

Brand Communication Survey Analysis (Malaysia)

Communication Survey & Demographic Study Results

Overall Demographics of Malaysia



KUALA LUMPUR

Malay: 45.9%
Bumiputera: 1.6%
Chinese: 40%
Indian: 10.3%
Other: 1.2%
Non Malay: 1%



IPOH

Malay: 0.1%
Bumiputera: 38.5%
Chinese: 44.1%
Indian: 14.1%
Other: 0.2%
Non Malay: 3%



JOHOR BAHRU

Malay: 47.5%
Bumiputera: 0.3%
Chinese: 34.2%
Indian: 9%
Other: 0.3%
Non Malay: 8.7%



PENANG

Malay: 43.6%
Bumiputera: 0%
Chinese: 45.6%
Indian: 10.4%
Other: 0.4%
Non Malay: 0%

In Numbers

- Kuala Lumpur
- Only 12 respondents
- Ratio is 12: 125
 - # of people who actually filled it out compared to the # of surveys distributed

Key Learning

- Survey results & participation
- Negative Experience(s) and consolidated feedback
- Confidence in business model & service model
- Customer Expectations

Overall Customer Profile



75% of customers have had more than 5 visits with Portea



Age: 41-70
Gender: Female
Race: Indian or Malay
Religion: Hindi & Christian



Only 16.6% live with grandparents



Average Family Size: 5
75% live with their family

Demographic Detailing: Most of the respondents have an interest in reading and baking

Purchase Patterns

75% of non critical visits to the hospital annually are between 0-5 times



Out of that 75% about 50% of people go to the hospital for themselves 1-5 times annually and 25% go 1-5 times for their family members

Our customers top priority when it comes to healthcare is QUALITY

- 59% of people have an issue of health and well being due to lack of proper facilities

75% of existing customers use multiple healthcare brands

25% use only one brand

Top 3 Reasons for Loyalty Towards a Brand

Kuala Lumpur

Accessibility

Quality Brand Name

Price

Considerations when choosing a healthcare brand

- Price: 17%
- Quality: 58%
- If family likes it: 8%
- If family dislikes it: 8%
- Reputation: 24%
- All the above: 32%

Concerns with today's healthcare brands

- Untimely & lacks process: 33%
- Short-staffed: 25%
- Lack of expertise: 58%
- Lack of hygiene: 33%
- Logistics: 25%
- Poor Infrastructure: 33%

Quantitative Media Influence

| Media | Preference for Awareness | Preference for Trust |
|-----------------------------|--------------------------|----------------------|
| Print Ads | 8% | 16% |
| Word of Mouth | 58% | 50% |
| Online/Social | 50% | 33% |
| Newspaper/Magazine Articles | 25% | 25% |
| Outdoor Media | 8% | ---0% |
| Known Reference | 66% | 58% |

Most Common Words used to describe Portea: physiotherapy, good service, home comfort, convenient, professional, mobile, and good advertisement.

How existing customers found us: 50% Facebook, 25% friend/family, 16% online, 9% didn't respond

- 25% like the service provided
- 16% like that our physiotherapist are friendly
- 59% like that we have knowledgeable clinicians that listen well, show concern for the patient, and are on time for home visits
- No dislikes were disclosed during this wave of survey results
- All the patients who took survey have female clinicians
- 58% cancel visits due to emergency, holiday, lack of availability, or hospital appointments

Brand Review: Image 1

Doctors are pledged to reduce the pain or suffering of humanity,
Then why aggravate your sufferings by travelling to meet them?



**IT'S TIME THEY
WALK TO YOU**

**Call Portea.
Call Doctors at Home**

care@portea.com | (STD CODE) 33554554 | www.portea.com

Delhi/NCR • Bangalore • Chennai • Mumbai • Pune • Kolkata • Ahmedabad • Jaipur • Hyderabad • Lucknow • Coimbatore

- Easy to understand
- Friendly
- Doctors on call service
- Ready/Available
- Trustworthy

Brand Review: Image 2

DOCTOR AT YOUR DOOR 

"It is cruel to subject an elderly patient to pothole-ridden roads, traffic, and parking problems. Moreover it becomes a two-hour visit for a 10-minute consultation."



Call the portea doctor home.

care@portea.com | (STD CODE) 33554554 | www.portea.com

Delhi/NCR • Bangalore • Chennai • Mumbai • Pune • Kolkata • Ahmedabad • Jaipur • Hyderabad • Lucknow • Coimbatore

- Comfort of home/Convenient
- Elderly care
- Trustworthy
- This talks about traffic; a common problem faced by both Doctors & patients
- Easy to understand

Brand Review: Image 3



PORTEA
HOME MEDICAL CARE SERVICES

**Shifted to a new place?
Searching for a good DOCTOR?**

We do home visits
Call us : 080-33197515

- Good for new people in town
- Simple
- Easy to understand
- Online service
- Doctors available at any place/at home

Brand Review: Image 4

Print Ads - Nursing



- Image not clear
 - Printed in B/W so didn't come out at the best quality
- Trustworthy
- Easy to understand
- Nursing at home

Able to understand...

- Key Message
 - Yes: 83%, No: 8%
- Visual Appeal
 - Yes: 58%, No: 17%
- Call to action
 - Yes: 41%, No: 17%

Do these images together...?

- Create interest to know more
 - Yes: 58%, No: 25%
- Develop a desire to try
 - Yes: 58%, No: 17%
- Make you feel indifferent
 - Yes: 17%, No: 33%

100- Total (%yes + %no) = the number of people who didn't respond

Brand Communication Summary

Customer Demographic Profile

Customer Family Profile

Customer Purchase Cycles

Concerns regarding hospitals

Trust Clinicians

Media Preferences

THANK YOU!