



CUSTOMER RELATIONS

Insight

TIM Group

June 2025



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1. ON LINE STRATEGIES & CUSTOMERS ONLINE

	2021	2022	2023	2024	Target FY 2024
% of total costumers using online services solutions/sales platform	73	72	60	60	60
% of revenues generated online (e.g. through direct sales, advertising, etc.)	22	26	30	32	30

2. CUSTOMER SATISFACTION MEASUREMENT

**The target set for 2024 is 74.847%*

	2021	2022	2023	2024*
Satisfaction measurement, rank or similar	72.59	75.31	75.24	74.93
Data coverage, % of customers	100	100	100	100