

CONSISTENCY IN PERFORMANCE

A STRATEGIC ADVANTAGE

InfoCom - World 25 AI - Volution:
A Brave New World

in a Lan

A large red circle containing the text "Today's Journey".

Today's
Journey

- The Industry Challenge
- Inalan's Solution
- Ookla Verification
- Customer Research Findings
- Business Impact
- Future Vision

A red banner at the bottom of the slide containing the text "InfoComWorld 2025 – AI-Volution: A BraveNewWorld!".

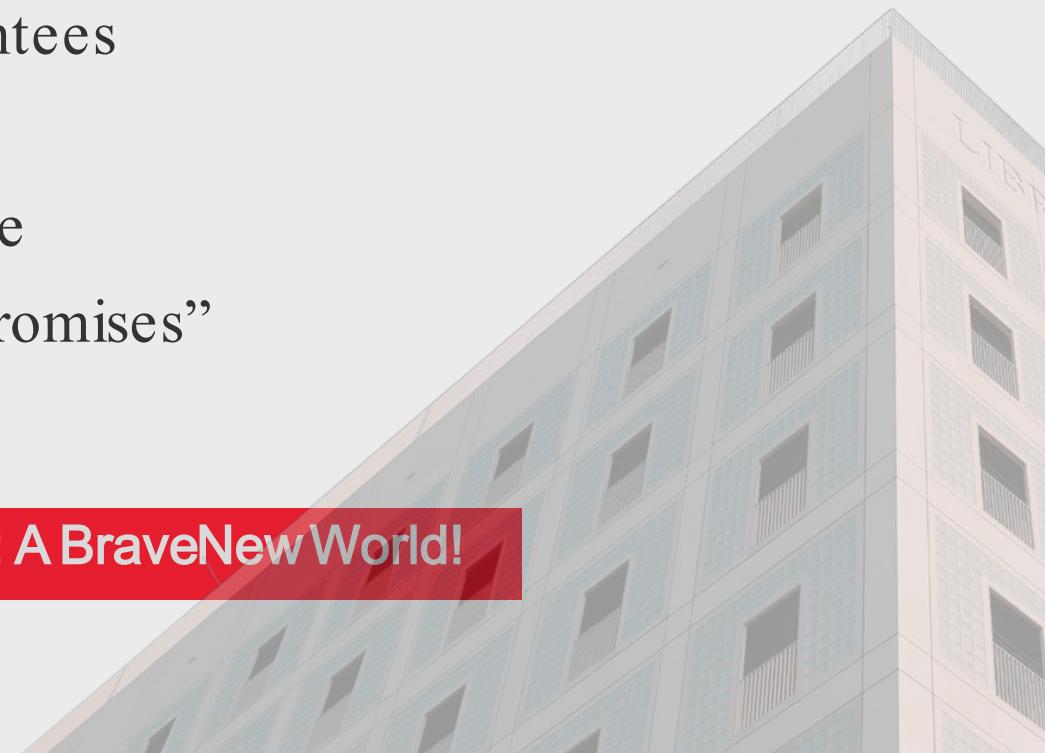
InfoComWorld 2025 – AI-Volution: A BraveNewWorld!





The Industry Challenge

- Speed variations: 30–70% below advertised
- Peak hour degradation
- "Up to" promises without guarantees
- Overcrowded infrastructure
- Inconsistent customer experience
- “Customers are tired of empty promises”



InfoComWorld 2025 – AI-Volution: A BraveNewWorld!



The
Answer

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!





Reliability as a
competitive
advantage

- In telecommunications, consistency isn't just important—it's everything
- Customers don't remember your best day; they remember every bad day
- Today: How Inalan turned consistency into a strategic differentiator

InfoComWorld 2025—AI-Volution: A BraveNewWorld!





Built
for
Consistency

- 100% FTTH Fiber to every home
- Symmetric speeds – same up and down
- True performance – what we promise, we deliver

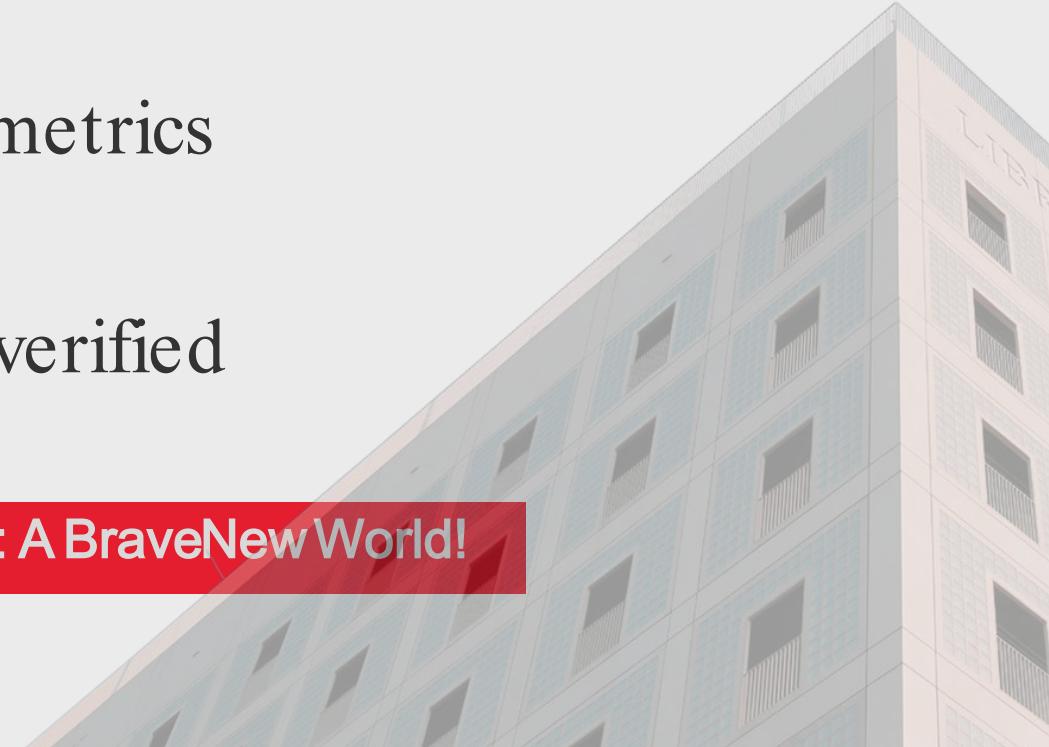
InfoComWorld 2025 – AI-Volution: A BraveNewWorld!



Independently
Verified
Performance

- Ookla Verification
- Not just claims—proven performance
- Third-party validation
- Consistent Speed Score metrics
- Meet advertised speeds
- Peak hour performance verified

InfoComWorld 2025—AI-Volution: A BraveNewWorld!





Verification
Results:
The Numbers

- Download Consistency: 95%
- Upload Consistency: 96%
- Latency Consistency: 93%
- Peak Hour Performance: 94%
- Overall Consistency Score: 95%

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!





Customer
Validation
Focus Bari
Research

- 300 residential customers
- CATI telephone interviews
- Representative sample
- 95% confidence level
- Conducted by Focus Bari – November 2025

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!





Net
Promoter
Score

- NPS: 67
- Promoters (score 9–10): 70%
- Passives (score 7–8): 26%
- Detractors (score 0–6): 3%
- 7 out of 10 customers are brand advocates

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!



Overall Customer Satisfaction

- 68% give top score (90) overall
- Courtesy: 85%
- Transparency: 79%
- Installation: 78%
- Sales experience: 75%
- Speed & stability: 75%
- Quality–price ratio: 71%
- Organization & responsiveness: 65%
- Communication: 58%

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!



Internet
Experience
Improvement

- 88% report BETTER internet experience after Inalan
- Better: 88%
- Same: 6%
- Worse: 0%

InfoComWorld 2025—AI-Volution: A BraveNewWorld!





Why
Customers
Recommend
Inalan

- Connection speed: 51%
- Value for money: 48%
- Signal stability: 37%
- Customer service: 35%
- Reliability / Trust: 11%

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!

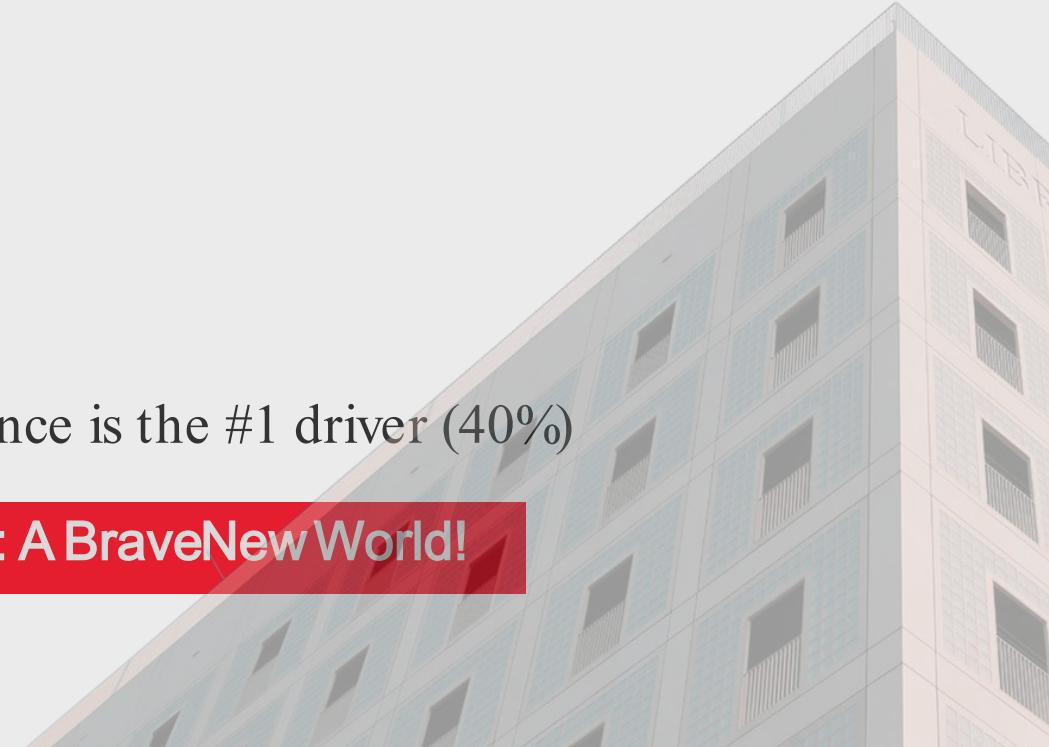




What Drives Referral

- Speed & stability: 40%
- Quality–price ratio: 13%
- Organization & responsiveness: 8%
- Sales experience: 7%
- Customer support: 7%
- Pricing transparency: 6%
- Staff courtesy: 6%
- Installation: 5%
- Technical support: 4%
- Communication: 4%
- Key takeaway: Consistent performance is the #1 driver (40%)

InfoComWorld 2025– AI-Volution: A BraveNewWorld!





Business
Impact

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!





Consistency
Translates
to
Results

- NPS: 67 – strong customer advocacy
- 3% churn risk – minimal detractors
- 88% report improved experience
- Consistency builds loyalty; loyalty builds growth

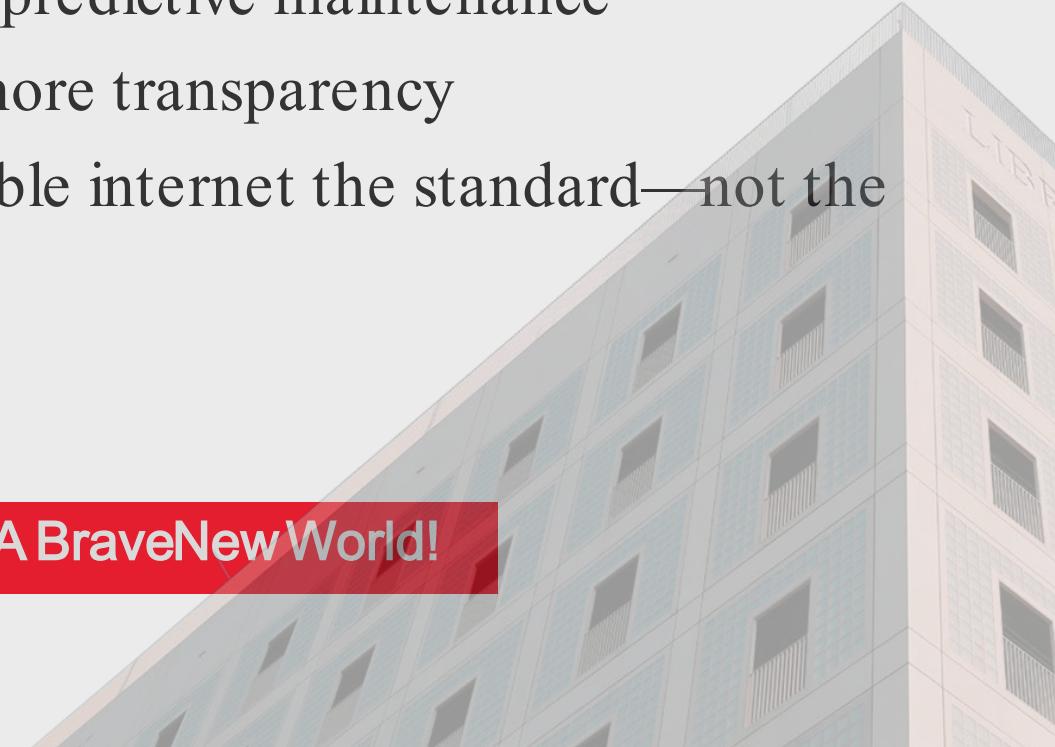
InfoComWorld 2025 – AI-Volution: A BraveNewWorld!



What's
Next
for
Inalan

- Expansion: more neighborhoods, more cities
- Speed evolution: 10Gbps coming soon
- Smart monitoring: AI-powered predictive maintenance
- Enhanced app: more control, more transparency
- Mission: Make consistent, reliable internet the standard—not the exception

InfoComWorld 2025—AI-Volution: A BraveNewWorld!





Consistency
is a
Choice

- We chose to build it right from the start
- We chose fiber over shortcuts
- We chose transparency over marketing
- We chose customers over quick profits
- "The question isn't whether consistent performance matters. The question is: Why would you accept anything less?"

InfoComWorld 2025—AI-Volution: A BraveNewWorld!



Thank You

- www.inalan.gr
- info@inalan.gr

InfoComWorld 2025 – AI-Volution: A BraveNewWorld!

