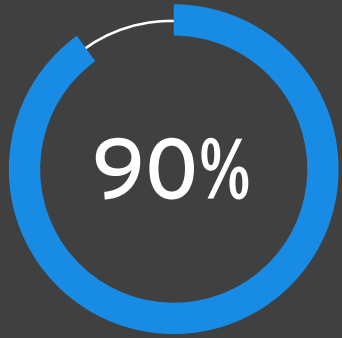
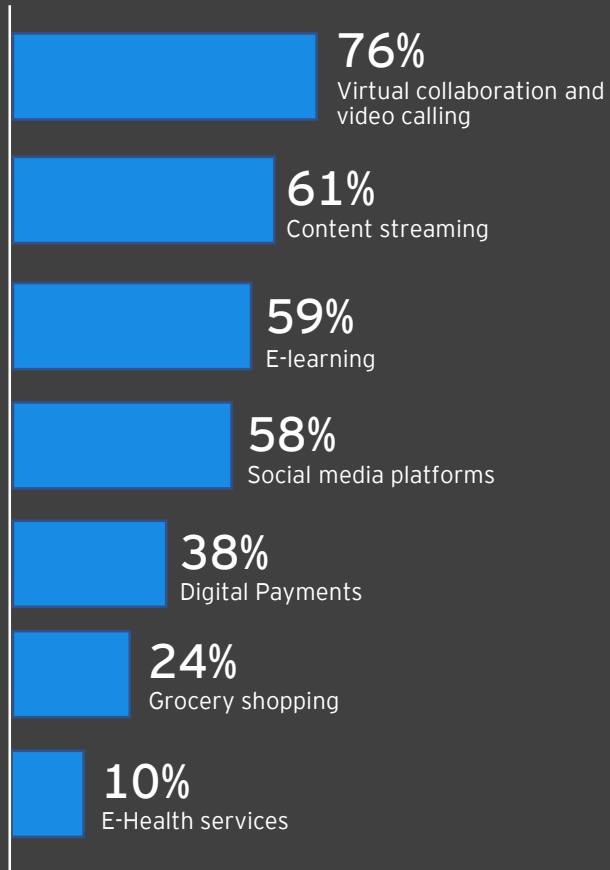


## 90% consumers are connecting more to the virtual world

Question: Which of the following online activities have you started doing more in past weeks? (select multiple)

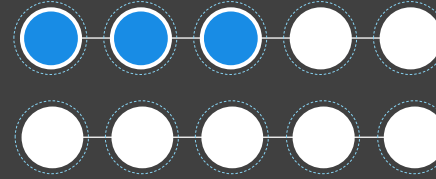


Consumers are connecting more to the virtual world



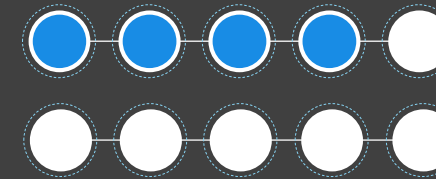
## High speed broadband to be pulse of the virtual world

Question: Did you change your internet plan to include more data (GBs)?



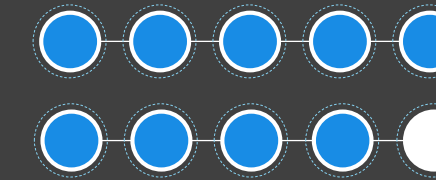
**3 in 10**

upgraded to higher internet plans



**4 in 10**

of total plan upgrades are for unlimited data

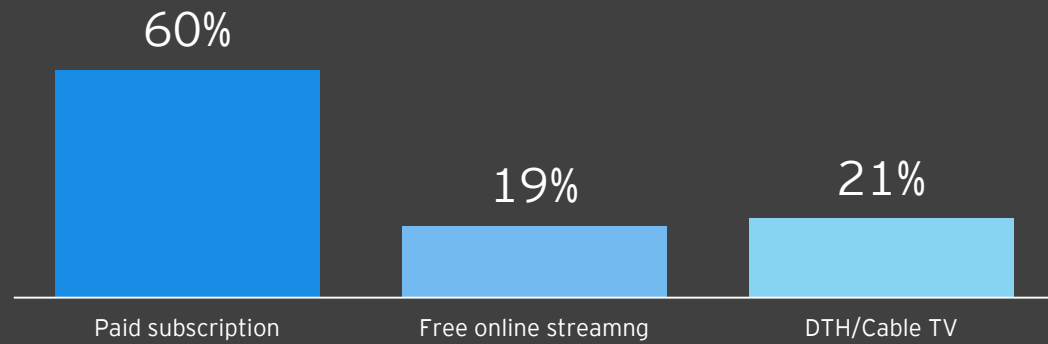


**9 in 10**

of total plan upgrades are by working professionals

## Evolving content consumption habits likely to be everlasting

Question: Given a preference between TV and content streaming mobile apps, what do you prefer?



## Online education gaining steam to empower a quarter of India's population



**6 in 10**

Respondents spending more time on e-learning platforms



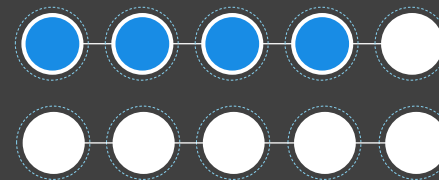
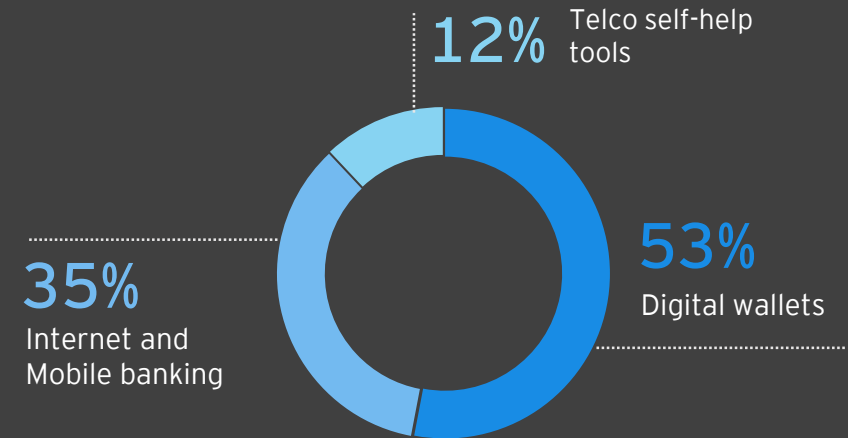
**5 in 10**

Respondents prefer e-platforms over other online portals



## Pacing ahead with less cash economy

Question: In past weeks, what channel did you prefer for pay for your bills (gas, electricity, water, mobile etc.) and recharges? (Select one)



**4 in 10**

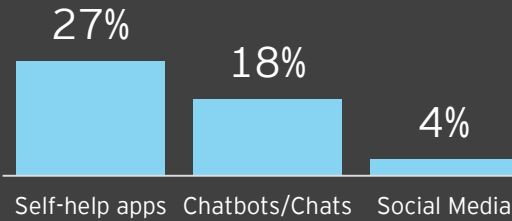
Respondents started using digital payment for the first time

## Customer experience delivered anytime, anywhere

Question: For any queries and resolutions, how did you connect with your service provider?

# 5 in 10

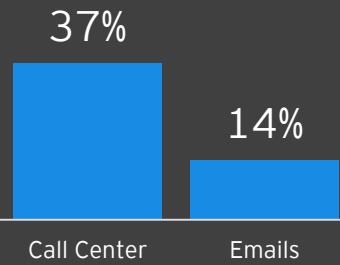
Complaints raised through digital methods



Digital methods

# 5 in 10

Complaints raised through traditional methods



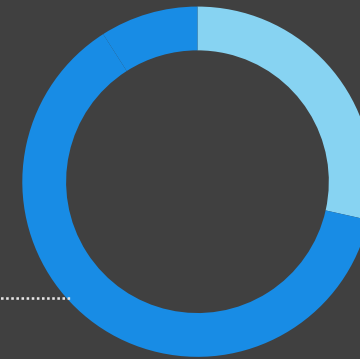
Traditional methods

## Customer experience delivered anytime, anywhere

Question: Which features, if included by your service provider, would ease customer service?

# 70%

Prefer online chats on mobile app or instant messaging platforms



# 30%

Prefer digital FAQs or self-help tutorials and videos for troubleshooting