



National Communications Authority
Hay'adda Isgaarsiinta Qaranka
الهيئة الوطنية للإتصالات



Telecommunications Service Pricing Survey and Consumer Feedback Report

Contents

1. Executive Summary	4
1.1 Brief overview of the purpose and scope	4
1.2 Key findings on pricing and consumer sentiment	4
1.3 Major recommendations	4
2. Introduction	5
2.1 Background and purpose of the survey	5
2.2 Importance of understanding pricing and consumer feedback	5
2.3 Scope and objectives of the report	5
3. Methodology	6
3.1 Survey design and approach	6
3.2 Sampling method and demographics	6
3.3 Data collection tools and timeline	6
3.4 Limitations of the study	6
4. Overview of Telecommunications Services	6
4.1 Types of services covered (e.g., mobile, broadband, bundled packages)	6
4.2 Market landscape and major providers	7
4.3 Regulatory Framework	7
4.4 Price Regulation	7
5. Pricing Analysis	8
5.1 Comparative pricing by provider and service category	8
5.2 Monthly service charges, installation fees, equipment rentals	8
5.3 Regional or Demographic Pricing Differences	8
5.4 Bundling strategies and promotional offers	8
5.5 Hidden fees or unexpected charges	8
6. Consumer Feedback Overview	9
6.1 General satisfaction levels (e.g., net promoter score, satisfaction rating)	12
6.1.1 Consumer Satisfaction with Voice Service Pricing	12
6.1.2 Consumer Satisfaction with Mobile Internet Service Pricing	12
6.2 Consumer Preference: Wi-Fi usage	12
6.3 Consumer Spending on Wi-Fi Services	13
6.4 Consumer Satisfaction with Wi-Fi Service Pricing	13
6.5 Key consumer concerns (e.g., cost, reliability, QoS, customer service)	13
6.6 Summary of Dissatisfaction with Voice Service Pricing	14
6.6.1 Key Reasons for Dissatisfaction	14
6.7 Key Consumer Insights	15

6.8 Consumer Satisfaction with Mobile Internet Services	15
6.9 Dissatisfaction with Mobile Internet Service Pricing.....	15
6.10 Reasons for Satisfaction with Wi-Fi Service Pricing.....	15
6.11 Reasons for Dissatisfaction with Wi-Fi Service Pricing	16
6.12 Customer Support Experiences	16
6.12.1 Transparency and Clarity in Pricing Information.....	16
6.12.2 Discrepancy Between Actual and Advertised Telecommunication Service Prices	16
6.13 Impact of Telecommunication Price Changes Over the Last Six Months.....	17
6.13.1 Voices from Affected Users (76%).....	17
6.13.2 Experiences of Unaffected Users (24%).....	18
6.13.3 Conclusion.....	18
6.14 Value for Money Perception.....	18
6.14.1 Consumer Perceptions of the Benefits of Competition Between Telecommunication Companies	18
7. Insights by Demographics	19
7.1 Age, income, urban/rural location, usage patterns.....	19
7.2 Advice to Telecommunication Companies on Pricing Adjustments	20
8. Comparative Benchmarking.....	20
8.1 Regional Comparisons	20
8.2 Best practices from other markets.....	21
9. Key Findings.....	21
9.1 Summary of pricing trends.....	21
9.2 Major consumer pain points	21
9.3 Notable patterns or outliers in data	22
10. Recommendations	22
10.1 For Telecom Providers.....	22
10.2 For Regulators and Policymakers.....	22
10.3 For Consumers	23
11. Appendices. Survey Questionnaire (Somali and English)	23
12. References	24

1. Executive Summary

1.1 Brief overview of the purpose and scope

The National Communications Authority (NCA) of Somalia has developed this comprehensive report on Telecommunications Service Pricing Survey and Consumer Feedback as part of its broader mandate to promote a transparent, competitive, and consumer-centric telecommunications sector. This initiative reflects the NCA's commitment to enhancing affordability, service quality, and digital inclusion across Somalia's diverse population. By systematically assessing pricing structures and consumer sentiment, the report aims to provide a data-driven foundation for regulatory action, market reform, and policy development.

The scope of the survey spans all Federal Member States, incorporating responses from both urban and rural areas, and capturing perspectives across key demographic groups including youth, women, low-income households, and small business owners. Drawing on pricing data from licensed telecommunications operators and integrating insights from consumer feedback, the report evaluates the alignment of voice and data service offerings with user expectations and economic realities.

Anchored in international best practices and aligned with national digital development goals, this report not only presents a diagnostic assessment of service affordability and quality, but also serves as a strategic roadmap for targeted interventions. The findings underscore the importance of regulatory transparency, pricing accountability, and continuous market monitoring. As Somalia continues to advance its digital economy, the NCA remains dedicated to using these insights to foster a fair and inclusive telecommunications environment that supports both economic growth and social development.

1.2 Key findings on pricing and consumer sentiment

- The vast majority of consumers rely solely on mobile services, with very limited use of fixed-line alternatives.
- Spending on voice services tends to fall within

low daily amounts, indicating sensitivity to pricing and usage-based budgeting.

- Internet usage patterns reveal two major groups: low-cost daily users and those who prefer monthly data packages.
- Wi-Fi access is moderately widespread, with most users paying a mid-range monthly fee for service.

1.3 Major recommendations

The following recommendations are directed at both the regulator and the mobile network operators, reflecting their shared responsibility in ensuring fair pricing, consumer protection, and equitable access to telecommunications services:

1. Pricing Transparency and Affordability.

- Operators should ensure all pricing is clear, accessible, and free from hidden charges.
- Regulators should require real-time publication of tariffs and enforce pricing transparency.
- Operators should offer flexible data and voice plans suited to varying user needs and budgets.
- Regulators should encourage innovative pricing models while ensuring consumer protection.
- Operators should adopt tiered pricing models to cater to users across different income levels.
- Regulators should provide guidance that promotes equitable access through pricing structures.
- Regulators should conduct regular price audits to prevent exploitative or anti-competitive practices.
- Operators must comply with pricing regulations and maintain transparent reporting.

2. Infrastructure and Access.

- Operators should invest in upgrading network infrastructure to enhance service quality and coverage.
- Regulators should monitor infrastructure rollout and incentivize investment in underserved areas.

- Operators should promote affordable access through subsidized services and partnerships.
- Regulators should support low-cost access initiatives through policy and financial tools.
- Operators should expand connectivity to rural areas regardless of immediate profitability.
- Regulators should use Universal Service Funds and licensing conditions to mandate rural coverage.

3. Consumer Trust and Protection.

- Operators should build trust by offering responsive, accessible customer support services.
- Regulators should monitor complaint handling and enforce service quality obligations.
- Operators should introduce loyalty rewards for long-term and high-usage customers.
- Regulators should ensure loyalty programs are inclusive and fairly implemented.
- Regulators should strictly enforce consumer protection laws and monitor operator compliance.
- Operators must align all consumer-facing practices with regulatory standards and ethical conduct.

2. Introduction

2.1 Background and purpose of the survey

Somalia's telecommunications sector has undergone significant growth in recent years, driven by rising mobile penetration, expanding internet access, and increasing private investment from service providers. Despite this progress, publicly available data on pricing structures and consumer satisfaction levels remains limited.

To address this gap, the National Communications Authority (NCA) conducted a nationwide survey to assess telecommunications service pricing and gather direct consumer feedback. The primary purpose of this initiative is to evaluate whether current service offerings are affordable, competitive, and aligned with the needs of Somali citizens and businesses.

This survey directly supports the NCA's mandate to promote fair competition, protect consumer rights,

and ensure that telecommunications services contribute meaningfully to national development and digital inclusion — providing an evidence base for future regulatory and policy action.

2.2 Importance of understanding pricing and consumer feedback

Transparent pricing and positive consumer experiences are fundamental to a well-functioning telecommunications market. By understanding how customers perceive the cost, quality, and reliability of services, regulators and operators are better positioned to make informed decisions that enhance service delivery and accessibility.

In Somalia, where telecommunications play a critical role in enabling financial services, education, health, and governance, it is essential to ensure that pricing does not become a barrier to access and that consumer concerns are taken seriously. Consumer feedback also helps to surface disparities across regions and demographic groups, enabling more equitable and inclusive regulatory responses.

2.3 Scope and objectives of the report

This report covers mobile, fixed, voice, broadband, and bundled service offerings provided by licensed telecommunications operators in Somalia. It encompasses consumer satisfaction metrics and the key areas of concern raised by users across all Federal Member States.

The main objectives of the report are to:

- Benchmark telecommunications service prices;
- Evaluate consumer satisfaction with service affordability, availability and customer support;
- Identify patterns in consumer behavior and usage;
- Support evidence-based policymaking and regulatory interventions;
- Provide actionable recommendations for industry improvement and consumer protection.

Through this report, the NCA aims to foster transparency, promote affordability, and support the development of a more competitive and consumer-centric telecommunications sector in Somalia.

3. Methodology

3.1 Survey design and approach

The survey employed a mixed-method approach to capture both quantitative and qualitative data. It included:

- Multiple choice questions to provide structured response options and facilitate statistical analysis of respondent preferences and behaviors;
- Yes/No questions to assess basic service usage and satisfaction levels;
- Open-ended questions to allow respondents to express their opinions and concerns in their own words;
- Explanation-based questions to gain deeper insights into the reasons behind consumer choices and satisfaction ratings.

This design ensured a balanced understanding of both measurable trends and the context behind user experiences.

3.2 Sampling method and demographics

A total of 100 responses were collected from a diverse cross-section of the Somali population. The sampling aimed to ensure representation from all Federal Member States, including both urban and rural areas. Respondents included a mix of:

- Age groups (youth, adults, and elderly),
- Genders,
- Income levels, and
- Occupation types (students, professionals, entrepreneurs, etc.).

This demographic diversity allowed for a more comprehensive view of consumer needs and service experiences across Somalia.

3.3 Data collection tools and timeline

The data collection process was conducted entirely through online methods, ensuring accessibility and efficiency across different regions of Somalia. Respondents completed the survey using digital forms distributed via social media platforms, email, and messaging applications commonly used by the

public.

Data collection began in February 2025 and was completed over a period of several weeks. The online format allowed participants to respond at their convenience and enabled the NCA to collect responses from all Federal Member States, despite logistical and geographical challenges.

Collected responses were compiled and analyzed using spreadsheet software and basic statistical tools to identify trends, correlations, and areas requiring further attention.

3.4 Limitations of the study

While the survey provides valuable insights, it is important to acknowledge certain limitations:

- Sample size. With 100 respondents, the sample offers indicative trends but may not fully capture the views of the entire population.
- Access constraints. Security and infrastructure challenges in some regions may have limited data collection efforts in hard-to-reach or remote areas.
- Self-reported data. Responses are based on personal experiences and perceptions, which may vary and include subjective bias.
- Limited representation of enterprise users. The majority of responses were from individual consumers, with fewer contributions from businesses or institutional users.

Despite these limitations, the data collected offers a meaningful foundation for understanding consumer perspectives and guiding policy development.

4. Overview of Telecommunications Services

4.1 Types of services covered (e.g., mobile, broadband, bundled packages)

The survey focused on a range of telecommunications services currently available in Somalia, including:

- Mobile Voice Services. Basic calling services provided through 2G, 3G, 4G and 5G networks.
- Mobile Broadband. Internet access delivered over 3G, 4G and 5G mobile networks.
- Fixed Internet Services. Growing fixed-line broadband offerings, mainly in urban centers.
- Bundled Packages. Combined services such as voice, data, SMS and IPTV plans offered at discounted rates by service providers.

These services form the core of Somalia's telecommunications sector and directly influence consumer satisfaction and affordability.

4.2 Market landscape and major providers

Somalia's telecommunications sector is one of the most dynamic in the region, operating largely through a competitive, private-sector-driven model. There are multiple licensed operators providing a wide range of services, with varying levels of infrastructure and regional coverage.

Licensed telecommunications providers in Somalia include:

- Amtel Somalia
- Golis Telecom Somalia
- Hormuud Telecom Somalia
- Somlink
- Somtel Somalia
- Somtel LTD
- Somtel Telecommunications Company
- Telesom Company

These providers offer services across different Federal Member States. The market remains broadly competitive in terms of pricing and service offerings, though notable disparities persist in coverage quality, rural access, and the range of available plans.

4.3 Regulatory Framework

The National Communications Authority (NCA) serves as the central regulatory body responsible for overseeing the telecommunications sector in Somalia. Established under the National Communications Law (2017), the NCA's mandate includes:

- Licensing and oversight of service providers;
- Interconnection and ensuring seamless communication between users on different networks;
- Ensuring fair competition and preventing monopolistic practices;
- Regulating pricing structures to ensure affordability and prevent exploitative tariffs;
- Promoting universal access by encouraging service provision in underserved and rural areas;
- Protecting consumer rights and promoting service quality;
- Monitoring compliance with spectrum usage and technical standards;
- Encouraging investment and infrastructure development.

The regulatory framework is continuously evolving to meet changing market demands, with a focus on improving transparency, strengthening enforcement, and promoting broad and equitable access to services across all regions of Somalia.

In line with Somalia's national regulatory framework, ICT policies, and strategies, the NCA actively promotes digital inclusion and leverages telecommunications services to drive socio-economic development.

4.4 Price Regulation

Price regulation in Somalia remains in draft form and has not yet been formally adopted or implemented; however, developing and enforcing such regulation is a key mandate of the National Communications Authority (NCA). Consumers have expressed strong support for regulated pricing models as a means to prevent unchecked price increases, promote affordability, and curb monopolistic practices. The absence of enforceable regulation contributes to market uncertainty and limits the ability of authorities to hold service providers accountable.

5. Pricing Analysis

5.1 Comparative pricing by provider and service category

This section presents pricing data collected directly from licensed telecommunications providers in Somalia, spanning the following service categories:

- Mobile voice;
- Mobile data;
- Mobile SMS;
- Bundles incorporating voice, data, SMS and IPTV services;
- Fixed broadband plans, including Fiber to the Home (FTTH).

Overall, pricing structures are broadly competitive, with variation across providers in terms of data volume, validity periods, and value-added services included in each plan.

Service	Average Prices	Validity
Mobile voice	\$0.024 – \$5	30 days
Mobile data	\$0.12 – \$20	24 hours – 30 Days
Mobile SMS	\$0.02 – \$5	30 Days
Bundles	\$0.25 – \$20	18 hours – 30 Days
Fixed broadband plans	\$20 – \$30	30 Days

5.2 Monthly service charges, installation fees, equipment rentals

- Mobile services generally have no installation fees, and SIM cards are inexpensive or provided for free in some cases.
- Postpaid plans require upfront deposits in some cases, especially for businesses or high-data usage customers.
- Fixed internet services, where offered, may include:
 - Installation fees ranging from \$15 to \$50, depending on provider and location.
 - Router/equipment rentals charged monthly (~\$5–\$10), or offered as one-time purchases.

5.3 Regional or Demographic Pricing Differences

Although fierce competition among providers has led to relatively uniform pricing across the country, regional and demographic disparities still exist, particularly in terms of service availability, quality, and consumer behavior.

- **Operator reach.** Not all providers operate nationally. Some operators serve only specific states or regions and offer their services exclusively within those areas, which can affect the range of available options for consumers in those regions.
- **Availability.** Urban centers such as Mogadishu, Hargeisa, and Bosaso typically enjoy broader service options and access to faster, more reliable internet plans.
- **Service quality and access.** In remote or underserved regions, infrastructure limitations may result in slower connection speeds, fewer plan options, and occasional reliability issues, even if pricing remains similar.
- **Demographic sensitivity.** Lower-income users and students often rely on short-term, low-volume data bundles (daily or weekly), while businesses and heavy users typically opt for higher-capacity monthly plans.

5.4 Bundling strategies and promotional offers

Bundled packages offering combined voice, data, and SMS are widely available and often priced more affordably than purchasing each service individually. Examples include:

- Daily or weekly combo offers (e.g., 80 minutes, 2GB, 50 SMS for \$1)
- Unlimited voice and data offers (e.g., combined unlimited voice, data, and IPTV packages)

Although bundle offers are consistently available year-round, providers also promote seasonal campaigns, targeted plans for students, and business-oriented packages with customer service add-ons.

5.5 Hidden fees or unexpected charges

Some consumers reported concerns about:

- Unclear data consumption. Unexpected

depletion of data balances without clear visibility into how data is being used, making it difficult for consumers to manage their allowances effectively.

- Perceived mismatch between service quality and price: Consumers feel that the quality of service received often does not justify the prices paid.

Although most providers advertise “all-inclusive pricing,” a lack of transparency in usage tracking and unclear terms for promotional packages remain common concerns highlighted by respondents.

6. Consumer Feedback Overview

The Telecommunications Service Pricing Survey revealed that 91% of respondents rely exclusively on mobile services, with no respondents using fixed services alone. A further 9% reported using both mobile and fixed services. This finding highlights a near-total dependence on mobile networks for connectivity in Somalia, reflecting the limited reach of fixed-line infrastructure and a strong consumer preference for the mobility, accessibility, and affordability that mobile services offer – a pattern consistent with broader trends seen across developing markets.

Telecommunications Service Usage Among Respondents

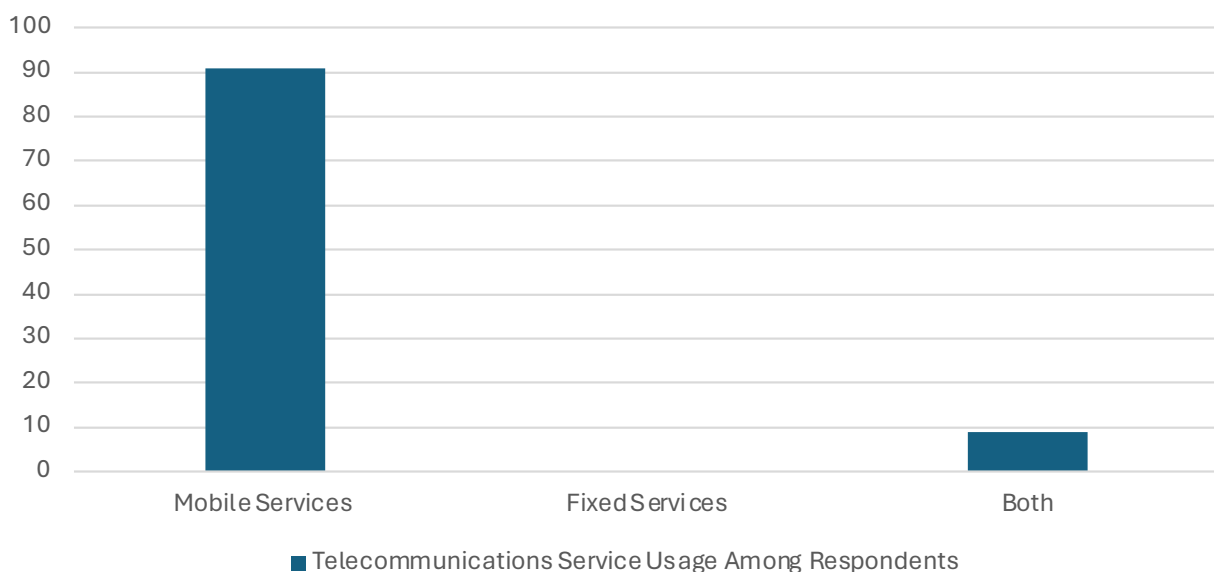


Figure 1: Distribution of Telecommunications Services Among Respondents

Consumer spending on mobile voice services is concentrated in lower price tiers. The majority of respondents – over 30 – reported spending between \$1 and \$4.99, making this the most common range and suggesting a preference for affordable voice services through daily or weekly top-ups rather than monthly contracts. A significant share also falls in the \$0.50 to \$0.99 range, reflecting strong demand for ultra-low-cost daily usage. Spending above \$10 is less common, though notable in the \$20 to \$29.99 bracket, pointing to a smaller segment using monthly, bundled, or unlimited plans. A few respondents reported paying nothing or had irregular patterns, reflecting a mix of free promotions or variable usage habits. Taken together, the data underscores that low-cost, flexible payment models are the preferred approach among mobile voice service users in Somalia.

Consumer Spending on Mobile Voice Services

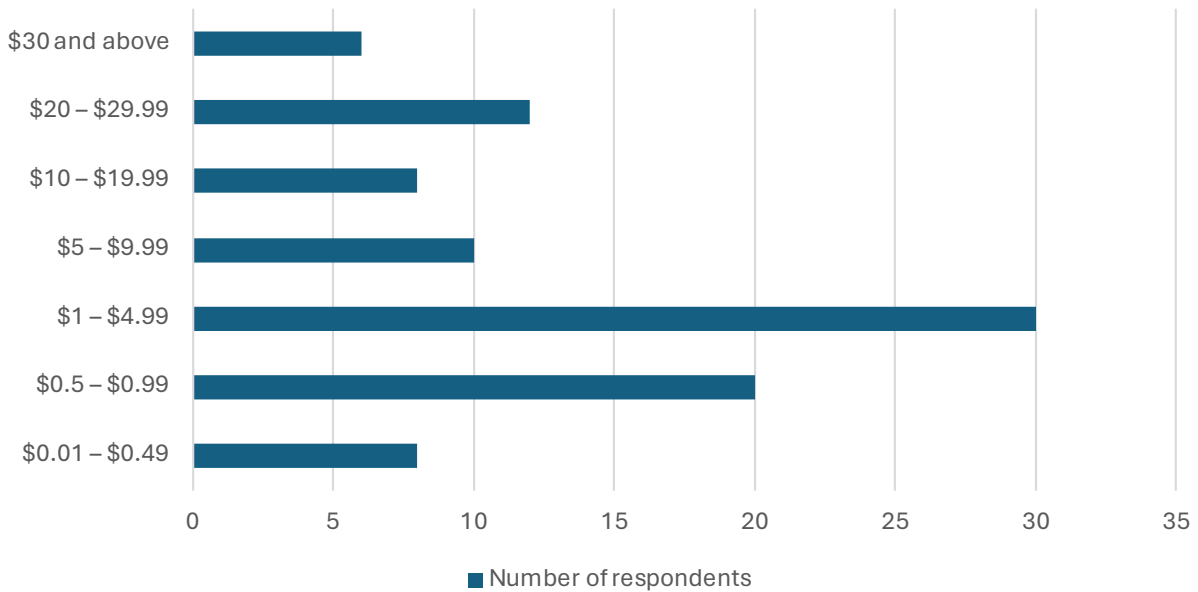


Figure 2: Average Price Paid by Consumers for Mobile Voice Services

In terms of service plan preference, monthly mobile voice plans (Bile) are the most popular option among respondents. This strong preference suggests that users value the stability and better overall pricing that typically comes with monthly packages. Daily plans are the second most common choice, indicating that a significant portion of users still prefer short-term flexibility, especially those with tighter budgets or inconsistent usage. Weekly plans show moderate popularity as a mid-range option. The presence of respondents who selected multiple plan types (e.g., Daily, Weekly, Monthly) implies that users often switch between plans depending on their needs, budget, or promotional availability. Overall, while monthly plans dominate consumer preference for mobile voice services, there is also a strong demand for scalable and flexible options.

Consumer Preference - Mobile Voice Services

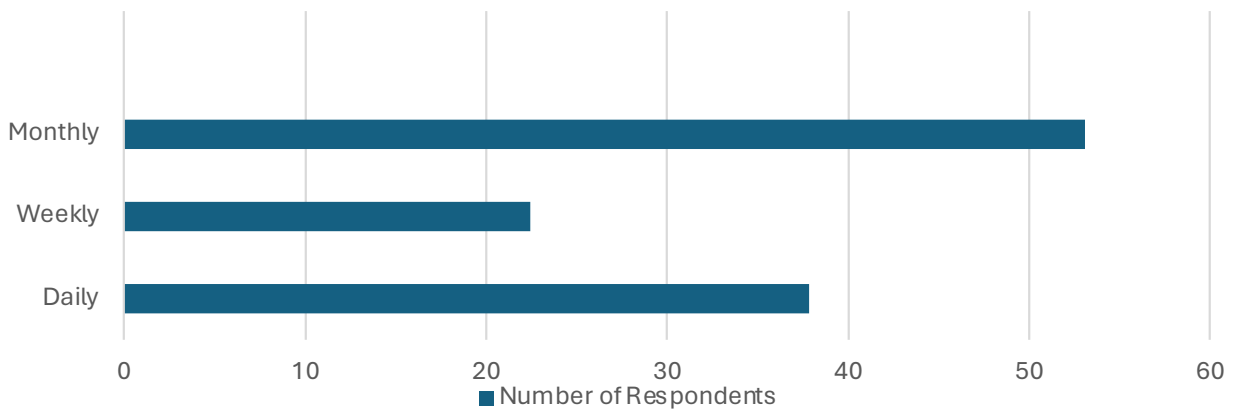


Figure 3: Preferred Mobile Voice Service Plan Types Among Consumers

Mobile internet spending is spread across a wide range of price points. The most common bracket is \$0.50 to \$0.99, indicating that many users rely on daily low-cost access, spending under a dollar per day. A large share of respondents also falls in the \$1 to \$4.99 and \$20 to \$24.99 ranges, revealing two distinct consumer segments: one focused on budget daily access, and another that opts for monthly packages. Heavier spenders in the \$25 to \$30 range are less common but still present, likely representing users with high data needs or bundled service plans. Very few respondents reported spending less than \$0.50, and none indicated receiving services for free. Overall, the data reflects a strong preference for affordable, consistent internet access – whether purchased daily or monthly.

Consumer Spending on Mobile Internet Services

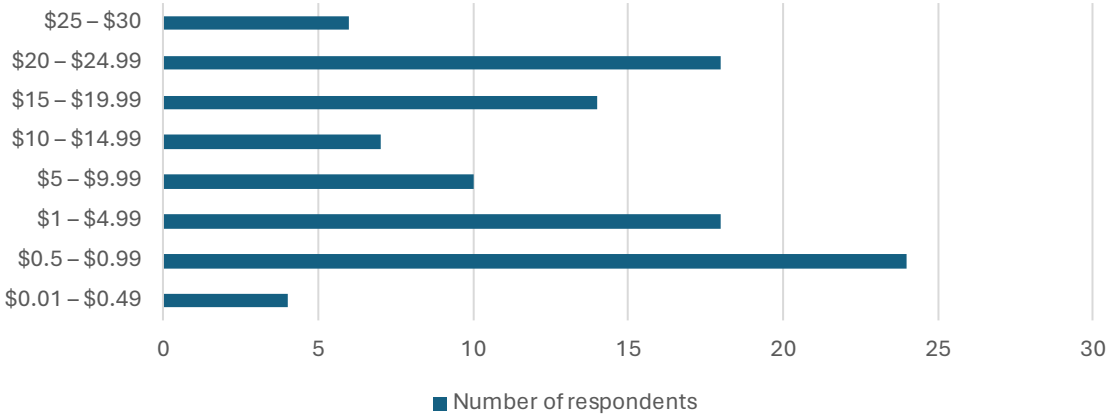


Figure 4: Average Price Paid by Consumers for Mobile Internet Services

When asked about internet service plan preferences, most respondents indicated that they primarily use monthly plans. This suggests that consumers generally prioritize longer-term, stable access and perceive monthly packages as offering better value. Daily plans followed closely, reflecting continued demand for budget-friendly and adaptable options. Weekly plans were less popular, possibly due to being less cost-effective or less actively promoted. Notably, several respondents selected multiple plan types (e.g., “Daily, Weekly, Monthly”), indicating that consumers regularly switch between plans based on immediate needs, promotional offers, or usage patterns. In summary, while monthly internet plans are the dominant choice, consumers value the flexibility to move between different tiers of access depending on financial and connectivity needs.

Consumer Preference - Mobile Internet Services

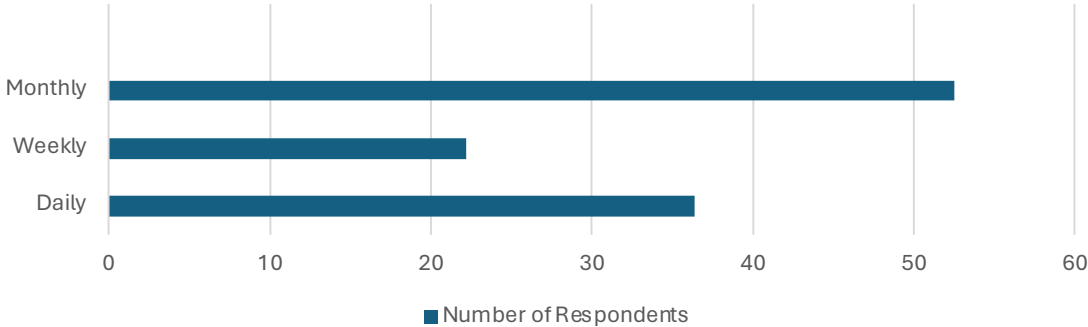


Figure 5: Preferred Mobile Internet Service Plan Types Among Consumers

6.1 General satisfaction levels (e.g., net promoter score, satisfaction rating)

6.1.1 Consumer Satisfaction with Voice Service Pricing

The survey results on satisfaction with mobile voice service pricing reveal a perfectly balanced sentiment among respondents. Exactly 50% of participants indicated satisfaction (“Haa”), while the other 50% reported dissatisfaction (“Maya”) with the pricing of their voice services. This even split signals a deeply divided consumer base: half find current pricing acceptable, while the other half feel it does not offer sufficient value. These results highlight a clear need for telecom providers to maintain affordable options for satisfied users while simultaneously addressing the concerns of the dissatisfied group through more flexible, competitive, and transparent pricing models. The data underscores the importance of tailoring services to meet diverse consumer needs and expectations.

Consumer Satisfaction with Voice Service Pricing



Figure 6: Consumer Satisfaction Levels with Mobile Voice Service Pricing

6.1.2 Consumer Satisfaction with Mobile Internet Service Pricing

For mobile internet services, 44.4% of respondents expressed satisfaction with current pricing, while a slightly larger share – 55.6% – reported dissatisfaction. Satisfied users most frequently cited high-speed internet, affordable daily or monthly bundles, and consistent connectivity as key strengths. Dissatisfied users, by contrast,

reported that prices are too high relative to the value received, with recurring complaints about short validity periods, data bundles expiring before use, and slow or unreliable connections in certain areas. These findings signal clear demand for more affordable, flexible, and reliable mobile internet packages – particularly among lower-income users and those with variable usage patterns.

Consumer Satisfaction with Voice Service Pricing

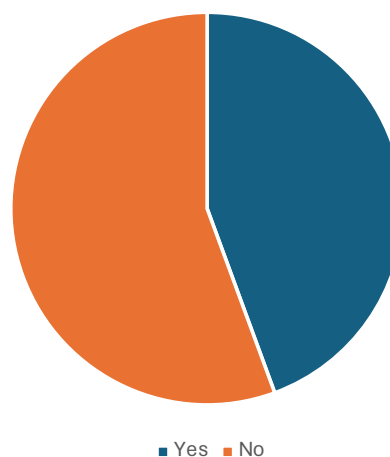


Figure 7: Consumer Satisfaction Levels with Mobile Internet Service Pricing

6.2 Consumer Preference: Wi-Fi usage

A majority of respondents – 60.8% – reported using wireless (Wi-Fi) services, while 39.2% stated they do not. This indicates that Wi-Fi is reasonably accessible for a significant share of users, whether through home routers, workplace networks, or public access points. When asked where they primarily access Wi-Fi:

- 67.1% of respondents said they use Wi-Fi at home,
- 27.4% use it at work, and
- 5.5% access Wi-Fi at universities.

These figures confirm the home as the primary location for internet connectivity, reinforcing the importance of stable and affordable residential Wi-Fi. Lower uptake at workplaces and universities may reflect limited availability, institutional restrictions, or a preference for mobile data in those settings.

Consumer Preference:
Wi-Fi usage

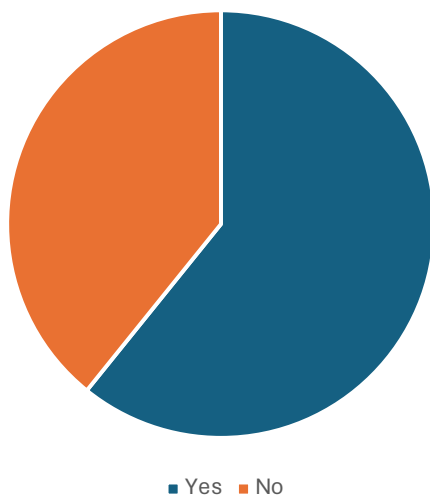


Figure 8: Wi-Fi Usage Preferences Among Consumers

6.3 Consumer Spending on Wi-Fi Services

Most Wi-Fi users pay between \$15 and \$30 per month for wireless internet services. The most frequently reported monthly costs are \$25 and \$30, with several respondents also citing \$18, \$20, or \$23. A smaller group reported accessing Wi-Fi for free, typically through their workplace or a shared household arrangement, while others either do not pay directly or do not use Wi-Fi at all.

While home-based Wi-Fi is relatively widespread, the cost of access remains a meaningful barrier to broader digital inclusion. At \$25 to \$30 per month, Wi-Fi represents a substantial share of disposable income – particularly for students, low-income households, and informal workers – underscoring the need to evaluate and improve the affordability of home internet services.

The data also points to a growing reliance on institutional Wi-Fi – such as in workplaces or educational facilities – which can limit consistent home connectivity that is essential for remote work, online education, and access to digital services. To promote more equitable access, the following measures warrant consideration:

- Encouraging more competitive pricing in the fixed wireless market,

- Exploring targeted subsidies or low-income internet plans,
- Supporting community Wi-Fi initiatives in underserved areas,
- and collaborating with ISPs to enhance transparency in service quality and pricing.

6.4 Consumer Satisfaction with Wi-Fi Service Pricing

62.2% of respondents expressed satisfaction with the pricing of Wi-Fi services, while 37.8% indicated dissatisfaction. This majority suggests that most users find current Wi-Fi pricing to be reasonable and aligned with the value or quality of service they receive. However, the significant minority of dissatisfied users points to ongoing concerns about affordability, service consistency, or a perceived mismatch between price and internet performance. This split highlights the importance of maintaining competitive pricing, ensuring service quality, and offering affordable plans particularly for low-income households or areas with limited connectivity options. Addressing these gaps can help improve user satisfaction and promote broader access to reliable home internet.

Consumer Satisfaction with
Wi-Fi Service Pricing

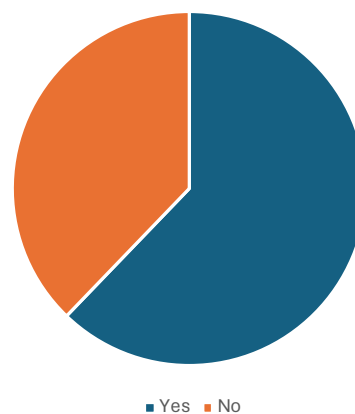


Figure 9: Perceived Affordability of Wi-Fi Services Among Consumers

6.5 Key consumer concerns (e.g., cost, reliability, QoS, customer service)

Respondents who were satisfied with the pricing of mobile voice and internet services cited several key reasons:

- **Affordable Pricing**

Many users stated that the prices were reasonable or cheap, especially when compared to other countries. Several highlighted that \$1 gives 80 minutes, which they consider fair and sufficient for their needs.

- **High-Speed Internet**

A recurring theme was that the internet speed is fast, often described as “xawaare sare” (high speed). Users felt they were getting good performance for the price paid.

- **Good Service Quality**

Respondents appreciated the overall service quality, including clear voice calls, reliable signal, and efficient customer support.

- **Bundled Services**

Some liked the fact that they can get data, calling minutes, and SMS together in one package, offering more value.

- **Reliability and Coverage**

Several users mentioned that the service is available most of the time, with few issues or interruptions.

- **Satisfaction with Provider**

A few explicitly praised service providers for delivering consistent, quality service and supporting their communication needs reliably.

- **Convenience & Usability**

Others noted how the service suits their daily routines, allows them to stay in touch for personal or business reasons, and fulfills their basic needs affordably.

Sample Translation Excerpts

“Internet ka waa mid xawaare sare leh sidookalena qiimo jaban” The internet is fast and also cheap.

“Waan ku qanacsanahay waxaan helaa adeeg tayo leh qiimo macquul ah” I’m satisfied because I get quality service at a fair price.

“Waa qiimo aad u jaban dhanka ku hadalka gudaha” The local call pricing is very cheap.

“Waa jabatahy malinti qofku intaas waa ku hadli karaa bahidiisa” The daily cost is low, and it covers my communication needs.

“Wax dhib ah kuma qabo” I don’t have any problems.

“Muraadkaygaan ku fushadaa” I accomplish my goals with it.

6.6 Summary of Dissatisfaction with Voice Service Pricing

Respondents who expressed dissatisfaction with the pricing of mobile voice services raised several recurring concerns, most of which centered on affordability, pricing fairness, and service quality.

6.6.1 Key Reasons for Dissatisfaction

- **High Cost / Affordability Issues**

The overwhelming majority cited that the service is too expensive, especially considering low-income levels, student budgets, or daily usage needs. Many feel that the pricing is not justified, particularly for those who rely on the service daily.

- **Price Increases Without Notice**

Several users reported that previously affordable plans were changed without notification. For example, what used to be 100 minutes for \$1 was reduced to 70 minutes, causing confusion and frustration.

- **Mismatch Between Price and Value**

A common complaint was that the duration or quality of service doesn’t match the amount paid. Some users mentioned that funds are deducted quickly, or minutes run out too soon, leaving them feeling shortchanged.

- **Quality Concerns**

A number of users stated that the network quality is weak, with slow internet speeds, poor connectivity in certain areas, or even inaccessible services in locations like airports or remote regions.

- **Automatic Deductions / Short Validity**

Some respondents reported that their balance expires too quickly or gets deducted even

when they don't use the service. Daily costs were also seen as adding up over time.

- **Lack of Transparency and Flexibility**

Consumers expressed a desire for more transparent pricing and flexibility. Combined bundles often expire together, or internet and calling balances are consumed simultaneously, reducing perceived value.

- **Unmet Expectations in Bundles**

Some users felt that services like bundles, which include internet and voice, do not last as long as advertised or fail to perform reliably.

Sample Translation Highlights:

"Qiimaha waa qaali, adeeguna ma lahan tayo sare"
The price is high, and the service lacks quality.

"Waa biil joogto ah oo qaali ah" It's an ongoing expensive bill.

"Isbedel lama ogeysiin, daqiiqado ayaa yaraaday"
Price changed without notice, and minutes were reduced.

"Internet-ka iyo ku hadalku hal mar bay wada dhamaanayaan" Both internet and voice run out at the same time.

"Maalin kasta .80¢ ma awoodo" I can't afford to spend \$0.80 daily.

6.7 Key Consumer Insights

These responses indicate strong consumer demand for:

- Lower and stable pricing
- Transparent and consistent service plans
- Improved service quality
- Flexible, separate bundles for internet and calls

6.8 Consumer Satisfaction with Mobile Internet Services

Respondents satisfied with their mobile internet services highlighted several consistent themes. Many described the internet as fast and reliable, enabling them to chat, email, research, and stream without interruption. A large share noted that pricing is reasonable – especially compared to

international benchmarks – making it accessible across different income levels. Some praised their provider as superior to local alternatives, citing faster speeds and more consistent performance. Others valued the longevity of data, with one user noting they could stretch \$1 worth of data over several days. Service quality overall – including connection speed, minimal downtime, and responsive customer support – was frequently cited as a strength. In sum, satisfied users feel the cost-to-value ratio is fair and that their service reliably meets both personal and professional needs.

6.9 Dissatisfaction with Mobile Internet Service Pricing

Dissatisfied respondents most commonly cited high costs as their primary concern. Many described current prices as unaffordable – particularly for students, low-income earners, and daily wage workers whose earnings can be as little as \$5 per day. Several users mentioned paying \$4.25 per week or \$18 to \$20 per month, which they consider excessive relative to their financial circumstances. Other recurring complaints included data packages expiring too quickly – especially during high-bandwidth activities such as video streaming – and internet speeds that are inconsistent or insufficient, with frequent disconnections or poor performance in certain areas.

Some users noted that pricing had previously been more reasonable and expressed frustration at recent increases with no corresponding service improvements. Others reported that the value received does not match the cost, as they are frequently forced to repurchase data before completing essential tasks. Several users felt that telecom providers are not sufficiently responsive to economic hardship, and that services are structured more for profit than for user benefit. The message from dissatisfied consumers is consistent: they want lower prices, longer data validity, and more reliable performance.

6.10 Reasons for Satisfaction with Wi-Fi Service Pricing

Satisfied Wi-Fi users most commonly cited high

speed at an affordable price – particularly for those on 4G or fiber connections – as the primary driver of their satisfaction. Some reported free access through their workplace or shared family arrangements, which further enhanced perceived value. Others appreciated the service’s reliability: fast downloads, consistent speeds, and the ability to connect multiple devices simultaneously without degradation. Several respondents noted that Somalia’s Wi-Fi quality-to-price ratio compares favorably with other countries, and that they can use the internet without concern over data caps or frequent outages.

Some respondents also noted that their employer covers the cost entirely, making Wi-Fi effectively free. The unrestricted flexibility of home Wi-Fi – being able to use it freely without data caps – was another commonly cited benefit. On balance, satisfied users found that the combination of speed, accessibility, and affordability met or exceeded their expectations.

6.11 Reasons for Dissatisfaction with Wi-Fi Service Pricing

Dissatisfied Wi-Fi users most frequently pointed to high cost, with many stating that monthly fees – typically \$25 to \$30 – are unaffordable for the average consumer, particularly students and low-income households. Other concerns included slow speeds (especially for streaming) and network congestion when multiple users are connected simultaneously.

Some users also reported recurring technical issues and poor customer service responsiveness. A particularly notable concern was pricing inconsistency: respondents at the same university reported being charged different monthly rates (\$18 vs. \$23), which they viewed as arbitrary and unfair. Others described coverage as unreliable or weak – especially in areas with limited infrastructure – and a few noted that infrequent use makes any fixed monthly cost difficult to justify.

Collectively, these concerns point to a persistent mismatch between price and quality, compounded by affordability constraints and inconsistencies in both pricing and service reliability. Addressing these issues will require more transparent, equitable, and consistently delivered Wi-Fi offerings.

6.12 Customer Support Experiences

6.12.1 Transparency and Clarity in Pricing Information

When asked whether telecom service pricing is transparent and clear, 66% of respondents said yes, indicating that most users feel providers present their pricing in an understandable manner. However, 34% of respondents disagreed, suggesting that a significant minority still find pricing structures unclear or confusing. This points to an ongoing need for telecoms to ensure that pricing information is consistently accessible, detailed, and easy for all consumers to understand – regardless of digital literacy level.

Consumer Satisfaction with Pricing Details of Telecommunication Service Providers

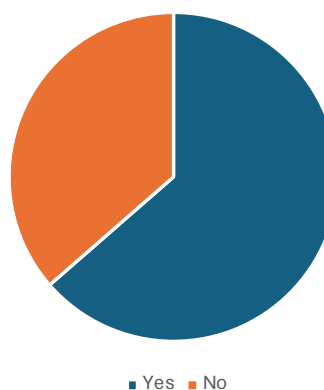


Figure 10: Perceived Transparency in Mobile and Wi-Fi Service Pricing

6.12.2 Discrepancy Between Actual and Advertised Telecommunication Service Prices

The survey results on the discrepancy between actual and advertised telecommunication service prices reveal a significant trust gap between consumers and service providers. With 56.8% of respondents stating that they have observed differences between promotional prices and actual charges, the data indicates that a majority of users feel misled or confused by telecom pricing structures. This discrepancy may stem from hidden fees, unclear terms and conditions, short-term promotional rates that change without notice, or bundled services that inflate final costs.

The fact that 43.2% of respondents did not observe such a discrepancy suggests that while some consumers are satisfied with the transparency of pricing, there is still a considerable portion who experience inconsistencies. This variation in user experience may depend on the type of plan, level of digital literacy, or the provider itself.

These findings underscore the need to ensure that pricing information is communicated in a clear, accessible, and honest manner. Greater transparency can improve consumer confidence and reduce complaints, while helping users make more informed choices about the services they purchase. For providers, addressing this gap can be an opportunity to build competitive advantage through trust and clarity.

Is there a Discrepancy Between
Actual and Advertised
Telecommunication Service Prices?

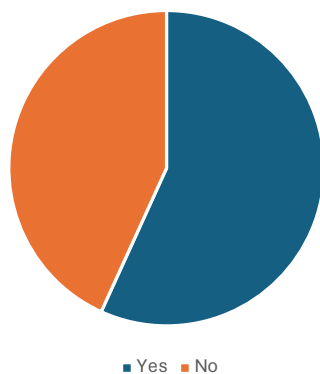


Figure 11: Variance Between Promoted and Paid Prices for Telecom Services

6.13 Impact of Telecommunication Price Changes Over the Last Six Months

Over the past six months, changes in telecommunication service prices have had a tangible impact on a large proportion of users. According to the survey, 76% of respondents reported being negatively affected by these price changes, while 24% stated they had not experienced any significant impact. This reveals that the majority of consumers are feeling financial strain – most likely as a result of rising costs across mobile data, internet access, and bundled communication services.

The scale of impact suggests that rising prices are placing real pressure on household budgets, particularly for individuals and families who depend on digital services for work, education, and daily communication. These findings reflect a growing concern about digital affordability and accessibility – one that is especially acute in Somalia’s economically vulnerable communities.

Has the Telecommunication Services
Price Changes Over the Last Six
Months impacted you?

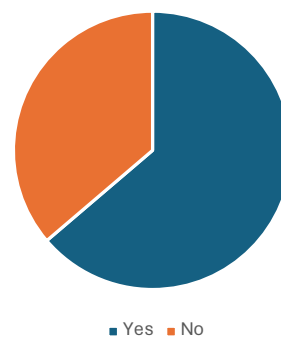


Figure 12: Reported Impact of Telecom Price Changes in the Last Six Months

6.13.1 Voices from Affected Users (76%)

Many users expressed frustration over the inconsistency and unpredictability of internet pricing. A particularly common experience was the sharp increase in daily data costs – for example, services that once cost \$0.50 per day have risen to \$0.70 or \$0.80, a change that has become a meaningful burden for families and low-income individuals.

Some of the key concerns included:

- Price fluctuations making it difficult to choose a reliable provider.
- Reduced quality of service despite higher prices, including slower internet speeds and more frequent network interruptions.
- No clear communication or justification from providers regarding price hikes or performance issues.
- Disproportionate impact on students, job seekers, and families who depend heavily on stable internet access.

One user shared:

“What used to cost \$0.5 is now \$0.8. I used to spend \$1 every two weeks; now it barely lasts a week. The speed is slower, and it’s no longer affordable, especially in a country with high unemployment. The big companies seem to have agreed to raise prices together, and the service quality hasn’t improved.”

These sentiments underscore the urgent need for greater transparency, fair pricing, and competitive practices in the telecom sector.

6.13.2 Experiences of Unaffected Users (24%)

In contrast, a smaller group of respondents reported that they had not noticed any major changes in telecommunication service costs or quality. Several reasons were cited:

- Use of fixed-price home Wi-Fi or employer-sponsored internet.
- No significant changes observed in their region or provider’s service.
- Price increases were acknowledged, but did not meaningfully impact daily usage or budget.

As one respondent noted:

“I still use the same amount of internet credit as before. I use Wi-Fi at home and wireless internet at work. Although prices have gone up for example, from \$12 to \$18 it hasn’t caused a major issue for me personally.”

These users highlight the variability in user experiences, likely shaped by income level, geographic location, internet plan type, and usage patterns.

6.13.3 Conclusion

The rising cost of telecommunication services has created meaningful financial pressure for the majority of users surveyed, particularly among vulnerable populations such as students, daily wage earners, and low-income households. While a minority remain unaffected, the prevailing trend points to growing dissatisfaction, declining affordability, and deepening concerns over pricing fairness and service quality. These findings demand urgent attention from service providers, regulators,

and policymakers to ensure that essential digital services remain accessible, consistent, and equitable across all segments of the population.

6.14 Value for Money Perception

As telecommunication services become indispensable to daily life, understanding how consumers perceive value for money is more important than ever. This section examines whether competition among telecom companies translates into real, tangible benefits for users – assessing whether competitive pricing and service offerings are genuinely improving affordability and overall satisfaction.

6.14.1 Consumer Perceptions of the Benefits of Competition Between Telecommunication Companies

When asked whether competition between telecommunication companies is beneficial, 73.3% of respondents said yes, indicating that they perceive advantages such as better pricing, improved service options, or promotional offers resulting from market rivalry. In contrast, 26.7% said no, suggesting that some users do not experience tangible benefits from competition, or believe that providers coordinate pricing and reduce quality despite appearing to compete. This division highlights the mixed experiences consumers have with the telecom market and underscores the need for more transparent and consumer-focused practices.

Is the Competition Between Telecommunication Companies Beneficial to You?

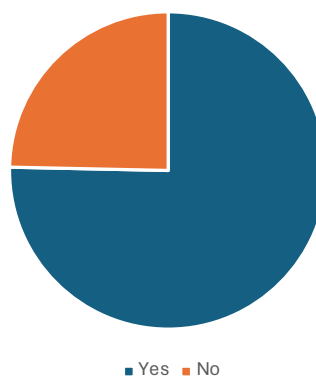


Figure 13: Impact of Telecom Competition on

Consumer Experience

Many respondents who answered “Yes” believe that competition between telecommunication companies brings tangible benefits to consumers. The most commonly cited advantage is the reduction in prices, with users stating they have access to more affordable internet services when companies compete. Some explained that during periods of active competition, they received promotional offers, lower daily rates, and better data bundles, which allowed them to manage their finances more effectively. Others pointed out that service quality also tends to improve, as each company strives to attract and retain customers by offering faster internet, wider coverage, or more reliable connections.

Several participants emphasized that open competition reduces monopolies, giving consumers more freedom of choice. They mentioned switching to whichever provider offered the best price at any given time, which helped them find cost-effective solutions. Additionally, respondents noted that when companies try to outdo each other, they are more responsive to customer needs and more likely to maintain high service standards.

However, a few people cautioned that while competition can be beneficial, it must be fair and well-regulated. Some expressed concern that companies may collude or later agree on higher prices, reversing the short-term benefits of competition. Still, the overall sentiment is that competition fosters affordability and accessibility, particularly in contexts where digital connectivity is essential for daily life, work, and education.

Respondents who answered “No” expressed strong skepticism about the existence or effectiveness of competition among telecommunication companies. Many believe that there is no real competition, with some stating that companies appear to have made agreements behind the scenes to keep prices high and divide the market among themselves. Several participants pointed out that prices are often fixed, and while there may appear to be competition on the surface, the quality of service has declined since the introduction of so-called competitive offers. Services that were once reliable such as monthly, weekly, or daily data bundles have reportedly decreased in quality even as prices remain the same or increase.

Some mentioned that only the companies themselves benefit, particularly during peak periods like weekends, while customers see no real advantage. Others emphasized that the price burden ultimately falls on the consumer, with internet costs rising without corresponding improvements in service or speed. A few respondents stated they don’t even see any companies actively competing, and that a single dominant company holds too much power in the market, limiting choice and reducing the chance for meaningful change.

Additionally, a number of people expressed frustration and confusion over pricing changes, calling the process unstable and economically stressful. Some also noted that they don’t use mobile data and thus haven’t experienced any benefit from competition, if it exists. Overall, the sentiment among these respondents is that telecom competition in its current form is ineffective, unfair, and largely benefits the providers rather than the public.

7. Insights by Demographics

7.1 Age, income, urban/rural location, usage patterns

This survey collected insights from a diverse group of participants across various age groups, occupations, income levels, and locations (urban and rural) to better understand how changes in telecommunication service pricing have impacted consumers. A total of over 100 respondents participated, comprising individuals from different professional backgrounds. Among them were government employees, private company workers, students, manual laborers (xooqsade), and entrepreneurs (business owners).

The majority of respondents were male, though a notable portion of female respondents also contributed, particularly in sectors like company employment and student categories. Many of the participants use mobile phones actively and are engaged in daily communication for education, business, or work-related purposes.

Students made up a large portion of the survey group, indicating the heavy reliance of youth and learners on internet services for studying and staying connected. Government and company workers represented another significant segment, reflecting the importance of affordable and reliable communication in professional settings. Manual workers and small business owners also voiced strong opinions, highlighting the strain of rising service costs on low-income groups.

The responses were gathered from various regions, and while some respondents chose not to provide their phone numbers or full details, their input on service quality and pricing concerns added depth to the analysis. Overall, the demographics reflected a broad cross-section of Somali society, offering valuable insights into the economic and social dimensions of telecommunication pricing.

7.2 Advice to Telecommunication Companies on Pricing Adjustments

Respondents consistently urged telecommunications companies to reduce service prices and improve affordability for the general public, particularly in light of Somalia’s difficult economic conditions and high unemployment. A frequently cited suggestion was to restore previous pricing structures — such as the \$0.50 daily rate — which many considered both reasonable and financially sustainable for ordinary users.

Participants also stressed the importance of fair, consistent, and transparent pricing — free from sudden hikes or hidden charges. Some proposed establishing a baseline price tier that reflects Somalia’s income levels, while others called for formal government price regulation to prevent monopolistic behavior and behind-the-scenes agreements between major providers.

Beyond pricing, users called for improvements in service quality and network reliability, urging companies to compete not only on price but also on customer satisfaction and technological advancement — including calls to accelerate the rollout of 5G services. Many also advised companies to prioritize equitable access for all segments of society, including students, low-income families, and youth under 18, through special packages or extended data validity periods.

Some respondents proposed supporting smaller or alternative providers in order to encourage healthy competition. There were also calls for anti-monopoly enforcement, government-owned telecom options, and the reinvestment of operator revenues into public infrastructure such as roads, schools, and healthcare.

Overall, the message was clear: telecommunication companies should be more mindful of the socio-economic realities of the population, offer affordable, reliable services, and ensure that their operations are customer-centered rather than purely profit-driven.

8. Comparative Benchmarking

8.1 Regional Comparisons

To place Somalia’s telecommunications pricing and service landscape in context, this report compares it with select countries in the East African region, including Kenya, Ethiopia, and Uganda. The table below presents a comparison of mobile data costs across the region:

Country	1GB Mobile Data (USD)
Somalia	~\$0.50
Kenya	~\$0.59
Ethiopia	~\$0.68
Uganda	~\$1.11
DR Congo	~\$0.52
Rwanda	~\$0.55
Tanzania	~\$0.84
Burundi	\$1.10

The table reinforces Somalia’s position as one of the most affordable markets for mobile data in the East African region, with the average cost of 1 GB of data estimated at approximately \$0.50. This competitive pricing reflects the country’s low pricing structure, which reflects the country’s competitive telecom environment and ongoing efforts to increase digital accessibility. However, while affordability remains a key strength, it must be complemented by improvements in mobile penetration, internet speed, and infrastructure

development to ensure more inclusive and reliable digital access for all segments of the population. The dynamic telecom environment and ongoing efforts to increase digital accessibility. However, affordability alone is insufficient: it must be complemented by improvements in mobile penetration, internet speed, and infrastructure development to ensure more inclusive and reliable digital access for all segments of the population.

8.2 Best practices from other markets

Several regional practices merit consideration for adoption in Somalia:

- **Transparent pricing dashboards:** Public access to comparative pricing tools helps consumers make informed choices.
- **Targeted subsidies:** Government or NGO-supported data packages for students and rural users increase affordability.
- **Zero-rated essential services:** Free access to government, health, and education websites helps bridge the digital divide.

These practices align with global goals of universal access, digital literacy, and market competitiveness, and offer a concrete roadmap for strengthening Somalia's telecommunications regulatory framework.

9. Key Findings

9.1 Summary of pricing trends

The survey revealed several important pricing dynamics in Somalia's telecommunication market:

- **Mobile services dominate.** The vast majority (91%) of respondents rely exclusively on mobile voice and data services, showing limited availability or use of fixed-line infrastructure.
- **Daily, prepaid pricing is prevalent.** A large number of users opt for daily mobile plans for both voice and data, reflecting a high dependency on flexibility and cash-based daily spending due to low or inconsistent income levels.
- **Monthly Wi-Fi plans are common but costly.**

Wi-Fi users generally pay between \$25 and \$30 monthly, a significant burden for many, especially students and informal workers.

- **Rising prices over time.** 76% of respondents indicated they've been negatively affected by recent price increases. What once cost \$0.5 daily now costs \$0.7–\$0.8, with no equivalent improvement in service.
- **Bundled services are popular but not always efficient.** While users like bundled voice/data/SMS plans, many complained that resources expire together, leading to wasted value.
- **Competitive pricing exists in theory, but not always in practice.** Although 73.3% believe competition benefits consumers, many feel that companies operate like a cartel raising prices together without improving services.

9.2 Major consumer pain points

From the qualitative and quantitative data, several recurring pain points emerged:

a) Affordability & Value for Money.

- Many users describe telecom services as too expensive, particularly for daily or weekly users.
- Users on tight budgets, such as students or daily wage earners, find current prices unsustainable.
- \$0.8/day may seem small, but adds up to nearly \$25/month, equivalent to monthly Wi-Fi costs.

b) Sudden Price Changes.

- Users are frustrated by price changes without notice, e.g., call minutes decreasing from 100 to 70 for the same price.
- Promotions often shift without transparent communication.

c) Service Quality Issues.

- Reports of poor internet speed, especially

during peak hours or in rural zones.

- Voice call quality is inconsistent; some experience dropped calls or dead zones (e.g., near airports).

d) Data Expiry & Short Validity.

- Mobile data often expires quickly, especially when streaming or using social media.
- Bundles sometimes expire before the consumer finishes using them even within hours.

e) Lack of Transparency.

- 56.8% say there's a gap between advertised prices and what they actually pay.
- Some users report automatic deductions, unclear terms, or misrepresented bundle durations.

9.3 Notable patterns or outliers in data

- Students and young users are most sensitive to price shifts. They report skipping internet use due to cost or switching providers frequently.
- Urban users report better service, while rural users face speed and coverage issues.
- Some respondents (24%) feel unaffected by price hikes, often because they:
 - Use free Wi-Fi at work
 - Have employer-subsidized internet
 - Live in regions with stable pricing or minimal consumption
- Several users called for active support of smaller providers as a means of encouraging genuine competition and curbing monopolistic behavior in the market.

10. Recommendations

1.1 For Telecom Providers

a) Enhance Pricing Transparency

- Ensure clear, upfront communication of all charges, bundle conditions, and expiration rules.

- Avoid hidden fees or practices like automatic bundle renewals without customer consent.

b) Offer More Flexible Plans

- Develop tiered pricing models to accommodate different income levels, e.g.:
 - Student-specific bundles
 - Budget-friendly voice-only plans
 - Separate validity for voice and data within bundles

c) Improve Network Infrastructure

- Invest in network upgrades in underserved regions (especially rural zones and outskirts of urban areas).
- Provide consistent speeds and signal coverage, especially during peak usage hours.

d) Rebuild Trust through Customer Support

- Offer responsive, multilingual customer service channels.
- Address technical issues, price complaints, and bundle expirations transparently.

e) Reward Loyalty and Usage

- Introduce loyalty discounts, referral bonuses, or free usage days for long-term customers.

1.2 For Regulators and Policymakers

a) Enforce Pricing Oversight

- Prevent collusion or coordinated price increases between large providers.
- Require public disclosure of pricing models and bundle structures.

b) Promote Affordable Access

- Collaborate with ISPs and telecoms to:
 - Introduce low-income internet packages
 - Support school and university internet initiatives
 - Encourage community-based Wi-Fi models

c) Expand Rural Connectivity

- Incentivize infrastructure investment in

remote and underserved areas through:

- Tax breaks
- Co-investment models
- Public-private partnerships

d) Support Smaller Providers

- Simplify licensing processes for new entrants
- Prevent market concentration by promoting diverse players and fair interconnection rules

e) Consumer Protection Enforcement

- Establish complaint hotlines and mediation services under the National Communications Authority
- Penalize misleading ads or recurring issues with automatic deductions

1.3 For Consumers

a) Choose Plans That Match Your Usage

- For light users, daily or weekly bundles may be cost-effective.
- For households or heavy users, Wi-Fi or monthly mobile bundles offer better value.

b) Monitor Data and Bundle Use

- Use built-in phone features or apps to track daily data consumption.
- Report abnormal deductions or quick data depletion to providers or NCA.

c) Use Loyalty and Promotions Wisely

- Take advantage of promotional packages or free data offers—but read the fine print.

d) Raise Your Voice

- Participate in consumer forums and surveys.
- Report issues to regulatory bodies to ensure providers are held accountable.

11. Appendices. Survey Questionnaire (Somali and English)

1. Dooro Jinsiga

Select your gender

2. Lambarka Taleefanka

Phone number

3. Dooro shaqada aad hadda qabatid?

Select your current occupation

4. Dooro adeegga taleefoonka ee aad isticmaashid?

Select the type of telephone service you use

5. Sheeg magaca Shirkadaha isgaarsiinta ee aad ka isticmaasho adeegyada isgaarsiinta?

Name the telecommunications companies you use for services

6. Sheeg magaca adeegyada isgaarsiineed ee aad badanaa iibsatid? tusaale: adeegga Anfac

Name the telecom service packages you usually purchase (e.g., Anfac)

7. Immisa ayaad inta badan bixisaa si aad u hesho adeegyada isgaarsiinta ku hadalka?

How much do you usually pay for voice call services?

8. Dooro nuuca adeegyada isgaarsiinta ku hadalka ee aad badanaa iibsatid?

Select the type of voice service packages you usually purchase

9. Immisa ayaad inta badan bixisaa si aad u hesho adeegyada isgaarsiinta internetka?

How much do you usually pay for mobile internet services?

10. Dooro nuuca adeegyada isgaarsiinta internetka ee aad badanaa iibsatid?

Select the type of internet service packages you usually purchase

11. Maku qanacsantahay qiimaha adeegga ku hadalka ee aad isticmaasho?

Are you satisfied with the pricing of your voice service?

12. Haddii aad dooratay Haa, fadlan sharax sababta

If you selected Yes, please explain why

13. Haddii aad dooratay Maya, fadlan sharax sababta

If you selected No, please explain why

14. **Maku qanacsantahay qiimaha adeegga internetka ee aad isticmaasho?**
Are you satisfied with the pricing of your internet service?
15. **Haddii aad dooratay Haa, fadlan sharax sababta**
If you selected Yes, please explain why
16. **Haddii aad dooratay Maya, fadlan sharax sababta**
If you selected No, please explain why
17. **Ma isticmaasha adeegga wireless-ka (Wi-Fi)?**
Do you use wireless (Wi-Fi) internet?
18. **Xagee ku isticmaashaa adeegga wireless-ka (Wi-Fi)?**
Where do you usually use Wi-Fi?
19. **Waa immsa qiimaha aad ku bixiso adeegga wireless-ka (Wi-Fi)?**
How much do you pay for Wi-Fi service?
20. **Maku qanacsantahay qiimaha adeegga wireless-ka (Wi-Fi) ee aad isticmaasho?**
Are you satisfied with the pricing of your Wi-Fi service?
21. **Haddii aad dooratay Haa, fadlan sharax sababta**
If you selected Yes, please explain why
22. **Haddii aad dooratay Maya, fadlan sharax sababta**
If you selected No, please explain why
23. **Macluumaadka qiimaha adeegyada isgaarsiinta ee shirkadaha isgaarsiintu ma yihiin kuwa cad oo hufan?**
Is the pricing information from telecom companies clear and transparent?
24. **Ma aragtay kala duwnaansho ku saabsan qiimaha aad ku bixiso adeegyada isgaarsiinta iyo qiimaha ay xayeysiyaan shirkadaha isgaarsiinta?**
Have you noticed a difference between what you pay and the advertised telecom service prices?
25. **Isbeddelkii ku yimid qiimaha adeegyada isgaarsiinta dalka lixdii bilood ee la soo dhaafay ma ku saameeyey?**
Have the changes in telecom pricing over the past six months affected you?
26. **Haddii aad dooratay Haa, fadlan sharax sababta**
If you selected Yes, please explain why
27. **Haddii aad dooratay Maya, fadlan sharax sababta**
If you selected No, please explain why
28. **Tartanadda dhexmara shirkadaha isgaarsiinta ma yahay mid faa'iido kuu leh?**
Do you believe competition among telecom companies benefits you?
29. **Haddii aad dooratay Haa, fadlan sharax sababta**
If you selected Yes, please explain why
30. **Haddii aad dooratay Maya, fadlan sharax sababta**
If you selected No, please explain why
31. **Maxaad kula talin lahayd shirkadaha isgaarsiinta in ay ka baddelaan qiimaha adeegyada isgaarsiinta dalka?**
What would you advise telecom companies to change regarding service pricing in the country?

12. References

1. <https://nca.gov.so/>
2. <https://amtelkom.com/>
3. <https://golistelecom.com/>
4. <https://hormuud.com/>
5. <https://somlink.net/>
6. <https://sometelnetwork.net/>
7. <https://www.somtelsomalia.com/>
8. <https://www.telesom.com/>
9. <https://www.safaricom.co.ke/>
10. <https://www.safaricom.et/en>
11. <https://www.airtelkenya.com/>
12. <https://www.equitel.com/>
13. <https://www.mtn.co.ug/>

CONTACT US

National Communications Authority

Email Us: info@nca.gov.so

Po. Box: 55

Mogadishu - Somalia



National Communications Authority
Hay'adda Isgaarsiinta Qaranka
الهيئة الوطنية للإتصالات