Telecommunications Customer Satisfaction

Results of polling undertaken by Roy Morgan Research for Communications Alliance Ltd

Wave 22 – April 2019

Research Objective

- Roy Morgan Research is tracking customer satisfaction among Australian telecommunications customers.
- Quarterly polling monitors:
  - overall customer satisfaction; and
  - customer experience viz. four transactional touch points relating to Telecommunications Consumer Protections (TCP) Code provisions; and
  - fulfils in part the agreed co-regulatory requirement to create trackable performance metrics re customer service and complaint handling.

Touch Points

- ***Customer Information*** *– satisfaction with information provided at point of sale or post purchase,*
- ***Billing*** *– ease of understanding the Telco bill*
- ***Spend Management*** *– experience with, and awareness of, tools to monitor and manage spend with the Telco Service Provider and how this aligns with "Bill Shock" experiences, and*
- ***Complaint Handling*** *– satisfaction levels amongst those who have raised a complaint with their Telco Service Provider, particularly in regard to how the process was handled and the outcome of the complaint.*

Methodology

- The first wave of the research was conducted in March 2013 and the survey has been conducted on a quarterly basis since then, with the exception of 3 quarters (December 2015, March 2016 and June 2016). This report summarises the key findings of the Wave 22 survey held in April 2019.

- Around 500 online interviews are conducted per wave, amongst a representative sample of Australian population in terms of gender, age (18+) and location (State, metro and non-metro). Results are weighted to current ABS population estimates.

Target Audience

The target respondent for the research has been defined as:

- Males and females aged 18+
- Having at least one of these three items for personal usage - home phone, internet connection and mobile phone
- Had some form of contact with at least one telephone or internet service provider in the six months prior to their interview. This contact included activities such as making a purchase, receiving a bill, contacting their provider/s by phone or online (email, chat, website), or making a complaint or a general enquiry.

The methodology and target population remained unchanged across all waves.

Significance Testing

- Percentage increases/decreases between the current and previous waves have been tested for statistical significance – for the current report, the comparison waves are Wave 21 and Wave 22.

- In this report, a significant decrease or increase was defined at the 90% confidence level. That is, the increase or decrease between the defined periods was certain 90% of the time.

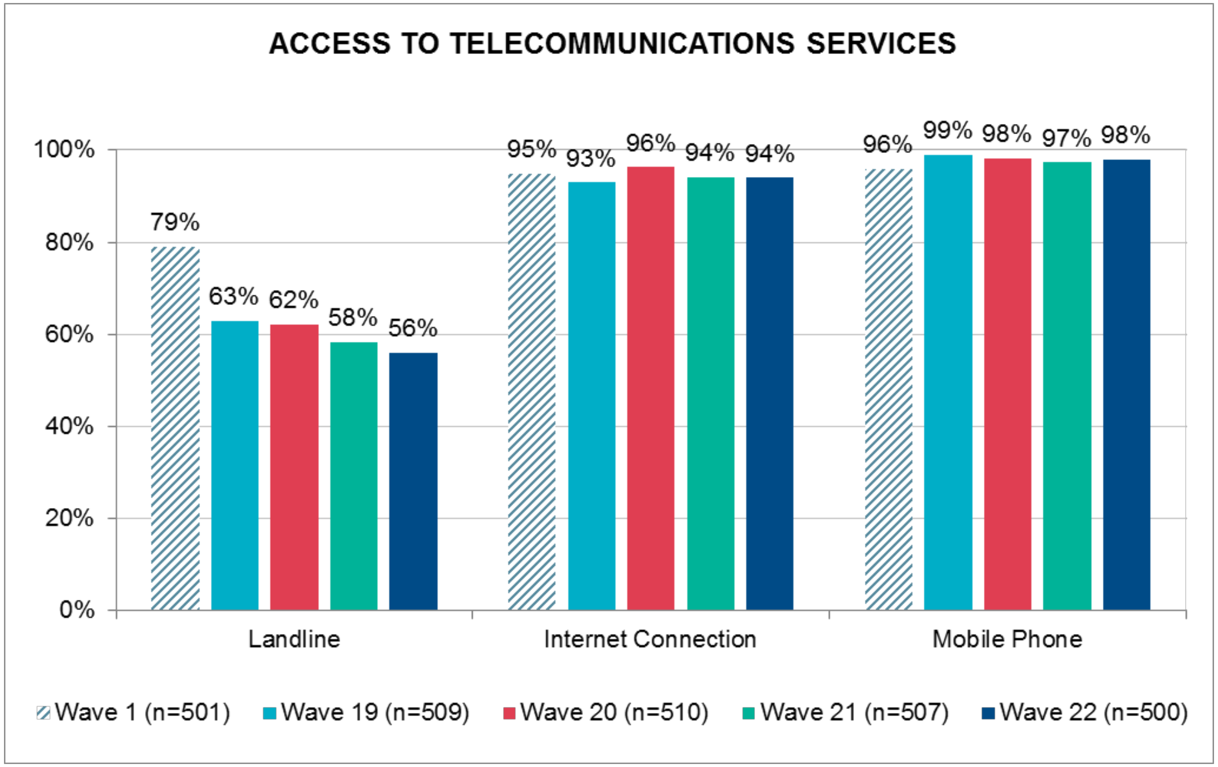
- Special formatting was applied to indicate statistical significance. Where there was a significant increase in the second period, a **green arrow** above the percentage was added and conversely significant decreases were denoted in **red (red arrow for wave on wave trends).** Where there was no significance, there was no arrow indicating an increase/decrease between waves.

Access to Telecommunications Services*

*Target Audience: 18+; have a home phone, mobile phone and/or internet connection; and had contact with one (or more) service provider(s) in the last 6 months

Access to Telecommunications Services

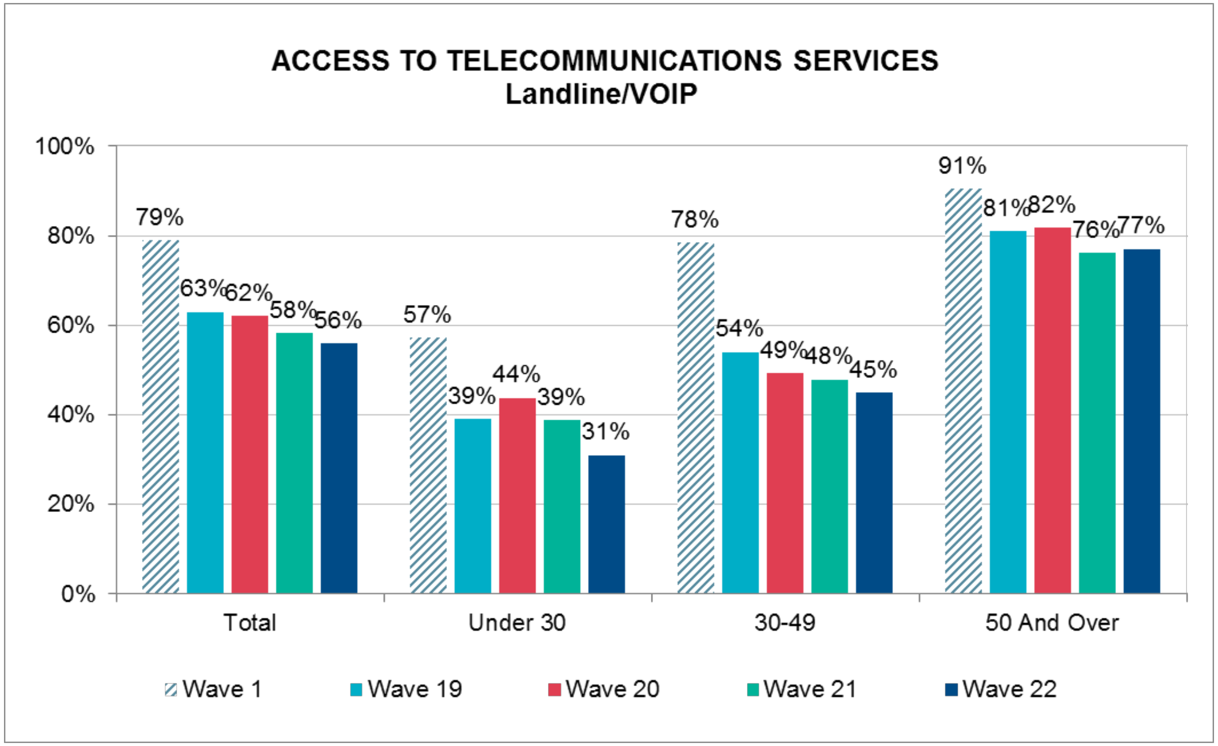
- 98% of people in Wave 22 who had some form of contact with a service provider in the last 6 months had a mobile phone available for their personal use while 94% had an internet connection in their household for personal use. 56% had access to a landline or VOIP phone.



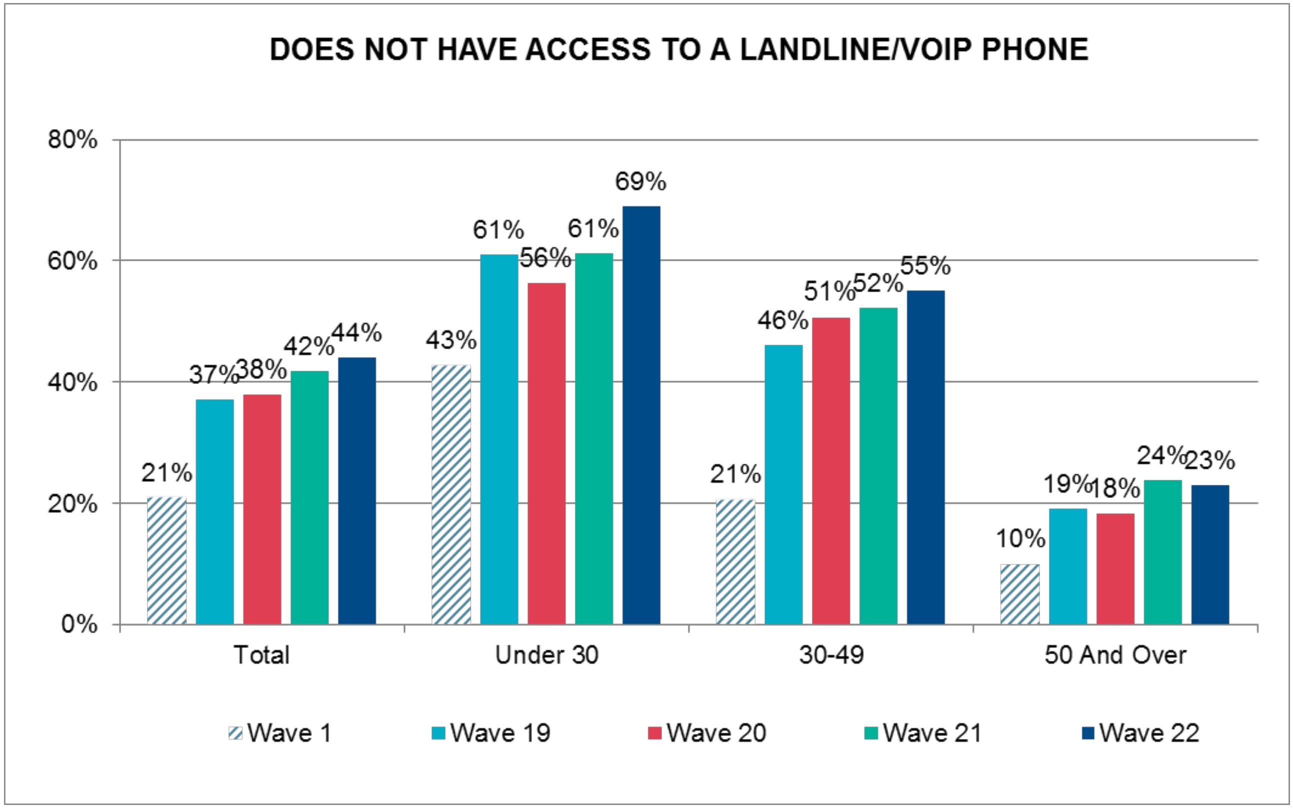
Access to Landline/ VOIP – By Age

- Access to telecommunication services differed by age, with older people aged 50 years and over more likely to have access to a landline/ VOIP (77%) than those who were under the age of 30 (31%) and 30-49 (45%).

- There were no significant changes in terms of access to a landline/VOIP in the current wave compared to the previous wave.

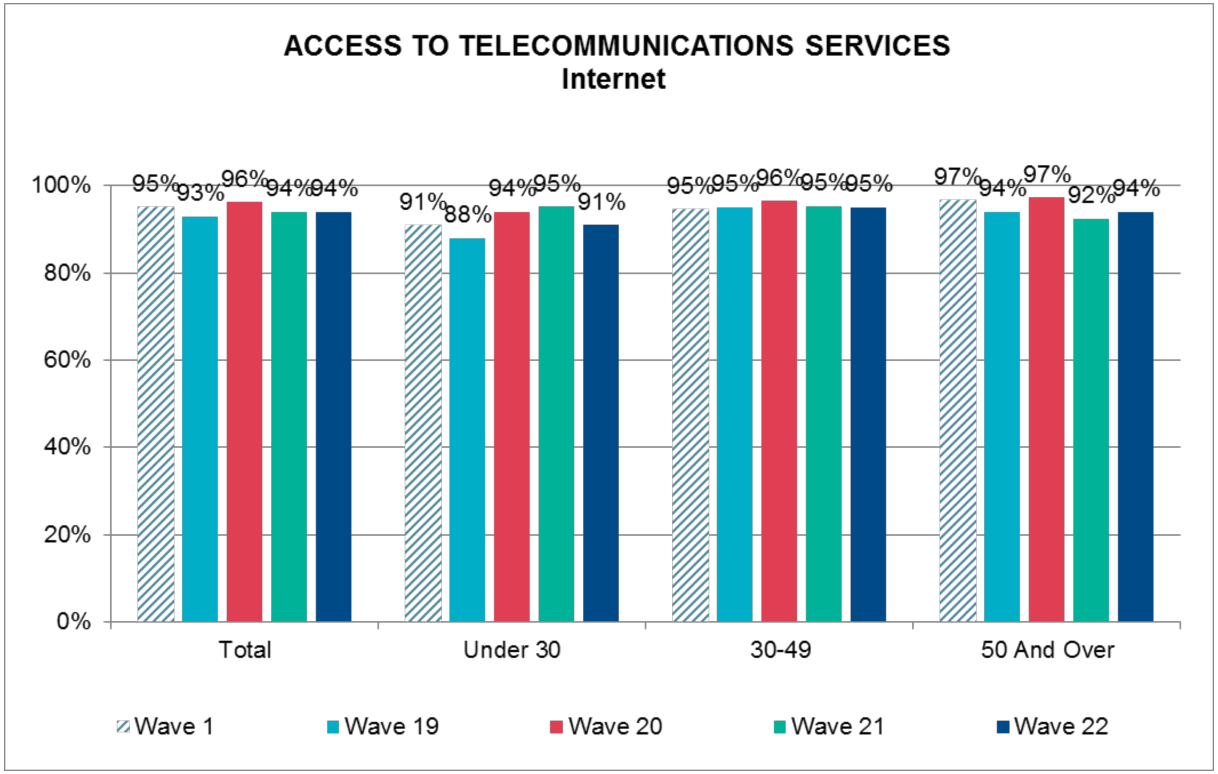


‘No’ Access to Landline/ VOIP – By Age



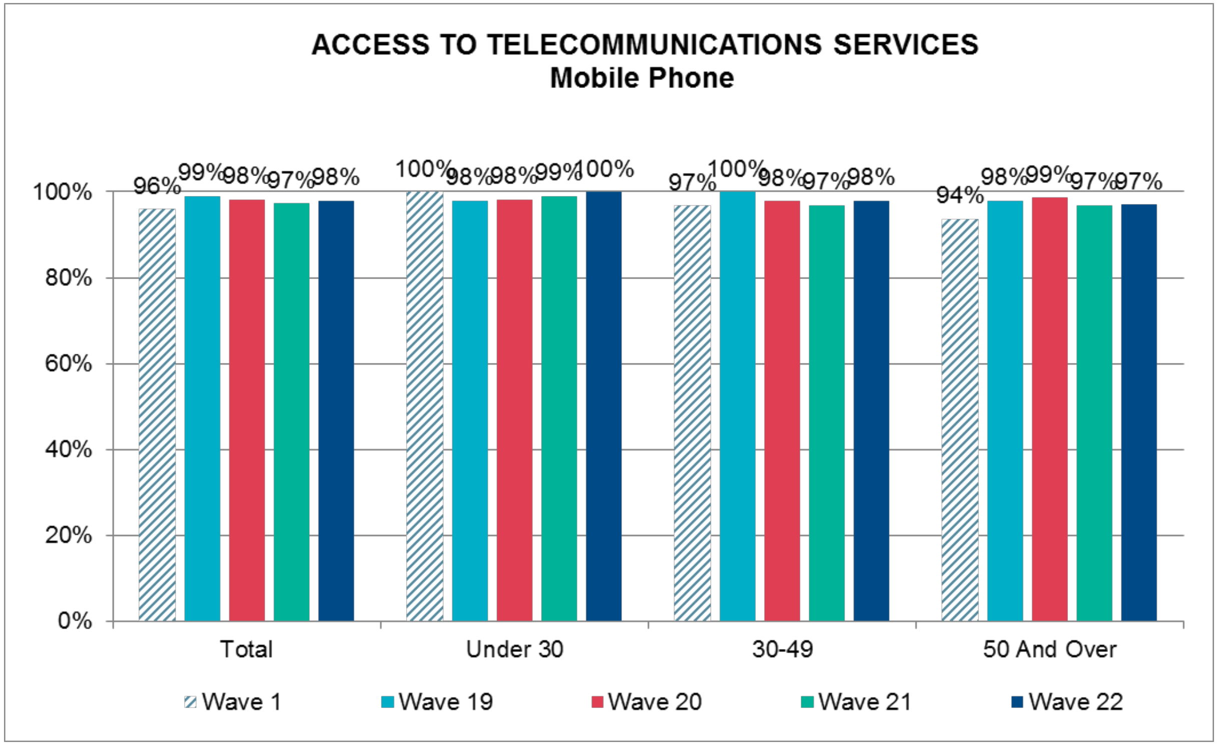
Access to Internet – By Age

- Access to an internet connection, amongst people who had some form of contact with a service provider in the past 6 months, was mostly consistent between Wave 21 and 22.



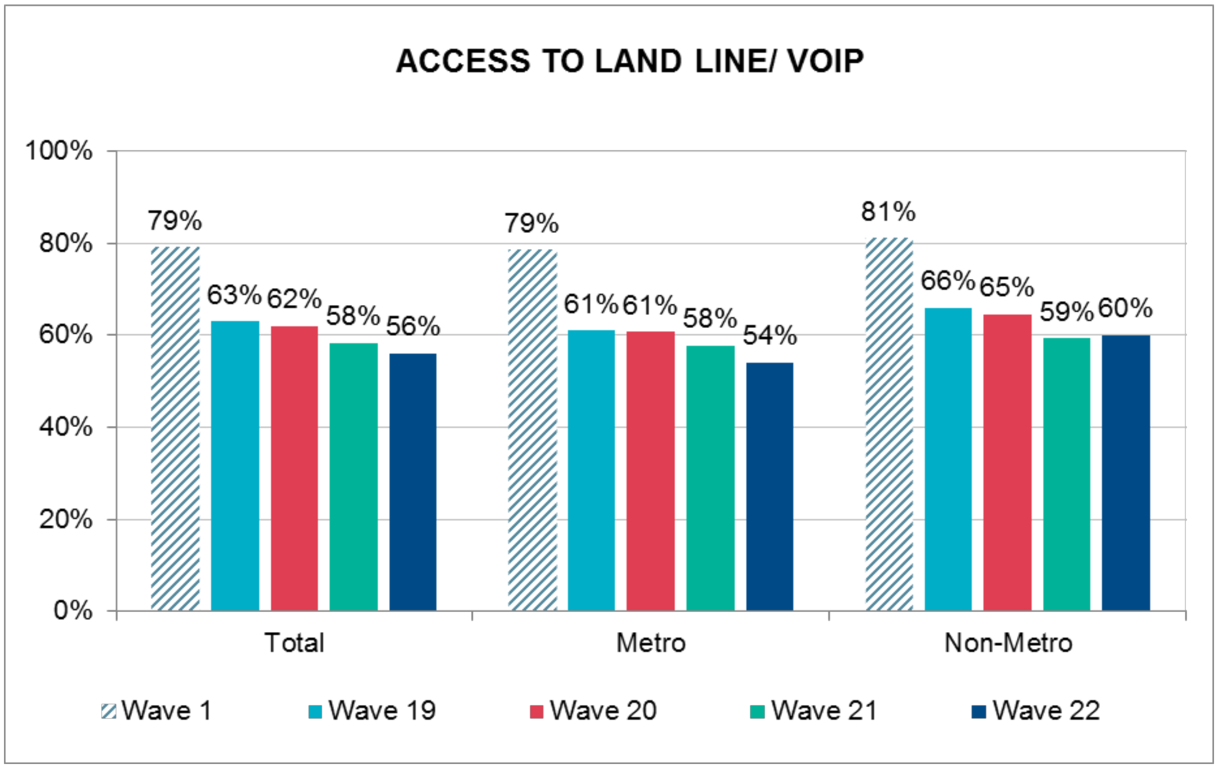
Access to Mobile Phone – By Age

- Access to a mobile phone for personal use has remained high across all waves, no significant changes compared to last wave.



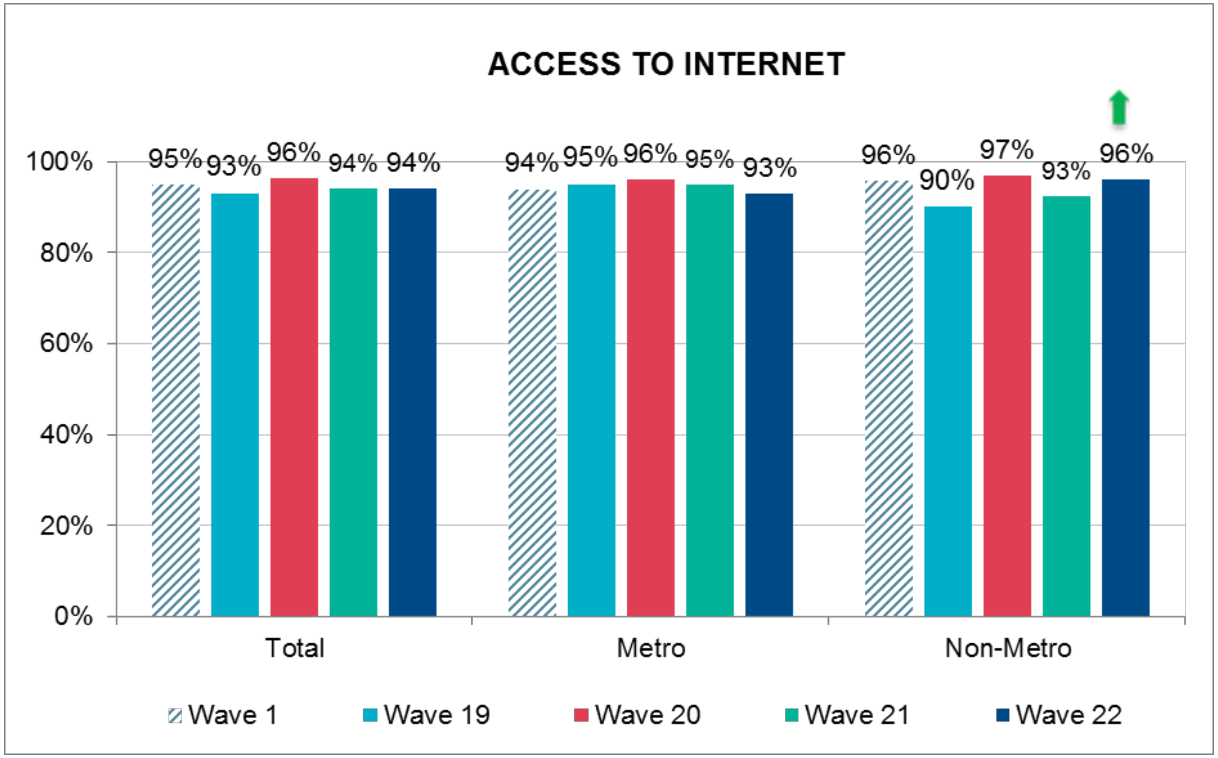
Access to Landline/ VOIP – Metro vs. Non-metro

- There were no significant changes by area in terms of access to a landline/VOIP in the current wave compared to the previous wave.



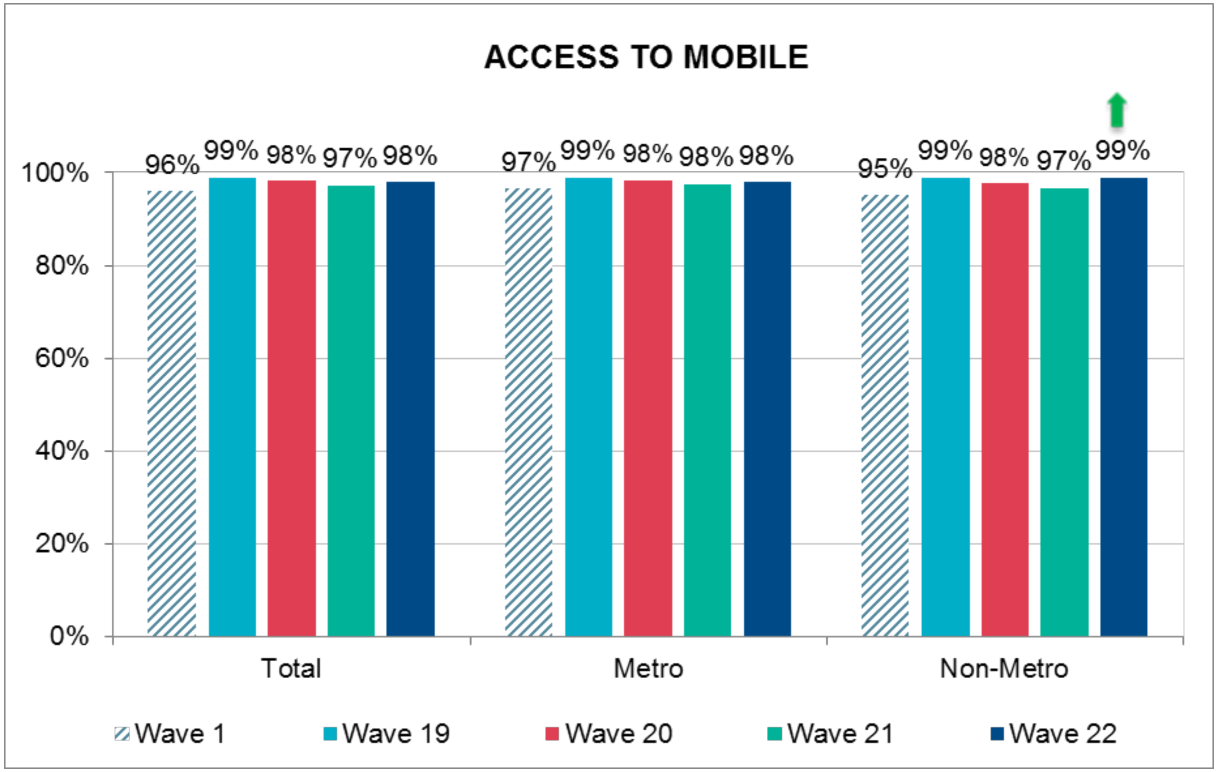
Access to Internet – Metro vs. Non-metro

- Despite a significant increase in access to an internet connection in non-metro areas from Wave 21 to Wave 22, there was no significant change in the current wave compared to the previous wave overall.



Access to Mobile – Metro vs. Non-metro

- Access to a mobile also increased significantly in non-metro areas.

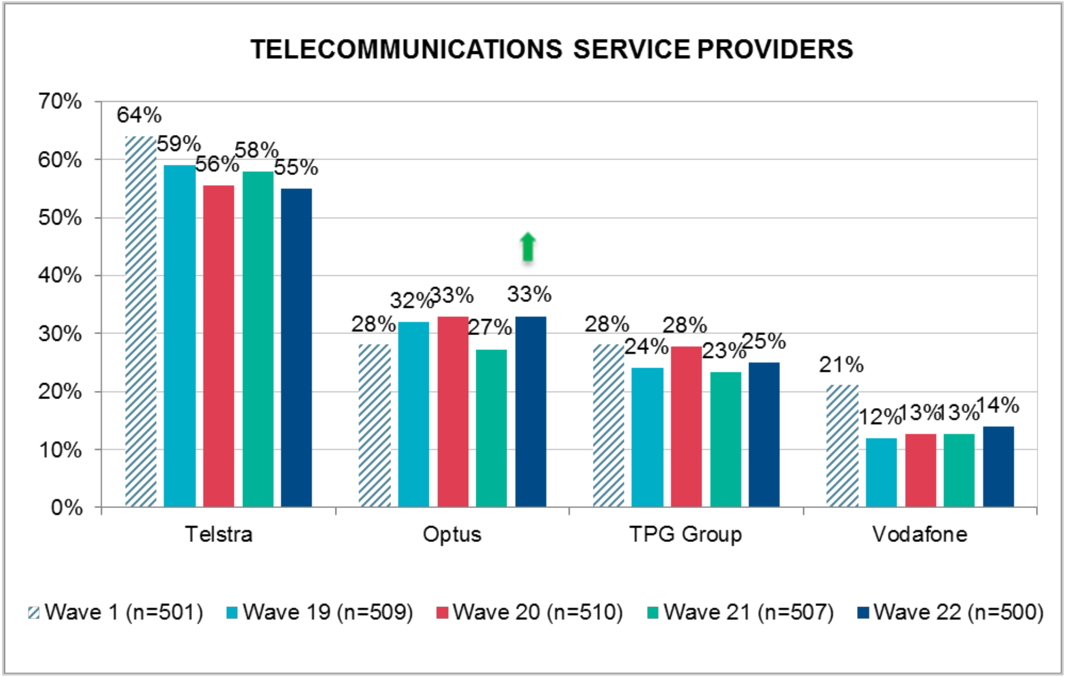


Telecommunication Service Providers*

**Target Audience: 18+; have a home phone, mobile phone and/or internet connection; and had contact with one (or more) service provider(s) in the last 6 months*

Telecommunications Service Providers[1]

- Telstra[2] (55%) was the leading provider of home phone, mobile phone or internet services used by people who had some form of contact with a service provider in the last 6 months, followed by Optus (33%), TPG Group[3] (25%) and Vodafone[4] (14%). The proportion of people that used Optus service increased significantly in Wave 22.



[1]Please note that the target audience of this research is 'Australians aged 18+ who are personal users of a home phone, internet connection or mobile phone AND have had contact with a service provider in the last 6 months'. Therefore, the usage of telecommunication service providers in this report is based on a segment of the Australian population and not on a representative sample of the overall population.

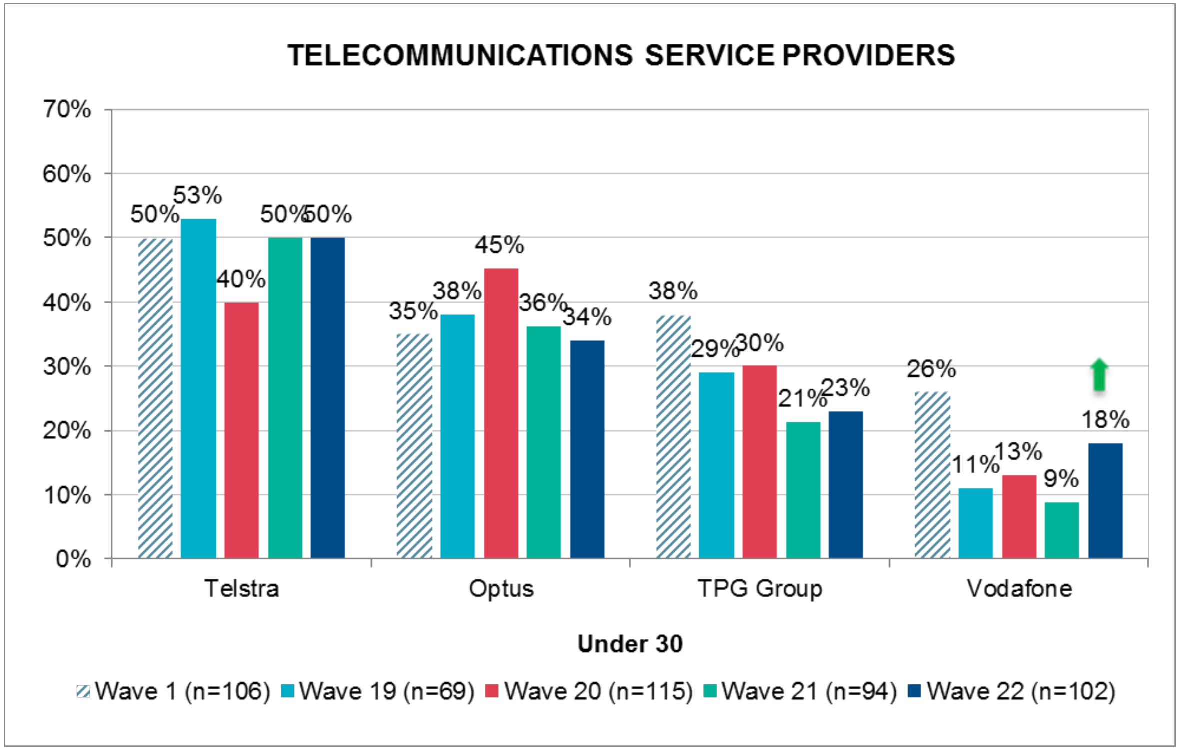
[2] The survey captured 'Telstra' and 'Telstra/ BigPond' separately till Wave 16; the data for both these providers has been clubbed under 'Telstra' for this section till Wave 16. From Wave 17 onwards, the survey only captures 'Telstra'.

[3]'TPG Group' includes the following brands: 'TPG', 'Adam', 'iiNet', 'Internode', 'Netspace' and 'Westnet'.

[4]The survey captured '3' and 'Vodafone' separately till Wave 16; the data for both these providers has been clubbed under 'Vodafone' for this section till Wave 16. From Wave 17 onwards, the survey only captures 'Vodafone'.

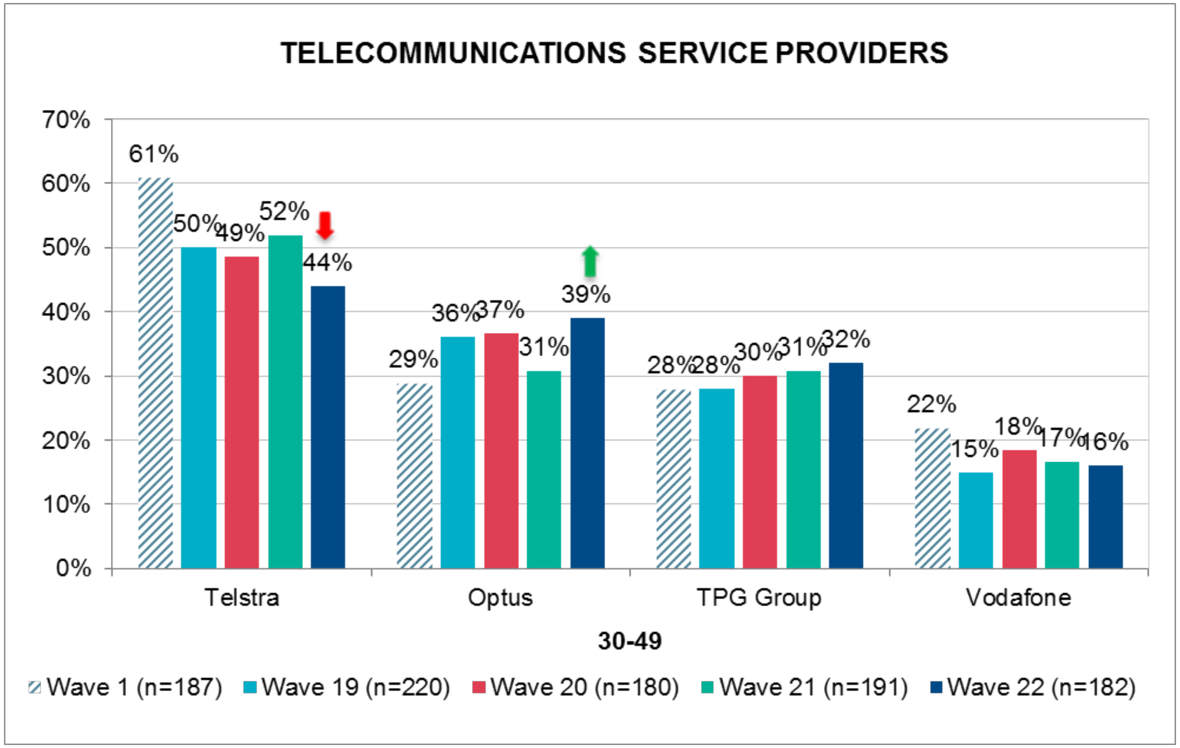
Telecommunications Service Providers- ‘Under 30’ segment

- Half (50%) of the less than 30 year olds, who had contact with a service provider in the last 6 months, used a Telstra service in Wave 22.
- 34% had a service with Optus, 23% had a TPG Group service and 18% had a service with Vodafone (significant increase from 9% in previous wave).



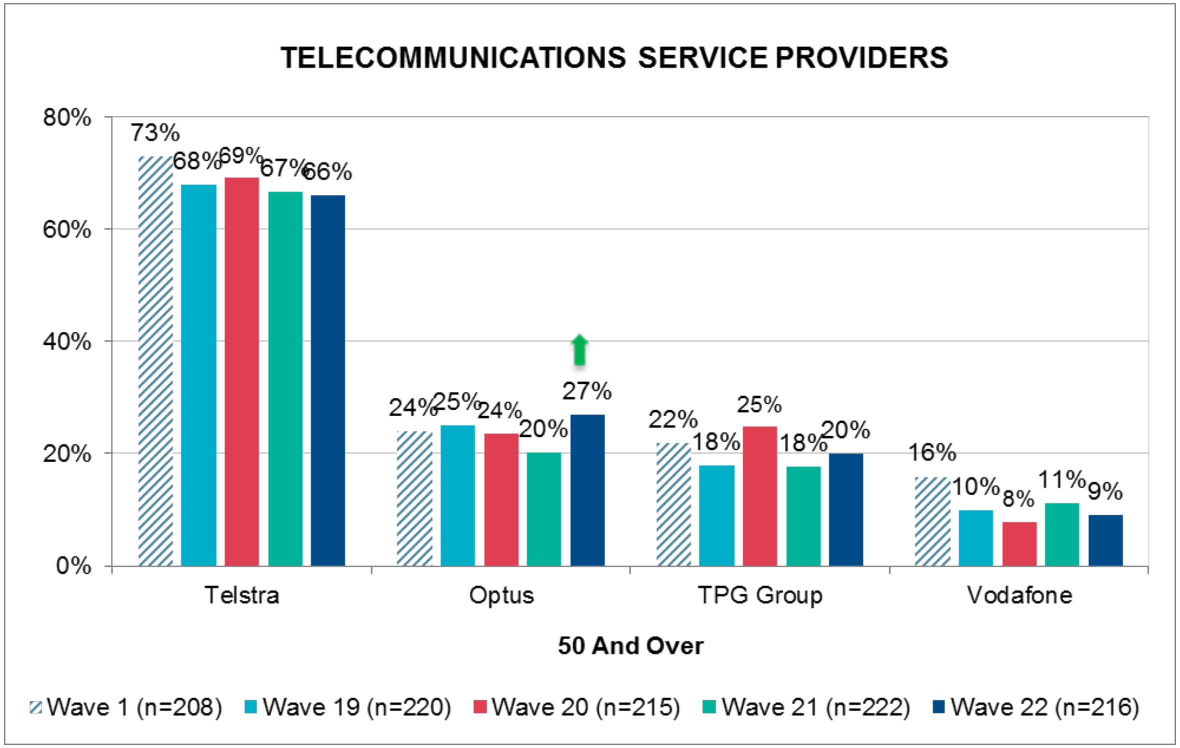
Telecommunications Service Providers- '30 to 49' segment

- Among 30-49 year olds, 44% used a Telstra service in Wave 22, decreasing significantly from 52% in Wave 21.
- 39% had a service with Optus (significant increase from 31% in previous wave), 32% had a TPG Group service, and 16% had a service with Vodafone.



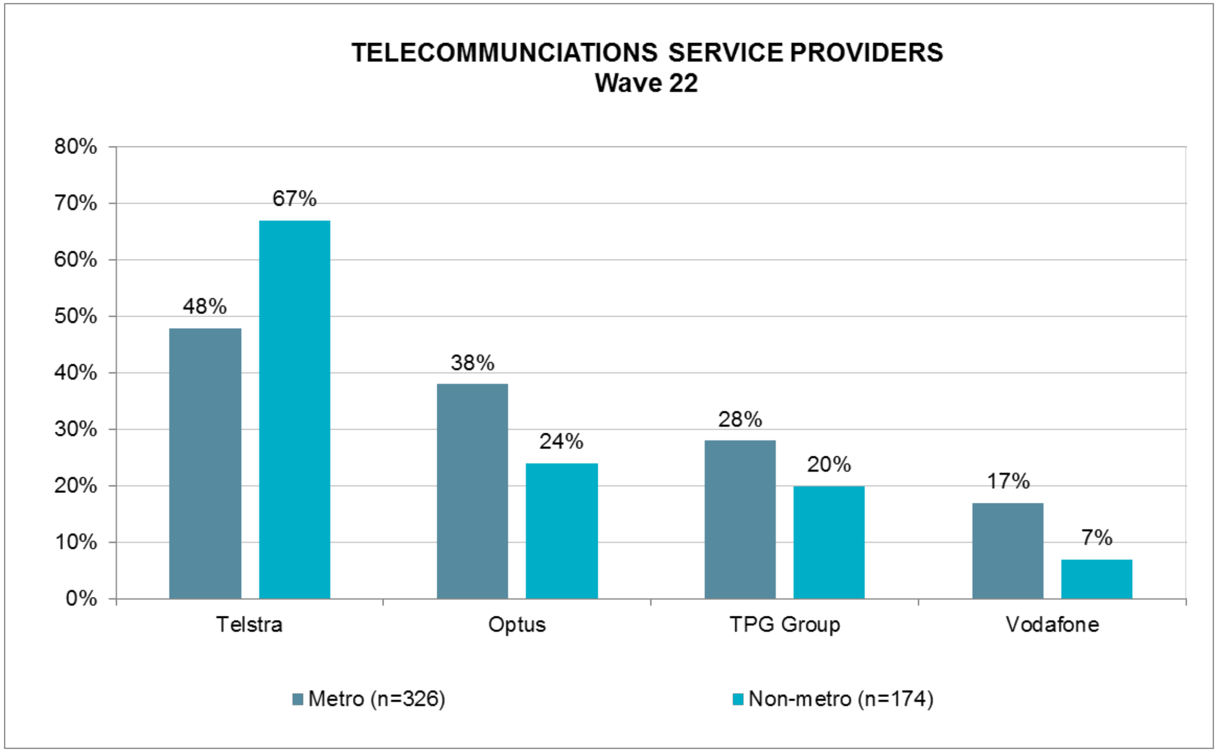
Telecommunications Service Providers- '50 and over' segment

- The 50 and over segment continues to have the highest incidence of people with a Telstra service (66%) in Wave 22. This was followed by Optus (which increased significantly from 20% in Wave 21 to 27% in Wave 22), TPG Group (20%), and Vodafone (9%).



Telecommunications Service Providers- Metro vs. Non-metro

- When usage of telecommunications service providers was examined by people's area of residence in Wave 22, the results revealed those that used Telstra services were more common in non-metro areas (67%) than in metro areas (48%). On the other hand, Optus, TPG group and Vodafone services were more common in metro areas (38%, 28% and 17% respectively) than in non-metro areas (24%, 20% and 7% respectively).

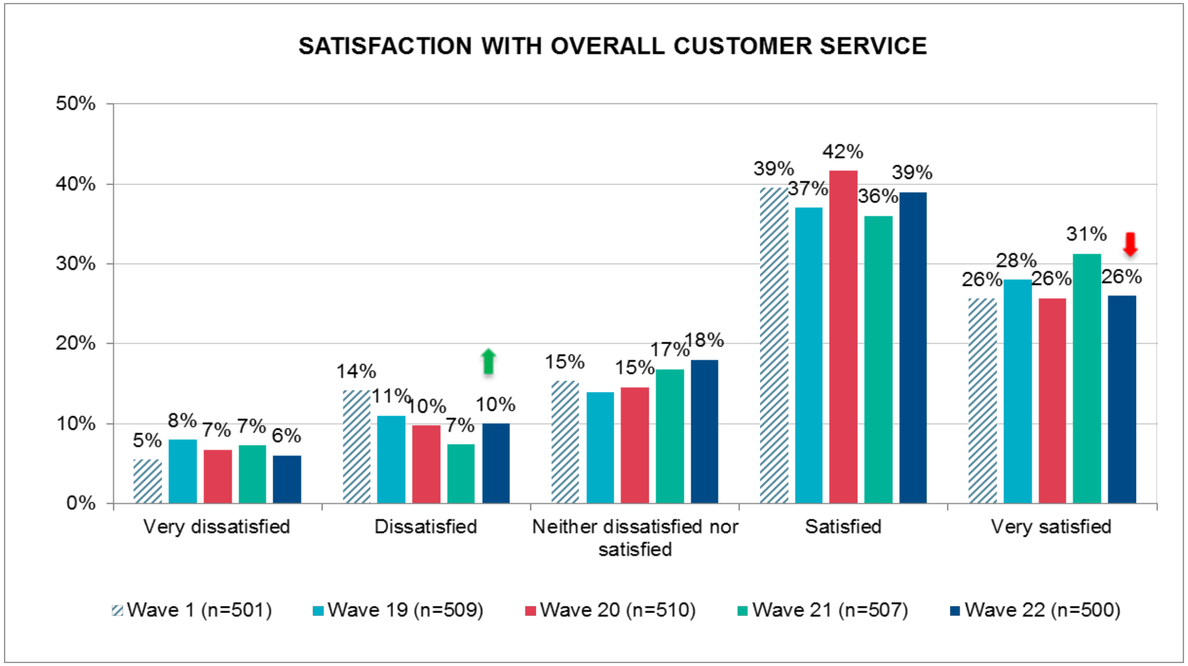


Satisfaction with Customer Service*

**Target Audience: 18+; have a home phone, mobile phone and/or internet connection; and had contact with one (or more) service provider(s) in the last 6 months*

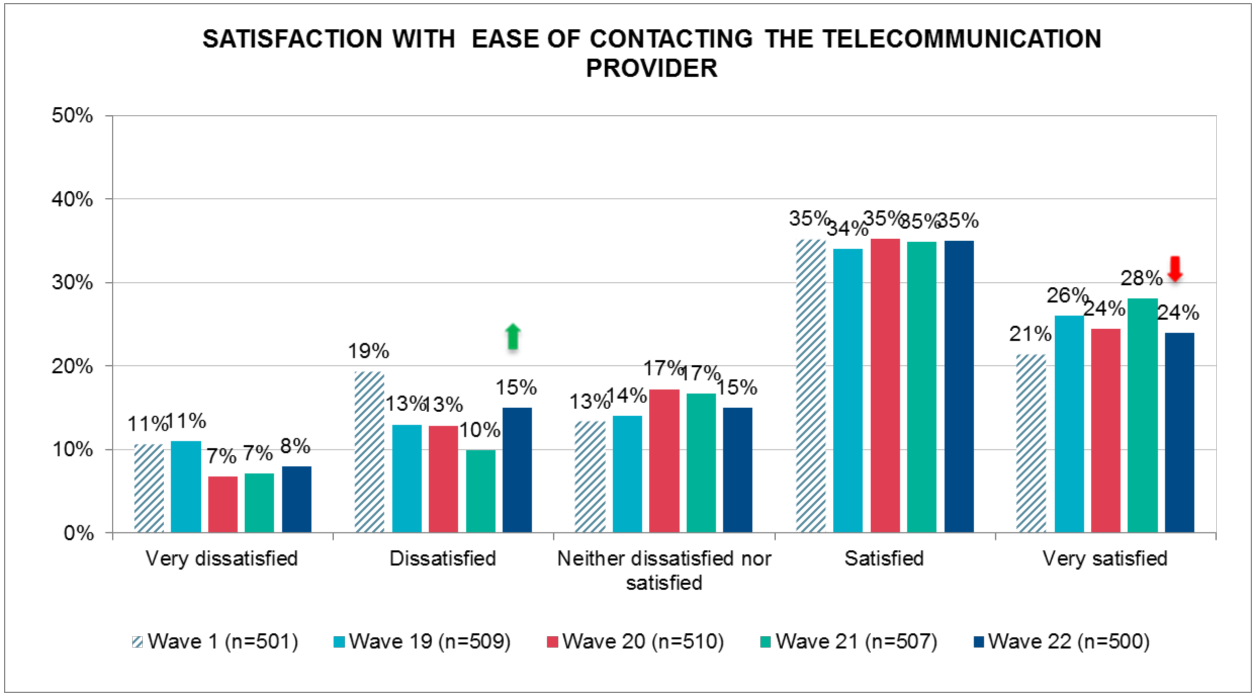
Satisfaction With Overall Level of Customer Service

- In Wave 22, almost two in three (65%) were satisfied ('Very Satisfied' or 'Satisfied') with the overall level of customer service received on their most recent contact with a telecommunication provider. There was a significant decrease (-5%) in the number of people being 'very satisfied' with the level of customer service received, although the number of people 'satisfied' increased slightly (+3%).
- 16% people in Wave 22 were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the overall level of customer service received on their most recent contact with a provider. 6% people were 'very dissatisfied'. There was a significant increase (+3%) in people who were 'dissatisfied' in this wave.



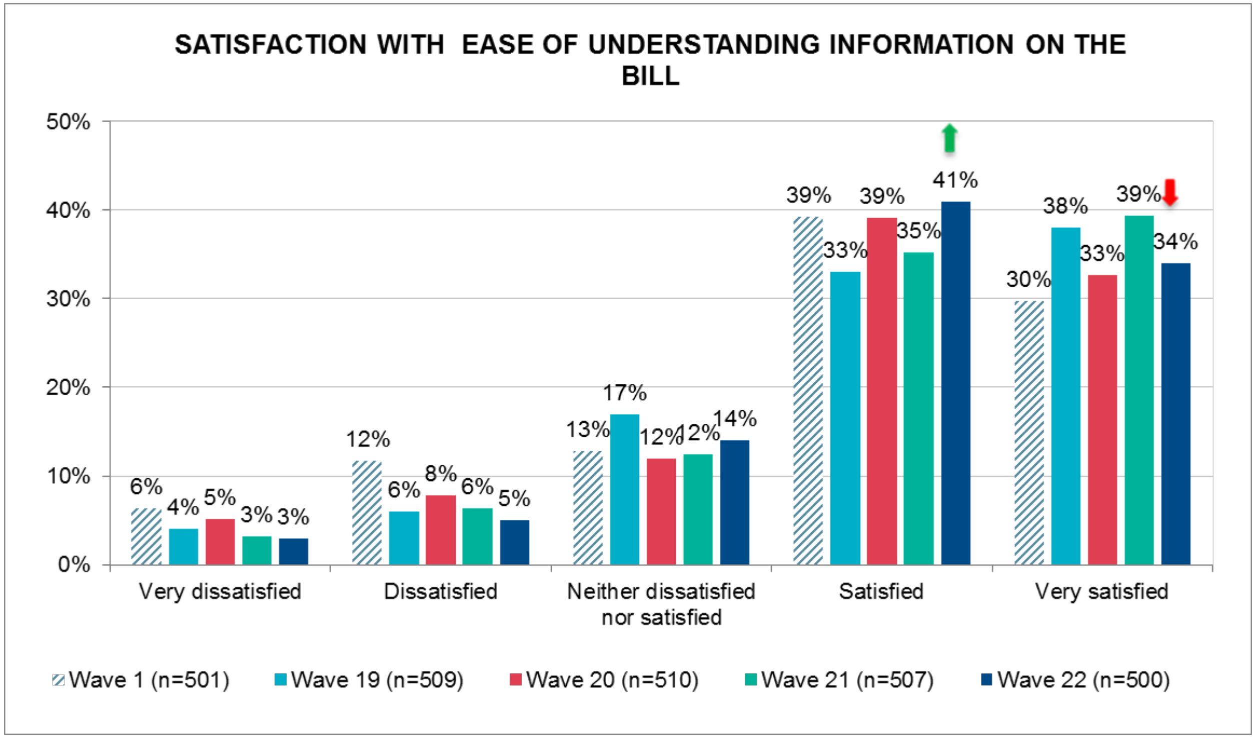
Satisfaction With Ease of Contacting Telecommunications Provider

- In Wave 22, three in five (59%) were satisfied (‘Very Satisfied’ or ‘Satisfied’) with the ease of contacting their telecommunications provider. Similar to Wave 21, 35% people were ‘satisfied’ in Wave 22, however, there was a significant decline (-4%) in people who were ‘very satisfied’ in this wave.
- 23% people in Wave 22 were dissatisfied (‘Very Dissatisfied’ or ‘Dissatisfied’) with the ease of contacting their provider, compared to 17% in Wave 21. The number of people ‘dissatisfied’ increased significantly (+5%) compared to Wave 21.



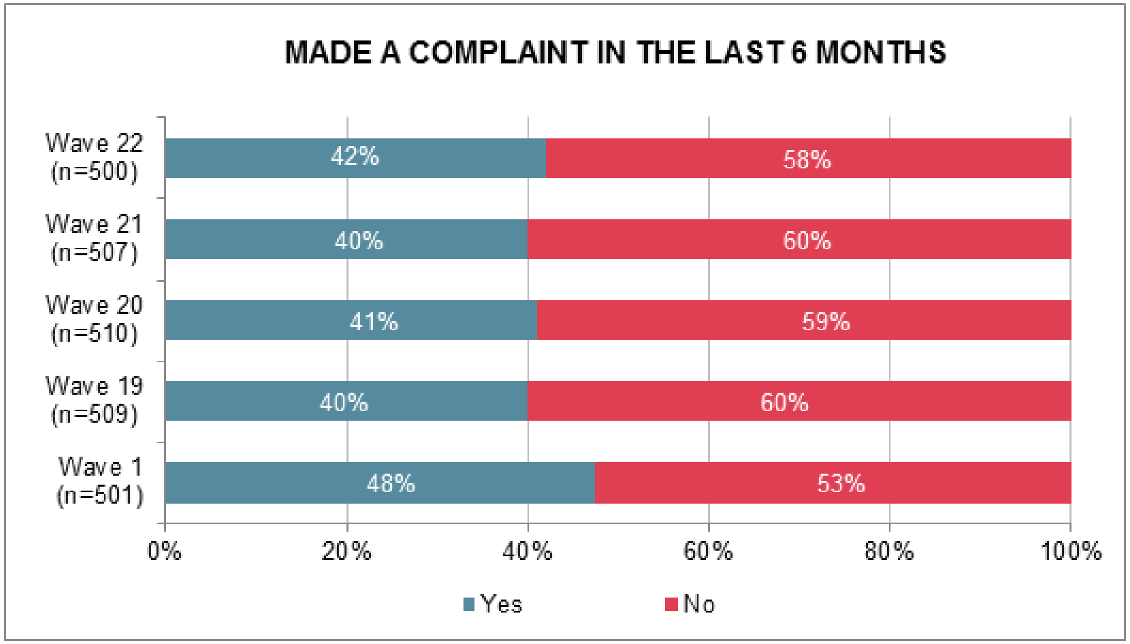
Satisfaction With Ease of Understanding Information on the Most Recent Bill

- Satisfaction with ease of understanding bill information continued to be high in Wave 22 with three in four (75%) customers being satisfied ('Very Satisfied' or 'Satisfied').
- There was a significant increase (+6%) in the number of people being 'satisfied' with the ease of understanding bill information, while the number of people 'very satisfied' decreased significantly (-5%).
- 8% were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the ease of understanding bill information, only 3% were 'very dissatisfied'.



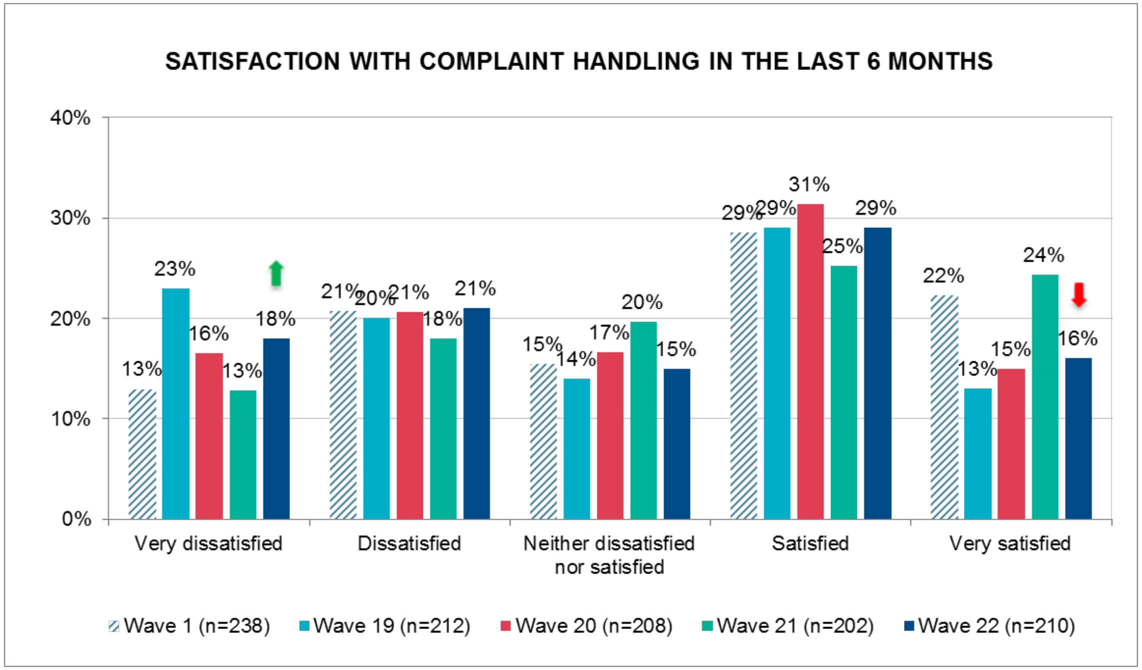
Satisfaction with Complaint Handling

- In Wave 22, just over two in five (42%) of those who had some type of contact with a service provider in the last 6 months had made a complaint to their provider.
- There were no significant changes from the previous wave.



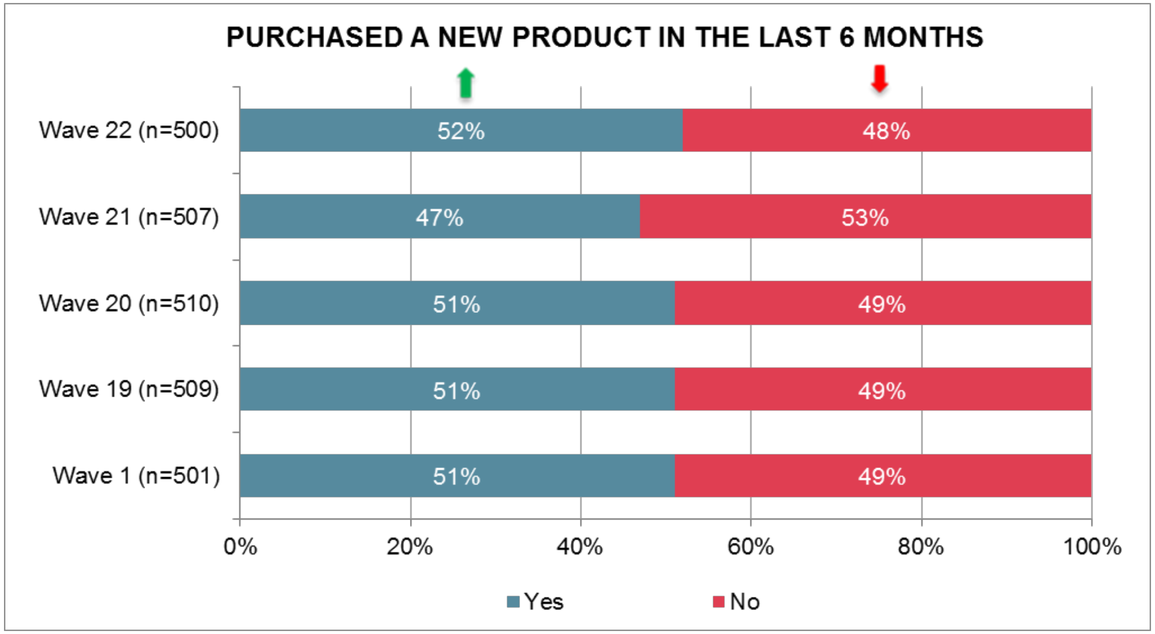
Satisfaction with Complaint Handling

- 45% of those who had made a complaint in the last 6 months were satisfied ('Very Satisfied' or 'Satisfied') with how their complaints had been handled.
- 16% of people were 'very satisfied', which was a significant decrease (-8%) on the previous wave. The proportion of people who were 'satisfied' increased slightly (+4%).
- Two in five (39%) were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the complaint handling process in Wave 22. 18% of people were 'very dissatisfied', which was a significant increase (+5%) on the previous wave.



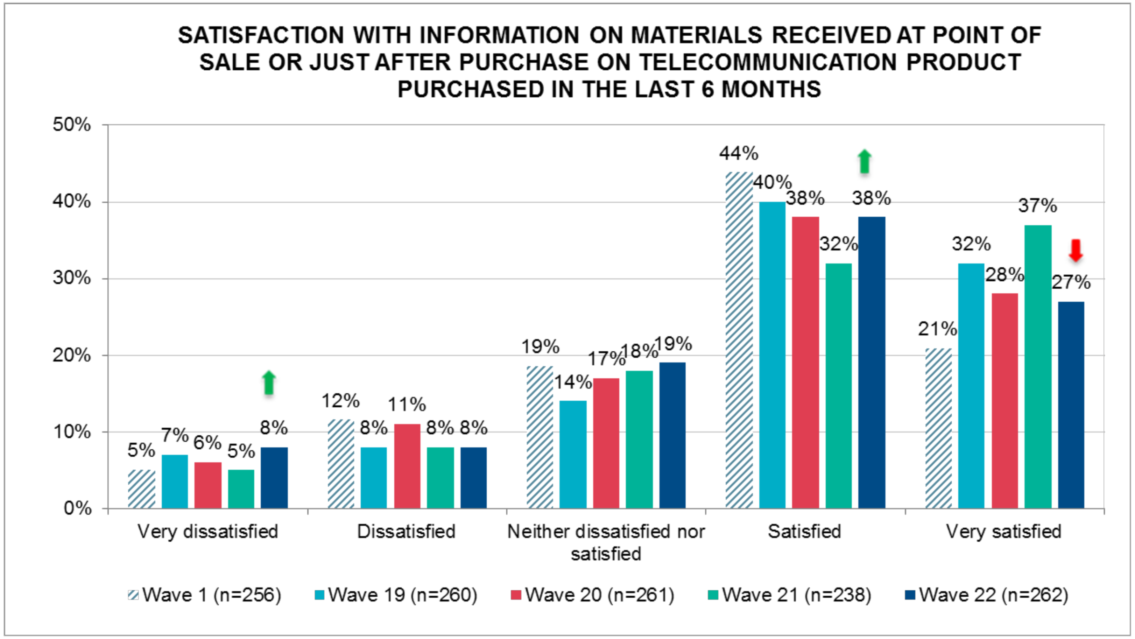
Satisfaction With Information on Materials Received at POS or Just After Purchase

- In Wave 22, just over half (52%) had purchased a telecommunication product in the last 6 months.
- This was a significant increase (+5%) compared to Wave 21.



Satisfaction With Information on Materials Received at POS or Just After Purchase

- The levels of satisfaction ('Satisfied' or 'Very Satisfied') with information on materials received at the point of sale or just after purchase, among people who had purchased a telecommunications product in the last six months, were slightly lower in Wave 22 (65%) compared to Wave 21 (69%). This decrease was attributed to the significant decrease (-10%) in people who were 'very satisfied', though the proportion of those who were 'satisfied' has gone up significantly (+5%).
- 16% of people in Wave 22 (compared to 13% in Wave 21) were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the information received on materials at point of sale or just after purchase. 8% were 'very dissatisfied', which was a significant increase (+3%) on the previous wave.

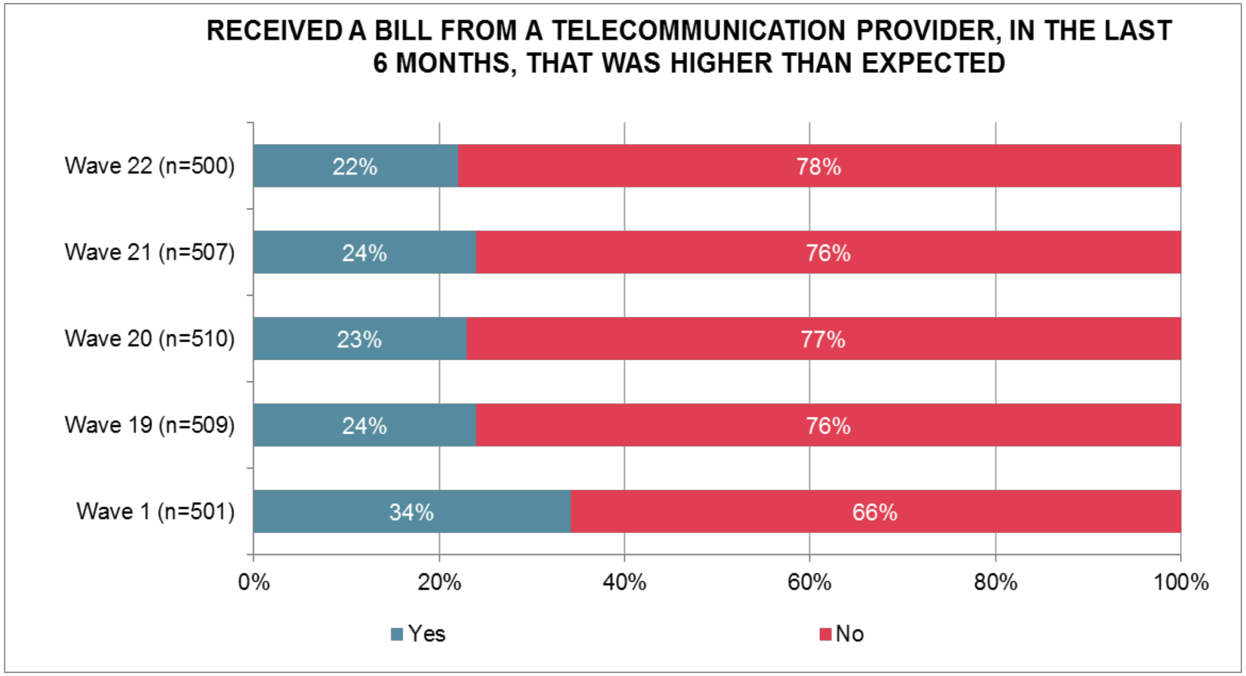


Billing*

**Target Audience: 18+; have a home phone, mobile phone and/or internet connection; had contact with one (or more) service provider(s) in the last 6 months*

Higher Than Expected Bills

- In Wave 22, 22% received a bill from a telecommunications provider in the last 6 months that was higher than expected.
- There were no significant changes from the previous wave.



Awareness of Spend Monitoring Tools

- Seven in ten (70%) of those who received a bill that was higher than expected were aware that there were tools available to help them monitor their spending with their telecommunications provider.
- There were no significant changes from Wave 21 to Wave 22.