bandung significantly underperforms (73) due to critical gaps in closing (0) and follow-up (0), suggesting major issues in end-of-journey conversion and post-visit engagement.

| Dimension                          | All Cities | Depok | Jakarta Utara | Medan | Surabaya | Bandung |
|------------------------------------|------------|-------|---------------|-------|----------|---------|
| N:                                 | 10         | 2     | 2             | 2     | 2        | 2       |
| Overall Score                      | 84         | 94    | 91            | 89    | 85       | 62      |
| Overall Score 2                    | 83         | 90    | 95            | 94    | 83       | 50      |
| Greeting and First Impression      | 100        | 100   | 100           | 100   | 100      | 100     |
| Product Knowledge and Consultation | 85         | 91    | 85            | 80    | 93       | 74      |
| EV Knowledge                       | 98         | 100   | 100           | 100   | 100      | 88      |
| Competitor Comparison              | 80         | 80    | 90            | 80    | 80       | 70      |
| Financing Program                  | 90         | 100   | 89            | 100   | 89       | 72      |
| Test Drive Experience              | 69         | 100   | 100           | 94    | 50       | 0       |
| Closing                            | 80         | 100   | 100           | 100   | 100      | 0       |
| Follow-up & Contact Confirmation   | 60         | 50    | 100           | 100   | 50       | 0       |

## Overall score of specific brand

## Overall Sales Performance Evaluation: Cross-Brand Insights

- Most brands delivered a strong and positive first impression, reflecting well-trained frontliners. While Toyota's score is slightly lower, this may reflect minor inconsistencies across outlets.
- VinFast and BYD provide confident and informative consultations. Lower scores from Toyota and Honda may indicate areas where product knowledge sharing could be strengthened.
- As EV-focused brands, BYD and Wuling slightly outperformed VinFast in EV education. VinFast shows good potential but could enhance its delivery of key EV messaging.
- VinFast actively positioned its strengths versus competitors. Other brands were more reserved—possibly due to policy or limited competitor insights.
- BYD and Honda offer clearer, more detailed financing simulations. VinFast's explanations are adequate but can be further enhanced with more structured details.
- BYD leads with strong test drive availability and coordination. Toyota appears to face logistical or scheduling challenges. VinFast is positioned in the middle, with a few instances of unit unavailability.
- VinFast and Wuling performed well in prompting customer commitment. Lower scores elsewhere may suggest missed opportunities to guide customer decisions.
- Follow-up remains inconsistent across brands. VinFast performs relatively well but still has room to improve. Toyota appears to face more noticeable gaps in post-visit engagement.

## Overall Sales Performance

## What details are available about the leasing schemes offered by different brands?

- When discussing payment methods, we asked the sales representatives to provide details about the payment scheme, especially for credit payment methods.
- The sales' ability to explain this varied: some were already familiar with the calculation method, some had to consult the leasing company during the visit, and others only provided the payment details 1-2 days after the visit.

Through mystery shopping activities, we gathered information regarding the credit payment schemes offered across different brands. The data collected includes, but is not limited to:

- Leasing company name
- On-the-road (OTR) price
- Dealer discount
- Down payment (DP)
- Monthly installment
- Interest rate
- Total DP (detailed calculation may include several components such as tenor, OTR price, insurance, interest, administrative fees, and the first installment)
- Additional subsidy
- Tenor
- Total investment per model

However, there were inconsistencies in the completeness of information across brands. This is due to several operational realities observed during the mystery shopping visits:

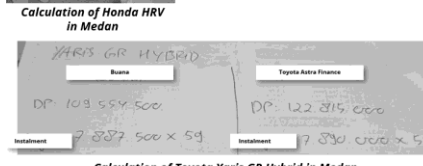
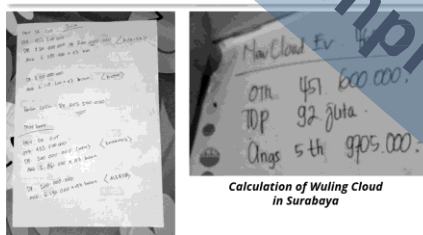
- Sales only prepare detailed calculations after a purchase order (SPK) is made
- Since the mystery shopping process did not involve placing a booking fee or SPK, full simulations were often not provided upfront.
- Not all sales representatives can calculate independently

Most salespeople only showed partial components during dealer visits and needed to consult with their respective leasing partners to complete the full financing breakdown. The confirmation of complete payment details was typically followed up through chat.

- Differences in leasing calculators per brand
- Each leasing company uses different components in their credit simulation tools.
- Variations in the detail level shared by sales

In many cases, sales directly provided the total DP and monthly installment amount without breaking down how the figures were derived.

Example of the calculation explained by the sales representative during the visit:



## Leasing schemes details

## Overall Score by Car Brand

- The initial customer approach is consistently excellent across most brands, signaling that dealers have successfully trained their frontliners on first impressions.
- Toyota (93) slightly lags—indicating room to standardize warm greetings across outlets.

| Dimension                             | All Brands | VinFast | Wuling | BYD | Honda | Overall |
|---------------------------------------|------------|---------|--------|-----|-------|---------|
| N:                                    | 85         | 30      | 15     | 10  | 15    | 15      |
| Overall Score                         | 78         | 82      | 81     | 84  | 78    | 83      |
| Overall Score 2                       | 82         | 85      | 87     | 83  | 82    | 85      |
| 1. Greeting and First Impression      | 99         | 100     | 100    | 100 | 100   | 93      |
| 2. Product Knowledge and Consultation | 75         | 82      | 75     | 85  | 70    | 83      |
| 3. EV Knowledge                       | 90         | 86      | 95     | 98  | 84    | 93      |
| 4. Competitor Comparison              | 82         | 90      | 75     | 80  | 84    | 75      |
| 5. Financing Program                  | 85         | 80      | 86     | 90  | 90    | 84      |
| 6. Test Drive Experience              | 66         | 74      | 82     | 69  | 76    | 72      |
| 7. Closing                            | 89         | 97      | 100    | 80  | 93    | 87      |
| 8. Follow-up & Contact Confirmation   | 66         | 70      | 80     | 60  | 60    | 53      |

Notes: ↑ Relatively higher than VinFast more than 10 points ↑ Relatively higher than VinFast by 3 points (85) ↓ Relatively lower than VinFast more than 10 points ↓ Relatively lower than VinFast more than 3 points

## Overall car brand score

## Leasing Program Offered by Brands

- Toyota adopts flexible DP-tenor structures tailored to regional markets—Jakarta favors high DP with lower monthly burden, while Medan and Surabaya offer lower DP but longer tenors and higher total investment.
- Higher total investments in Medan and Surabaya indicate a focus on widening accessibility through lower initial barriers but longer-term cost commitments, likely targeting first-time or budget-conscious buyers.

| Area          | Brand  | Car Model                          | Leasing Company        | OTR Price   | Dealer Discount | Leasing Discount | Down Payment | Monthly Installment | Interest Rate | Total DP    | Subsidy    | Tenor (Month) | Inst. (R)   |
|---------------|--------|------------------------------------|------------------------|-------------|-----------------|------------------|--------------|---------------------|---------------|-------------|------------|---------------|-------------|
| Bandung       | Toyota | Agia GRS MT                        | Toyota Astra Finance   | 267,000,000 | 10,000,000      | 0                | 100,000,000  | 5,290,000           | 10.0%         | 100,000,000 | 0          | 24            | 216,960,000 |
| Depok         | Toyota | Agia GRS MT                        | Toyota Astra Finance   | 197,100,000 | 10,000,000      | 0                | 30,000,000   | 4,080,000           | 10.0%         | 30,970,000  | 0          | 60            | 265,770,000 |
| Medan         | Toyota | Agia GRS MT                        | Toyota Astra Finance   | 250,000,000 | 10,000,000      | 0                | 55,000,000   | 5,400,000           | 7.0%          | 55,000,000  | 15,000,000 | 60            | 369,000,000 |
| North Jakarta | Toyota | Agia GRS MT                        | Toyota Astra Finance   | 236,900,000 | 10,000,000      | 0                | 100,000,000  | 4,090,000           | 4.0%          | 100,000,000 | 0          | 47            | 282,230,000 |
| Surabaya      | Toyota | Agia GRS MT                        | Toyota Astra Finance   | 276,000,000 | 0               | 0                | 60,000,000   | 5,650,000           | 2.0%          | 60,000,000  | 0          | 47            | 325,550,000 |
| Bandung       | Toyota | Corolla Cross 1.8 AT Hybrid        | Mandiri Tunas Finance  | 577,000,000 | 20,000,000      | 0                | 156,000,000  | 9,000,000           | 10.0%         | 156,000,000 | 0          | 60            | 676,000,000 |
| Depok         | Toyota | Corolla Cross 1.8 AT Hybrid        | BCA Finance            | 648,000,000 | 0               | 0                | 181,000,000  | 12,000,000          | 6.50%         | 181,000,000 | 0          | 60            | 901,000,000 |
| Medan         | Toyota | Corolla Cross 1.8 AT Hybrid        | Astra Credit Companies | 585,000,000 | 15,000,000      | 15,000,000       | 161,000,000  | 11,000,000          | 5.0%          | 161,000,000 | 15,000,000 | 59            | 795,000,000 |
| North Jakarta | Toyota | Corolla Cross 1.8 AT Hybrid        | BCA Finance            | 578,000,000 | 25,000,000      | 0                | 200,000,000  | 8,719,000           | 5.0%          | 225,000,000 | 10,000,000 | 59            | 714,421,000 |
| Surabaya      | Toyota | Corolla Cross 1.8 AT Hybrid        | Toyota Astra Finance   | 638,700,000 | 13,000,000      | 0                | 144,521,000  | 12,541,000          | 6.0%          | 144,251,000 | 20,000,000 | 59            | 871,170,000 |
| Bandung       | Toyota | Yaris Cross 5 GR HV CVT TSS 2 tone | Toyota Astra Finance   | 451,000,000 | 25,000,000      | 0                | 100,000,000  | 7,900,000           | 6.00%         | 100,000,000 | 0          | 59            | 541,100,000 |
| Depok         | Toyota | Yaris Cross 5 GR HV CVT TSS 2 tone | Toyota Astra Finance   | 425,900,000 | 25,000,000      | 0                | 128,919,000  | 11,109,000          | 10.0%         | 128,919,000 | 0          | 36            | 503,843,000 |
| Medan         | Toyota | Yaris Cross 5 GR HV CVT TSS 2 tone | BCA Finance            | 453,500,000 | 20,000,000      | 0                | 89,554,500   | 7,887,500           | 5.0%          | 109,554,500 | 9,579,000  | 59            | 554,917,000 |
| North Jakarta | Toyota | Yaris Cross 5 GR HV CVT TSS 2 tone | BCA Finance            | 450,000,000 | 25,000,000      | 0                | 259,168,000  | 20,419,000          | 3.4%          | 259,168,000 | 0          | 11            | 458,777,000 |
| Surabaya      | Toyota | Yaris Cross 5 GR HV CVT TSS 2 tone | Mandiri Tunas Finance  | 455,397,000 | 30,000,000      | 0                | 63,000,000   | 9,000,000           | 20.0%         | 63,000,000  | 0          | 60            | 573,000,000 |

## Detailed leasing program

Our expertise in  
**Food & Beverage**  
Industry

# Our Experiences

In BHT & Product Test Study

We leverage our expertise across F&B categories and proven best practices to deliver **tailored product testing that addresses client needs and drives actionable insights.**

## BHT Study

### RTD Category

2022

#### BHT RTD TEA PRODUCT

To measure clients’ RTD Tea product positioning in the market

- **Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan**
- **QUANTITATIVE | N 1.000**

## Product Test Study

### RTD

Category

2023

#### NEW FORMULATED – PRODUCT TEST

To determining if there is a perceptible difference between the new formula vs current formula.

- **Jakarta**
- **QUANTITATIVE | N 306**

2020

#### NEW FORMULATED – PROTOTYPE TESTING

To assess consumer preference through packaging & concept testing

- **Jakarta & Bodetabek**
- **QUANTITATIVE | N 250**

2019

#### NEW FORMULATED – PRODUCT TEST

To confirm new formulated product improvement.

- **Jakarta & Makassar**
- **QUANTITATIVE | N 250**

### Noodle

Category

2023

#### NEW FORMULA – PRODUCT TEST

To assess consumer preference for new formulated product vs benchmark, and confirm formula superiority if any.

- **Cirebon & Yogyakarta**
- **QUANTITATIVE | N 300**

2023

#### NEW PRODUCT & PACKAGING TESTING

To assess consumer preference of new product vs benchmark, identify strengths/weaknesses, confirm formula superiority & improvement area, and test packaging response.

- **Jakarta**
- **QUANTITATIVE | N 160**

2023

#### NPD – PROTOTYPE TESTING

To measure new product acceptance & strength.

- **Palembang & Mataram**
- **QUANTITATIVE | N 200**

### Candy

Category

2019

#### NEW FORMULA CANDY – PRODUCT TEST

To assess consumer acceptance and preference for the reformulated relative to current and market leader as the competitive benchmark.

- **Jakarta & Surabaya**
- **QUANTITATIVE | N 213**

Our Food & Beverage clients



# Food & Beverage Industry

**Brand Health Tracking Study**

# Brand Health Tracking

**Quantitative Random Sampling with a combination of online survey & F2F interview**  
(n=1,000 respondents) across 6 cities in Indonesia  
(Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan)

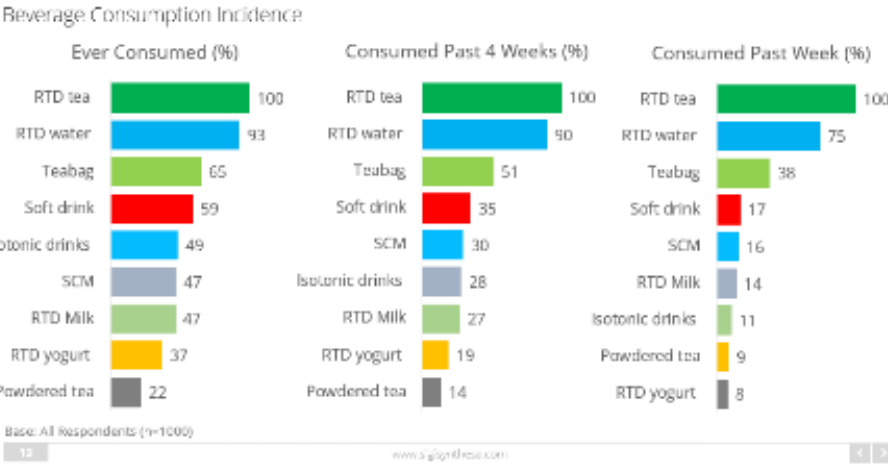
We helped the client **to understand evolving RTD Green Tea landscape, consumer behavior, and brand performance**

| Market Landscape                                                                                                                                                                 | Consumer Understanding                                                                                                                                                                                                                                           |                                                                                                                                                                                     |                                                                                                                          | Brand Understanding                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Category Size & Share                                                                                                                                                            | Consumption Behavior                                                                                                                                                                                                                                             | Consumer Segmentation                                                                                                                                                               | Purchase Behavior                                                                                                        | Brand Dynamics                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"><li>▪ Penetration and incidence of RTD Green Tea</li><li>▪ Category awareness</li><li>▪ Demographic profiles of RTD Green Tea market</li></ul> | <ul style="list-style-type: none"><li>▪ Consumer profile</li><li>▪ Category driver</li><li>▪ Habit, usage and attitude of RTD Green Tea</li><li>▪ Reasons and factors considered</li><li>▪ Usage consumption</li><li>▪ Consumption place and frequency</li></ul> | <ul style="list-style-type: none"><li>▪ Consumer segmentation based on the needs and wants – Psychographic segmentation</li><li>▪ Consumer segmentation based on occasion</li></ul> | <ul style="list-style-type: none"><li>▪ Purchase place</li><li>▪ Purchase frequency</li><li>▪ Price evaluation</li></ul> | <ul style="list-style-type: none"><li>▪ Brand funnel (from awareness to usage)</li><li>▪ Brand choice triggers / drivers</li><li>▪ Brand switching</li><li>▪ Brand imagery</li><li>▪ Competitor brand evaluation</li><li>▪ Brand satisfaction and loyalty</li></ul> |

# Example Deliverables

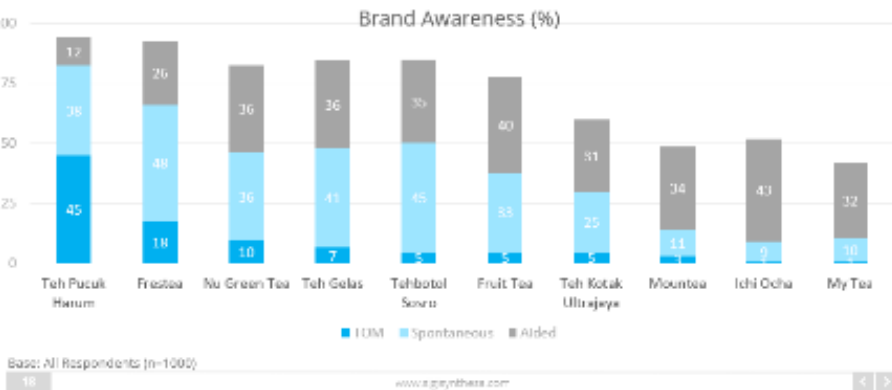
SAMPLE OUTPUT

On top RTD tea, RTD water and teabag are two commonly consumed drinks

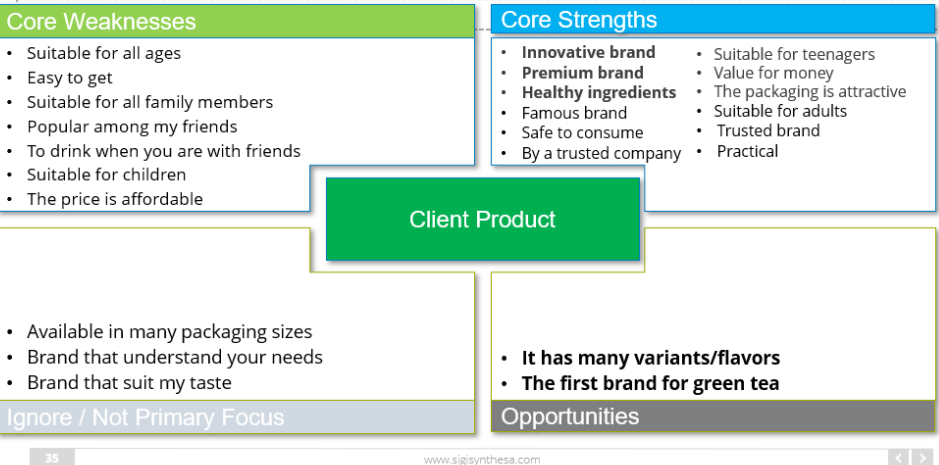


TPH leads in brand saliency. NGT is in the third position, outperformed by Frestea

- Total awareness of NCT is around 81%



Client Product owns many discriminating attributes



Brand Mapping

- This two-dimensional perceptual map does take into account relative importance of attributes

NU Green Tea is strongly associated with

- The first green tea brand
- Has many variants
- Innovative brand**
- Premium brand**
- Healthy ingredients**



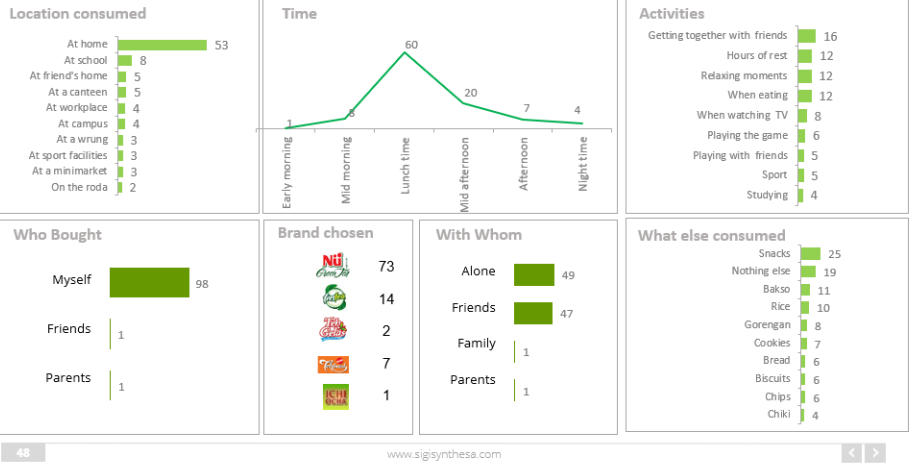
## RTD Category Penetration

## RTD Tea Brand Awareness

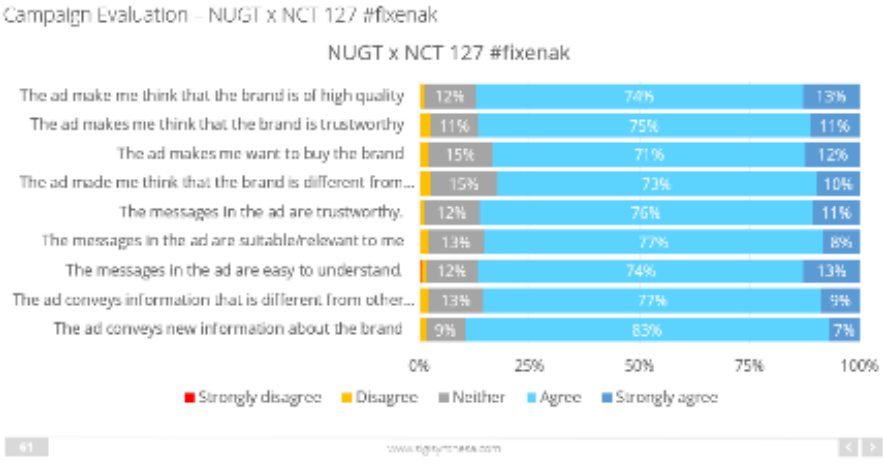
## SWOT Analysis

## RTD Tea Brand Mapping

Consumption occasion of RTD tea



Positive rating on almost all elements of the ad



There are 3 Psychographic Segments Identified



Summary And Conclusions

- Among the intended target segment, NU Green Tea is in a reasonably good health

- Top-of-mind awareness of NGT is relatively low, but NGT makes it up in spontaneous and total brand awareness
- In brand usage, NGT performs good for brand adoption and retention

- Relationship strength with NGT is considered strong, comparable to Frestea

NU Green Tea appears to compete head-to-head with Frestea as the key competitor. Teh Botol Sosro, is losing consumer base despite high legacy awareness.

|                                                 | NU Green Tea | Fretea | Fruit Tea | Ich Ocha | Teh Botol Sosro |
|-------------------------------------------------|--------------|--------|-----------|----------|-----------------|
| <strong>Awareness</strong>                      |              |        |           |          |                 |
| Top of mind                                     | 10%          | 18%    | 5%        | 1%       | 5%              |
| Spontaneous                                     | 36%          | 48%    | 33%       | 9%       | 45%             |
| Total                                           | 81%          | 90%    | 78%       | 55%      | 85%             |
| <strong>Usage</strong>                          |              |        |           |          |                 |
| Ever                                            | 59%          | 69%    | 47%       | 32%      | 65%             |
| Past 4 Weeks                                    | 25%          | 31%    | 16%       | 19%      | 25%             |
| BUMO                                            | 10%          | 12%    | 5%        | 1%       | 7%              |
| <strong>Equity / Relationship Strength</strong> |              |        |           |          |                 |
| Weak                                            | 16%          | 34%    | 40%       | 58%      | 24%             |
| Strong                                          | 62%          | 64%    | 56%       | 36%      | 71%             |
| At Risk                                         | 2%           | 2%     | 4%        | 6%       | 5%              |

## RTD Tea Consumption Occasion

## Campaign Evaluation

## Customer Segment Profiling

## Summary & Conclusions

# Food & Beverage Industry

**Product Test Study**

# Our Experience Conducting PRODUCT TEST for RTD Category



## Background & Objective

This study is conducted to help the client navigate Indonesia's growing boba dairy tea market. With rising competition and continuous innovations, the client needs a clear strategy to maintain and grow market share. The reformulated boba dairy tea requires the right product mix strategy, as product superiority is key to winning the market.

- Assess consumer acceptance and preference of the reformulated boba dairy tea
- Gain insights from packaging and concept testing to understand liking, appeal, and preference
- Profile each product to identify strengths and weaknesses, and understand areas for improvement, if any
- Provide direction for go-no-go decision-making

**Overall, the study provides clients with a comprehensive understanding of consumer response to the new product, actionable insights for product refinement, and a clear recommendation on whether to proceed with the launch.**



## Methodology

Quantitative research with F2F TAPI at CLT, with approaches:

- ✓ **Blinded sequential monadic product test** – Products were served blinded.
- ✓ **Products were rotated to avoid bias** – All products had equal chance to be evaluated as the first or second product

*With pre-recruited respondent that we recruits based on their product userships.*

## Respondents Number

**250 Respondents**  
in Jakarta

## What we offer

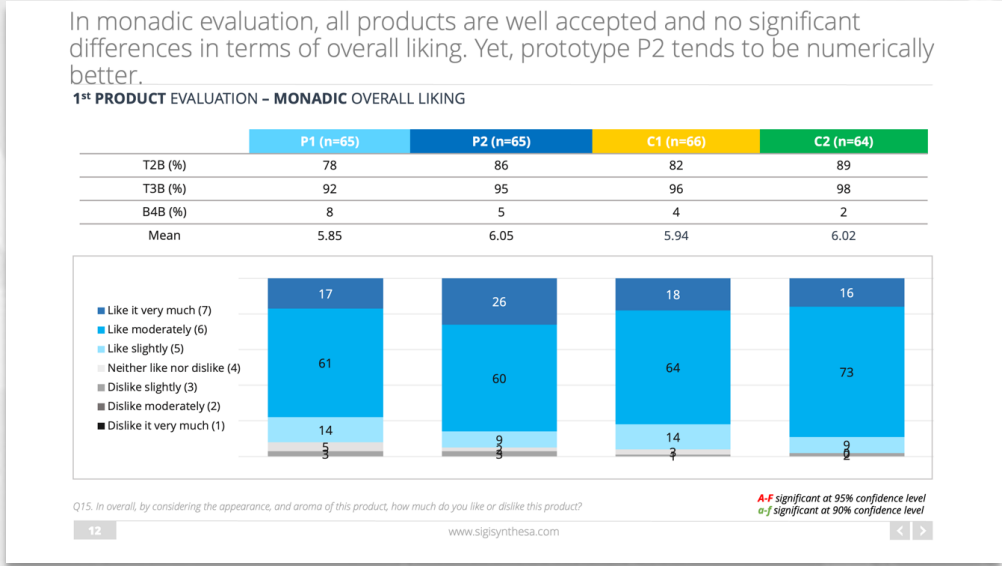
Through this study, we deliver:

- **Consumer insights** consisting of a thorough assessment of consumer acceptance, preference, liking, and appeal toward the reformulated boba dairy tea through packaging and concept testing, providing a clear understanding of what drives consumer choice.
- **Strategic recommendations** including a detailed product profiling to identify strengths and weaknesses versus competitors, along with actionable improvement areas and a clear go/no-go recommendation to guide the client's product launch strategy.

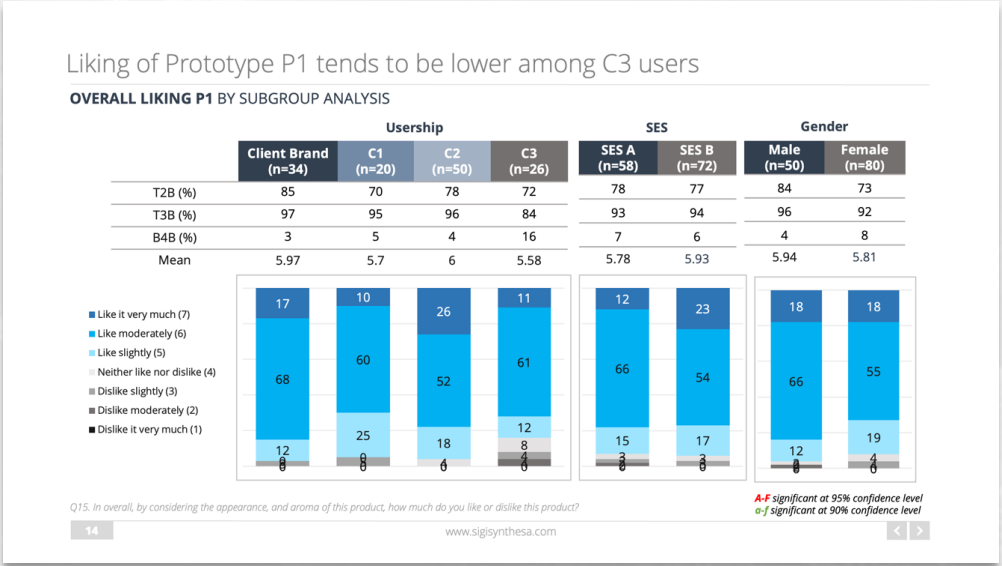


Example Deliverables

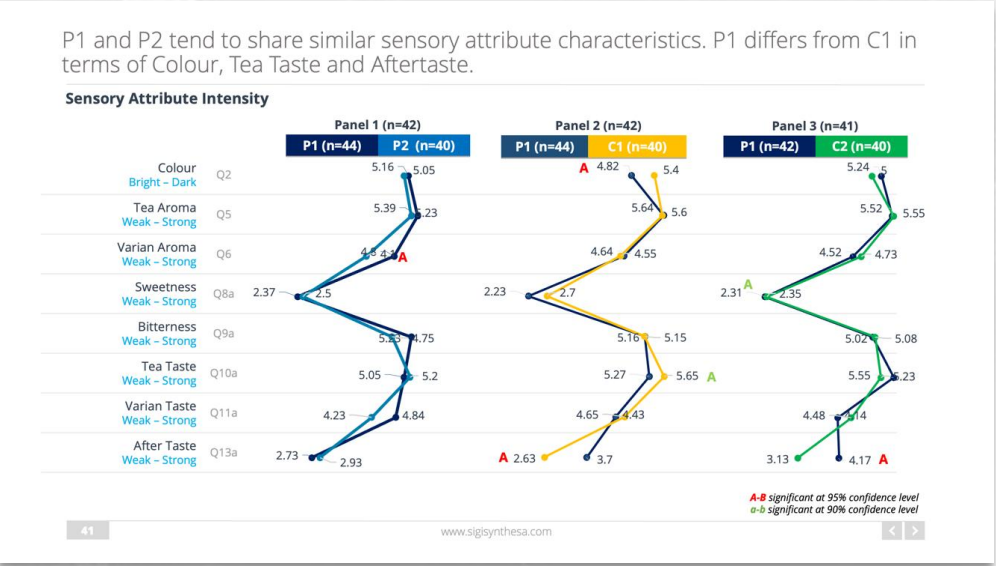
SAMPLE OUTPUT



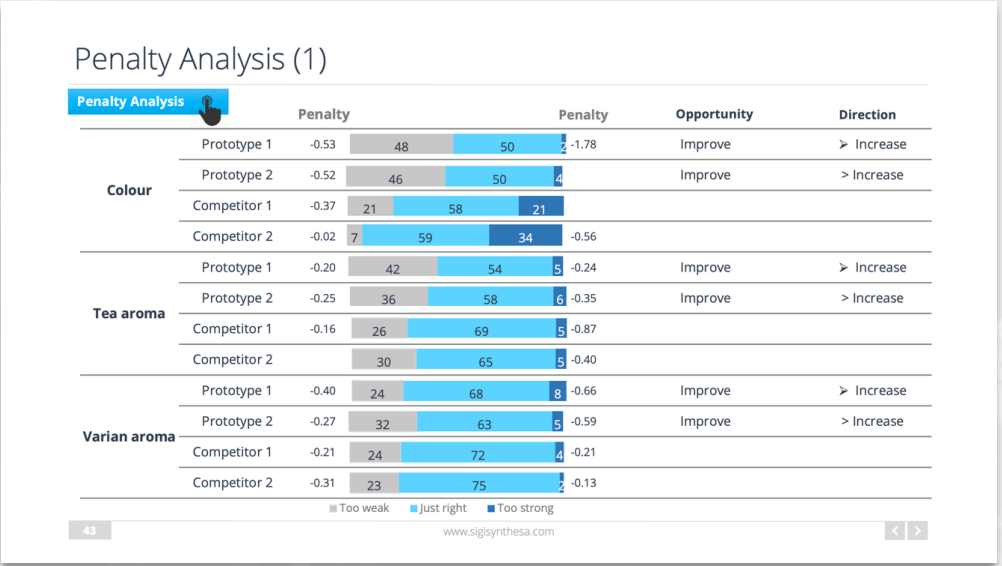
Product Overall Liking – Monadic Evaluation



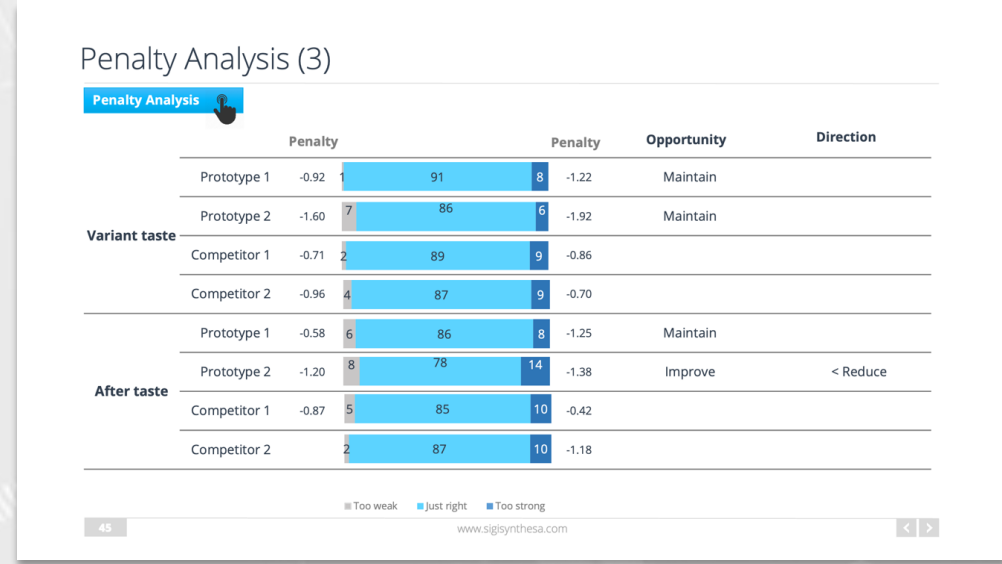
Product Overall Liking by Subgroup Analysis



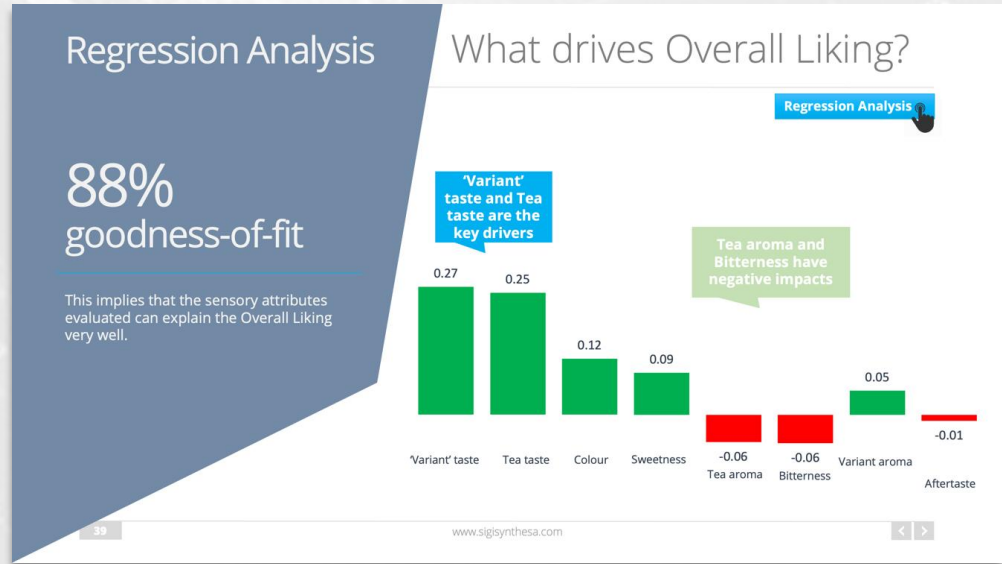
Sensory Attributes – Intensity analysis



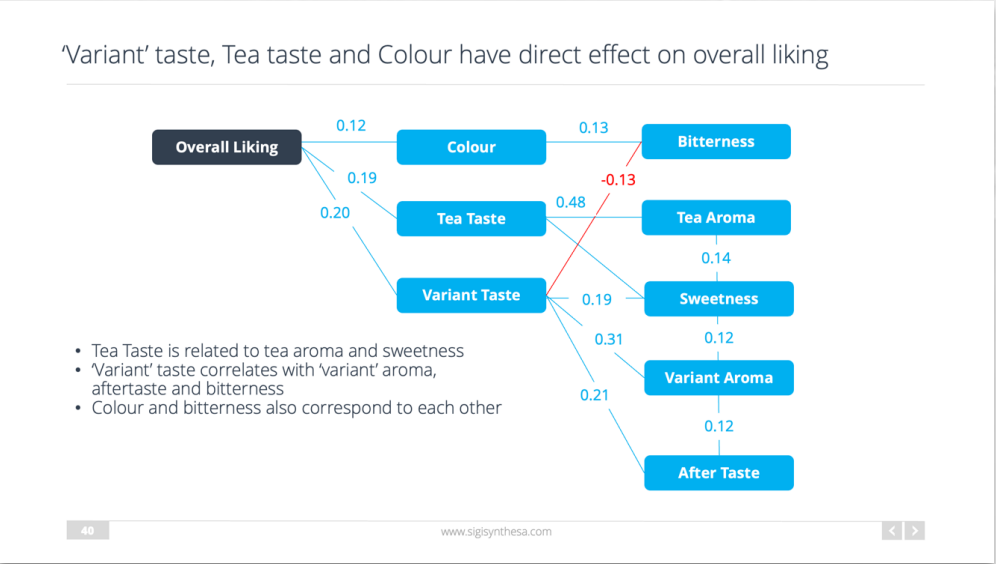
Sensory Attributes – Penalty Analysis



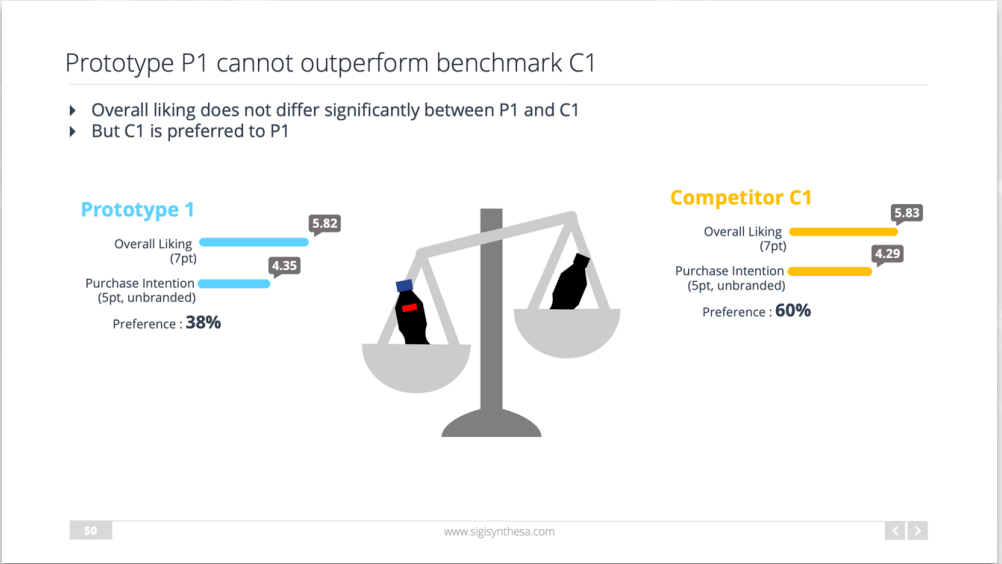
Taste Attributes – Penalty Analysis



Bar Chart – Regression Analysis



Graphical Model – Regression Analysis



Prototype 1 VS Competitor 1

Our expertise in  
**Retail & FMCG**  
Industry

# Our Experience Conducting Retail Audit for Tobacco Category



## Background & Objective

This study is a retail compliance audit designed to ensure the accuracy and reliability of internal retail sales data through direct verification at the outlet level.

The audit aims to:

- Validate the existence of outlets within the sales network
- Verify salesforce visit activities at retail outlets
- Confirm the occurrence of sales transactions as recorded in internal systems

**Overall, the study provides clients with a fact-based understanding of field execution, helping to identify potential gaps between system data and actual retail conditions.**



## Methodology

The study adopts a store-level, face-to-face audit approach, combining:

- ✓ Direct outlet observation
- ✓ In-person interviews with the outlet personnel responsible for product purchasing
- ✓ Collection of supporting evidence to ensure data validity

*A structured, sample-based methodology is applied, with outlets selected from the client's database.*

## Coverage Area

National Roll Out :  
**32 Depos** all over  
Indonesia,  
**6,400** total sample per quarter

Target Store :  
**General  
trade**

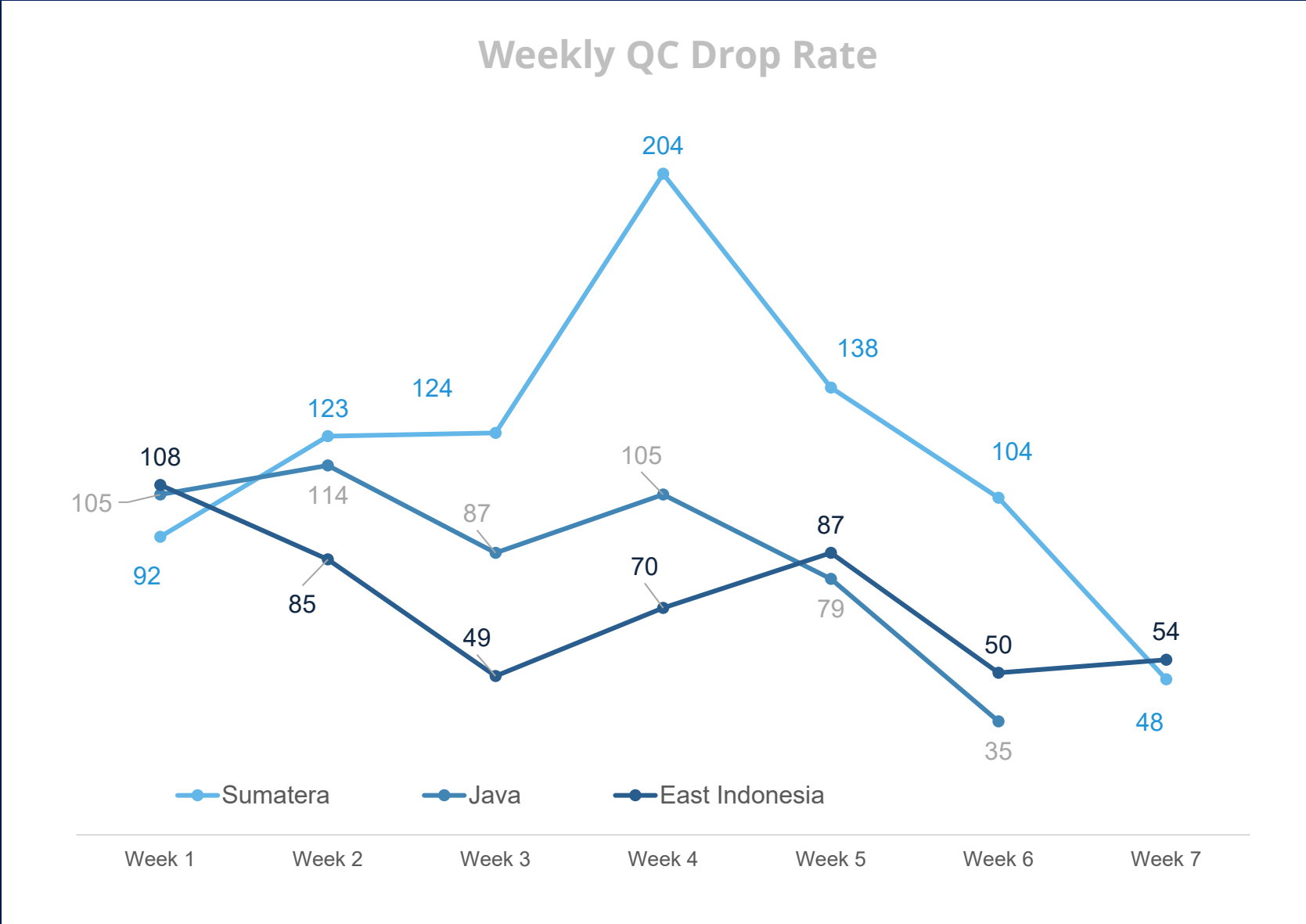
## What we offer

Through this study, we deliver:

- **An end-to-end retail audit solution**, covering sampling, fieldwork, quality control, and reporting
- **Multi-layered quality control processes**, including centralized validation and daily monitoring
- **Transparent and traceable audit outputs**, supported by field evidence
- **Actionable insights** to support decision-making and improve retail execution

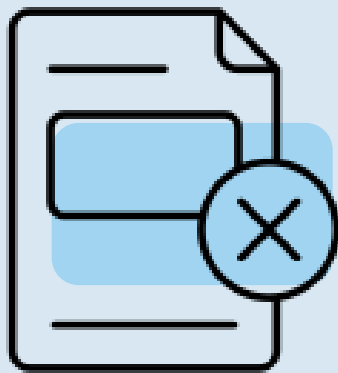


Data collection issues emerged mid-audit period because of auditor turnover, however, these issues improved by the end of the period as team stability was restored.



ILLUSTRATION

Audit Drop Rate Analysis



- ❑ The audit drop rate across West Indonesia, Java, and East Indonesia increased significantly during Weeks 4 and 5, coinciding with a period of auditor turnover.
- ❑ The decline was most pronounced in the Sumatera region by Week 4, closely mirroring the trend observed in Java.
- ❑ East Indonesia experienced its peak decline in Week 5.
- ❑ This surge in data rejections was directly attributed to the transition period involving newly onboarded auditors.

Corrective Actions & Outcomes

In response to these issues, mandatory **briefing sessions** were implemented for all incoming auditors.

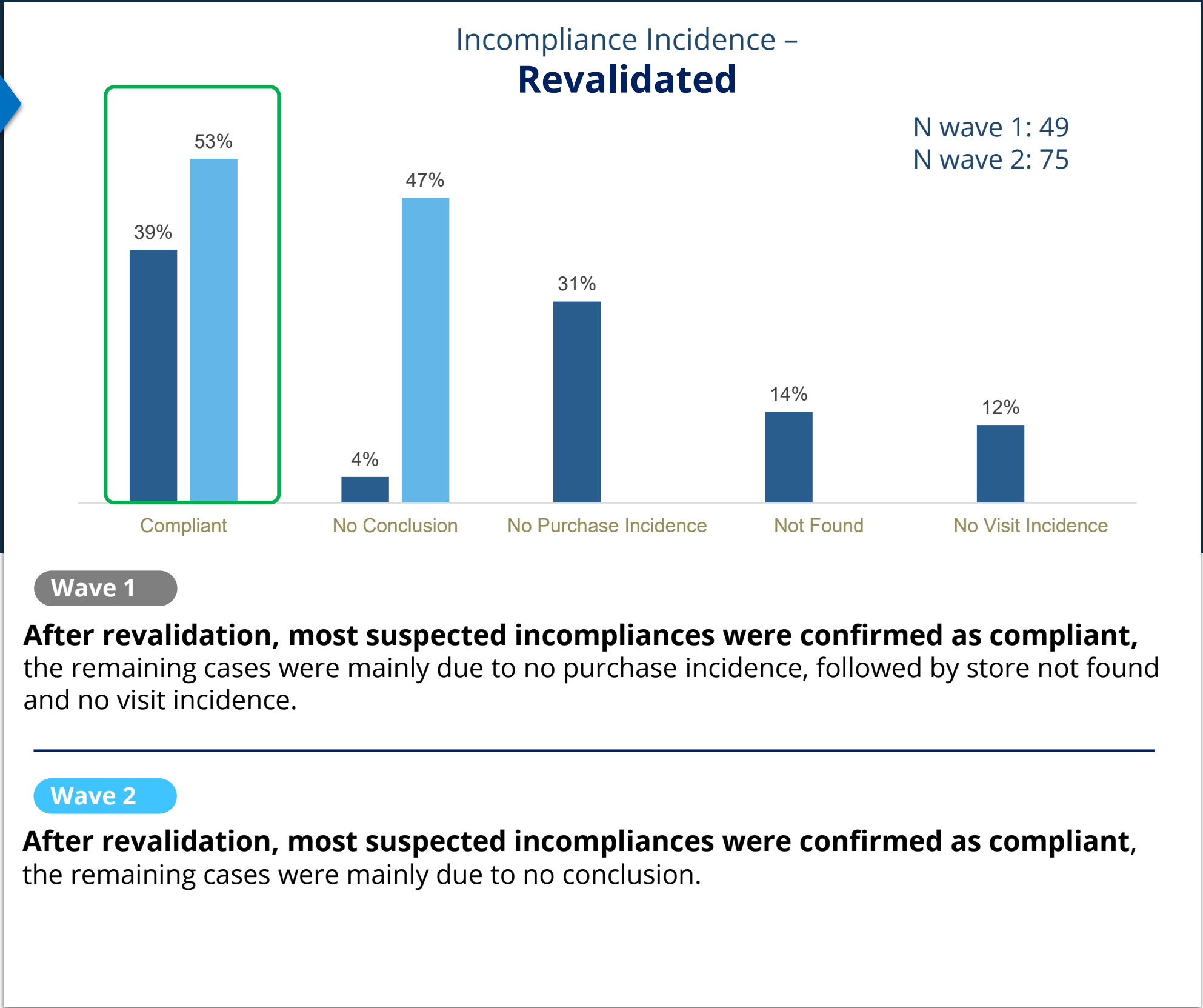
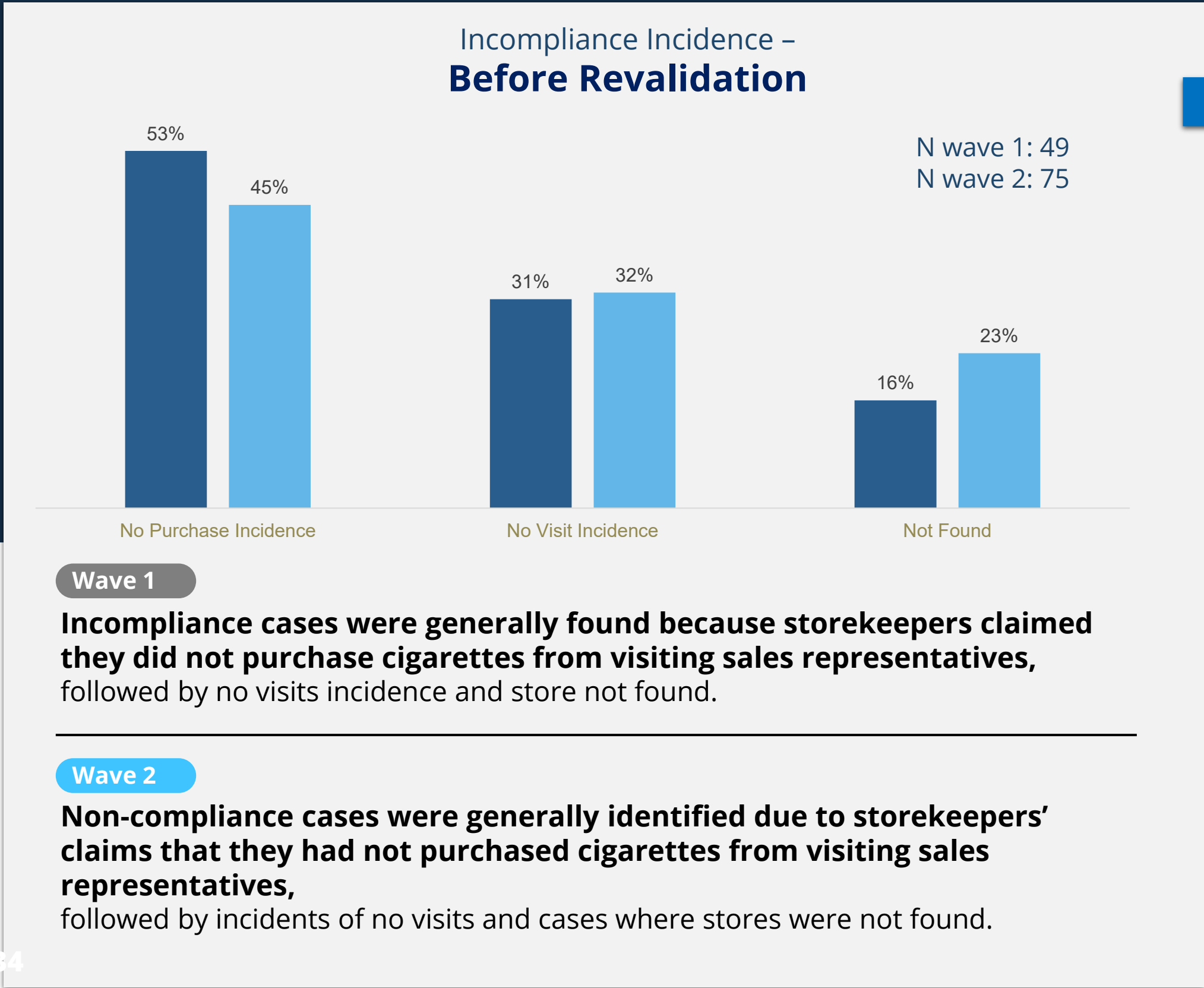
▶ A **targeted intervention protocol** was activated whereby **comprehensive debriefing sessions** – were conducted whenever a region’s drop rate exceeded 15%.

▶ For auditors identified as high-risk, **one-on-one debriefings** were conducted to address specific performance gaps.

**These structured interventions proved effective,** resulting in improved team stability, reduced error rates, and enhanced data accuracy across all regions in the subsequent weeks.

# In both waves, revalidation significantly reduced the number of cases confirmed as “non-compliant”, especially in wave 2.

The primary distinction is that Wave 2 yielded higher inconclusive rates, as not all non-compliant data underwent revalidation



## Our Experience Conducting **PRODUCT TEST** for Candy Products



### Background & Objective

This study is conducted in response to client commitment to continuous product improvement, aiming to test consumer acceptance of the newly reformulated candy against its current formulation and the market leader. The research aims to:

- Assess consumer acceptance and preference for the reformulated relative to the current and market leader as the competitive benchmark.
- Profile each product to identify their respective strengths and weaknesses, as well as areas for potential improvement.
- Provide clear direction to support a go/no-go decision for the reformulated product.

Overall, the study provides clients with **actionable consumer insights and a data-driven recommendation to guide their strategic product development and market positioning decisions.**



### Methodology

The study adopts Quantitative research with F2F TAPI at CLT, with approaches:

- ✓ **Blinded sequential monadic product test** – Products were served blinded in a Plate)
- ✓ **Products were rotated to avoid bias** – All products had equal chance to be evaluated as the first or second product

*With pre-recruited respondent that we recruits based on their product userships.*

### Respondents Number

**213 Respondents**  
in Jabodetabek & Surabaya.

### What we offer

Through this study, we deliver:

- **Clear consumer insights** on acceptance and preference for the reformulated product versus the current formulation and competitor product, for the client know exactly where the product stands.
- **Actionable recommendations** on product strengths, weaknesses, and improvement areas, plus a data-driven go/no-go recommendation to guide for next strategic move.



**SAMPLE OUTPUT**



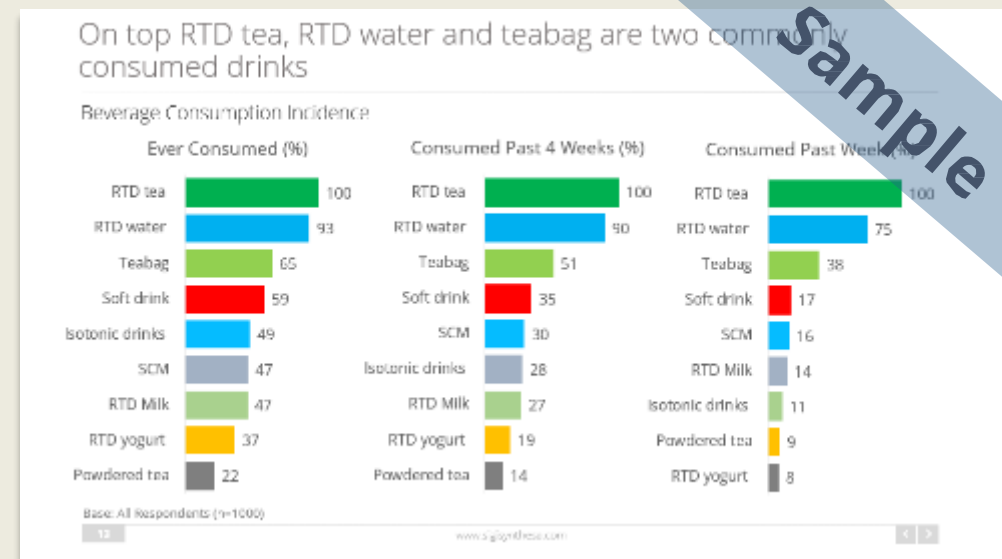
# Brand Health Tracking

**Quantitative Random Sampling with a combination of online survey & F2F interview**  
(n=1,000 respondents) across 6 cities in Indonesia  
(Jabodetabek, Bandung, Yogyakarta, Surabaya, Makassar & Medan)

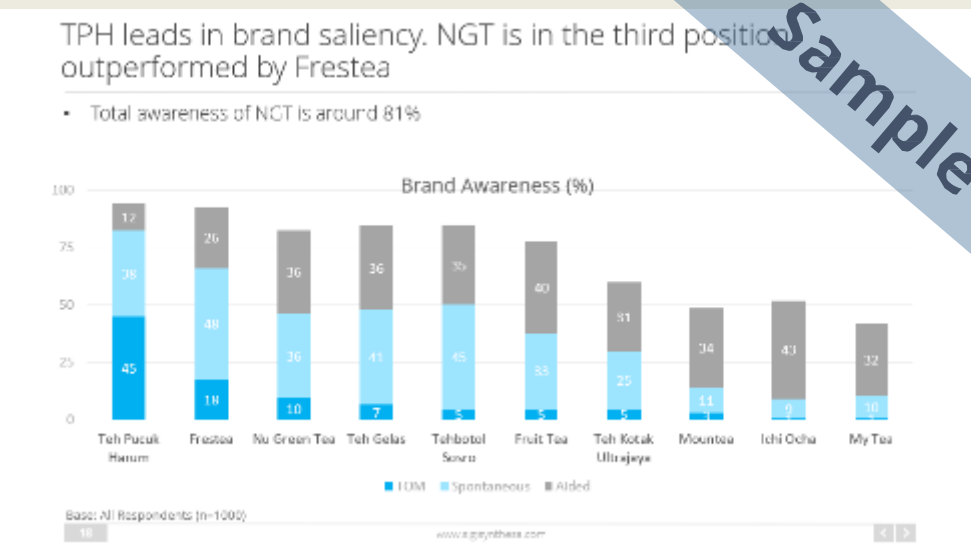
We helped the client **to understand evolving RTD Green Tea landscape, consumer behavior, and brand performance**

| Market Landscape                                                                                                                                                                 | Consumer Understanding                                                                                                                                                                                                                                           |                                                                                                                                                                                      |                                                                                                                          | Brand Understanding                                                                                                                                                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Category Size & Share                                                                                                                                                            | Consumption Behavior                                                                                                                                                                                                                                             | Consumer Segmentation                                                                                                                                                                | Purchase Behavior                                                                                                        | Brand Dynamics                                                                                                                                                                                                                                                      |
| <ul style="list-style-type: none"><li>▪ Penetration and incidence of RTD Green Tea</li><li>▪ Category awareness</li><li>▪ Demographic profiles of RTD Green Tea market</li></ul> | <ul style="list-style-type: none"><li>▪ Consumer profile</li><li>▪ Category driver</li><li>▪ Habit, usage and attitude of RTD Green Tea</li><li>▪ Reasons and factors considered</li><li>▪ Usage consumption</li><li>▪ Consumption place and frequency</li></ul> | <ul style="list-style-type: none"><li>▪ Consumer segmentation based on the needs and wants – Psychographic segmentation</li><li>▪ Consumer segmentation based on occasion.</li></ul> | <ul style="list-style-type: none"><li>▪ Purchase place</li><li>▪ Purchase frequency</li><li>▪ Price evaluation</li></ul> | <ul style="list-style-type: none"><li>▪ Brand funnel (from awareness to usage)</li><li>▪ Brand choice triggers / drivers</li><li>▪ Brand switching</li><li>▪ Brand imagery</li><li>▪ Competitor brand evaluation</li><li>▪ Brand satisfaction and loyalty</li></ul> |

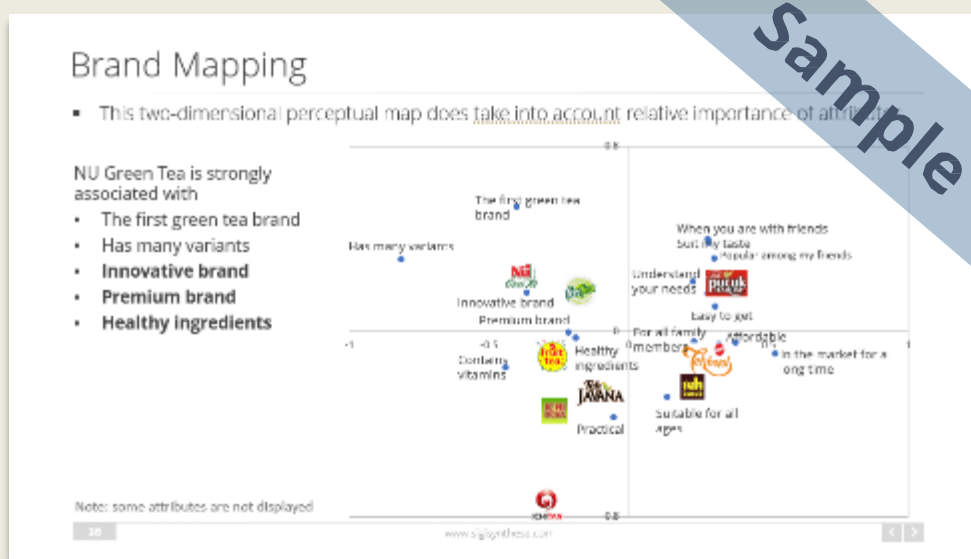
# Example Deliverables



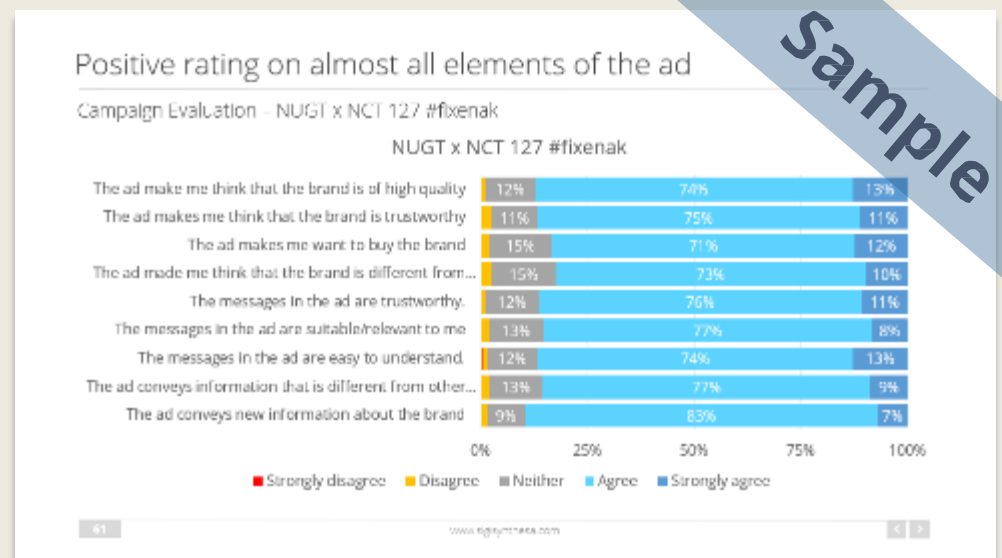
Category Penetration



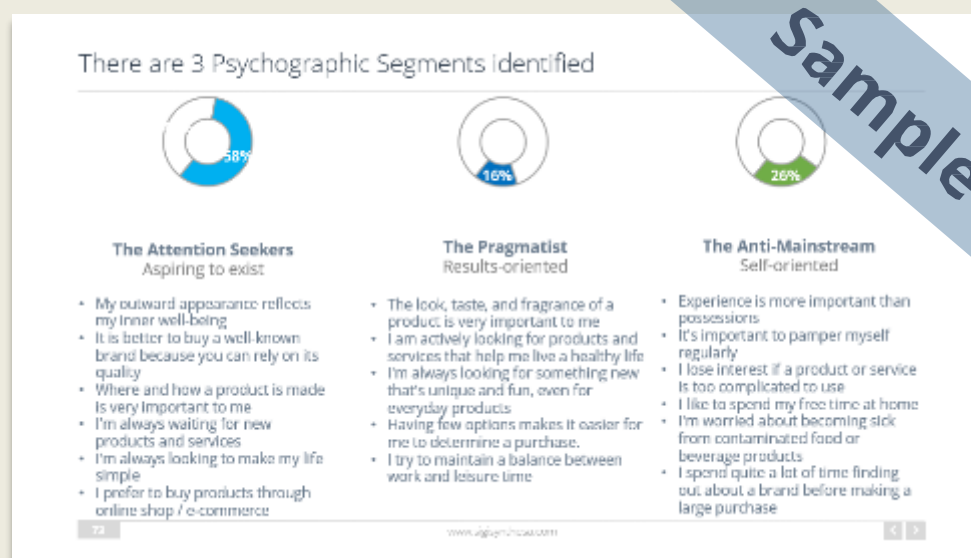
Brand Awareness



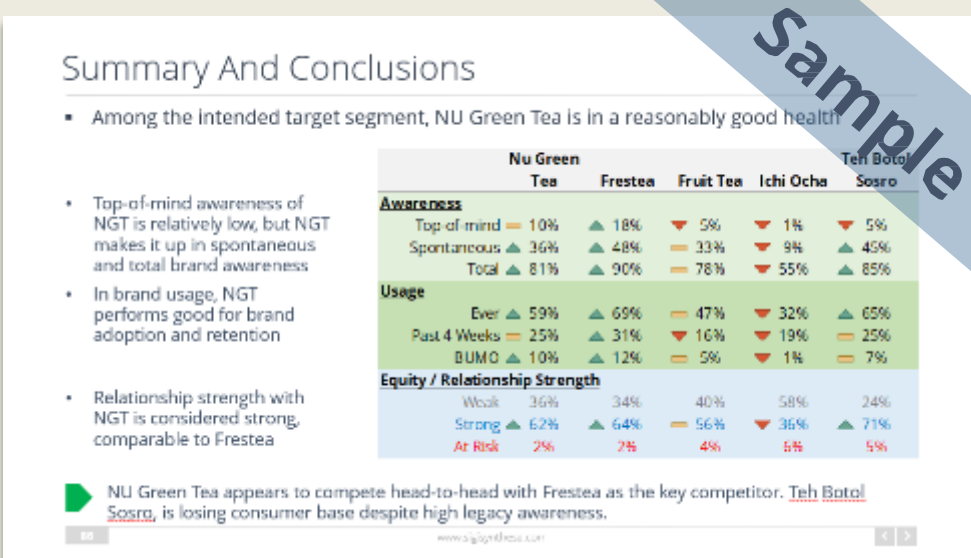
Brand Mapping



Advertisement Evaluation



Segment Profiling



Summary & Conclusion

Our expertise in  
**Bank & Financial  
Services Industry**

# Brand Health Tracking

## Quantitative Random Sampling with F2F interview (n=600)

One of our clients is growing private bank which quite known in credit card market.  
We helped the client **to understand their brand performance along three basic dimensions.**

### Brand Health & Equity

- How is the customers' awareness of our brand and the competitors?
- How strong are our brands vs. competitors?
- What are the key differences in customer perceptions between different brands?
- Do our customers feel loyal to our brand?
- What is the obstacle faced by the non-user for not using our brand?
- How is the adoption and penetration of our brands compared to the competitors?
- What are the main reasons for customers to choose certain kinds of brands?
- Does our brand have a potential to grow in the future?



### Market Success

- What is the overall satisfaction of each brand's user? Are they willing to promote their usage brand?
- What are the main reasons that may influence the satisfaction level?
- What are the main factors for customers to promote their usage brands?
- Do customers use our brand most often? Which other brands do they also use?
- Do customers spend more for our brand?
- Do customers buy our brand often than in the past? Why do they do so?
- How do customers talk about our brand?



### Key Drivers

- What factors are considered important by customers?
- How much do they influence brand choice? What is their impact on brand equity?
- Should we reallocate our budget?
- How is the customer personification of our brand?

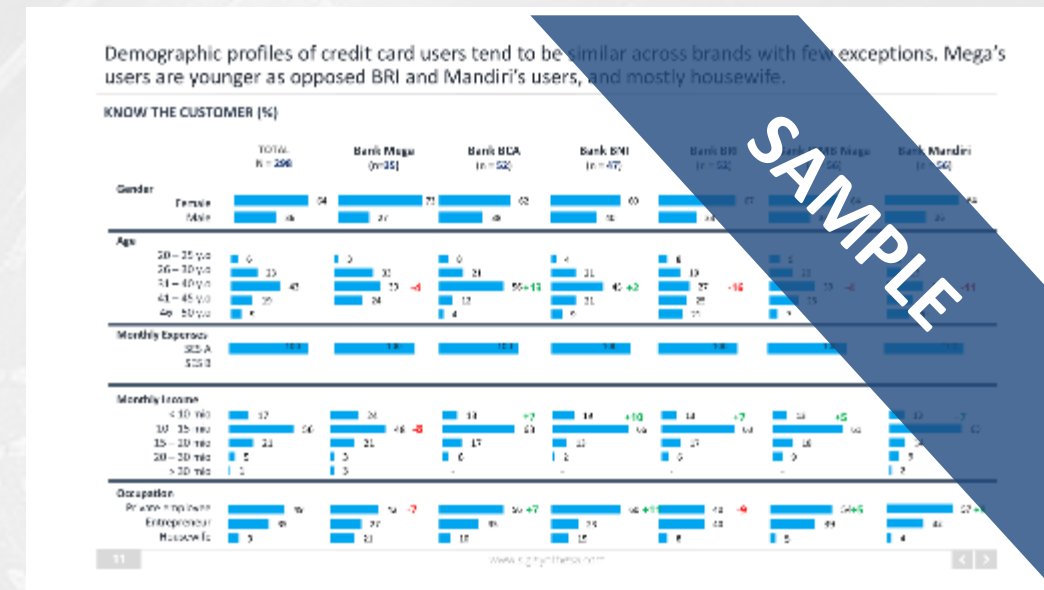
# BHT – Sample Output

## Analysis Output:

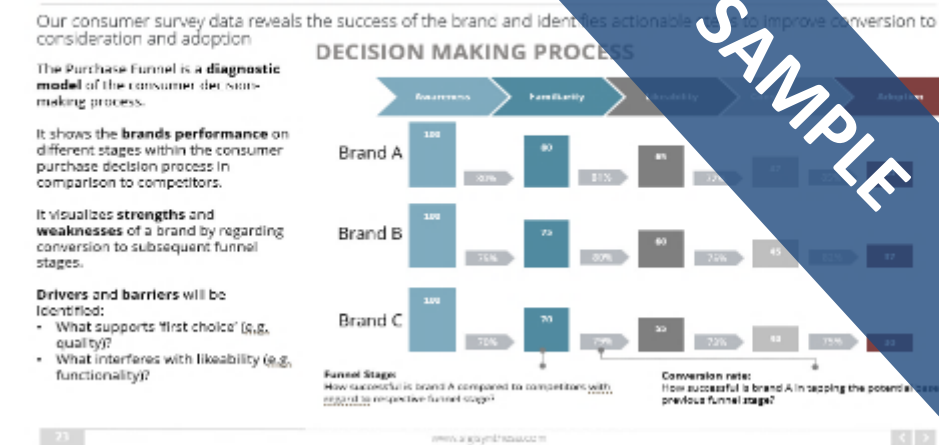
Marketing final analysis followed by brand equity analysis then brand mapping and brand personality. Meanwhile for example brand funnel components that we evaluated are covering awareness, usage, positioning.

## Conclusions:

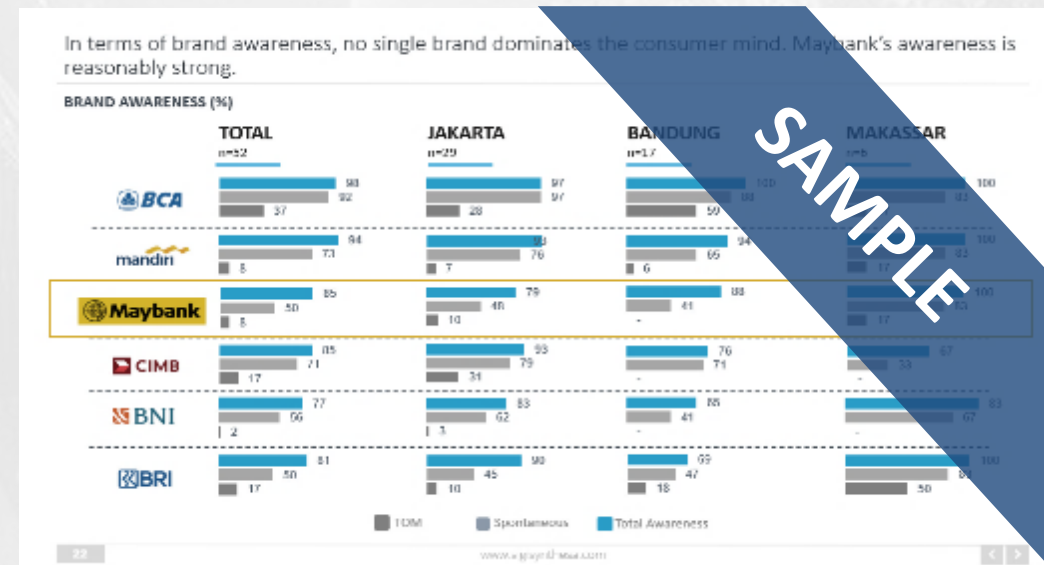
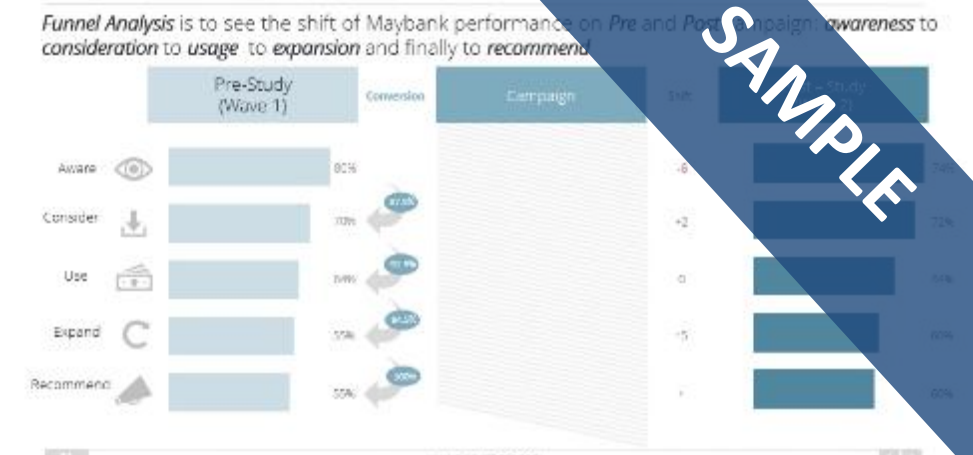
The pros of the study we could grab some understanding holistically during a particular period of time. While, it has some limitations which is time constraints due to its one-time study.



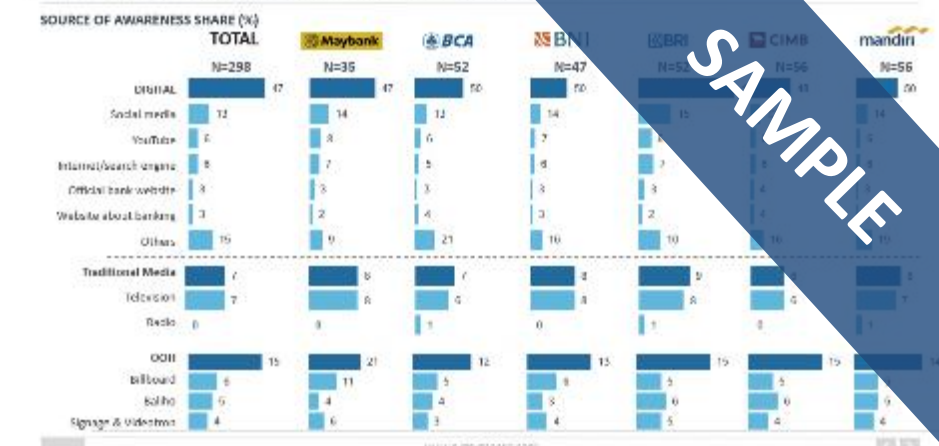
## KPIs of Brand Health



## Funnel Analysis

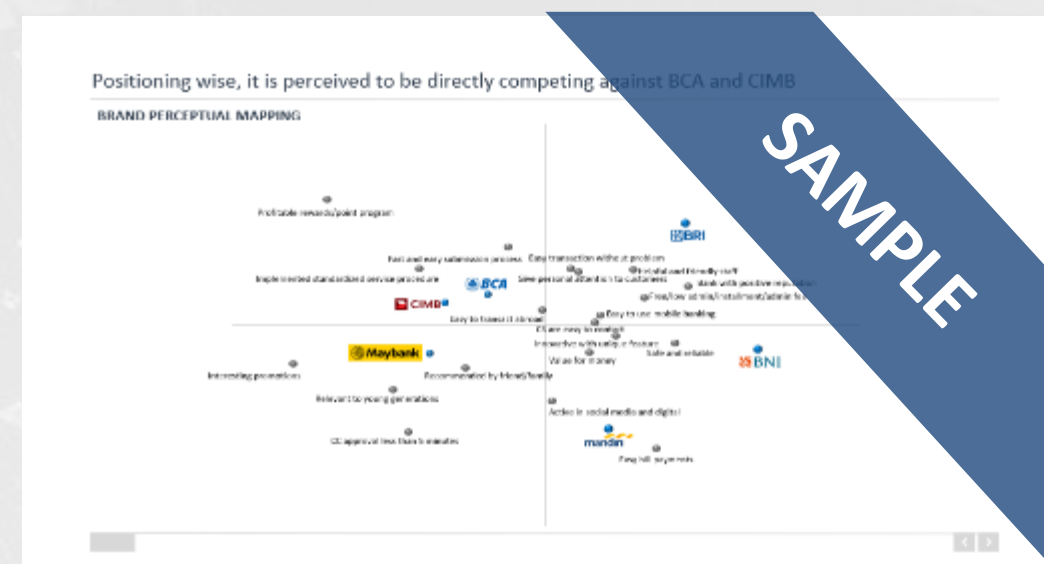


Digital media is obviously the most effective touch points to build awareness of the bank, as now Digital hits the highest touch point experience by the consumers (47%)

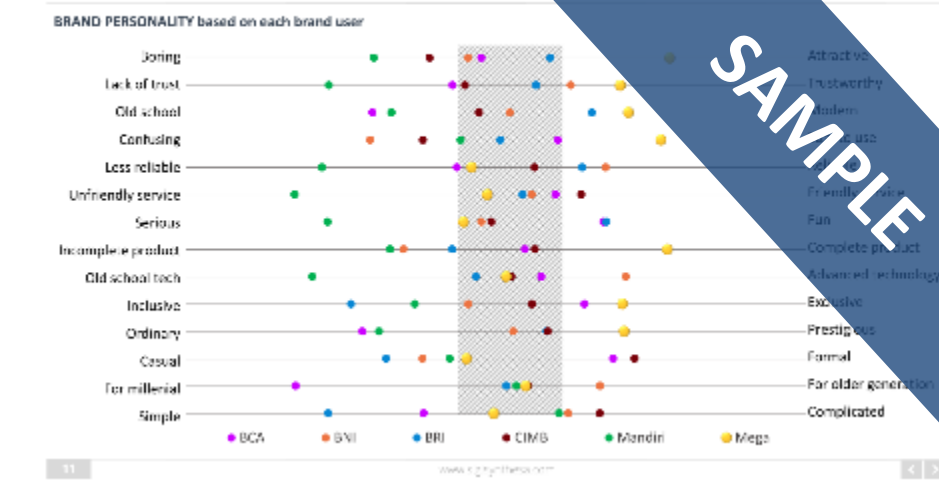


The brand health score of bank Mega is uplifted by its brand delivery component

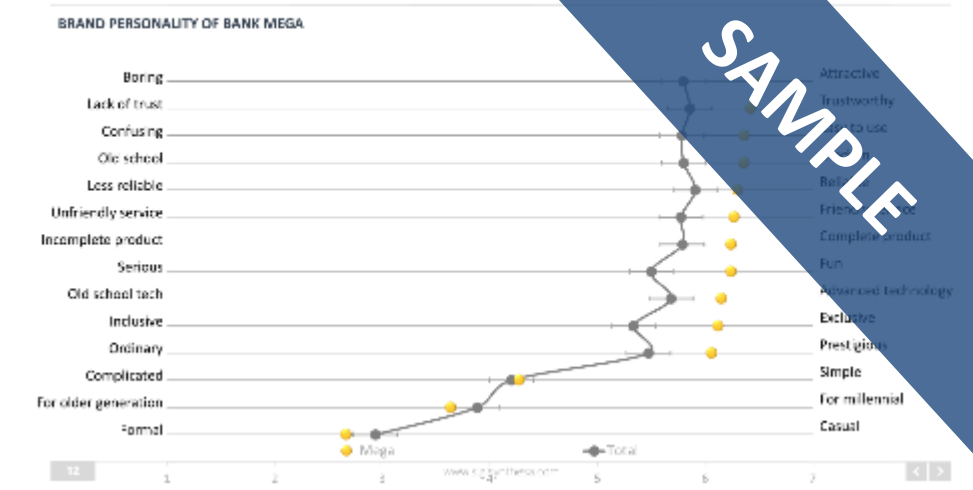
|                    | Maybank | BCA  | BNI  | BRI  | CIMB | mandiri |
|--------------------|---------|------|------|------|------|---------|
| Total Awareness    | 85      | 98   | 77   | 81   | 77   | 94      |
| Future intention   | 62      | 62   | 37   | 44   | 50   | 50      |
| RLMO               | 17      | 17   | 6    | 11   | 10   | 10      |
| Brand Funnel       | 55      | 59   | 40   | 46   | 55   | 51      |
| Brand Rating       | 46      | 65   | 28   | 38   | 55   | 55      |
| Reputation         | 77      | 94   | 75   | 79   | 77   | 77      |
| Brand Positioning  | 62      | 80   | 52   | 59   | 66   | 65      |
| NPS                | 61      | 55   | 44   | 47   | 49   | 38      |
| Satisfaction       | 100     | 100  | 100  | 100  | 98   | 100     |
| Brand Delivery     | 81      | 78   | 72   | 74   | 74   | 69      |
| Brand Health Score | 63.4    | 71.1 | 51.9 | 57.2 | 63.4 | 60.7    |



Compared to other brands, the personality of Mega's credit card leans toward being trustworthy, exclusive, prestigious, easy to use, fun, modern and attractive



Mega's credit card is perceived differently by its users vs Total. It is perceived as being complicated, for older generation, formal, reliable, complete products, advanced technology, friendly service, modern, trustworthy, easy to use, prestigious and attractive.



# Brand Health Tracking – Continuous

Quantitative Random Sampling with combination of offline and online approach  
(n=5,000 per year conducted on quarterly basis)

One of our clients is one of the largest banks in Indonesia with regional and international network.  
We helped the client **to understand customer perception and expectation also the most effective channel for branding.**

## Subject to Investigate:

Client's image and perceptions of in customer's mind and their intention to use client products



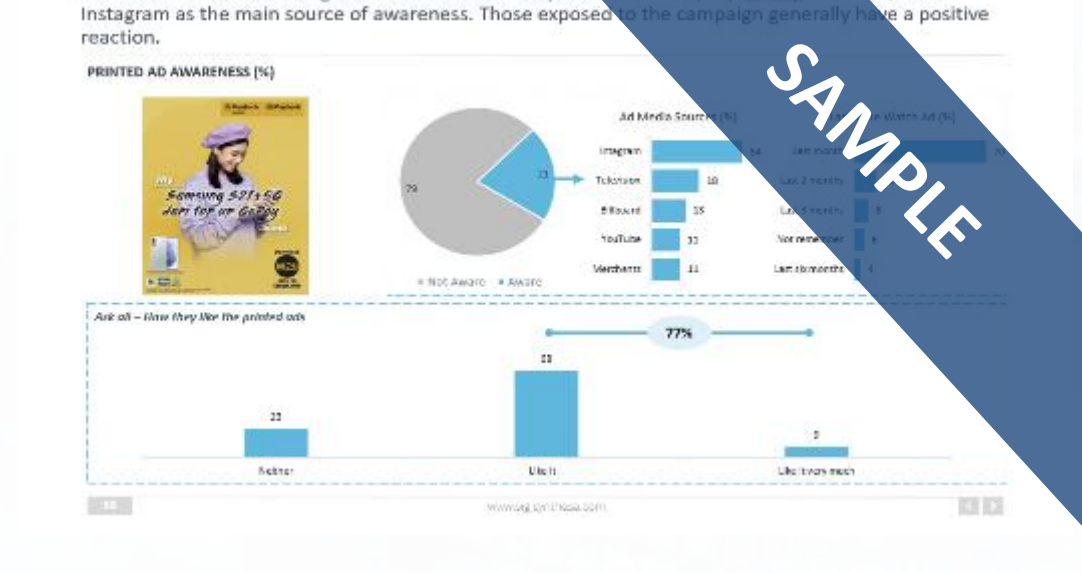
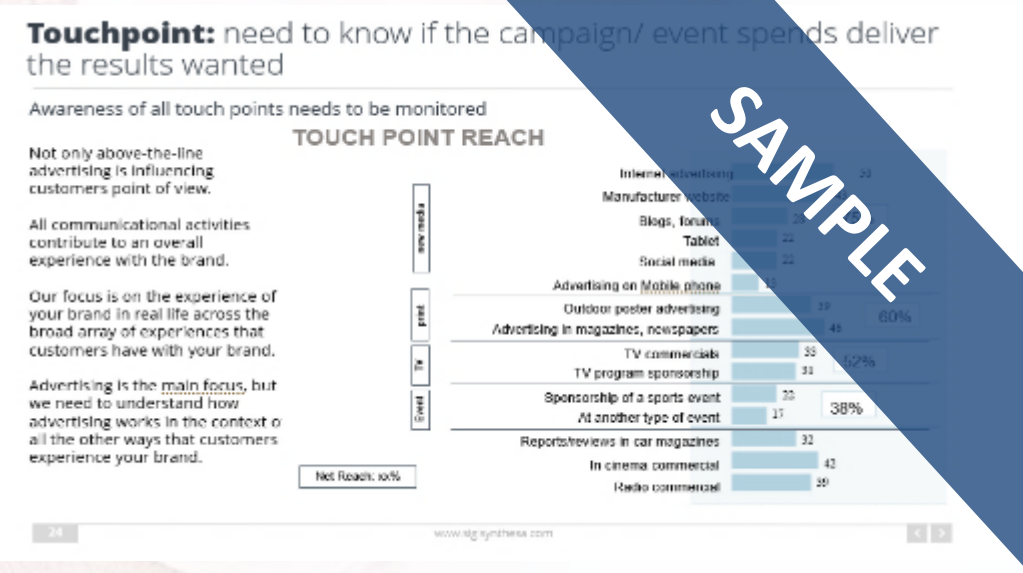
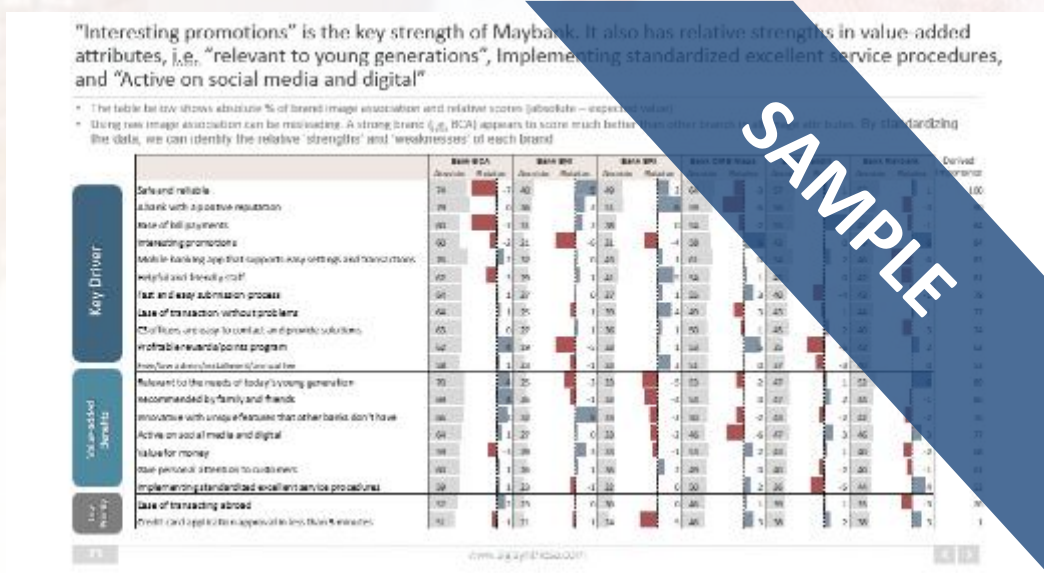
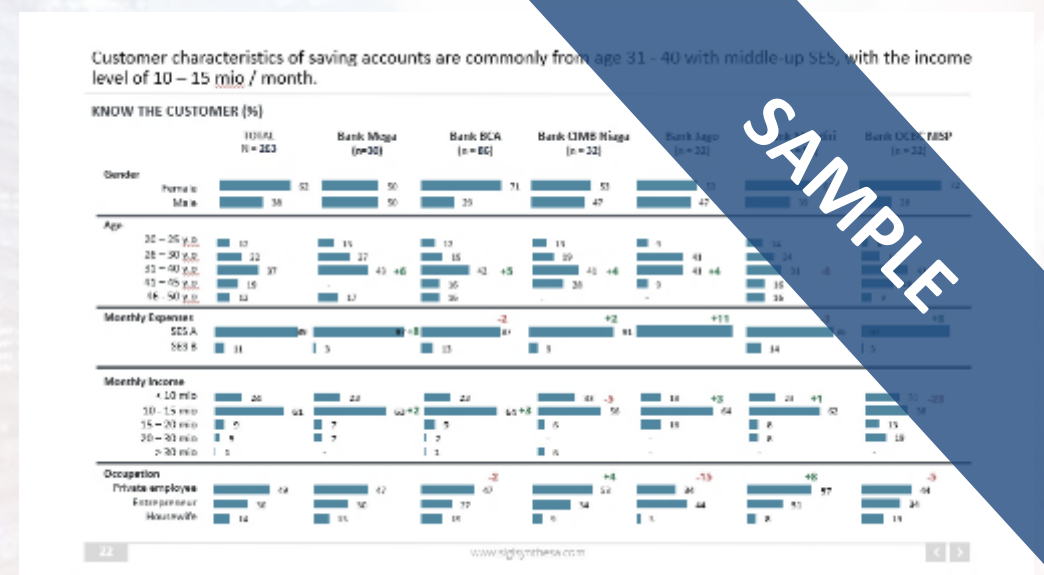
# BHT Continuous – Sample Output

## Analysis Output:

Through this method consumer profile were obtained and more detail findings such as USP, key drivers were covered. We also analyze the touchpoint and ads evaluation.

## Conclusions:

This method enables us to obtain broader data due to longer time period. The market dynamics also captured thus more complex understanding. However, online survey = higher drop rate of participation and online survey would experience limited questions on the questionnaire.



# Integrating Brand Health Data with Internal & External Data

## Advanced Statistical Analysis

### Structural Equation Modelling

- How to connect the historical data and latest monthly brand tracking data to:
  - Media Spend data per channel
  - Competitor Media Spend data
  - BI Banking Market Size data
  - Client brand Consumer Funding Revenue

### Brand Metrics

- How each media spend contribute toward brand metrics (awareness or consideration)?

### Maybank Consumer Funding Revenue

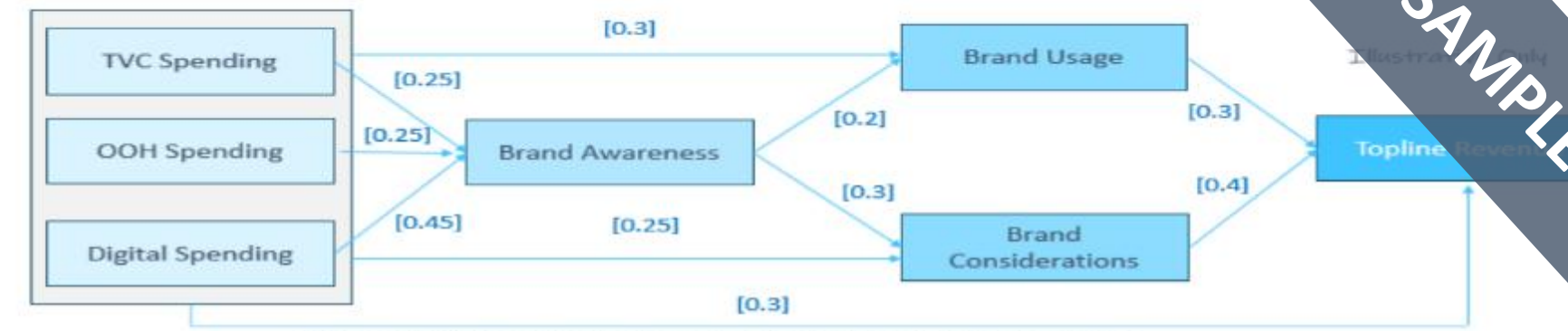
- How each media spend contribute toward consumer funding revenue?

### ROI (Return on Investment)

- How much is ROI generated by each media spend?

## ADVANCED ANALYSIS

By integrating advanced analysis with regular updates, this solution will empower [redacted] to optimize marketing spend, enhance brand impact, and drive sustained growth.



Our analysis will involve the following components:



2

www.sigisynthesa.com

## OUTPUTS

The simulator will enable [redacted] to test various scenarios by adjusting key independent variables and observing their predicted impact on the dependent variables

### Inputs

**Marketing Spending:**  
TV ads, OOH media, social media, programmatic digital ads.

**Brand Metrics:**  
Awareness, consideration, usage (direct input or calculated based on spending).

**Interest Rates:**  
Savings, time deposits, and Central Bank rates.

**Number of Active Sales Executives:**  
To evaluate resource adjustments.

**External Factors:**  
Total bankable population, bank savings, GDP growth, and inflation rates.

**Marketing Budget Allocation:**  
Test the impact of increasing/decreasing spend in one or more marketing channels.

**Macroeconomic Changes:**  
Simulate the effect of a rise/fall in GDP growth or inflation.

### Key Features:

Baseline Comparison  
Confidence Intervals  
What-If Analysis  
Sensitivity Analysis

**Operational Adjustments:**  
Assess the impact of adding or reducing active sales executives.

**Marketing Budget Allocation:**  
Evaluate multiple changes simultaneously (e.g., increase digital ad spend while inflation rises).

This simulator will serve as a powerful decision-making tool, allowing to confidently plan strategies and adapt to evolving market conditions.

4

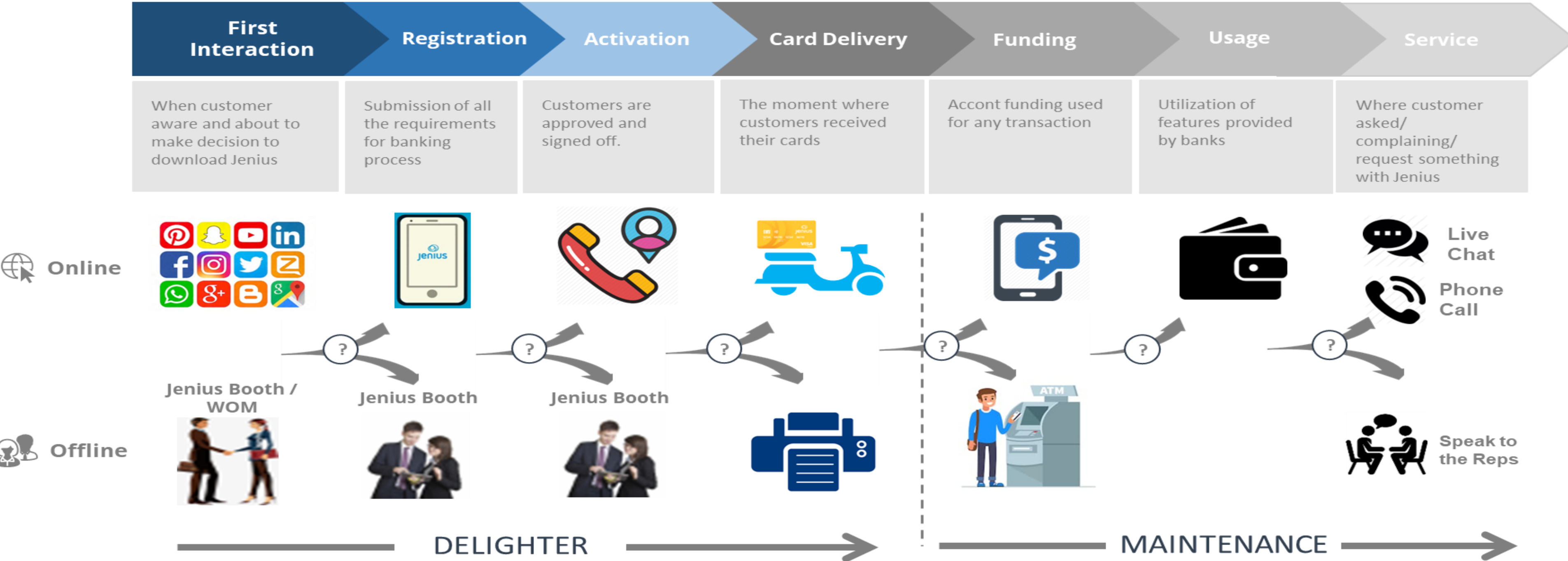
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# Customer Experience – Quant & Qual

Combined both quantitative and qualitative approach

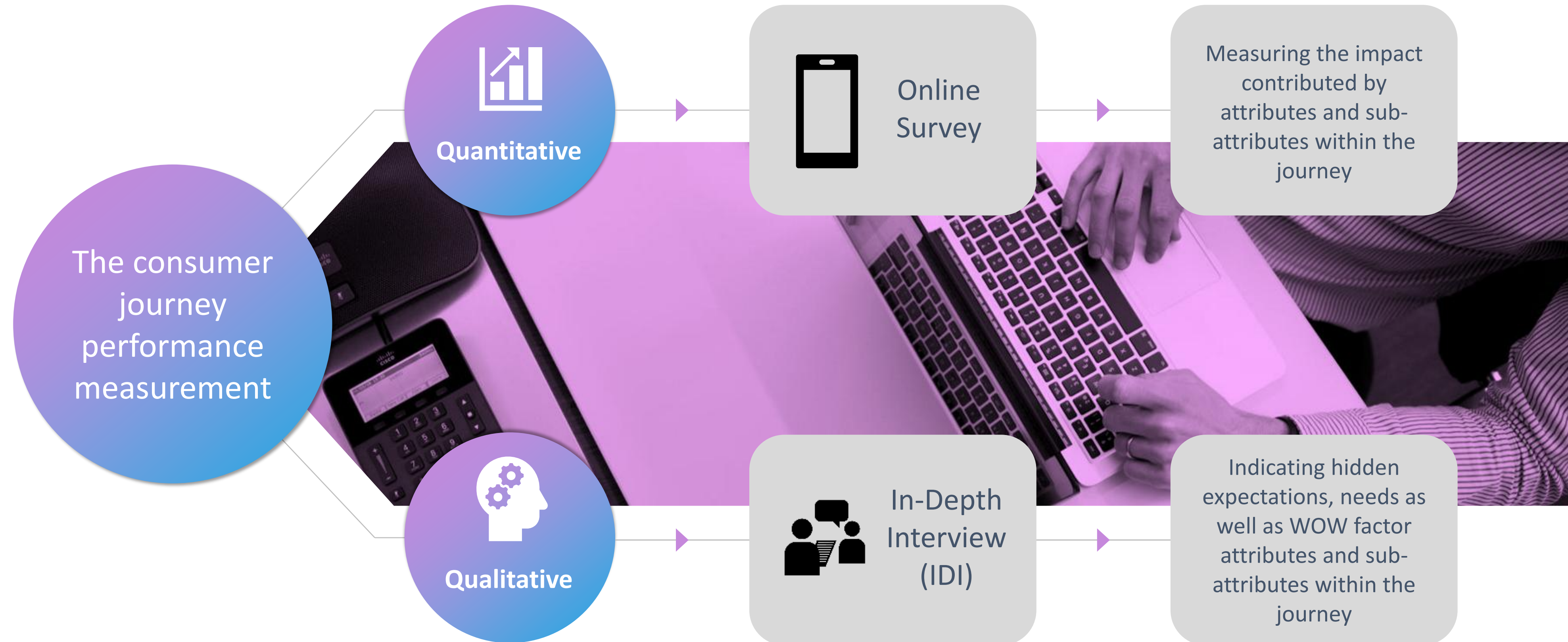
One of our clients is a private bank with business focus on digital banking.  
We helped the client to understand quality of experience along customer journey, understand which of customer journey that has the most impact, and understand which aspects that need to be improved urgently.

Touchpoints



# Two-pronged research approach

suggested to be implemented to achieve the study objectives



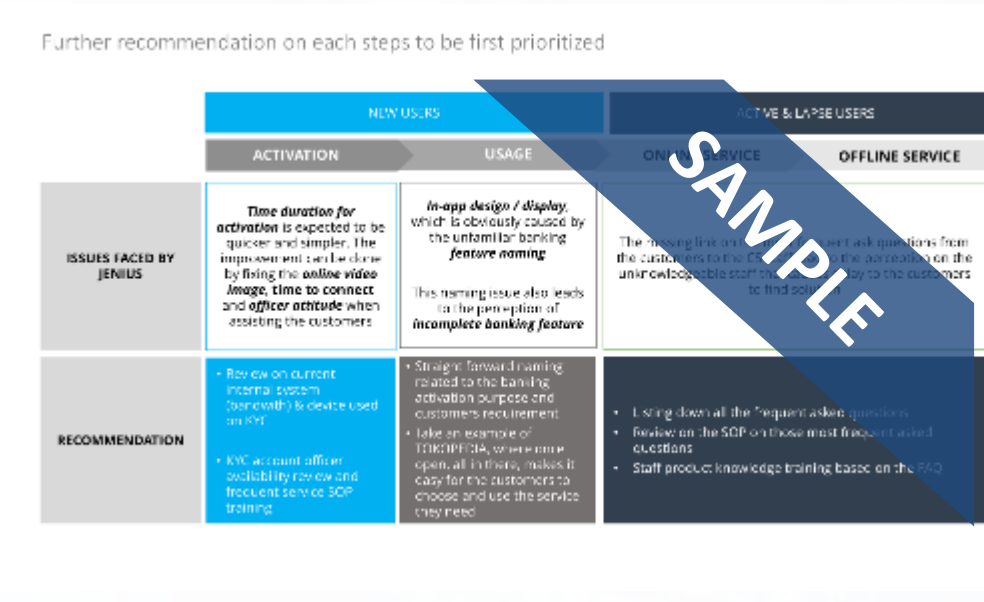
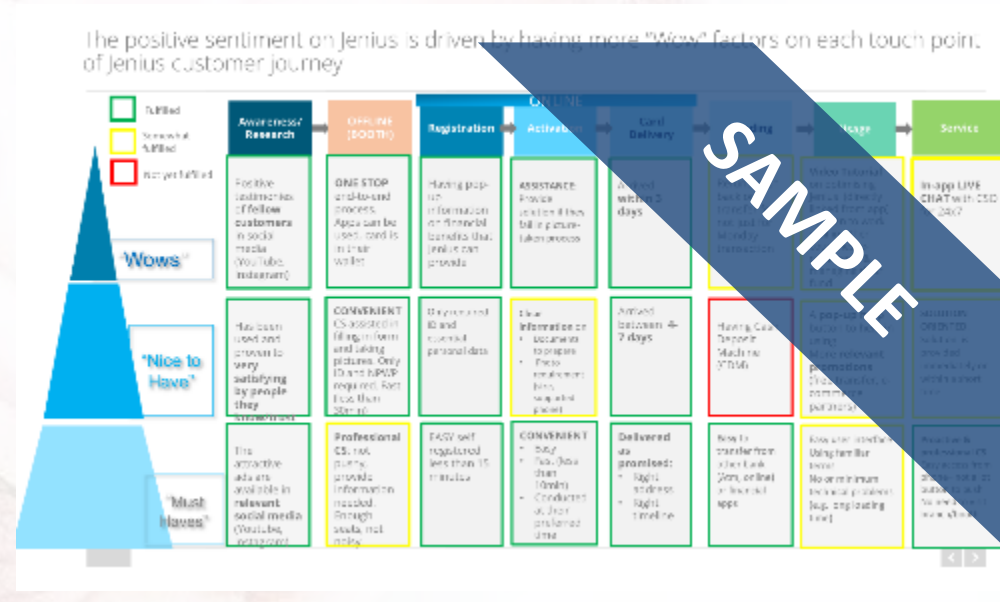
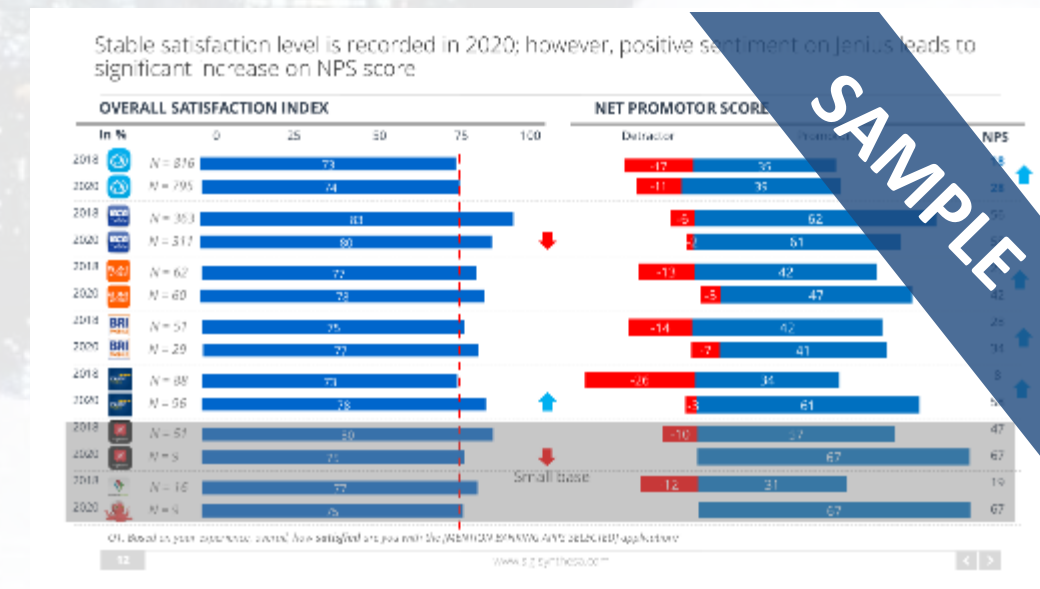
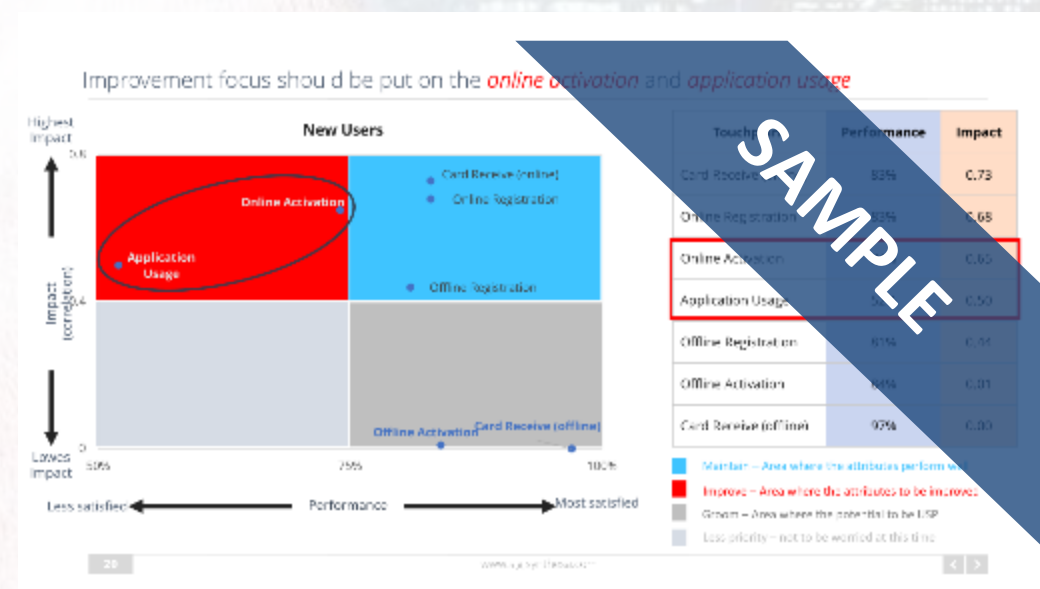
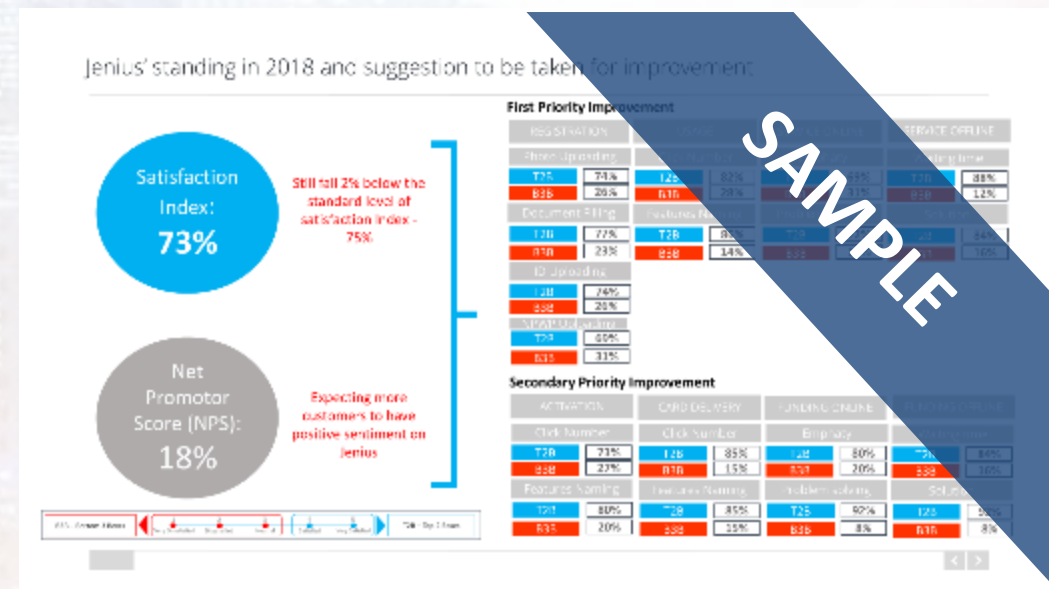
# Customer Experience – Quant & Qual Sample Output

## Analysis Output:

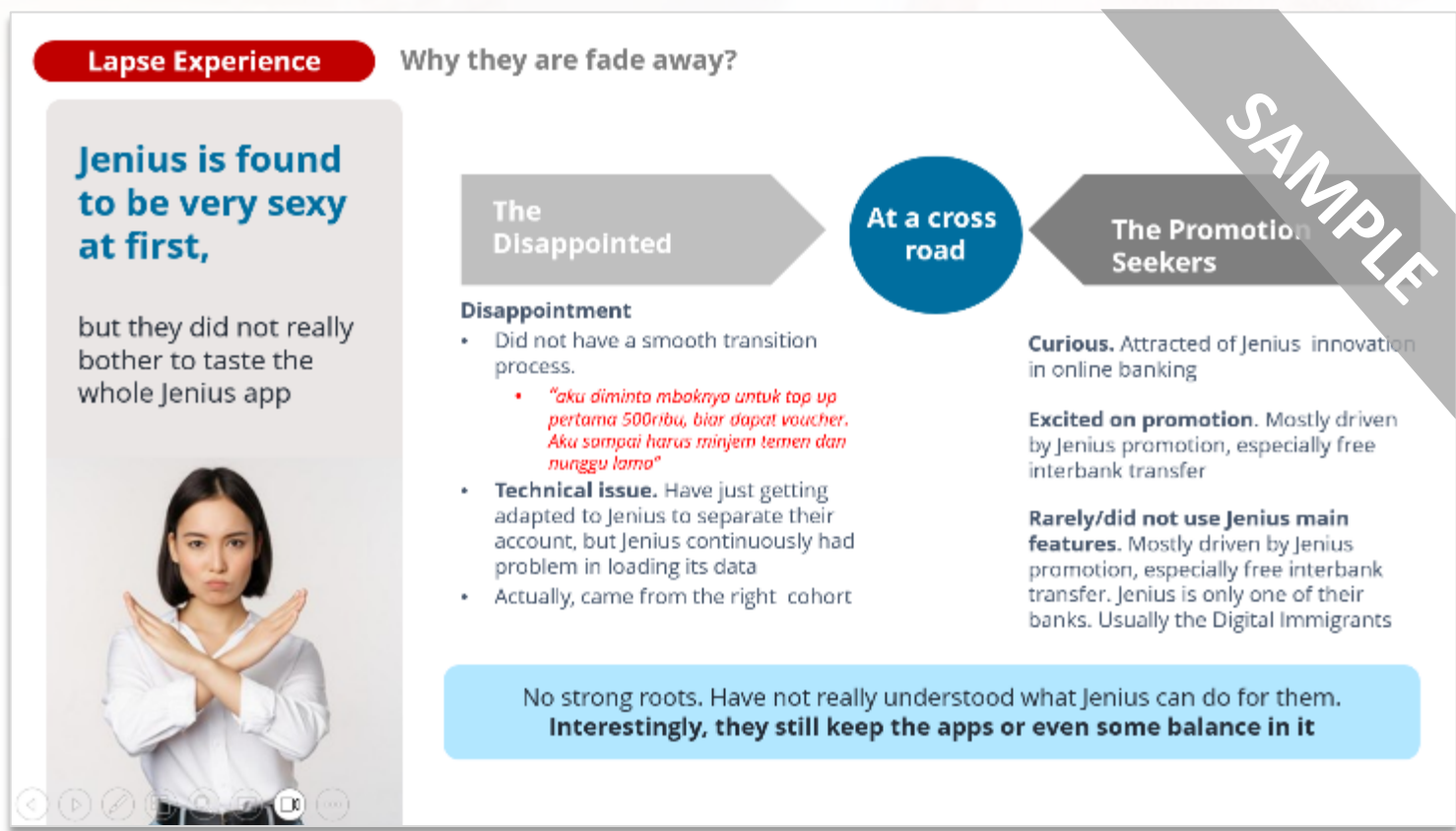
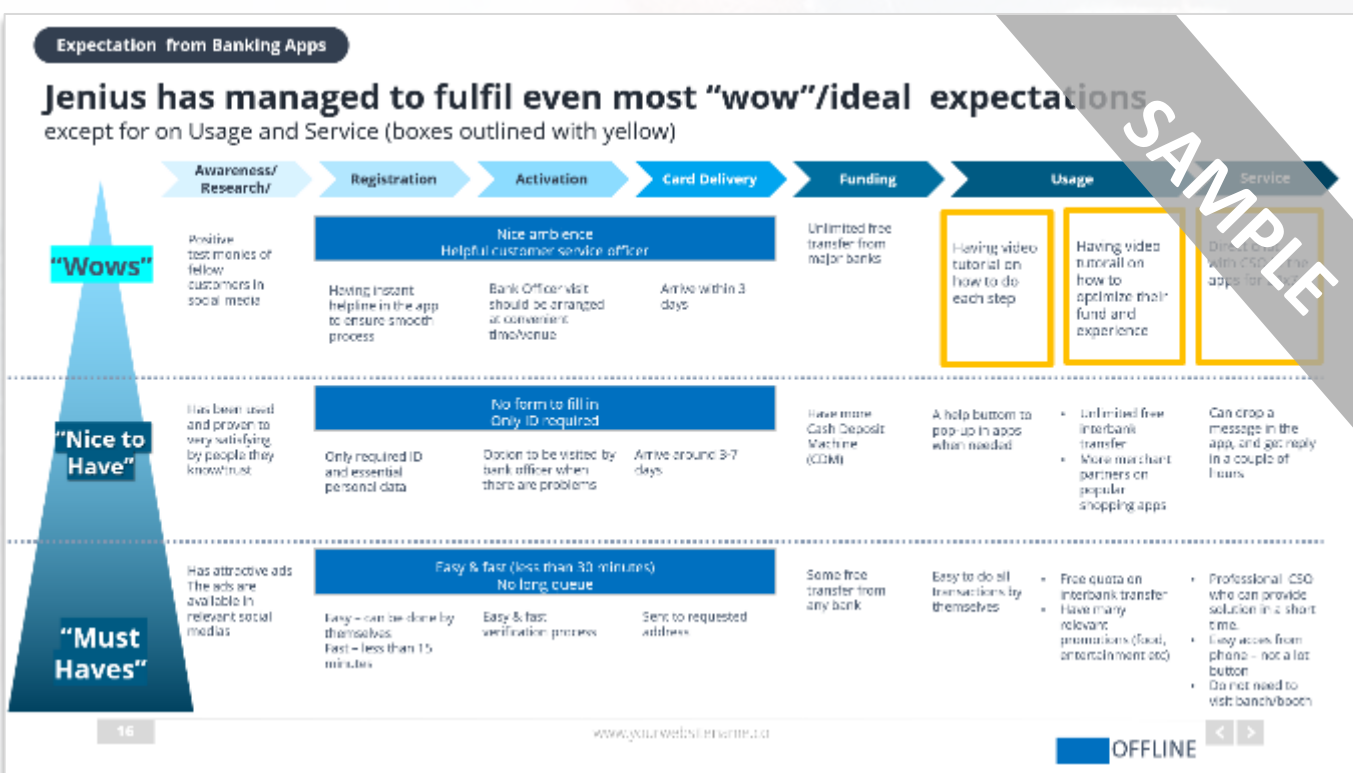
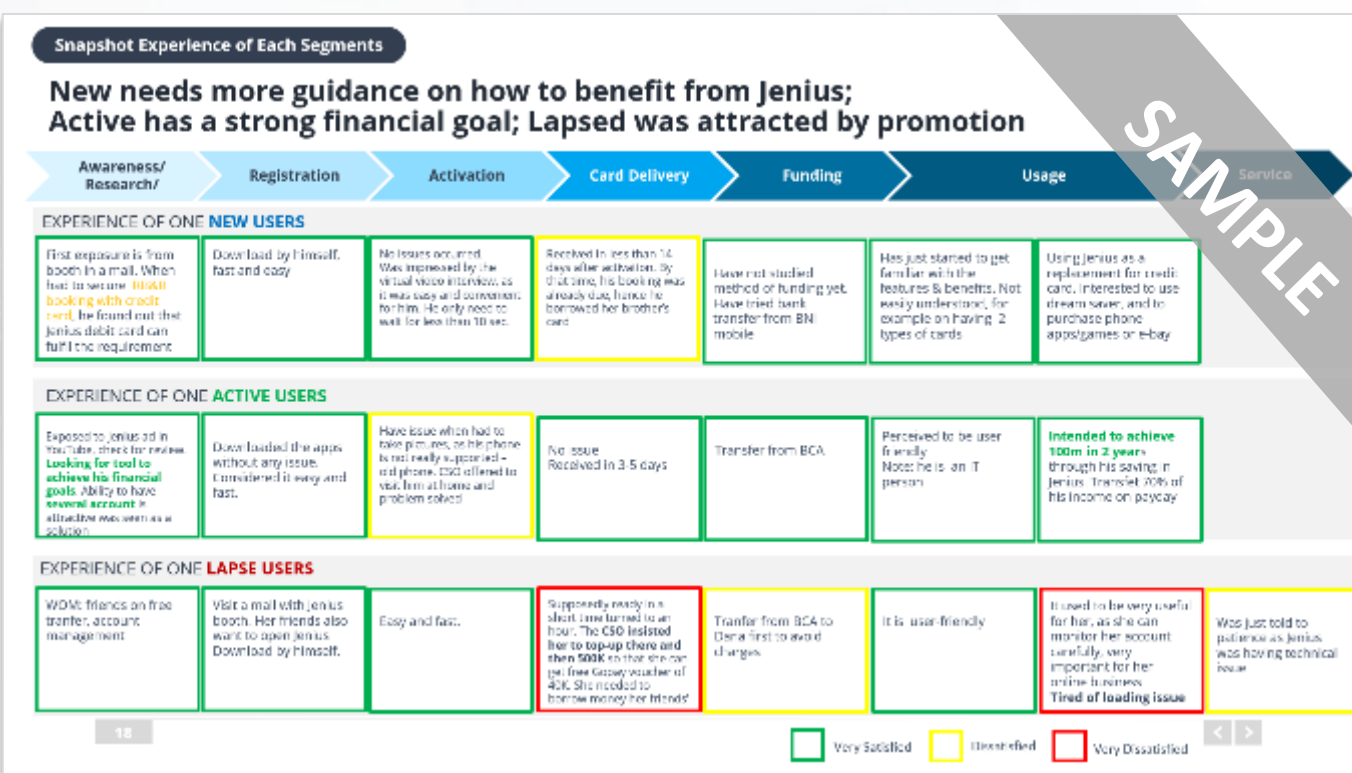
It was started with quantitative method then followed by qualitative method. Participants for qualitative recruited from quantitative respondents.

## Conclusions:

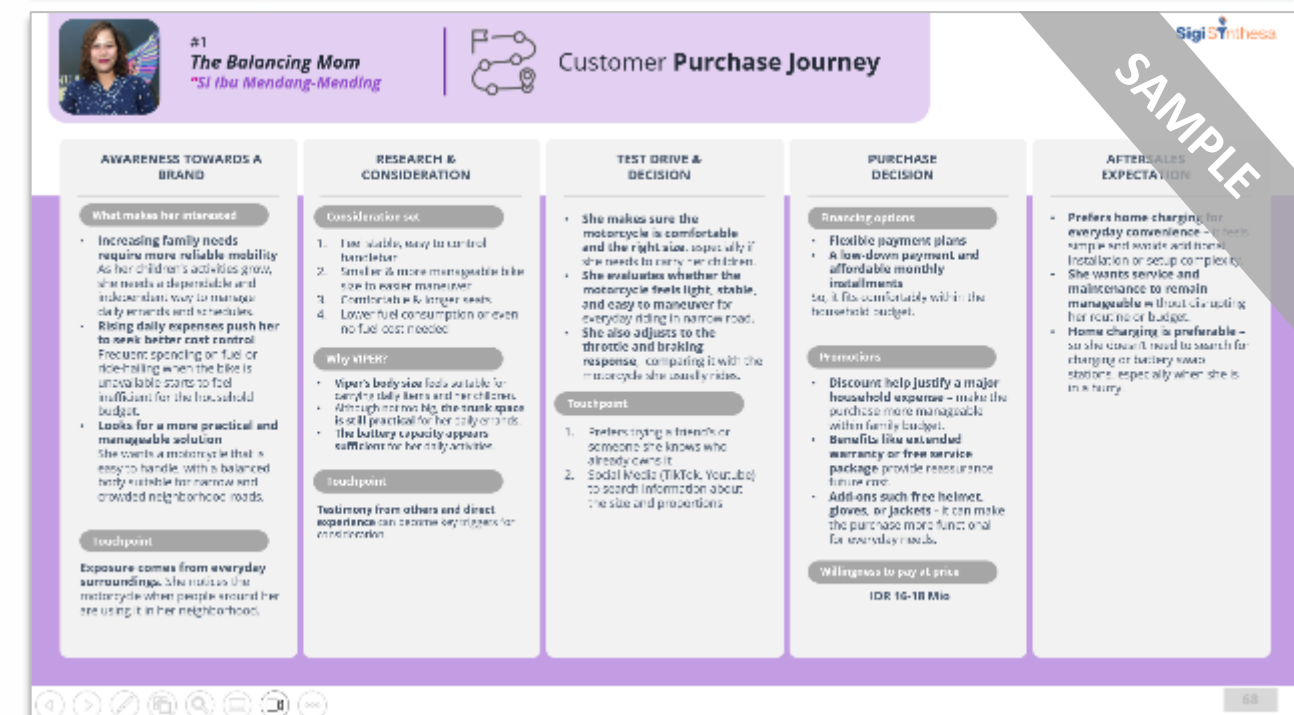
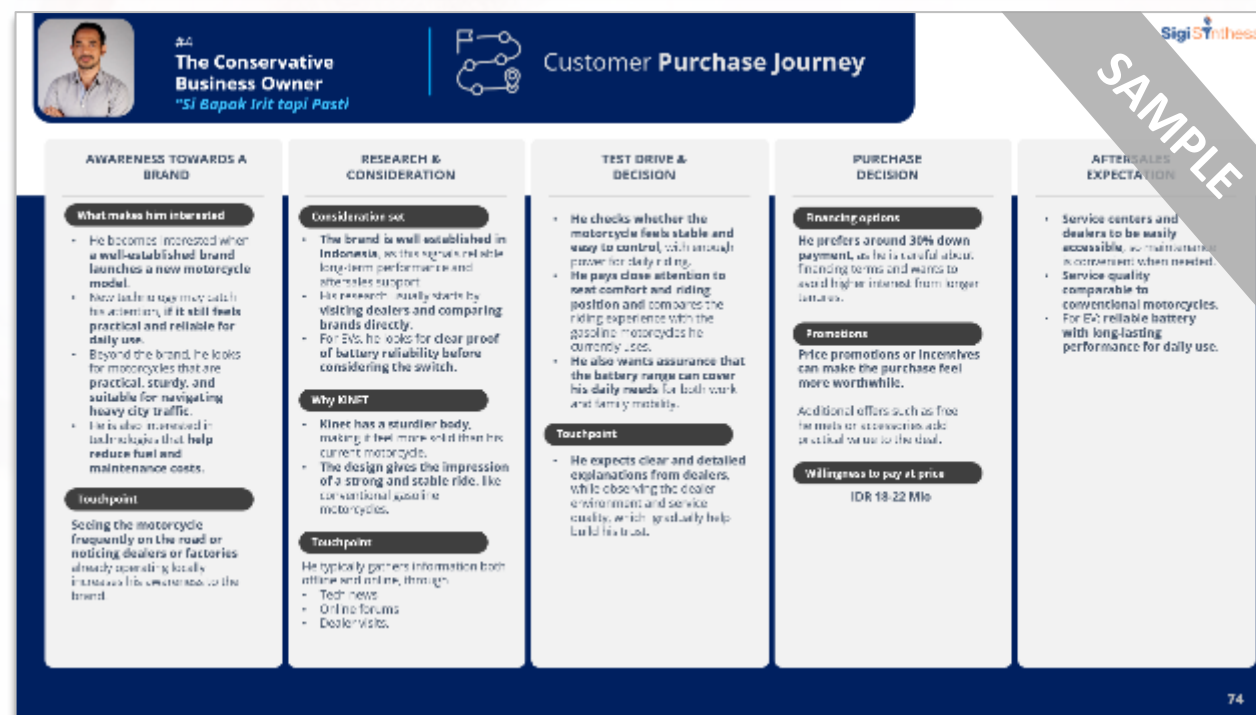
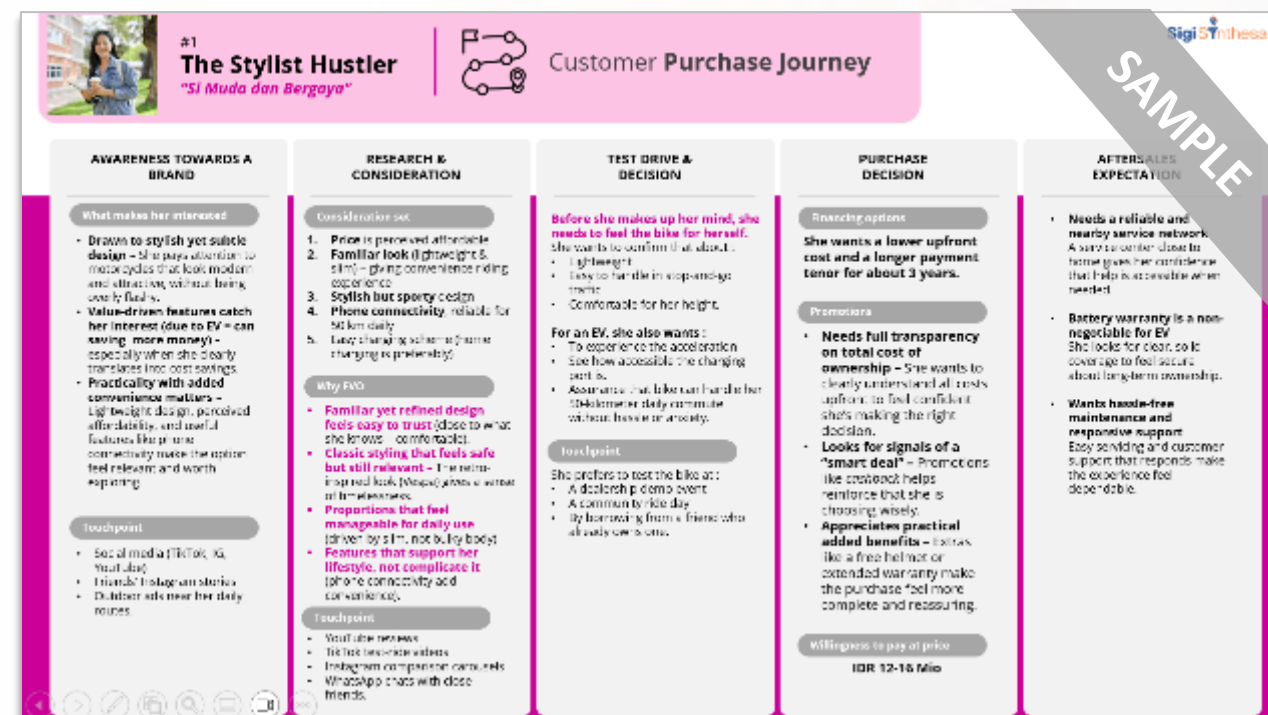
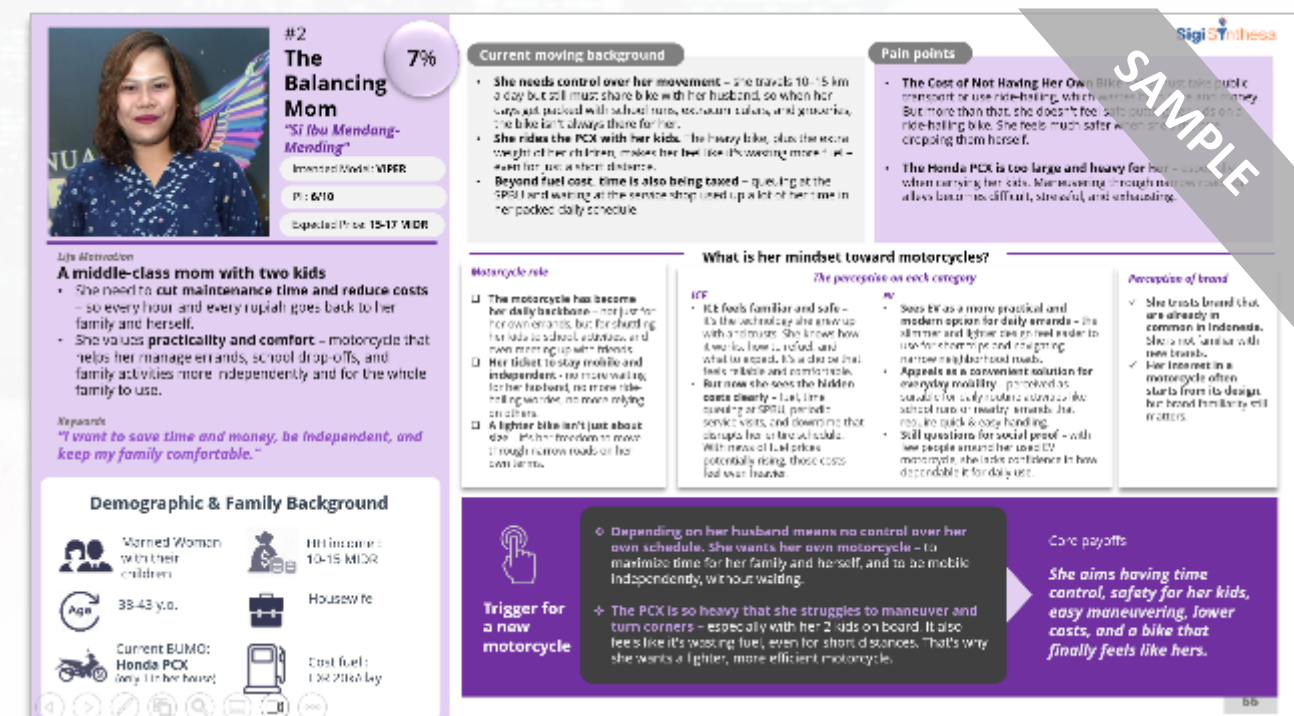
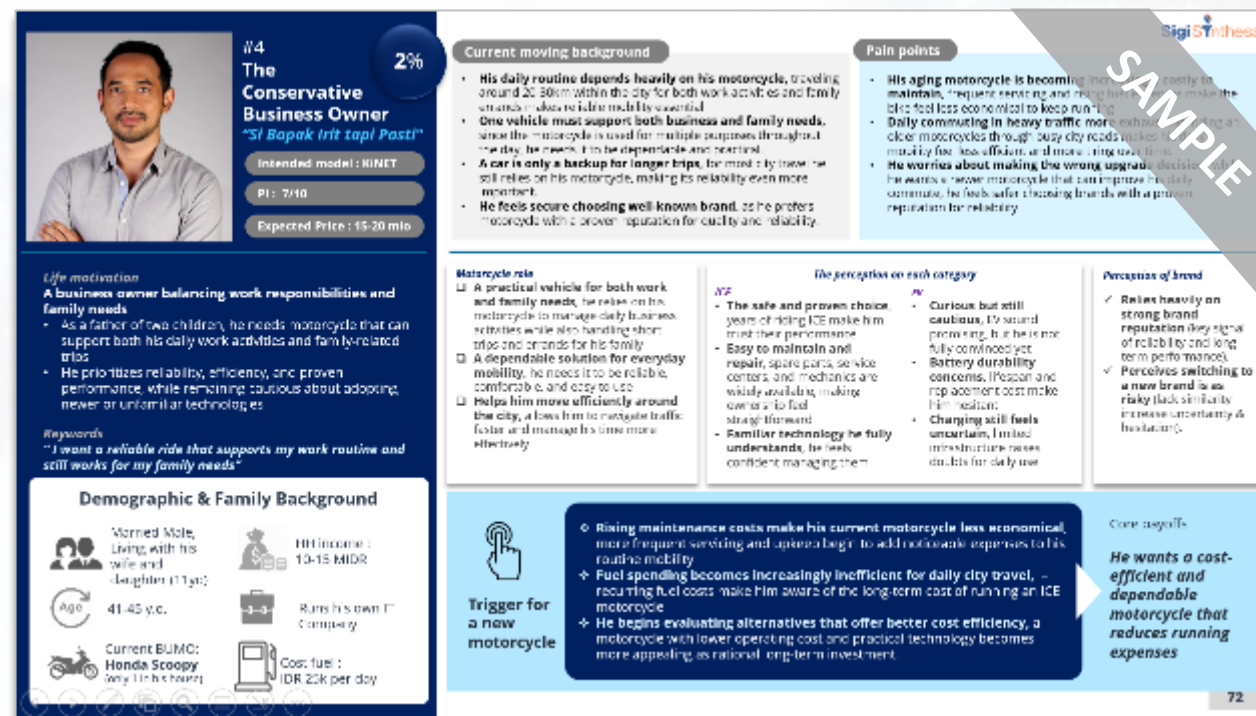
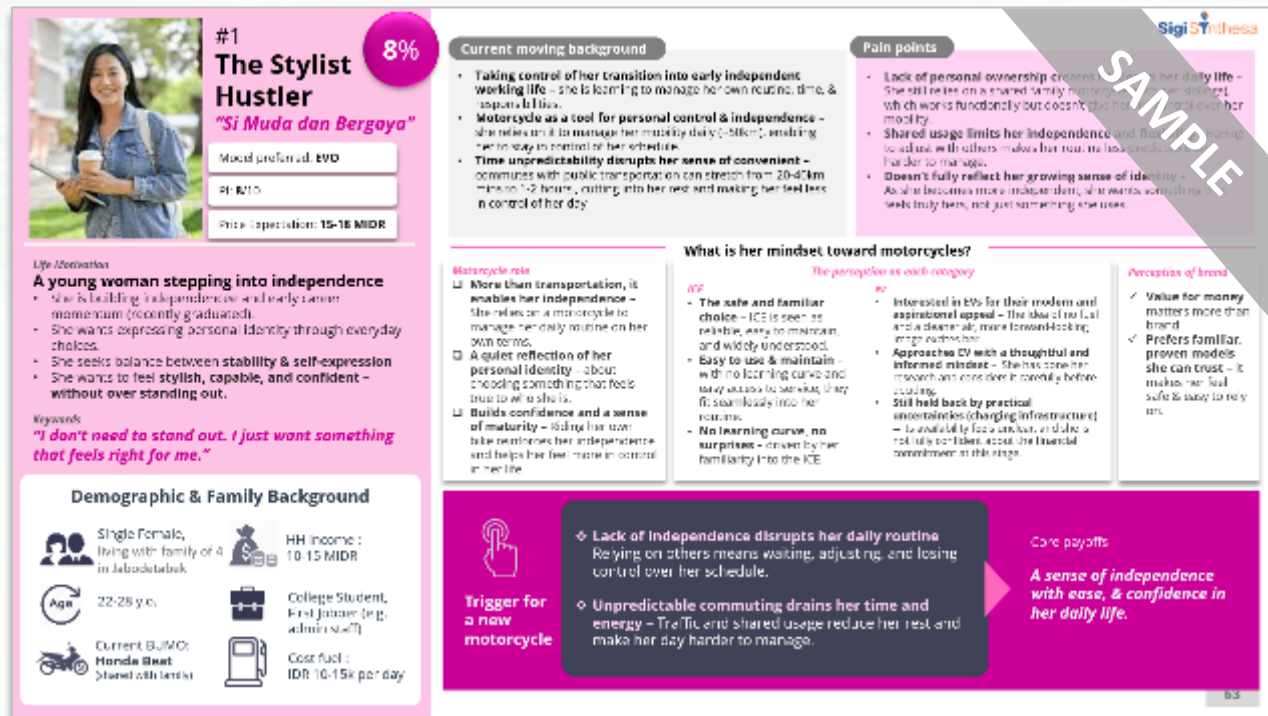
This combined method enables us to obtain deeper layer of data. The information was more detail and captured wider horizon. However, the challenge would come from the commitment issues during the recruitment process from the quantitative participants.



# Customer Experience – Qual Sample Output



# Qualitative Persona Study – Sample Output



Our expertise in  
**Pharmacy**  
Industry

# Product Performance Assessment – A Case Study

One of our clients is a **local pharmacy company** whose main product is contraception products. The main objective of the study is to find out the main reasons that cause the drop of the pills and injection sales and usage. To know that, we decide to investigate from the two points of views; consumers and point of sales.

The Covid-19 pandemic really **changes the consumer habit and purchase behavior**. This changes are also felt by the contraception producers, our client, especially on the use of pills and injection, that experience a significant drop in sales during the pandemic.

## Our Approach

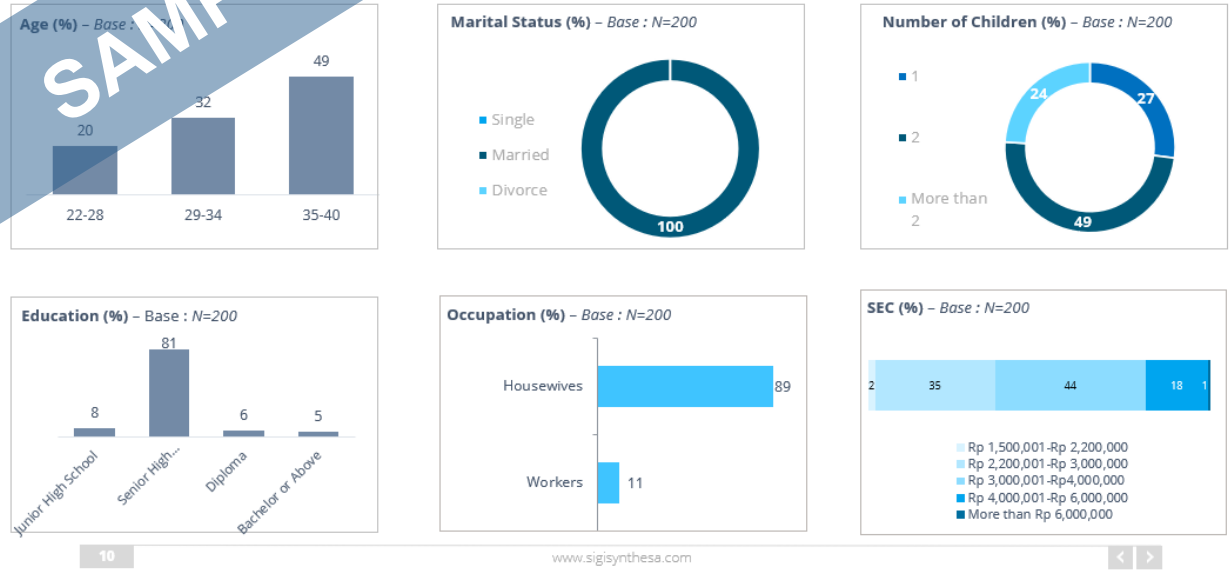
- Data was collected using face-to-face interviews with TAPI, via Face-to-Face Interview among targeted respondents.

## The Outcomes

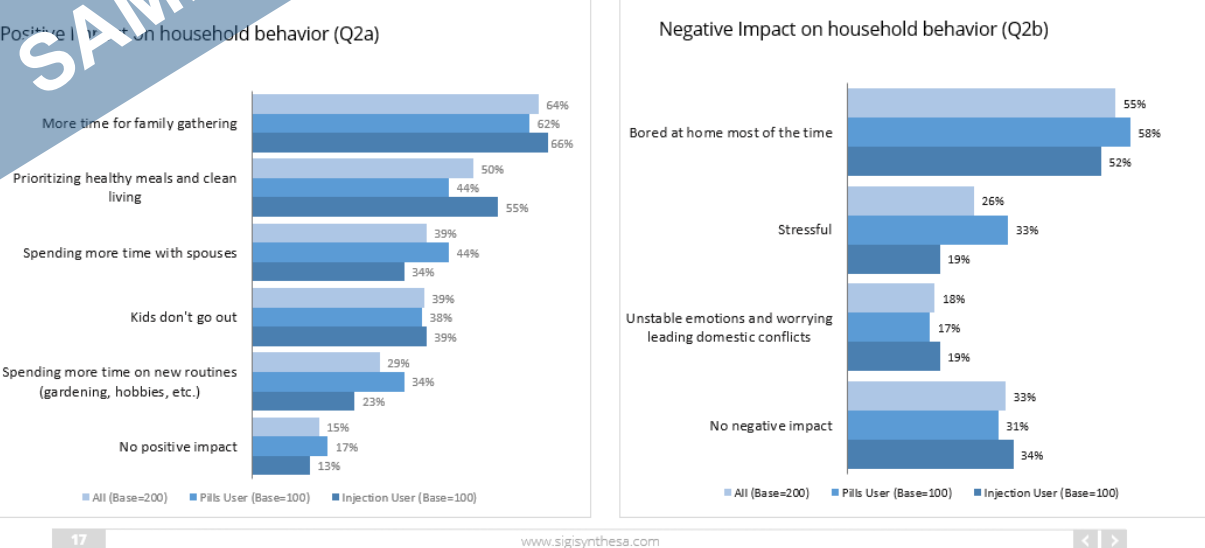
- Covid-19 has mixed impacts on sexual activities of the housewives – apparently it depends on the age groups.
- Around one fifth of housewives reporting impacts of Covid-19 on contraceptive usage
- Housewives are generally satisfied with the contraceptives they use. However they tend not to promote the contraceptives they used.

# Product Performance Assessment – Deliverables Sample

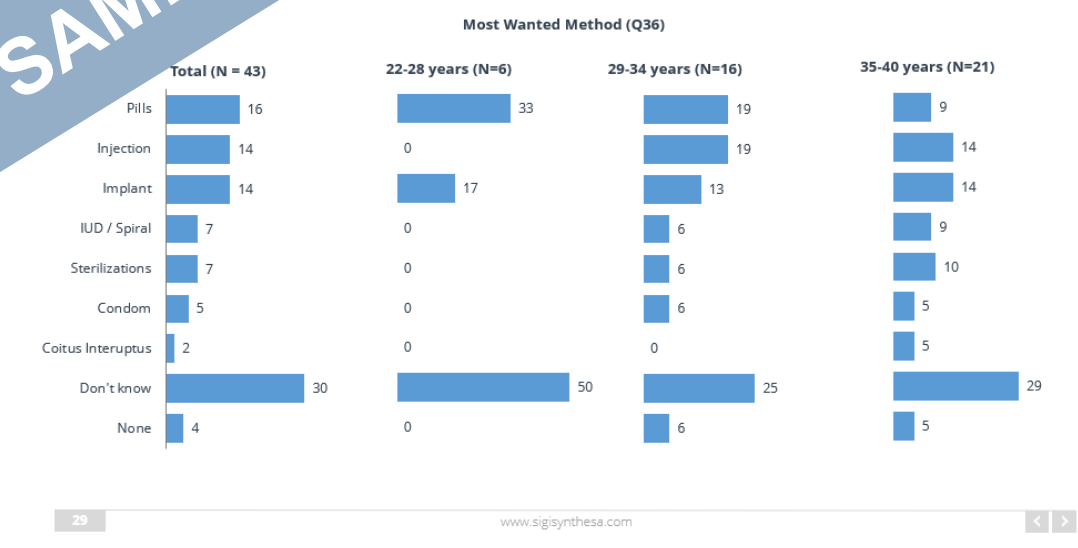
## Respondent Profiles - All



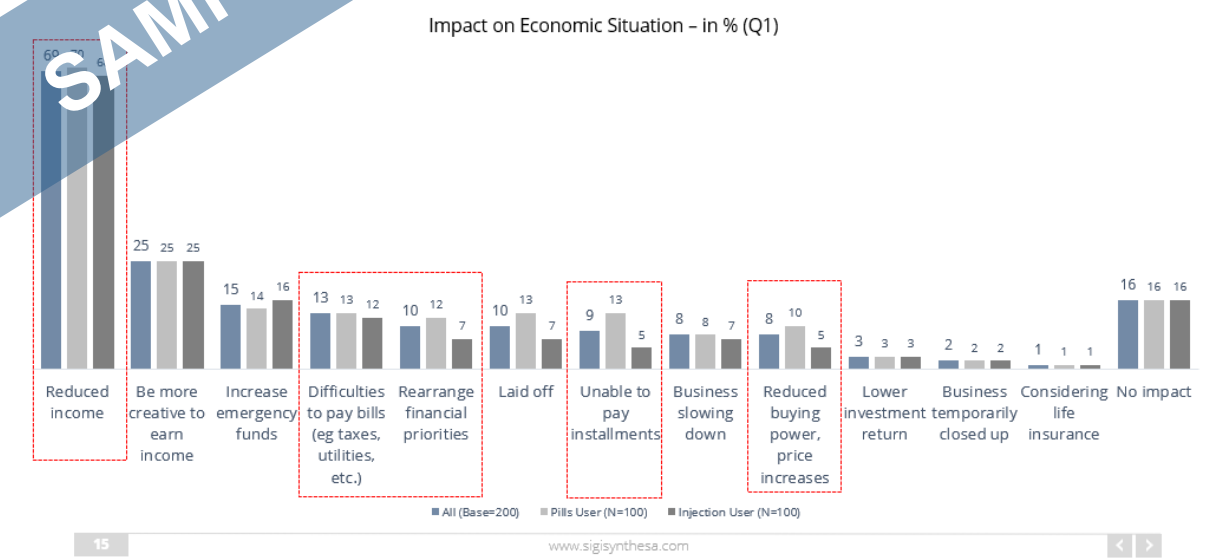
For the household, positive impacts of Covid-19 mostly related to quality time with family, meanwhile more than half become bored as the negative impact



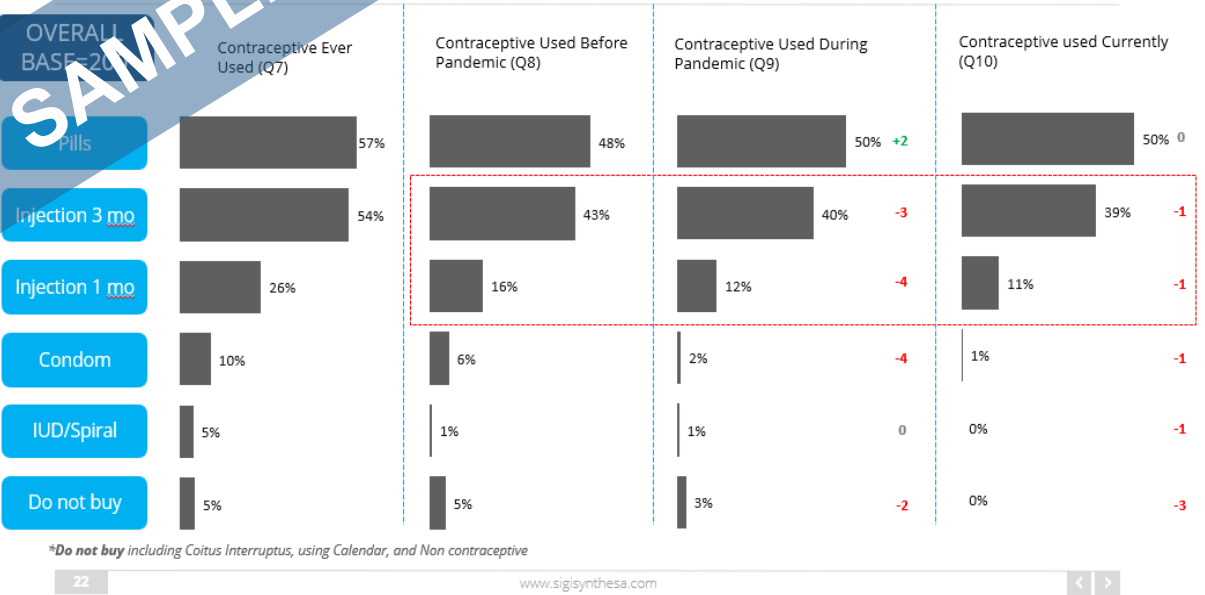
There are opportunity from 1 of 3 who are willing to change their current contraceptive, since they still don't decide the new contraceptive method, especially in young housewives (22-28 years old)



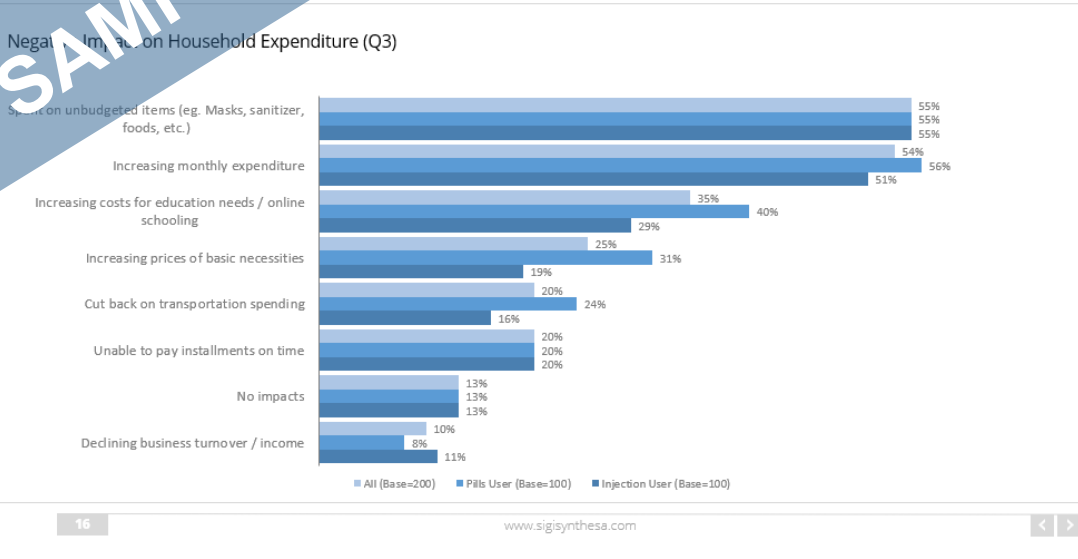
Reduced income becomes the main impact of Covid-19 so that they have difficulties in payment bills, need to rearrange financial priorities, unable to pay installments, and reduced buying power. Only 1% who mentioned Covid-19 has no impact to them.



Overall, pills usage relatively more stable than other contraceptives. Injection usage has been decreased during pandemic and currently relatively stagnant.



Impact of Covid-19 also increase the household expenditure, especially on unbudgeted items (for personal health)



# Service Quality Evaluation – A Case Study

One of our clients is a **leading private hospital network** in Indonesia with extensive presence across multiple cities. The client seeks to maintain service excellence and consistency across all branches, particularly in terms of front-line staff performance and patient interaction.

The main objective of the study is to **evaluate how well staff behavior and service standards** align with internal expectations, and to identify areas for improvement that can enhance overall patient experience.

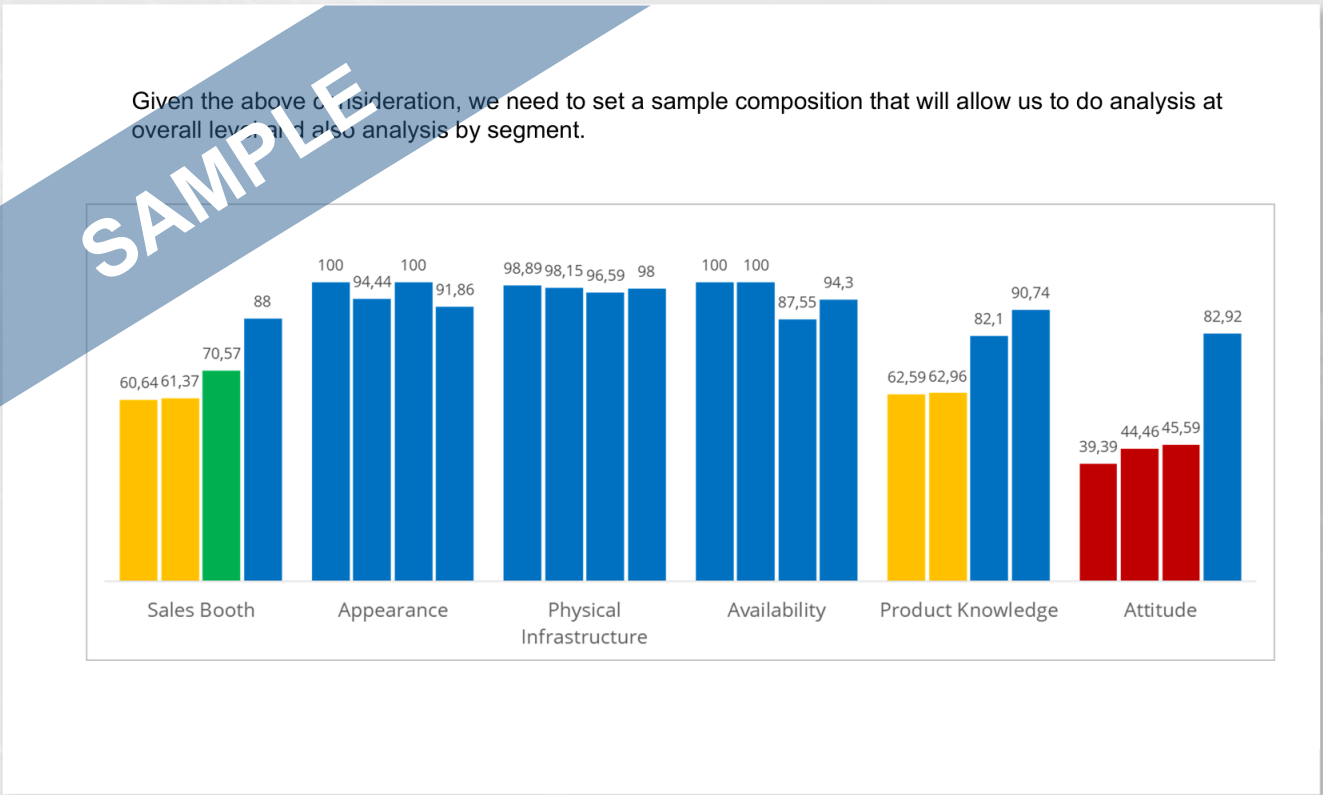
## Our Approach

- The research is designed and executed as a Mystery Shopping program.
- A streamlined 12-step approach was used, covering: custom scenario design, shopper training and fieldwork, multi-touchpoint staff evaluation (on-site and digital), and standardized scoring with quality control protocols.
- All evaluations were conducted using audio/video-recorded observations and detailed post-visit assessments.

## The Outcomes

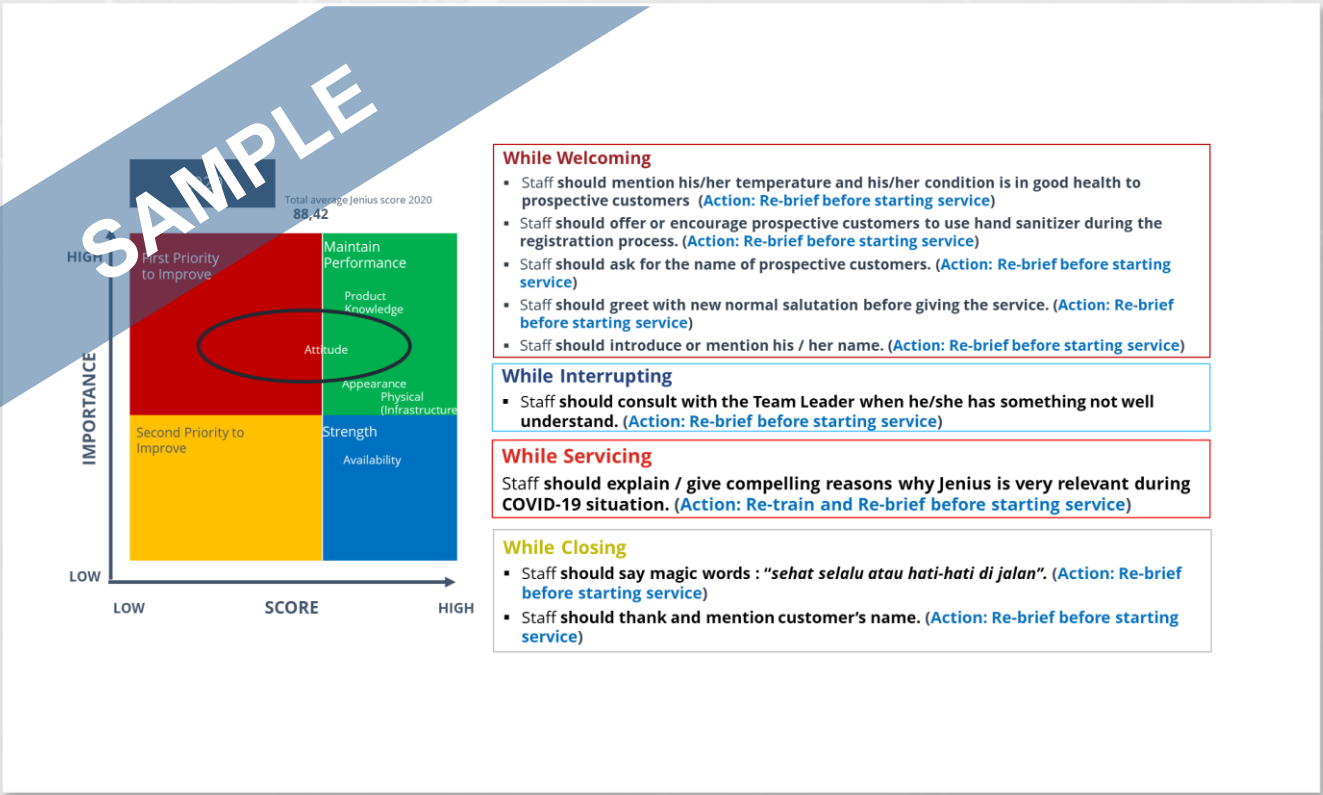
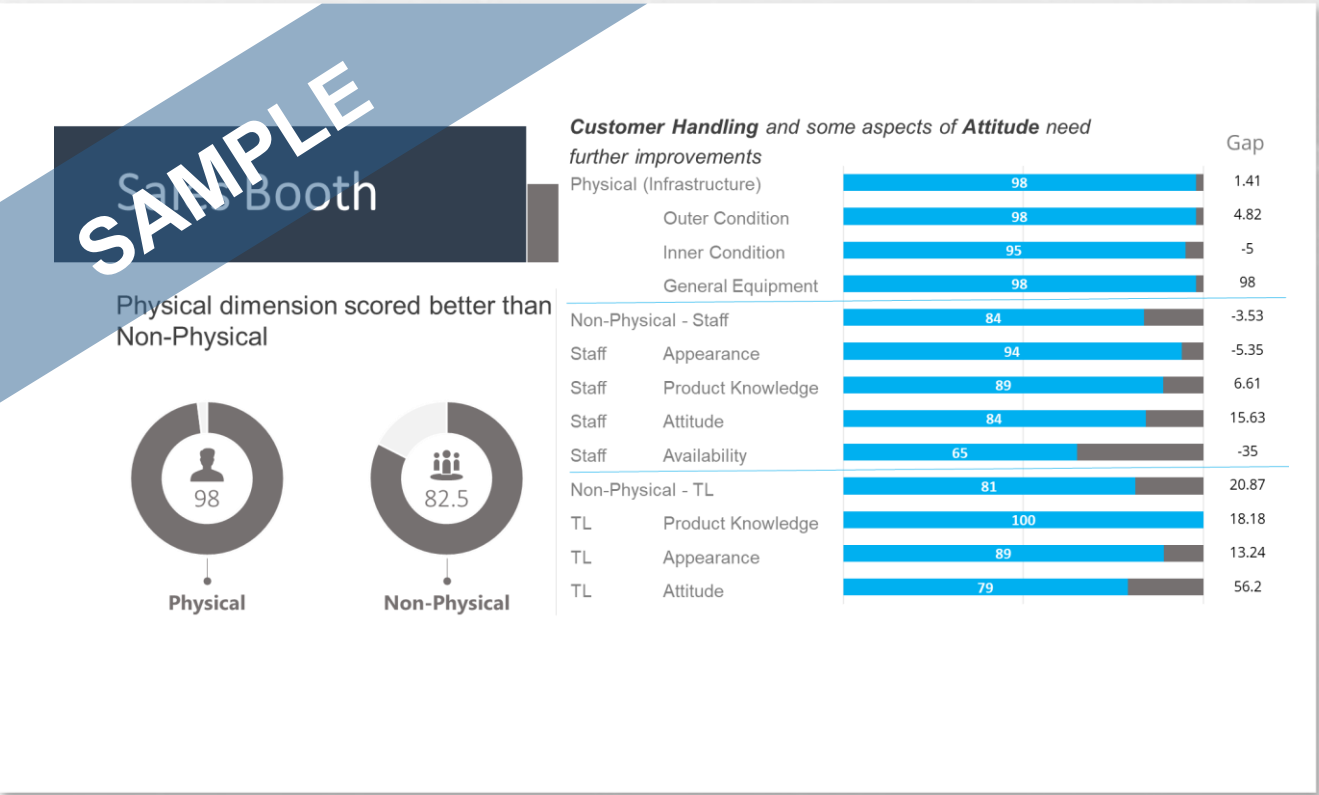
- The client gained actionable insights on staff compliance and service consistency.
- Key touchpoints and departments were identified for further training and process improvement.
- Internal benchmarks and protocols for service quality were reinforced.
- Management was equipped to make informed decisions to enhance customer experience and standardize service delivery.

# Service Quality Evaluation – Deliverables Sample



**Learn to Improve**

|                                                                                                               | Aeon JGC | Botani Square | Central Park | Grand Indonesia | Kota Kasablanka Lt 2 | Mall Citraland | Mall Kelapa Gading | Mall OF Indon | Mall Taman Anggrek | Pondok Indah Mall | Summarecon Mall Serpong | Summarecon Mall Cibubur | TSM Ciwalk | Festival City Link Bandung | Paris Van Java Bandung | Trans Studio Mall Bandung |
|---------------------------------------------------------------------------------------------------------------|----------|---------------|--------------|-----------------|----------------------|----------------|--------------------|---------------|--------------------|-------------------|-------------------------|-------------------------|------------|----------------------------|------------------------|---------------------------|
| <b>Attitude</b>                                                                                               | x        | v             | x            | x               | x                    | x              | x                  | x             | x                  | x                 | x                       | x                       | v          | x                          | x                      | v                         |
| <b>While Welcoming</b>                                                                                        | v        | v             | x            | v               | v                    | v              | v                  | x             | v                  | x                 | v                       | v                       | v          | v                          | v                      | v                         |
| Apakah staf berdiri dalam posisi dengan jarak 1 meter sesuai dengan anjuran pemerintah saat melayani nasabah? | v        | v             | x            | v               | x                    | x              | x                  | x             | x                  | v                 | x                       | x                       | v          | v                          | x                      | v                         |
| Apakah staf menyebutkan suhu tubuhnya dan kondisi tubuhnya dalam keadaan sehat kepada nasabah?                | v        | v             | v            | v               | v                    | v              | v                  | v             | v                  | v                 | v                       | v                       | v          | v                          | v                      | v                         |
| Apakah staf mempersiapkan atau menawarkan nasabah untuk menggunakan hand sanitizer saat proses registrasi?    | v        | v             | v            | x               | v                    | v              | v                  | v             | x                  | v                 | v                       | v                       | v          | v                          | v                      | v                         |
| Apakah staf berdiri dalam posisi sempurna dan siap melayani pelanggan?                                        | x        | x             | x            | x               | x                    | x              | x                  | x             | x                  | x                 | x                       | x                       | x          | v                          | v                      | x                         |
| Apakah staf memperkenalkan diri atau menyebut namanya?                                                        | v        | x             | x            | v               | x                    | v              | v                  | x             | x                  | x                 | x                       | x                       | x          | v                          | v                      | v                         |
| Apakah staf mengucapkan salam (mengatakan hai atau halo)?                                                     | x        | v             | x            | x               | x                    | v              | v                  | x             | x                  | v                 | v                       | x                       | x          | v                          | v                      | v                         |
| Apakah staf menyampaikan salam new normal sebelum melakukan pelayanan?                                        | v        | v             | x            | v               | v                    | v              | v                  | x             | v                  | x                 | v                       | v                       | v          | v                          | v                      | v                         |
| Apakah staf menanyakan nama shopper?                                                                          | v        | v             | v            | v               | x                    | v              | v                  | v             | v                  | x                 | v                       | v                       | v          | v                          | v                      | v                         |
| Apakah staf menawarkan bantuan?                                                                               | x        | x             | x            | v               | x                    | x              | x                  | x             | x                  | x                 | x                       | v                       | x          | v                          | x                      | v                         |
| Apakah staf menarik perhatian pelanggan                                                                       | x        | x             | x            | v               | x                    | x              | x                  | x             | x                  | x                 | x                       | x                       | x          | v                          | v                      | v                         |



# Customer Experience Evaluation – A Case Study

One of our clients is a **leading health insurance provider in Indonesia** with extensive managed care and indemnity offerings. To maintain its position in a competitive market, the client needs to consistently monitor customer satisfaction and experience across service touchpoints and benchmark performance against competitors.

The main objective of the study is to **assess how well the overall service experience**—across both physical and digital touchpoints—meets customer expectations, and **to identify service gaps that may hinder satisfaction, loyalty, and ease of use**. The insights aim to support the client in enhancing their position as a trusted health insurance provider.

## Our Approach

- Conducted an annual dipstick tracking study across 11 cities, reaching over 1,100 respondents, including both client users and competitor customers.
- Assessed service performance using key indicators—Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES)—to quantify experience quality and ease of use.
- Explored end-to-end service touchpoints from administrative to digital platforms and customer support, complemented by in-depth interviews with HR to capture organizational perspectives.

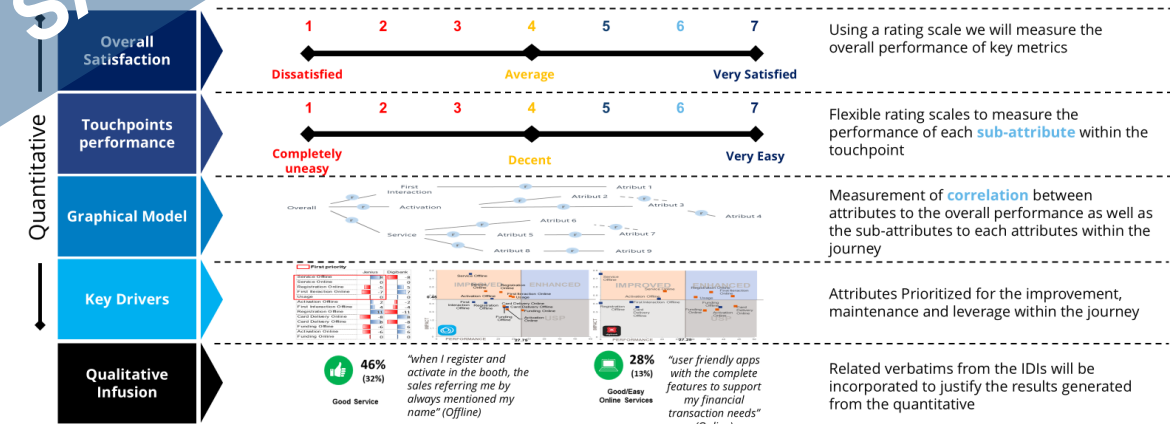
## The Outcomes

- The client gained a clear picture of customer satisfaction drivers and pain points across their service journey.
- Identified gaps between customer expectations and real experience, especially in digital services and contact center performance.
- Benchmarked results showed competitive strengths and areas needing improvement compared to other insurance providers.
- Delivered data-driven insights and strategic inputs to enhance service experience and customer loyalty.

# Customer Experience Evaluation – Deliverables Sample

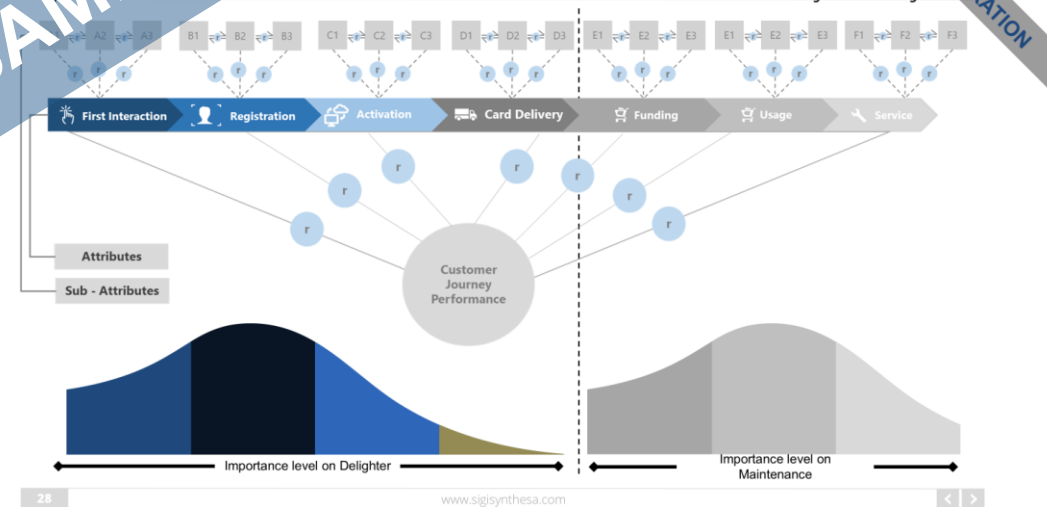
Key Drivers to be measured

SAMPLE



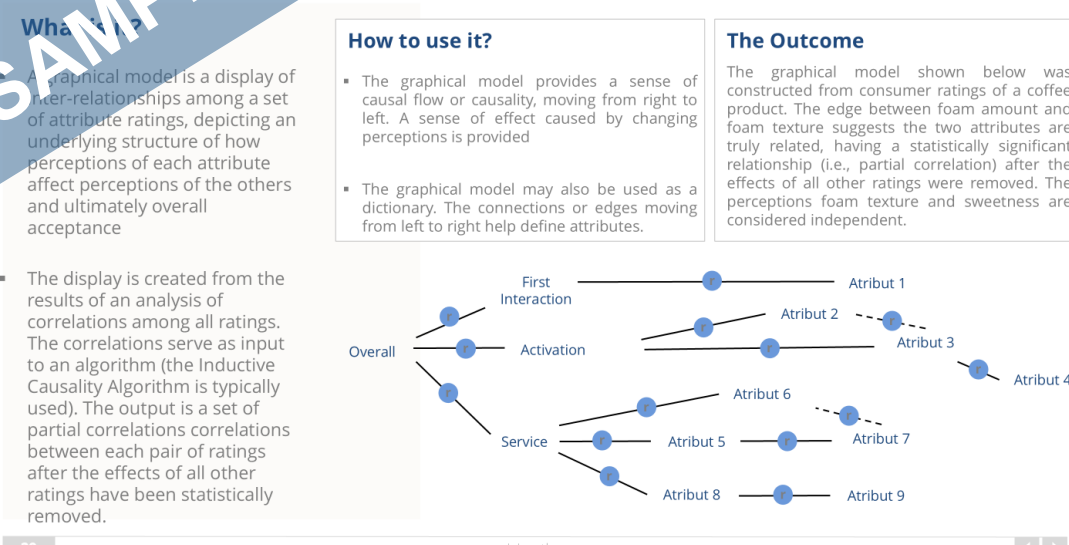
Key Driver Analysis to see the correlation score as well as the Importance level of each attribute within the customer journey

SAMPLE



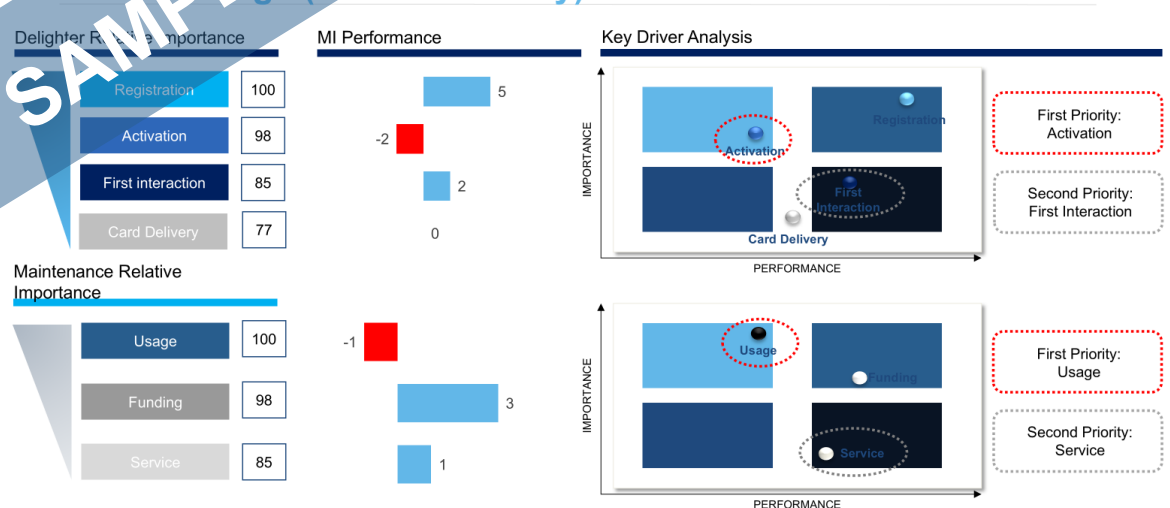
Graphical Model: Statistical model to be used for the analysis

SAMPLE



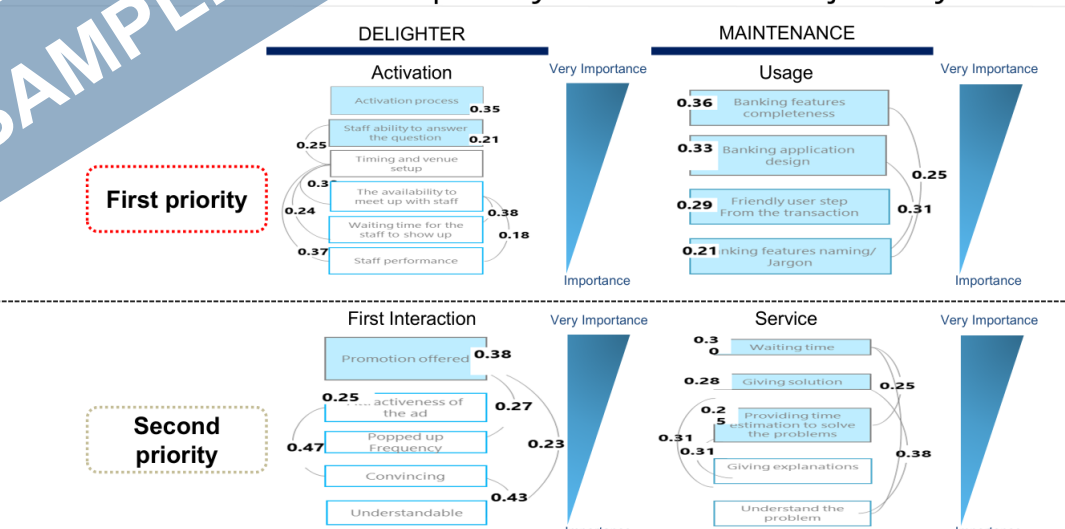
Pointing out the attributes for improvement (First Priority) and Leverage (Second Priority)

SAMPLE



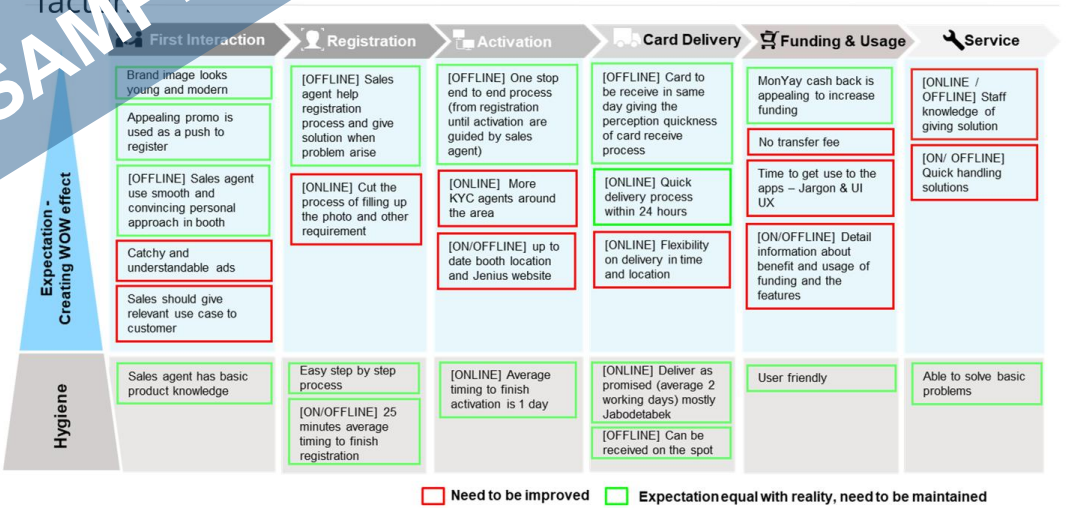
Pin-pointing the sub-attributes to be improved within the selected first and second priority attributes of the journey

SAMPLE



Incorporating the verbatims generated from the qualitative stage to uncover the hidden expectations as well as the WOW factors

SAMPLE



# Digital Product Feasibility Study – A Case Study

One of our clients is a **mission-driven organization** seeking to expand its reach and impact in the digital health space. To respond to evolving consumer behaviors and market trends, the client intends to develop a mobile platform that aligns with user needs and builds a sustainable digital ecosystem for the long term.

The main objective of the study is to **explore consumer needs and behaviors in the digital health space**, and to identify opportunity areas that inform the development of relevant, emotionally resonant app concepts aligned with market demand.

## Our Approach

- Conducted a multi-phase, end-to-end process starting with market exploration through qualitative and quantitative research to define strategic innovation platforms.
- Co-created and evaluated app concepts via mockups and consumer feedback, followed by user testing and iteration.
- Delivered full-spectrum support across feasibility analysis, app development, and launch preparation—covering UX design, technical scoping, and go-to-market planning.

## The Outcomes

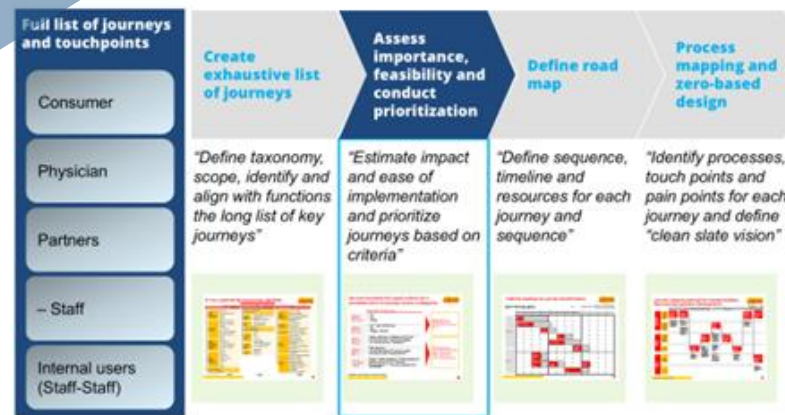
- The client gained clear visibility into consumer usage patterns, unmet needs, and emotional triggers within the reproductive and e-health category.
- Identified innovation territories and “white space” areas for digital platform growth, validated with real user insights.
- Developed a roadmap of phased execution, from research and concepting to platform build and launch strategy.
- Enabled stronger alignment between internal capabilities and external market opportunities, supporting long-term digital transformation goals.

# Digital Product Feasibility Study – Deliverables Sample

Successfully digitizing customer journeys requires the following roles

|                 |                                                                              |                                                                                                         |
|-----------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Governance      | Senior leadership                                                            | <ul style="list-style-type: none"><li>Digital Steering</li><li>Head of Digital Transformation</li></ul> |
|                 | Coordinator                                                                  | <ul style="list-style-type: none"><li>PMO</li></ul>                                                     |
| Digital factory | Customer voice                                                               | <ul style="list-style-type: none"><li>Journey owner – by category</li></ul>                             |
|                 | Execution                                                                    | <ul style="list-style-type: none"><li>UI &amp; UX designers</li><li>Front-end developers</li></ul>      |
|                 | Process management                                                           | <ul style="list-style-type: none"><li>Process manager (scrum master)</li></ul>                          |
| BU/Function     | Additional resources to be leveraged from relevant BUs or functions, e.g. IT | <ul style="list-style-type: none"><li>IT architect</li><li>Back-end developers</li></ul>                |

We have followed a systematic process to develop our journey digitization roadmap

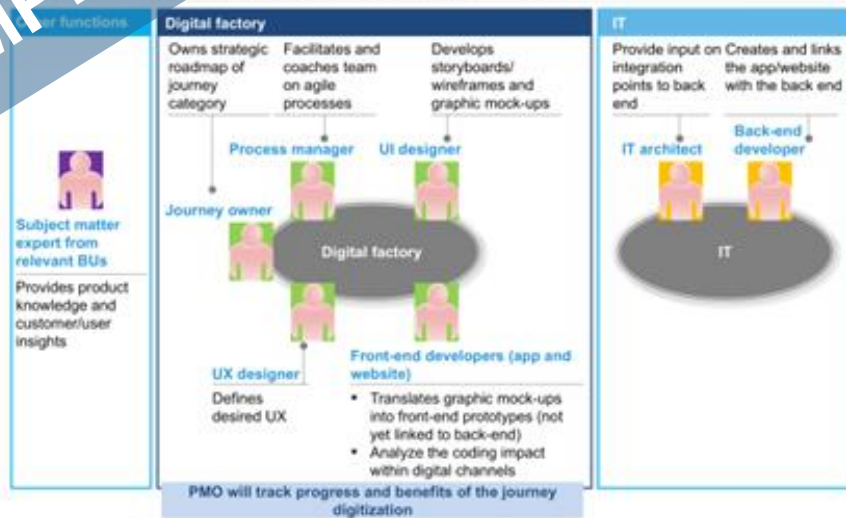


## JOURNEY PRIORITIZATION – PRIORITIZATION CRITERIA

We have defined our set of prioritization criteria across journeys

|                              | Impact criteria                                                                                                                                                                                                                        | Feasibility criteria                                                                                                                                                      |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Consumer                     | <ul style="list-style-type: none"><li>% of customers impacted</li><li>Impact on digital revenues</li><li>Impact on costs</li><li>Impact on customer satisfaction</li><li>Impact on brand preference</li></ul>                          | <ul style="list-style-type: none"><li>Capex/opex implication</li><li>Cross-functional complexity</li><li>IT complexity</li><li>Alignment with existing projects</li></ul> |
| Corporate                    | <ul style="list-style-type: none"><li>% of customers impacted</li><li>Impact on digital revenues</li><li>Impact on costs</li><li>Impact on customer satisfaction</li><li>Impact on brand preference</li></ul>                          |                                                                                                                                                                           |
| Partners                     | <ul style="list-style-type: none"><li>% of partners impacted</li><li>Impact on digital revenues</li><li>Impact on costs</li><li>Impact on partner satisfaction</li></ul>                                                               |                                                                                                                                                                           |
| Staff                        | <ul style="list-style-type: none"><li>% of staff impacted</li><li>Impact on staff satisfaction</li><li>Impact on Agile execution capability</li></ul>                                                                                  |                                                                                                                                                                           |
| Internal users (Staff-Staff) | <ul style="list-style-type: none"><li>% of staff / customer impacted</li><li>Impact on digital revenues</li><li>Impact on costs</li><li>Impact on staff / customer satisfaction</li><li>Impact on Agile execution capability</li></ul> |                                                                                                                                                                           |

A **Digital Factory** brings together the capabilities required to drive the rapid digitization of each journey



## ~8 FTEs are required to digitize one journey

PRELIMINARY

| Per Journey                                                                                  |             | Key actions required to fill roles                                                                                                                                                                                                                                                                                                                                           |  |
|----------------------------------------------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| No. of FTEs                                                                                  | % dedicated |                                                                                                                                                                                                                                                                                                                                                                              |  |
| Cross-journey                                                                                |             | Project management talent already exists within IO                                                                                                                                                                                                                                                                                                                           |  |
| Journey owner                                                                                | 1 100%      | To be appointed immediately - role can be filled by existing product managers, with additional training in scrum, agile methodology                                                                                                                                                                                                                                          |  |
| Process manager                                                                              | 1 50%       | Identify suitable contractor/consultant                                                                                                                                                                                                                                                                                                                                      |  |
| UI designer                                                                                  | 1-2 50%     | <ul style="list-style-type: none"><li>Currently, roles do not exist internally or are outsourced</li><li>Outsource from external vendors and gradually transition/ convert them into permanent staff</li><li>Build capability internally by (1) pairing the internal talent with the more experienced external talent and (2) digital capability building programs</li></ul> |  |
| UX designer                                                                                  | 1-2 50%     |                                                                                                                                                                                                                                                                                                                                                                              |  |
| Front-end developer                                                                          | 2 100%      |                                                                                                                                                                                                                                                                                                                                                                              |  |
| Back-end developer                                                                           | 2 100%      | Currently, role does not exist and needs to be outsourced from external vendors                                                                                                                                                                                                                                                                                              |  |
| IT architect                                                                                 | 1 50%       | Identify internal talent that has good understanding of IT systems and integration points                                                                                                                                                                                                                                                                                    |  |
| Subject matter experts (From Business and Functions, e.g., Marketing, Sales, Legal, Finance) | 5-10 10-25% | <ul style="list-style-type: none"><li>Identify business and functional representatives with knowledge of relevant business and operations processes and sub-processes</li><li>Obtain approval for part-time involvement in journey transformation</li></ul>                                                                                                                  |  |

## Mobile app showcase

- GPS ABILITY**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila
- FAST & FURIOUS**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila
- CLEAN CODING**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila
- MOBILE APPS**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila
- USERS FRIENDLY**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila
- E-COMMERCE ABILITY**  
Sed ut perspici dñs atis lorem or unde requomnis iste nbeadus bila

# Product Testing & Pricing Assessment – A Case Study

In a market largely dominated by a major brand known for its affordable positioning, **a local pharmaceutical company is planning to enter the premium segment** with a new Vitamin E variant. The client seeks to better understand the market dynamics, consumer perceptions, and price sensitivity to ensure their product is positioned for success.

The main objective of the study **is to assess the potential of a new premium skin supplement concept** by evaluating consumer appeal, benefit relevance, and optimal pricing, while understanding how the product could fit within the competitive landscape and drive switching behavior.

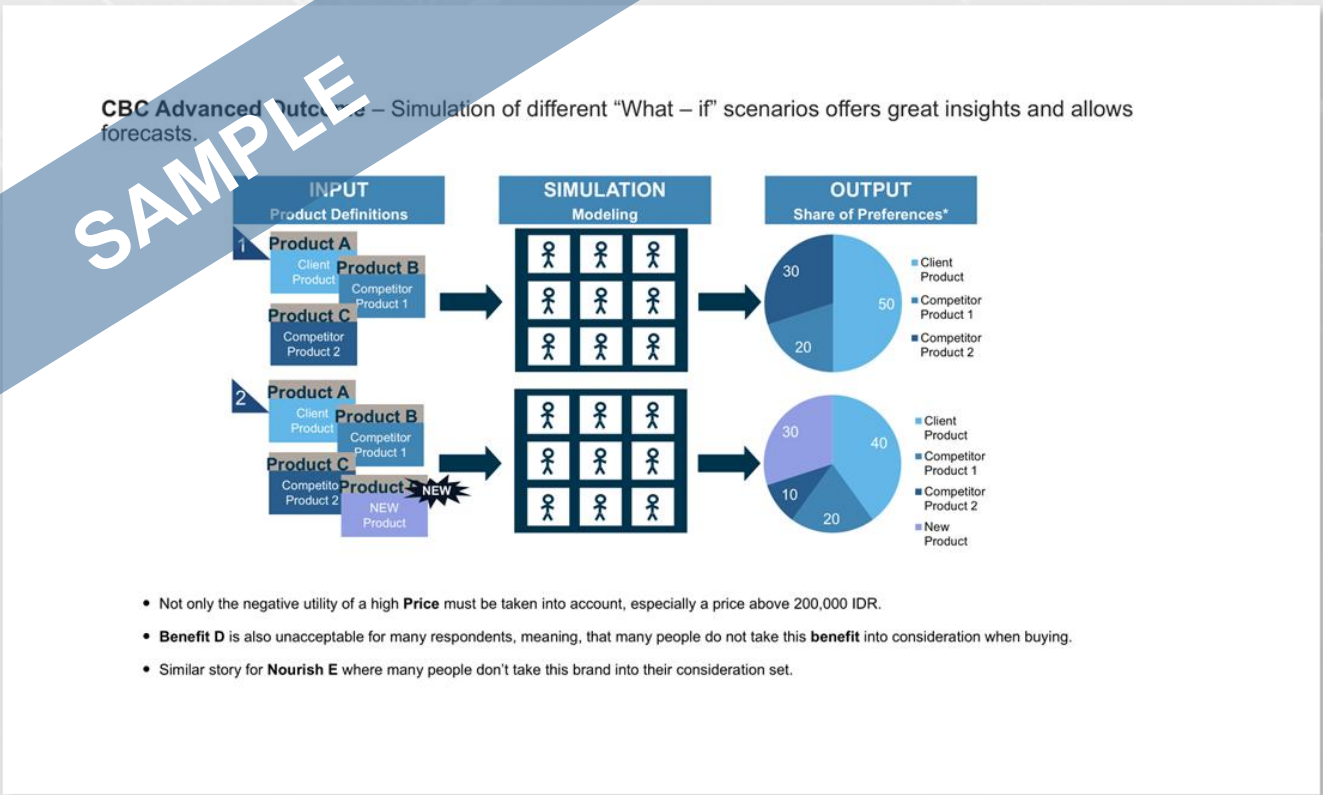
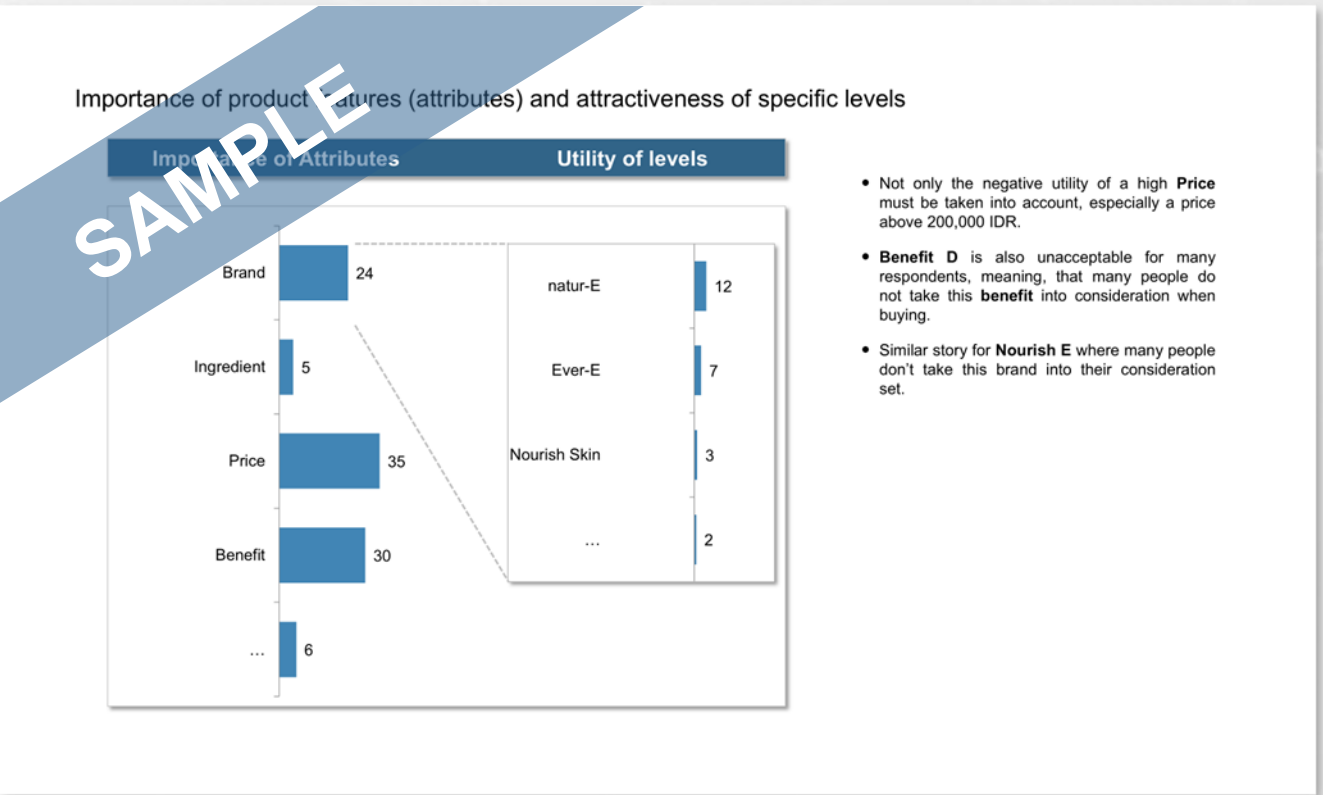
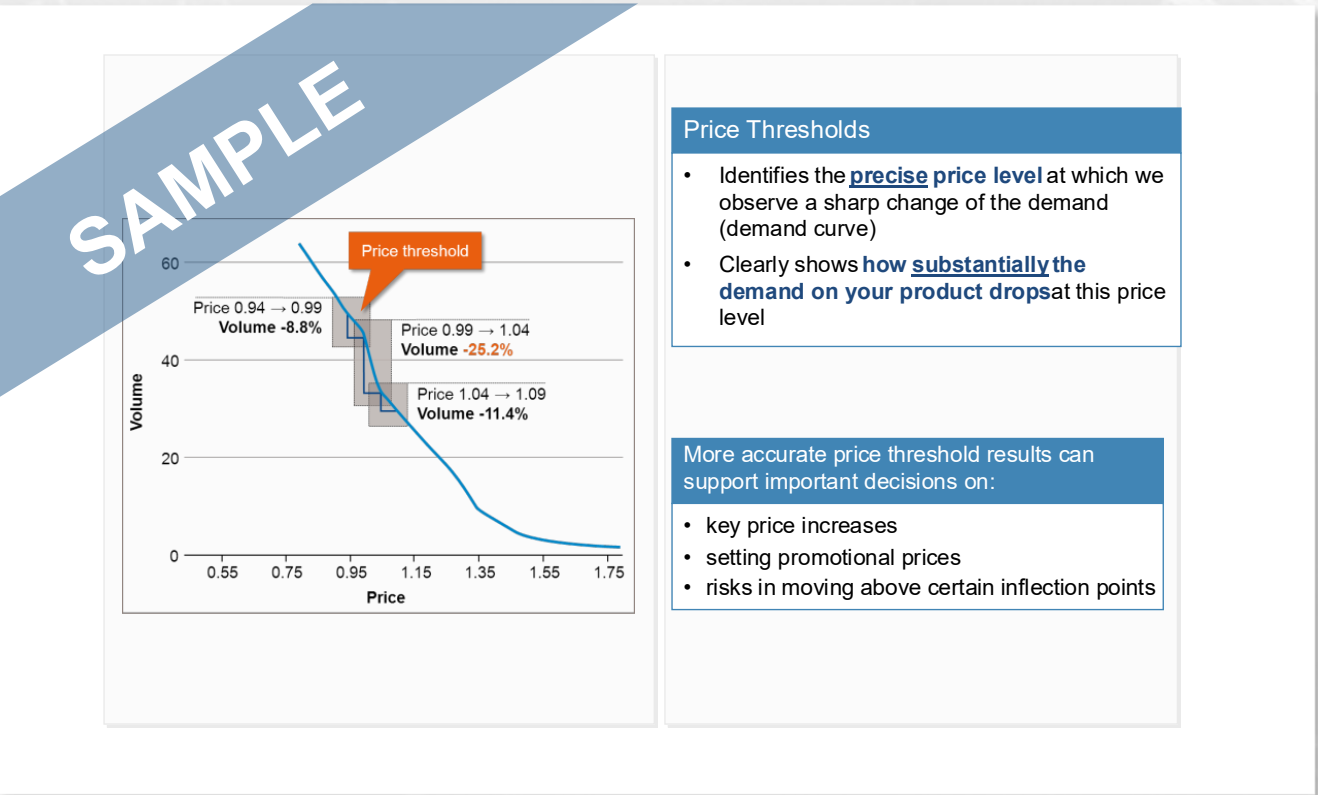
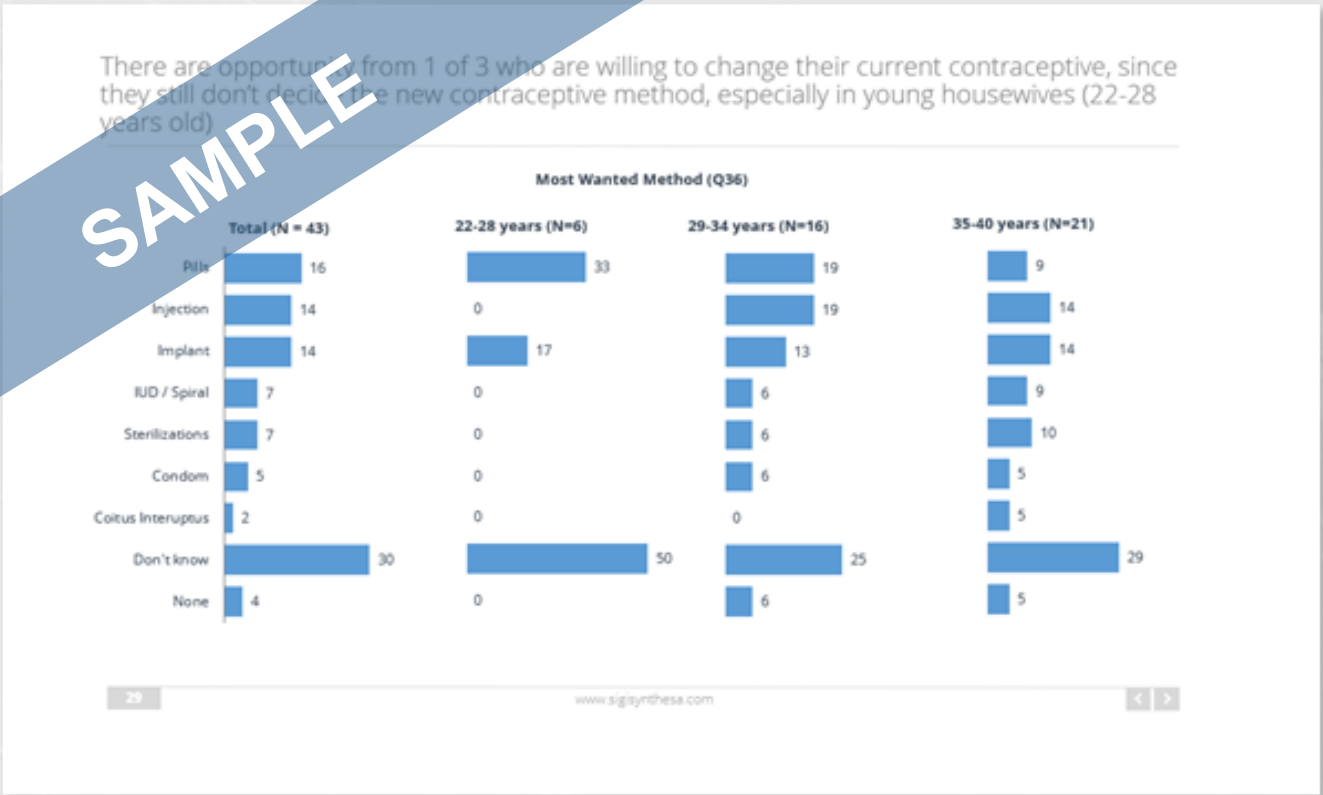
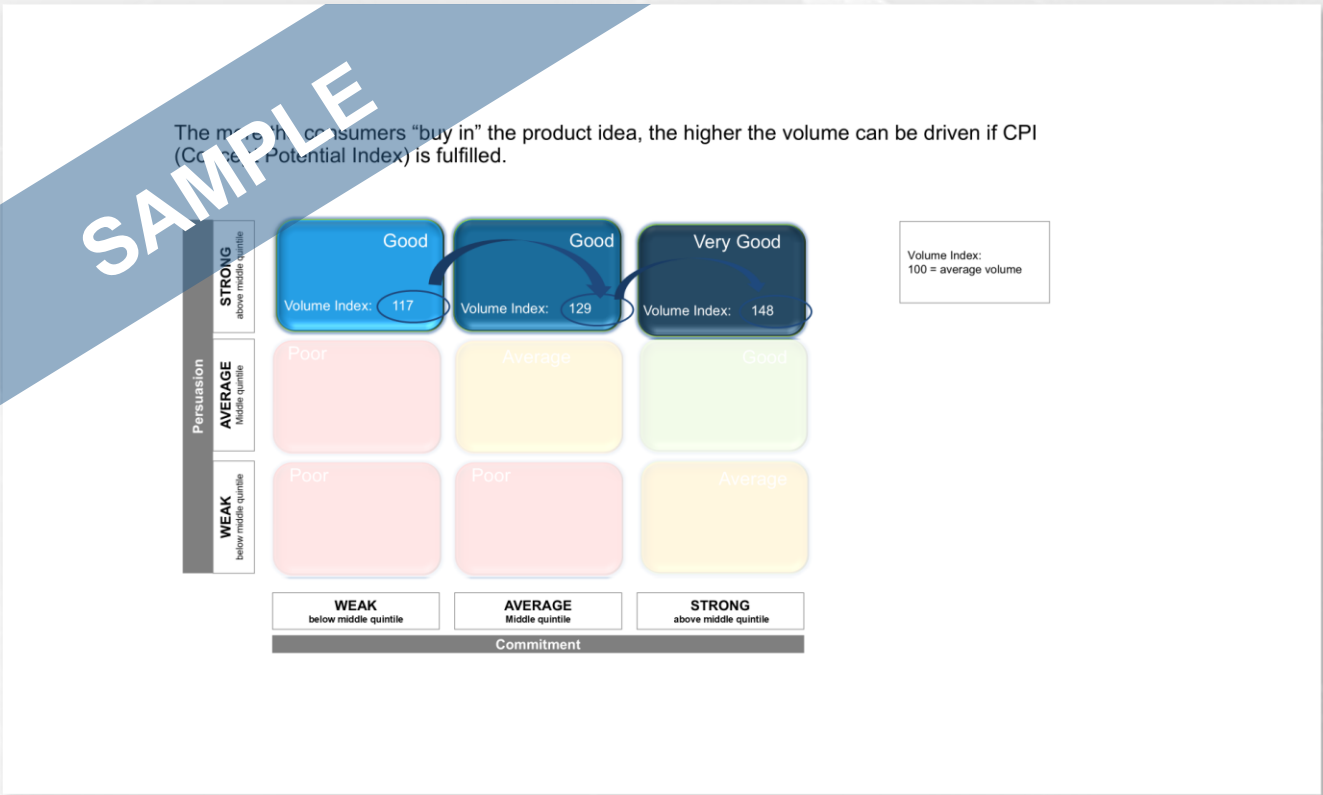
## Our Approach

- Conducted quantitative survey-based research across 11 key cities, targeting active users and potential users of Vitamin E supplements, specifically women aged 18–45 from SEC A++ to C1.
- Concept evaluation stage focused on understanding appeal of the product's benefits, ingredients, and perceived relevance—covering both emotional and functional drivers.
- Pricing study was carried out using Conjoint Analysis, to determine acceptable price points, price sensitivity, and switching likelihood between competing brands.

## The Outcomes

- The client gained clear insights into consumer preferences for premium supplement products, including the most attractive benefit combinations and price perceptions.
- The study identified the optimal price range for the new variant, along with implications of price shifts on purchase intention, volume, and market dynamics.
- Results provided a solid foundation to formulate a comprehensive pricing and positioning strategy for the upcoming launch

# Product Testing & Pricing Assessment– Deliverables Sample



Our expertise in  
**Home Appliance**  
Industry

# Brand Building Baseline – A Case Study

## *conduct an in-depth qualitative study*

One of our clients is a local home appliance company whose main product is **washing machine**. We helped the client **establish a strong brand foundation** and **build brand awareness** in the first year, thereby securing a share of consumer mindshare.

Our client's product currently **lags behind competitors** in popularity and preference. They want to **assess the potential to establish a new brand** in the competitive home appliances market.

### Our Approach

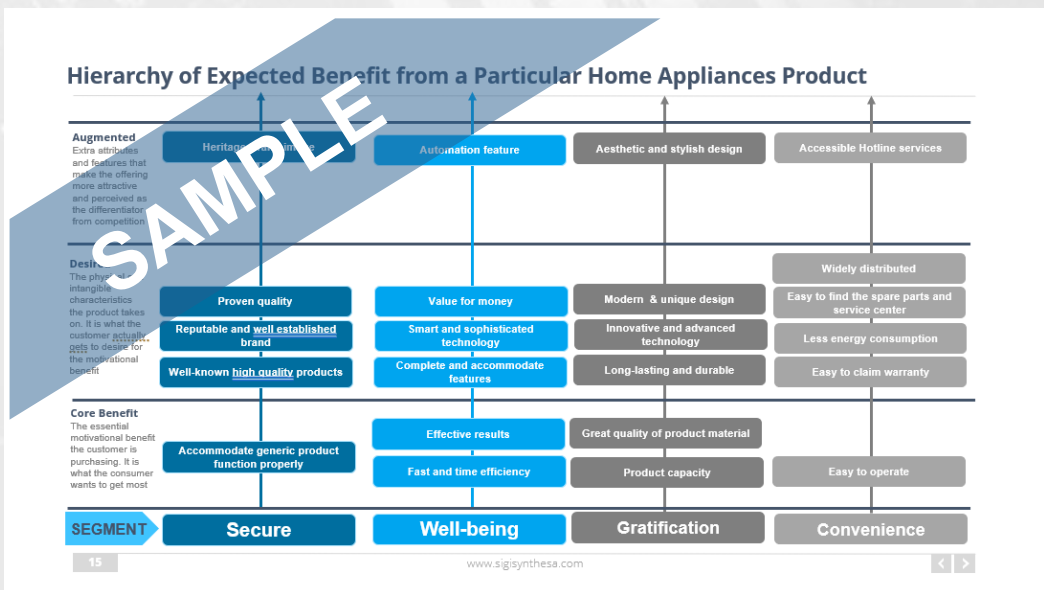
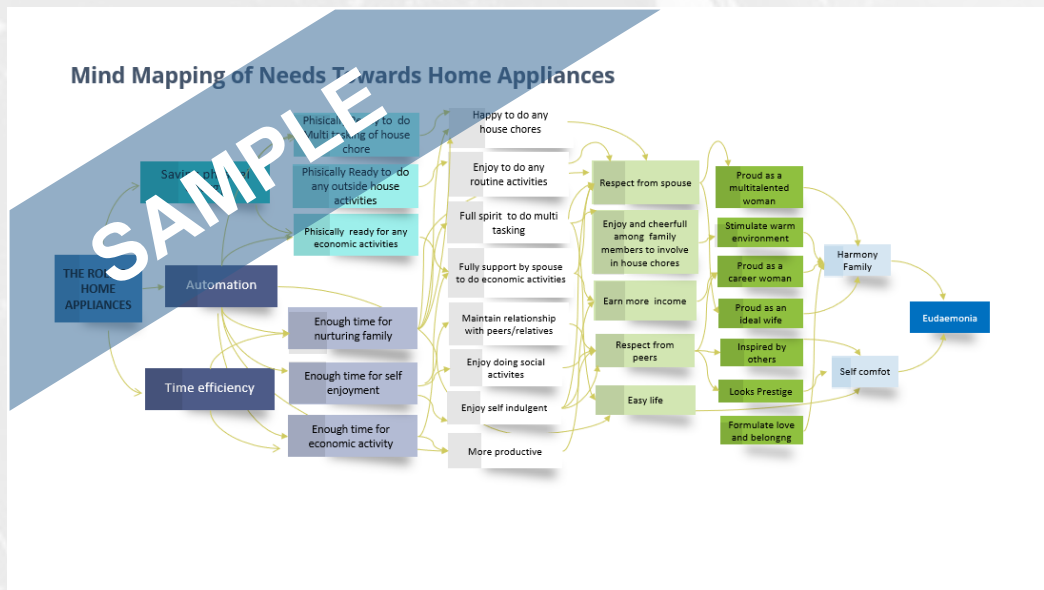
- Data was collected through **focus group discussions** (FGDs) held in major Indonesian cities like Jakarta, Bandung, and Semarang with middle-upper segment respondents ranging from young adults to the elderly.
- We analyze **consumer insights** related to home appliances products and brands.
- We do **branding mapping** among the existing brands of home appliances.
- We do evaluation on the **Brand Name and Positioning Concept**.

### The Outcomes

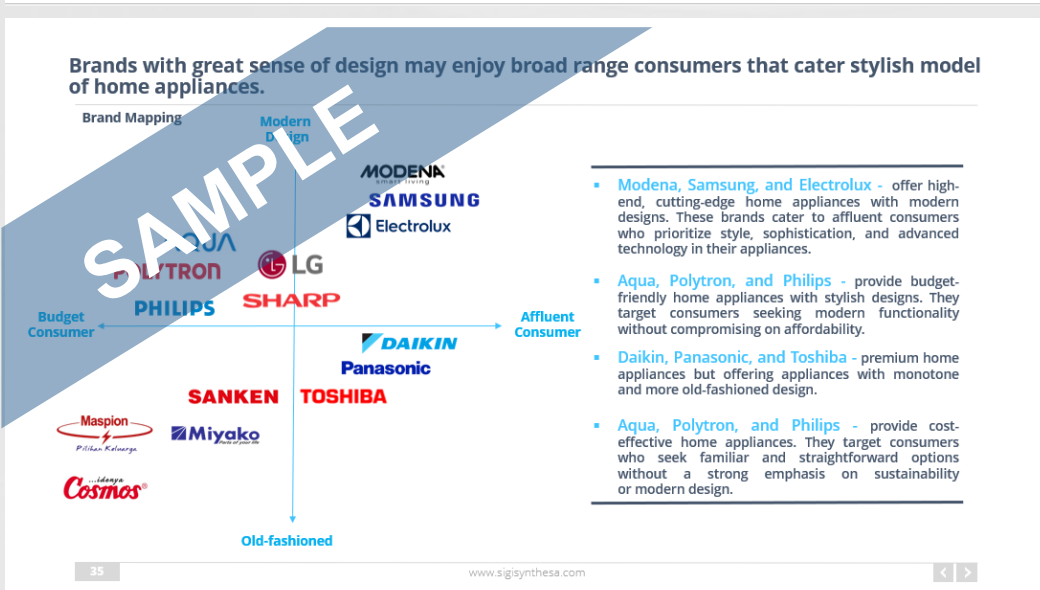
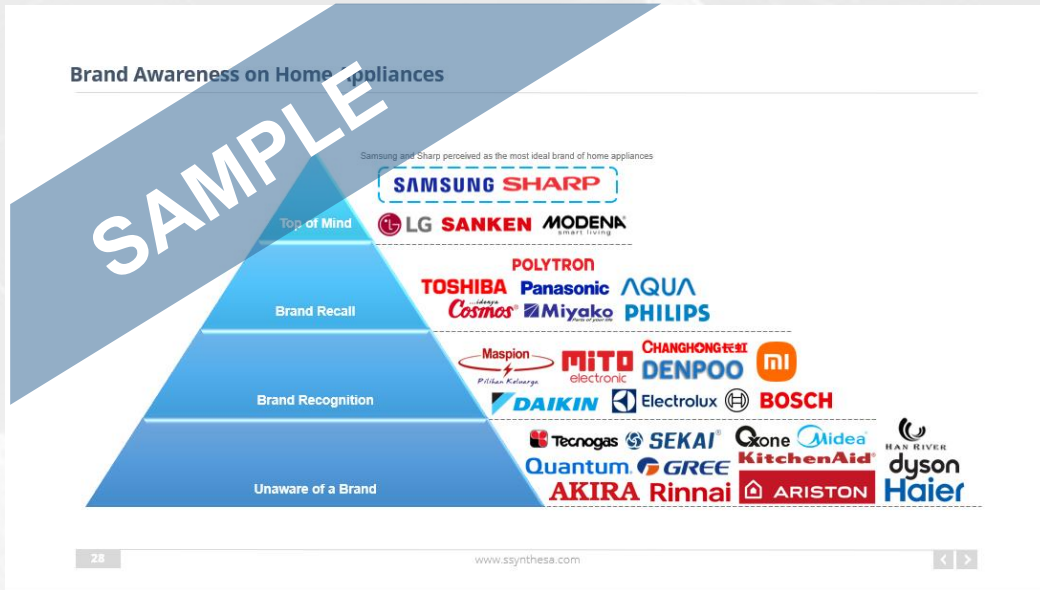
- The study provides a clear picture of consumers' needs, purchase behaviors, usage habits, and brand preferences in home appliances, revealing what drives satisfaction and loyalty.
- We uncover how consumers recognize, evaluate, and connect with existing brands and highlighting their strengths, emotional impact, and loyalty drivers to define each brand's position and meaning in the market.
- We show how the brand name is perceived in terms of memorability, relevance, and ease of use, and how clearly consumers understand and value the brand's positioning.

# Brand Building Baseline– Deliverables Sample

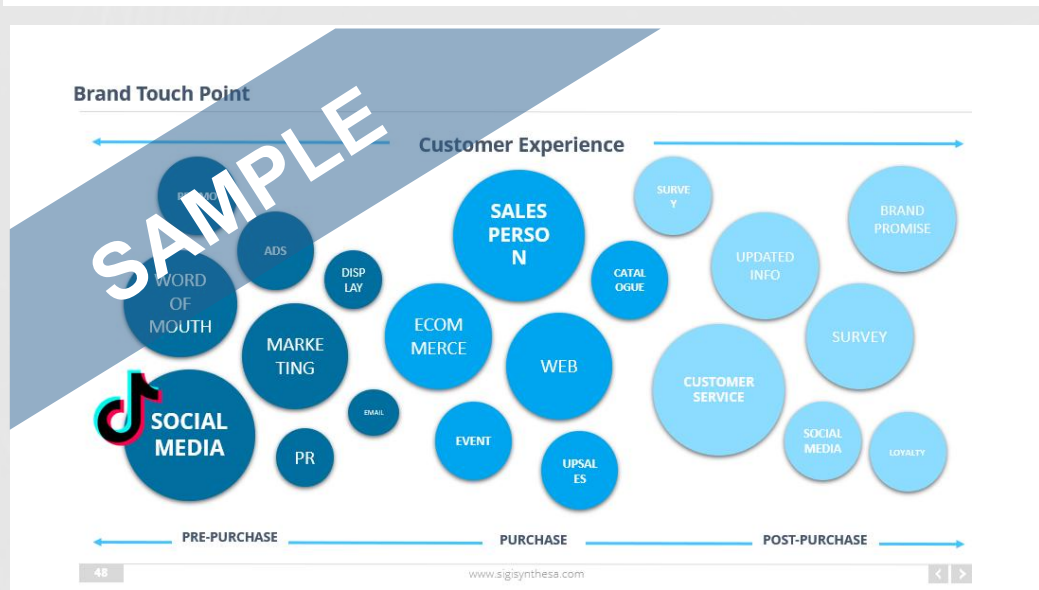
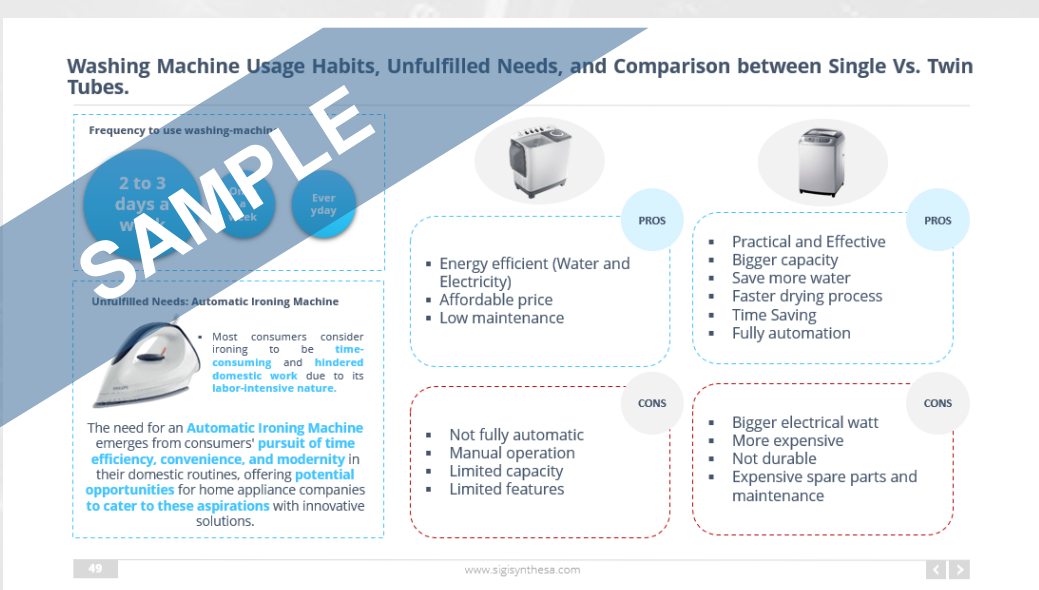
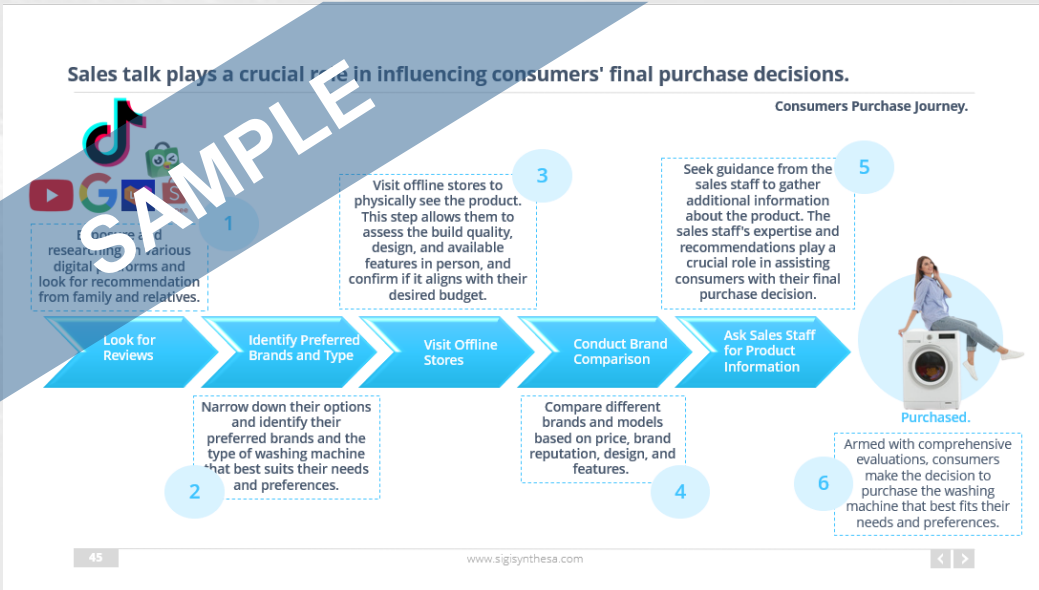
## Customer Insight on Home Appliances Product and Brand.



## Landscaping Brand Competition



## Capturing Purchase and Usage Habit



# Market Feasibility– A Case Study

## *qualitative and quantitative study*

Our client wanted to assess the potential and opportunities in the dry-cleaning and laundry service market, given rising consumer demand and lifestyle shifts.

Our client needs to understand user needs and unmet opportunities, evaluate the market potential, and learn from successful players to develop impactful new laundry service concepts.

### Our Approach

- We carried out market intelligence through qualitative in-depth interviews (IDIs) and quantitative surveys with respondents from both B2B and B2C segments.
- We explored the demand landscape and gained insights into the target audience.
- We assessed laundry service ideas to understand their market fit, consumer appeal, and growth potential, helping identify the most promising opportunities.
- We combined market research, consumer insights, and competitive analysis to create the laundry service blueprint.

### The Outcomes

- Comprehensive insights into market dynamics, customer needs, and demand drivers across B2B and B2C segments.
- Identification of high-potential laundry service concepts based on market fit, consumer appeal, and growth opportunities.
- A clear, actionable blueprint to guide the successful launch and positioning of the new laundry service.



# Pre-Launch New Product Assessment – A Case Study

## *conduct an in-depth qualitative study*

Our client expected the new Suzuki product launch to achieve strong sales in Indonesia's LCGC and city car market.

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Our client aimed to thoroughly investigate the demand opportunity to understand market potential and customer interest

### Our Approach

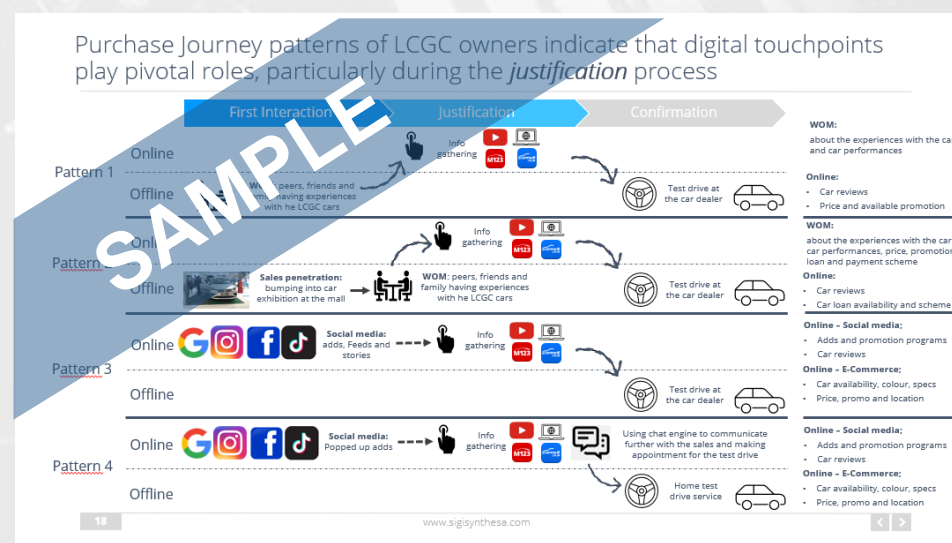
- Data was collected through **focus group discussions** (FGDs) with middle-upper segment respondents with certain HH income that represented the buyer personas.
- We wanted to understand the profile of LCGC and city car customers and learn about their behavior and the role cars play in their lives.
- We aimed to explore their experiences, revealing hidden concerns, expectations, strengths, and weaknesses regarding LCGC and city cars.
- We sought to evaluate how the new LCGC and city car product stacks up against competitors.

### The Outcomes

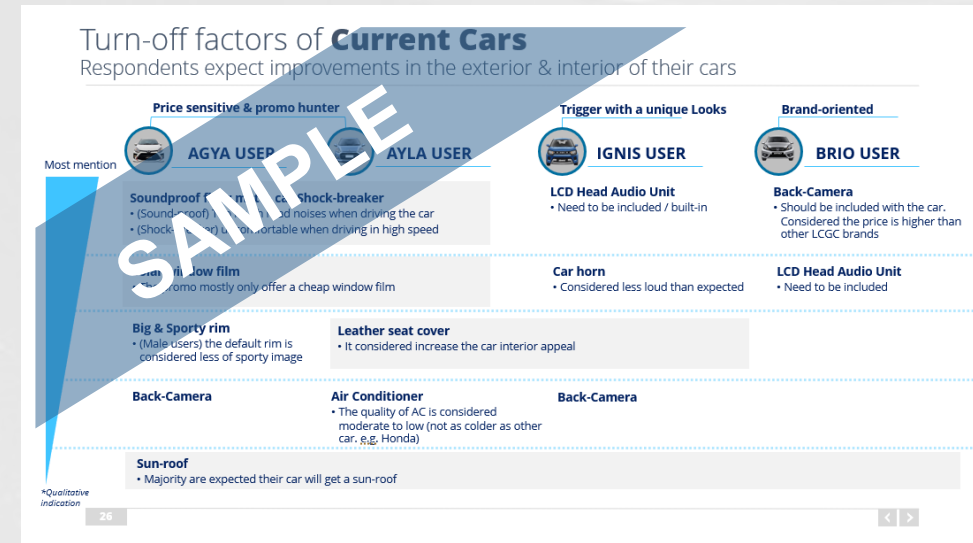
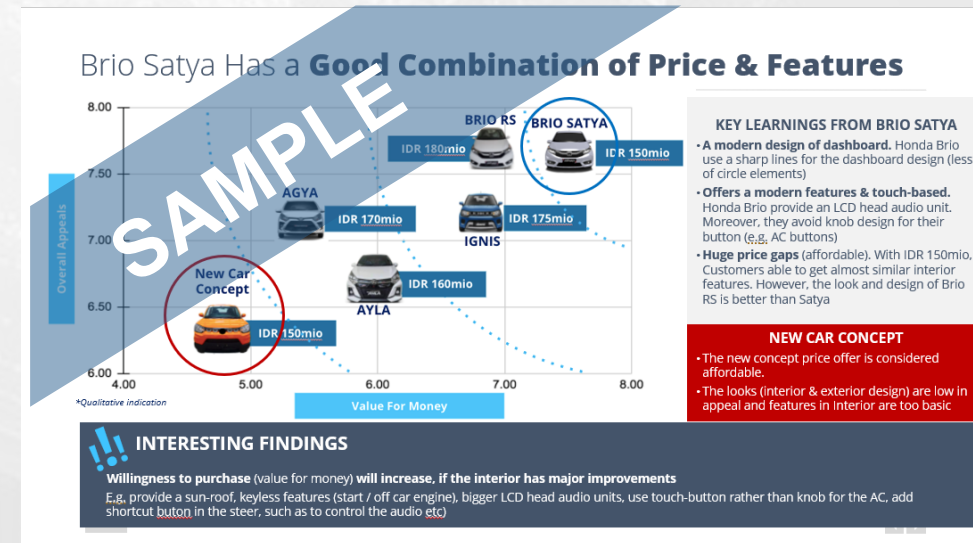
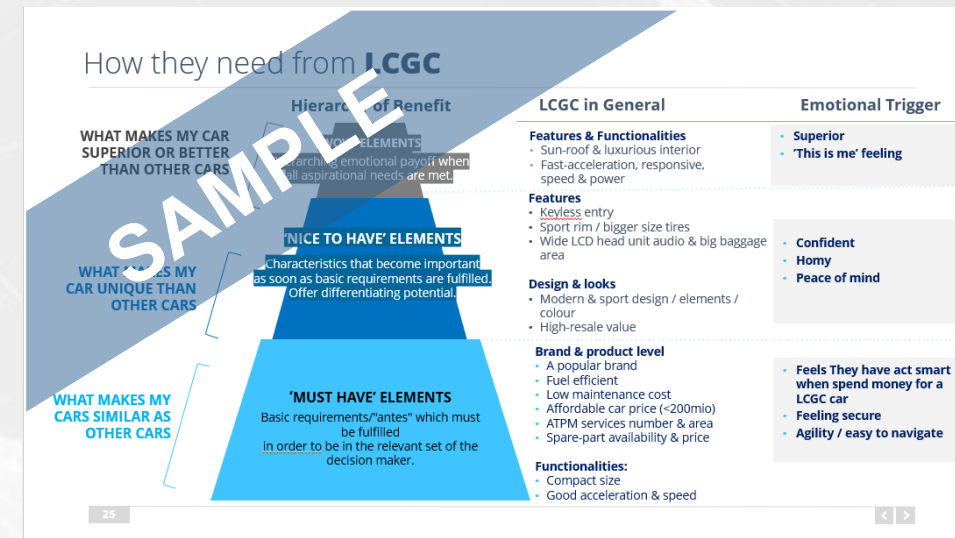
- A detailed understanding of who LCGC and city car customers are, how they use their cars, and what cars mean in their daily lives.
- Insights into customer experiences, including hidden concerns expectations, and perceived strengths and weaknesses of current options.
- A clear evaluation of how the new product compares to competitors, identifying advantages and areas needing enhancement.

# Pre-Launch New Product Assessment – Deliverables Sample

## Customer persona, needs, behavior and journey



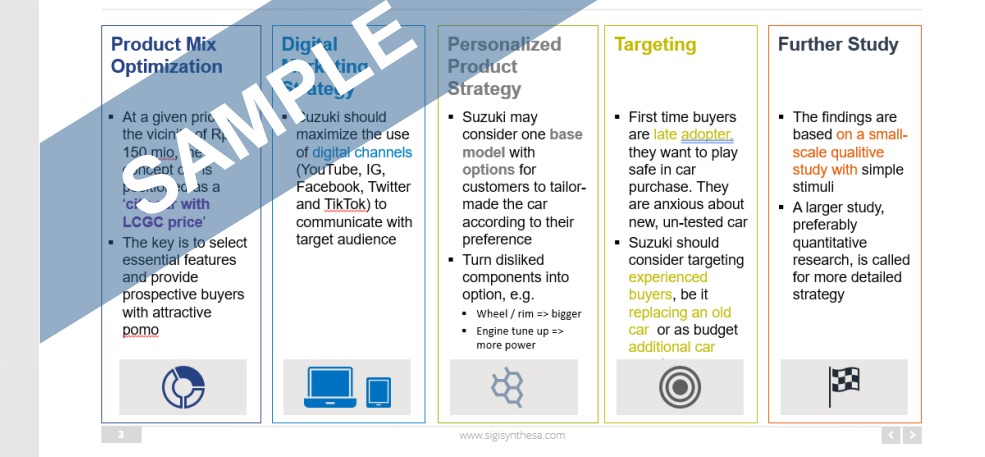
# Customer Experience and Perception Analysis



## Product evaluation



## Recommendations



Our expertise in  
**Hospitality &  
Tourism Industry**

# Quantitative Research

## NPS Tracking Study and Customer Satisfaction

The hospitality industry is undergoing rapid transformation, driven by technological advancements and changing customer expectations. To remain competitive and relevant, hotels must continuously adapt their strategies and offerings.

Customer Satisfaction (CSAT) and Net Promoter Score (NPS) are key metrics for measuring guest experience and loyalty. This study aims to understand the relationship between CSAT and NPS and their impact on guest loyalty within the hotel industry.

### Our Objectives

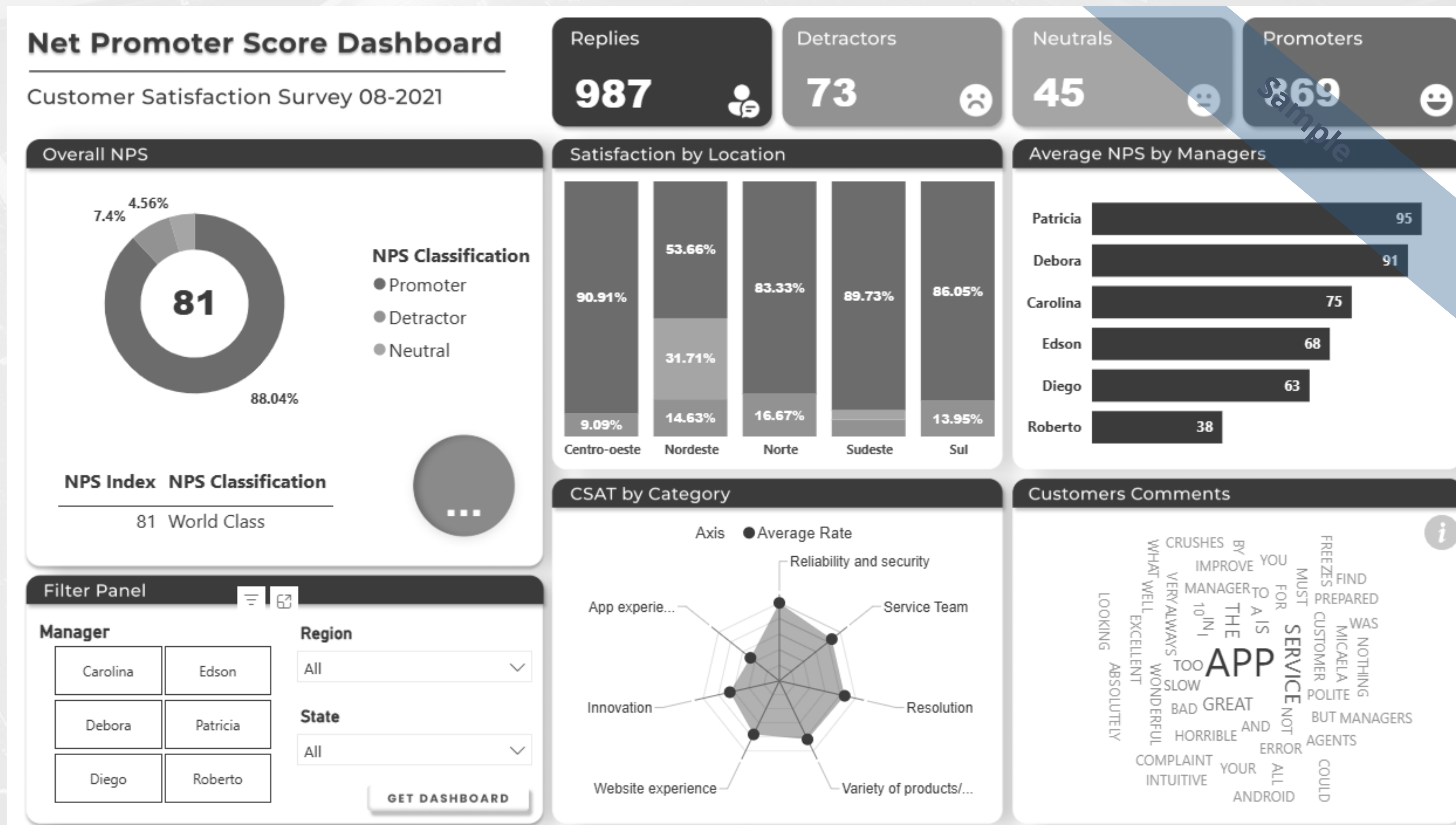
By conducting this research, we aim to:

- **Identify key drivers of guest satisfaction:** Uncover the specific factors that influence CSAT and NPS.
- **Understand the impact of CSAT and NPS on guest loyalty:** Determine how these metrics relate to repeat business and positive word-of-mouth.
- **Develop effective strategies:** Provide actionable recommendations to enhance guest satisfaction, loyalty, and overall hotel performance.

### The Outcomes

- **Identification of Key Service Gaps:** Pinpointing specific areas where guest satisfaction is lacking, such as room cleanliness, staff responsiveness, or food quality.
- **Prioritization of Improvement Areas:** Determining which service aspects have the greatest impact on overall guest satisfaction and loyalty.
- **Development of Targeted Improvement Strategies:** Creating tailored strategies to address identified service gaps and enhance guest experiences.

# System Process Flow – NPS Tracking Study and Customer Satisfaction



# Quantitative Research

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## Mystery Shopping

In the face of increasing competition in the hospitality industry, Client should prioritize internal evaluation, particularly of service staff, to maintain market share. The quality of service staff significantly influences customer satisfaction and product usage.

By employing advanced research methods and analytics, hotel can gain valuable insights to optimize staff performance and deliver exceptional customer experiences.

### Our Objectives

- To understand on staff behavior
- To ensure staff compliance
- To evaluate staff
- To identify areas where employees excel and encourages more
- To identify areas that need improvement or training

### The Outcomes

- Identified areas for improvement: Pinpointed specific areas where staff training, product offerings, or processes need to be enhanced.
- Improved customer satisfaction: Higher ratings in areas such as friendliness of staff, cleanliness of rooms, and overall experience.

# Example Deliverables

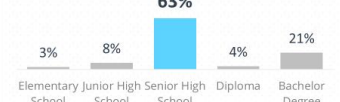
The visitor is dominated by female Gen Z consumers.

Demographic Profiling (n = 120)

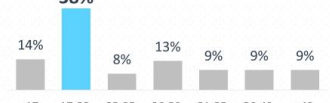
Gender



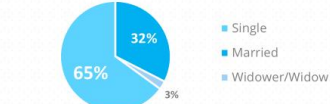
Education



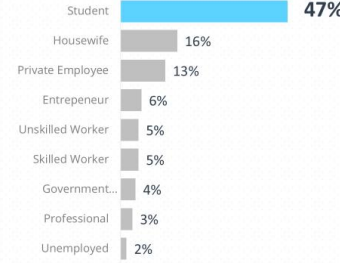
Age



Marital Status



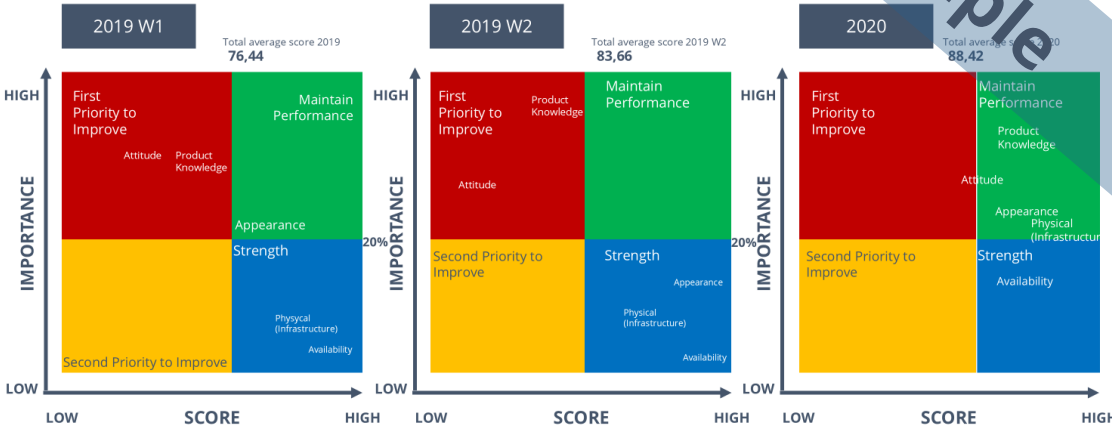
Occupation



## Demographic Profile

Attitude should be prioritized for improvement. Product Knowledge has moved to the maintenance zone accompanying Appearance Physical Infrastructure.

Performance Matrix 2019\_1 vs 2019\_2 vs 2020



## Performance Matrix

Differences in Attribute of CEC Evaluation

|                            | Call Center |        |        |        |        |        |  | Email  |        |       |        |        |      |
|----------------------------|-------------|--------|--------|--------|--------|--------|--|--------|--------|-------|--------|--------|------|
|                            | 2019.1      | 2019.2 | 2020   | 2019.1 | 2019.2 | 2020   |  | 2019.1 | 2019.2 | 2020  | 2019.1 | 2019.2 | 2020 |
| Total Score                | 89,64       | 85,58  | 99,1   | 90,4   | 91,58  | 96,1   |  | 95,98  | 95,75  | 99,43 | 96,65  | 96,23  | 100  |
| Attitude                   | 89,12       | 92,74  | 100,00 | 85,62  | 88,32  | 96,30  |  | 88,89  | 87,5   | 100   | 84,72  | 90,28  | 100  |
| While greetings            | 85,71       | 90,48  | 100,00 | 83,67  | 92,86  | 91,67  |  | 100    | 100    | 100   | 91,67  | 100    | 100  |
| While closing              | 92,86       | 95,24  | 100,00 | 87,76  | 83,33  | 100,00 |  | 77,78  | 75     | 100   | 77,78  | 80,56  | 100  |
| Soft Skill                 | 96,77       | 92,76  | 97,92  | 94,65  | 98,49  | 93,33  |  | 94,71  | 94,85  | 100   | 99,14  | 94,64  | 100  |
| Listening                  | 100         | 91,67  | 100,00 | 92,86  | 100    | 75,00  |  | 83,33  | 75     | 100   | 95,83  | 79,17  | 100  |
| Email format               | 100         | 100    | 100    | 100    | 100    | 100    |  | 93,33  | 100    | 100   | 100    | 100    | 100  |
| Non-verbal                 | 100         | 80     | 100,00 | 88,57  | 93,33  | 100,00 |  | 100    | 100    | 100   | 100    | 100    | 100  |
| Verbal                     | 91,67       | 100    | 94,44  | 100    | 100    | 100    |  | 100    | 100    | 100   | 100    | 100    | 100  |
| Hard Skill                 | 84,29       | 80     | 100,00 | 90,95  | 88,33  | 100,00 |  | 100    | 100    | 100   | 100    | 100    | 100  |
| Product knowledge          | 91,67       | 66,67  | 100,00 | 90,48  | 0,56   | 100,00 |  | 100    | 95     | 100   | 100    | 100    | 100  |
| Solution product knowledge | 73,21       | 100    | 100,00 | 91,67  | 100    | 100,00 |  | 100    | 100    | 100   | 100    | 100    | 100  |
| Enjoying                   | 100         | 50     | 100,00 | 71,43  | 91,67  | 100,00 |  | 100    | 100    | 100   | 100    | 100    | 100  |

## CEC Evaluation

Attribute 4 is the key strength of Hotel. It also has relative strengths in value-added attributes, i.e. Attribute 12, Attribute 18, and Attribute 15.

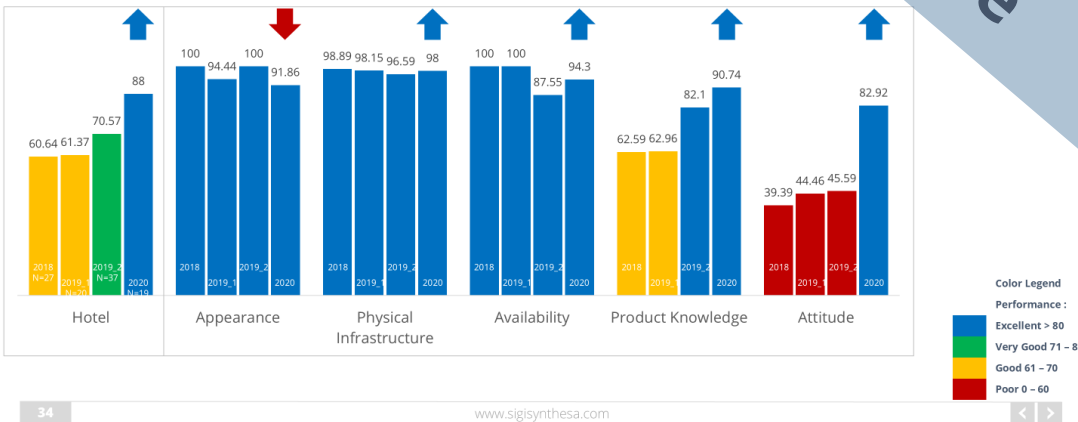
- The table below shows absolute % of brand image association and relative scores (absolute - expected value)
- Using raw image association can be misleading. A strong brand (i.e. A) appears to score much better than other brands in all image attributes. By standardizing the data, we can identify the relative 'strengths' and 'weaknesses' of each brand

|              | A        |          | B        |          | C        |          | D        |          | E        |          | Derived Importance |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--------------------|
|              | Absolute | Relative | Absolute | Relative | Absolute | Relative | Absolute | Relative | Absolute | Relative |                    |
| Attribute 1  | 74       | -7       | 40       | 5        | 49       | 3        | 64       | -3       | 57       | 1        | 100                |
| Attribute 2  | 79       | 0        | 36       | 2        | 51       | 6        | 59       | -6       | 56       | 1        | 90                 |
| Attribute 3  | 60       | -7       | 31       | 2        | 38       | 0        | 54       | -2       | 55       | 8        | 84                 |
| Attribute 4  | 60       | -2       | 21       | -6       | 31       | -4       | 58       | -6       | 43       | 0        | 84                 |
| Attribute 5  | 76       | 2        | 32       | 0        | 43       | 1        | 61       | 0        | 54       | 2        | 83                 |
| Attribute 6  | 62       | -3       | 29       | 1        | 41       | 5        | 54       | 1        | 45       | 0        | 81                 |
| Attribute 7  | 64       | 1        | 27       | 0        | 37       | 1        | 55       | -3       | 40       | -4       | 79                 |
| Attribute 8  | 64       | 1        | 25       | -1       | 39       | 4        | 49       | -3       | 43       | -1       | 77                 |
| Attribute 9  | 63       | 0        | 27       | 1        | 36       | 1        | 50       | -1       | 45       | 2        | 74                 |
| Attribute 10 | 62       | -4       | 19       | -5       | 33       | 1        | 53       | 5        | 35       | -6       | 62                 |
| Attribute 11 | 58       | 1        | 23       | -1       | 33       | 3        | 51       | -3       | 40       | 0        | 53                 |
| Attribute 12 | 70       | -4       | 25       | -3       | 33       | -5       | 53       | -2       | 47       | 1        | 89                 |
| Attribute 13 | 69       | -4       | 26       | -1       | 33       | -4       | 54       | 2        | 44       | -1       | 86                 |
| Attribute 14 | 66       | 3        | 32       | 5        | 33       | -2       | 50       | -2       | 43       | -2       | 76                 |
| Attribute 15 | 64       | 1        | 27       | 0        | 33       | -2       | 46       | 3        | 46       | 3        | 77                 |
| Attribute 16 | 59       | -3       | 29       | 3        | 33       | -1       | 53       | 2        | 43       | 1        | 68                 |
| Attribute 17 | 60       | 1        | 26       | 1        | 36       | 2        | 49       | 0        | 40       | -1       | 61                 |
| Attribute 18 | 59       | 1        | 23       | -1       | 32       | 0        | 50       | 2        | 36       | -5       | 53                 |
| Attribute 19 | 57       | -2       | 23       | 0        | 30       | 0        | 46       | 1        | 39       | 1        | 26                 |
| Attribute 20 | 51       | -1       | 21       | -1       | 24       | -5       | 46       | 3        | 38       | 2        | 3                  |

## Key Driver Analysis

Appearance dropped, while other aspects improved

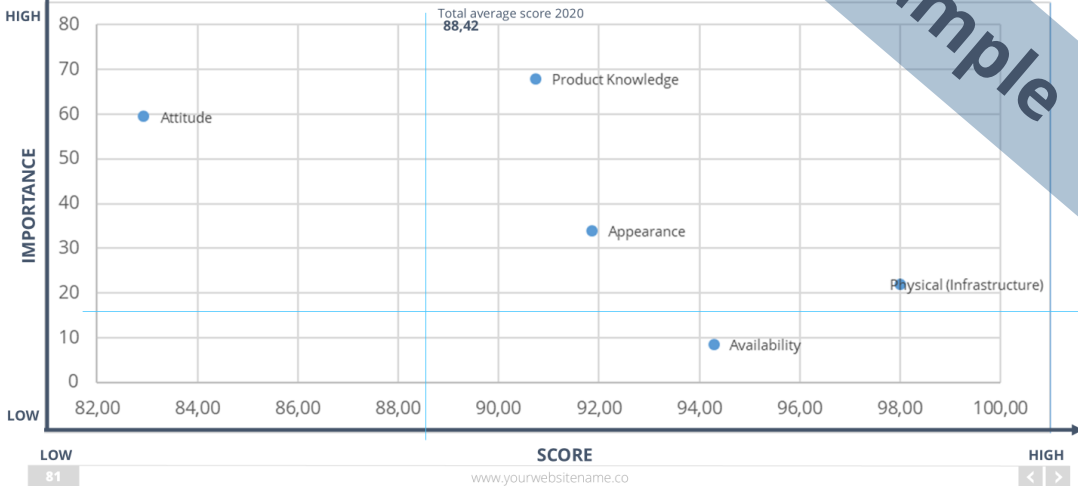
Comparison of Hotel Index - by Aspect



## Performance Index

Attitude has improved but still need some improvement

Performance Matrix 2020



## Key Performance Indicator

# Our **Dedicated Team**

# Dedicated Team

## Senior Consulting Experts



**Andre Haris**  
Strategic Planner &  
Opinion Leader  
20+ years of experience



**Andre Farsandi**  
Managing Director  
20+ years of experience

## The Researchers



**Hafida Ilhami**  
Associate Research  
Manager  
6+ years of experience



**Fatimah Pandeputri**  
Research Executive  
2+ years of experience



**Thareq Ainun**  
Senior Research  
Executive  
3+ years of experience

## The Operation Experts



**Yusmianika**  
Field & Operational  
Manager  
15+ years of experience



**Aulia Putra**  
Data Processing  
Specialist  
7+ years of experience

# Meet Our Senior Consulting Experts



## Andre Haris

Strategic Planner & Opinion Leader

20+ years of experience in market research.  
Graduate of Washington State University –  
Business Administration

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Specialty:  
Major Account Management &  
Multi-Industry Consumer Research



## Andre Farsandi

Managing Director

20+ years of experience across market  
research, consumer insights, retail  
analytics, and business development, with  
leadership experience at NielsenIQ,  
YouGov, and leading organizations across  
Indonesia and Southeast Asia.

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Specialty:  
Retail Analytics, Market & Consumer  
Insights, In-Store Excellence, Assortment &  
Merchandising, Business Development &  
Commercial Strategy

# Meet Our Research Team



## Hafida Ilhami

Ass. Research Manager

6+ years of experience in Qualitative market research. Graduate of University of Brawijaya – Bachelor of Sociology. Previously working as a researcher in Cimigo Indonesia & Kedance International.

Specialty:

Consumer Goods (F&B, beauty products), Automotive, Tourism, Insurance, Healthcare, Banking, Corporate, Photography, and Tobacco



## Thareq Ainun

Senior Research Executive

3+ years of experience in market research. Graduate of Universitas Indonesia- Bachelor of Political Science. Previously working as a researcher in Kadence International & Katadata Insight Center

Specialty:

Automotive, Fast Moving Consumer Goods (FMCG), Tobacco, Personal Care, Financial Services (Banking & Insurance) & Renewable Energy



## Fatimah Pandeputri

Research Executive

2+ year of experience in market research. Graduate of University Teknologi Malaysia of Psychology with HRD. Previously working as a Consumer Insights Intern in Blibli.com.

Specialty:

E-commerce consumer research, Automotive market intelligence, Tobacco Retail Audit and Financial Services (Banking & Insurance)

# Meet Our Operational Experts



## Yusmianika

Field & Operational Manager

15+ years of experience in market research.

Previously working in TNS, IPSOS & Kadence International

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Specialty:  
Operational, quality control, field management & recruitment



## Aulia Putra

Data Processor Specialist

7+ years of experience in data processing. Graduate of Bogor Agricultural Institution – Bachelor of Statistics.

Previously working in Indekstat Konsultan Indonesia & Strategi Lingkar Nusantara

---

Specialty:  
Data Analysis, Survey Design, Data Processing, Political Research



**Let's talk in 7 days**

☎ +62 811 155 8014

✉ [andre.farsandi@sigisynthesa.com](mailto:andre.farsandi@sigisynthesa.com)

# Thank You.

**RDTX Square d/h**  
**Menara Standard Chartered**  
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Kecamatan Setiabudi, Kota Jakarta Selatan,  
Daerah Khusus Ibukota Jakarta 12930

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