Roshan Digital Account – Customer Satisfaction Survey

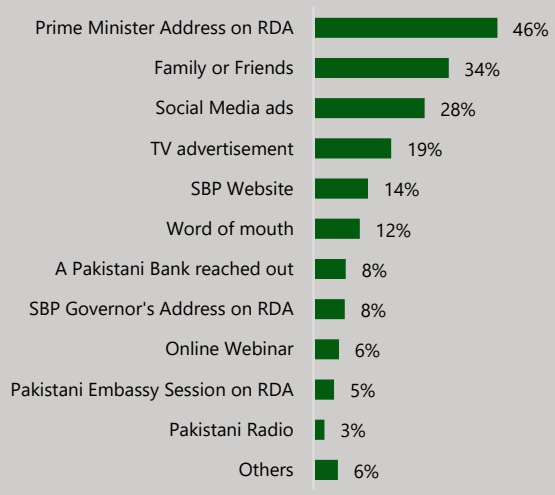
Key Findings

Survey dates: 24th March to 11th April 2022

- Total responses are 9,777, which is a good representative sample
- Participation from 116 countries, 70% from GCC
- 70% of the respondents are frequent users of RDA
- Most popular products are Roshan Apni Car (RAC) and Roshan Apna Ghar (RApG)
- 71% of the respondents were satisfied with various aspects of making investments via RDA
- Majority of respondents are aware that RDA allows repatriation of funds and are satisfied with this facility
- 38% respondents faced issues while using RDA, mostly technical or delays in fund transfer

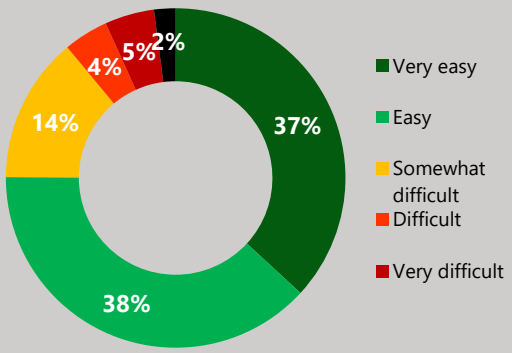
Source and Ease of Getting Info

% of respondents



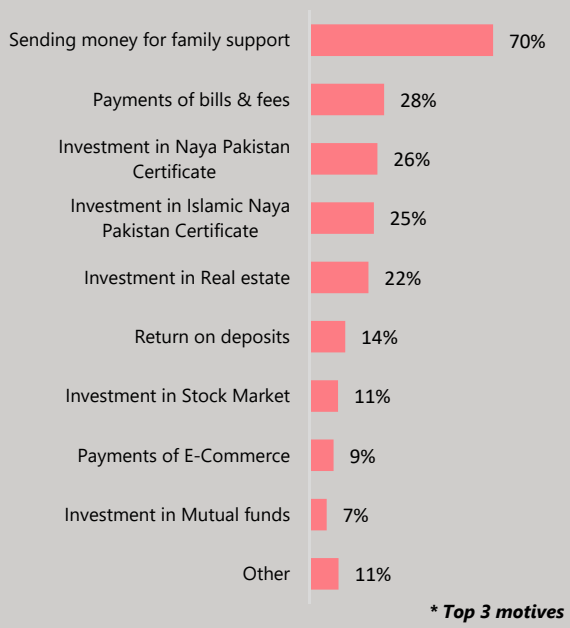
**** Multiple options were allowed***

Ease of Getting Information



Motives for Opening RDA

% of respondents

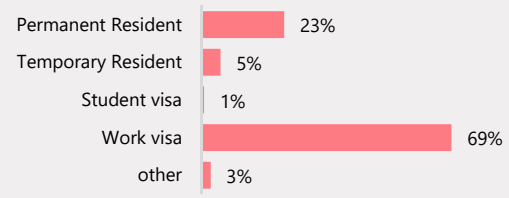


**** Top 3 motives***

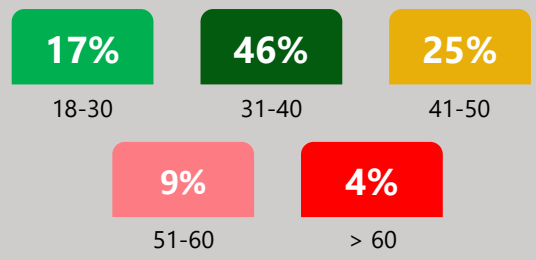
Demographics of Respondents

% of respondents

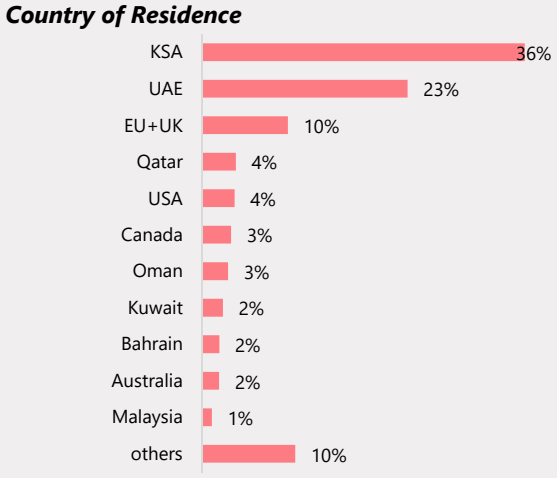
Emigration Status



Age

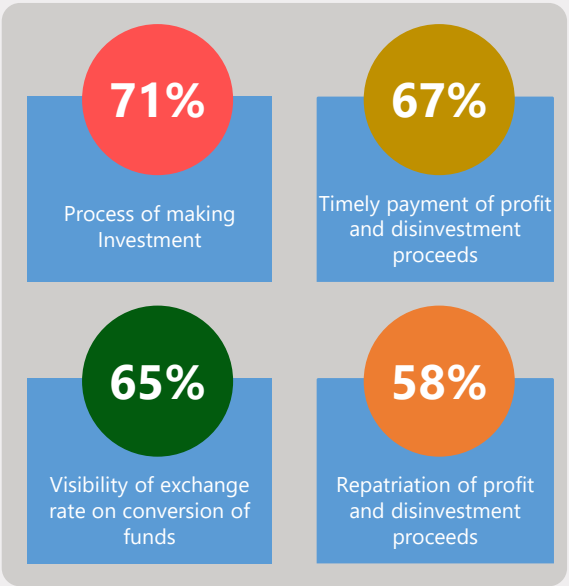


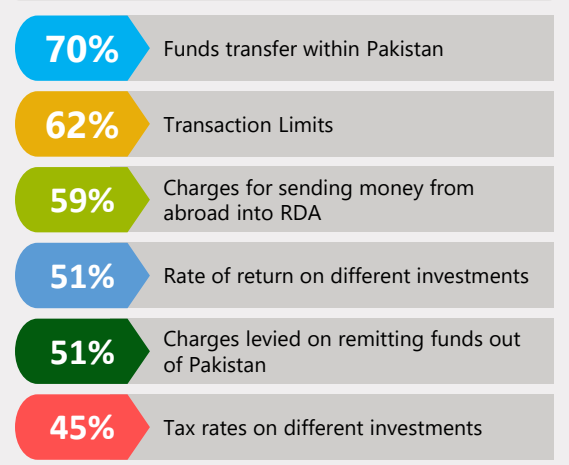
Country of Residence



Satisfaction about Various Aspects of Investments via RDA

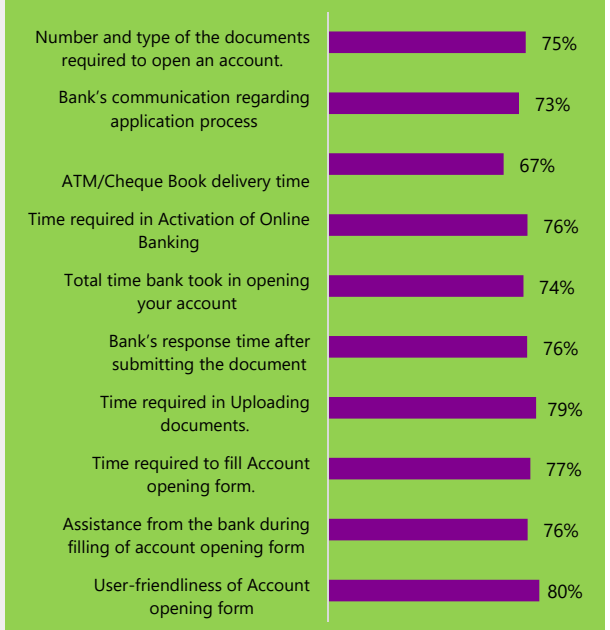
% of respondents who are satisfied/very satisfied





Satisfaction about Various Aspects of Opening an RDA

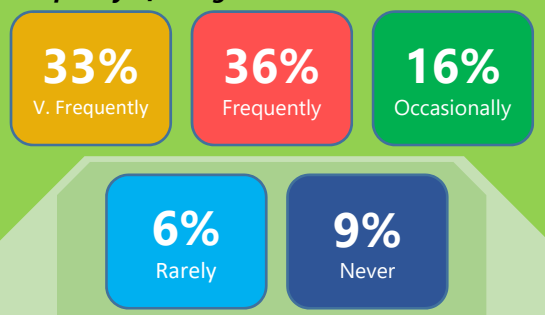
% of respondents who are satisfied/very satisfied



RDA Use

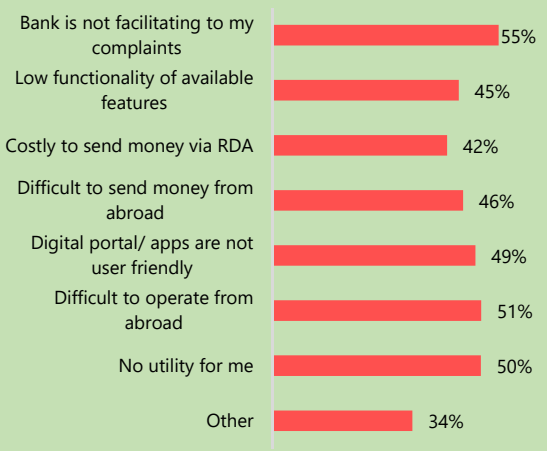
% of respondents

Frequency of Using RDA

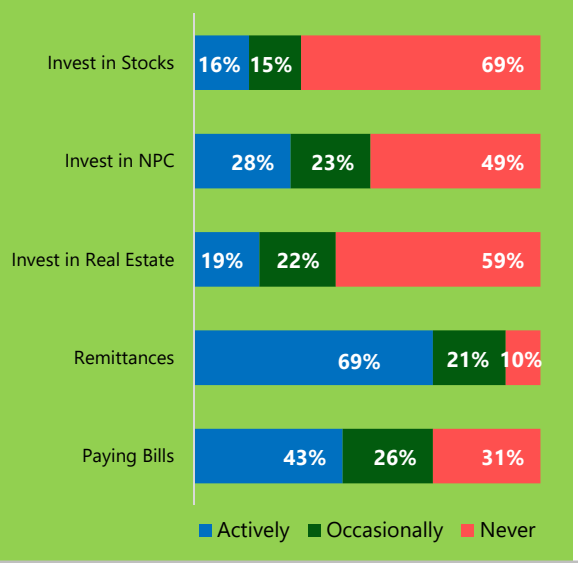


Represents 15% of the Respondents

Reasons for not using RDA frequently*



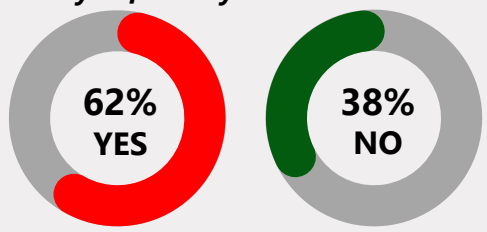
Use of RDA for different services



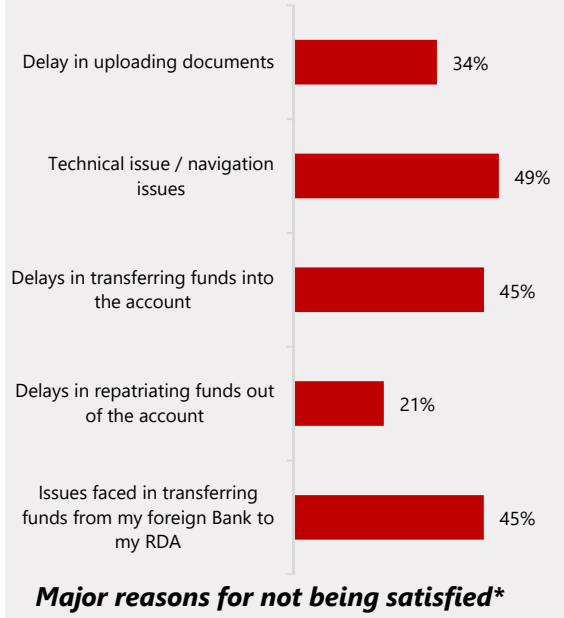
Complaint Handling

% of respondents

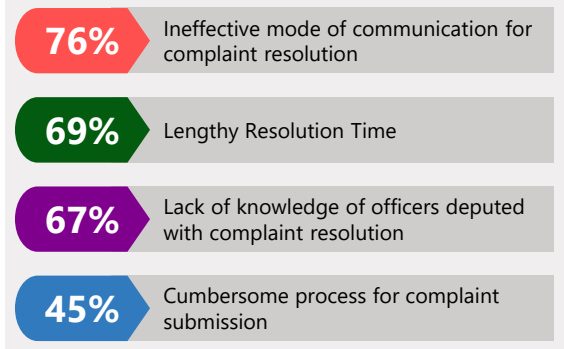
Did you face any issue with RDA?



Which of the following issues did you face?*



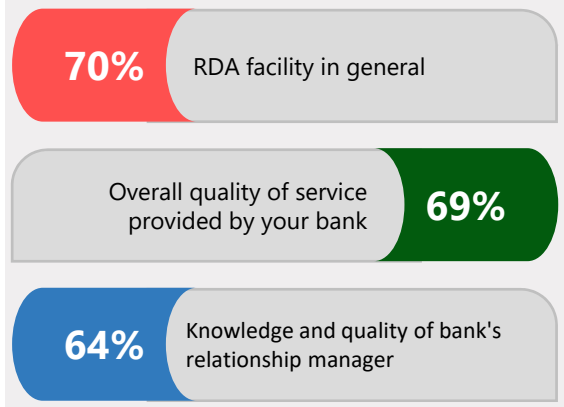
Major reasons for not being satisfied*



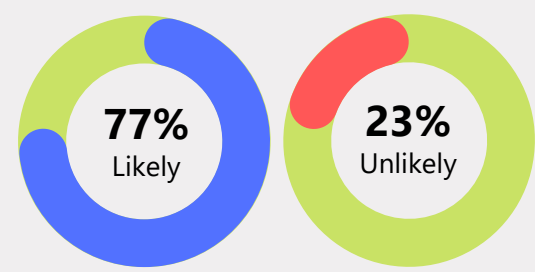
**** Multiple options were allowed***

Overall Satisfaction

% of respondents who are satisfied/very satisfied



Likeliness of recommending RDA to others



Key Suggestions from Respondents

1. Issue Credit Cards
2. Remove IBFT Charges
3. Ease invest in Mutual Funds and Stocks
4. Provide investment opportunity in NSS
5. Provide Mobile Apps for RDA services
6. Improve the rates on investments and incentives for RDA customers
7. Provide information in Urdu and other key regional languages for convenience of blue collar workers