Telecommunications Customer Satisfaction

Results of the Tenth-wave polling undertaken by Roy Morgan Research for Communications Alliance Ltd from April 2015 – July 2015

Research Objectives and Methodology

- 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.*

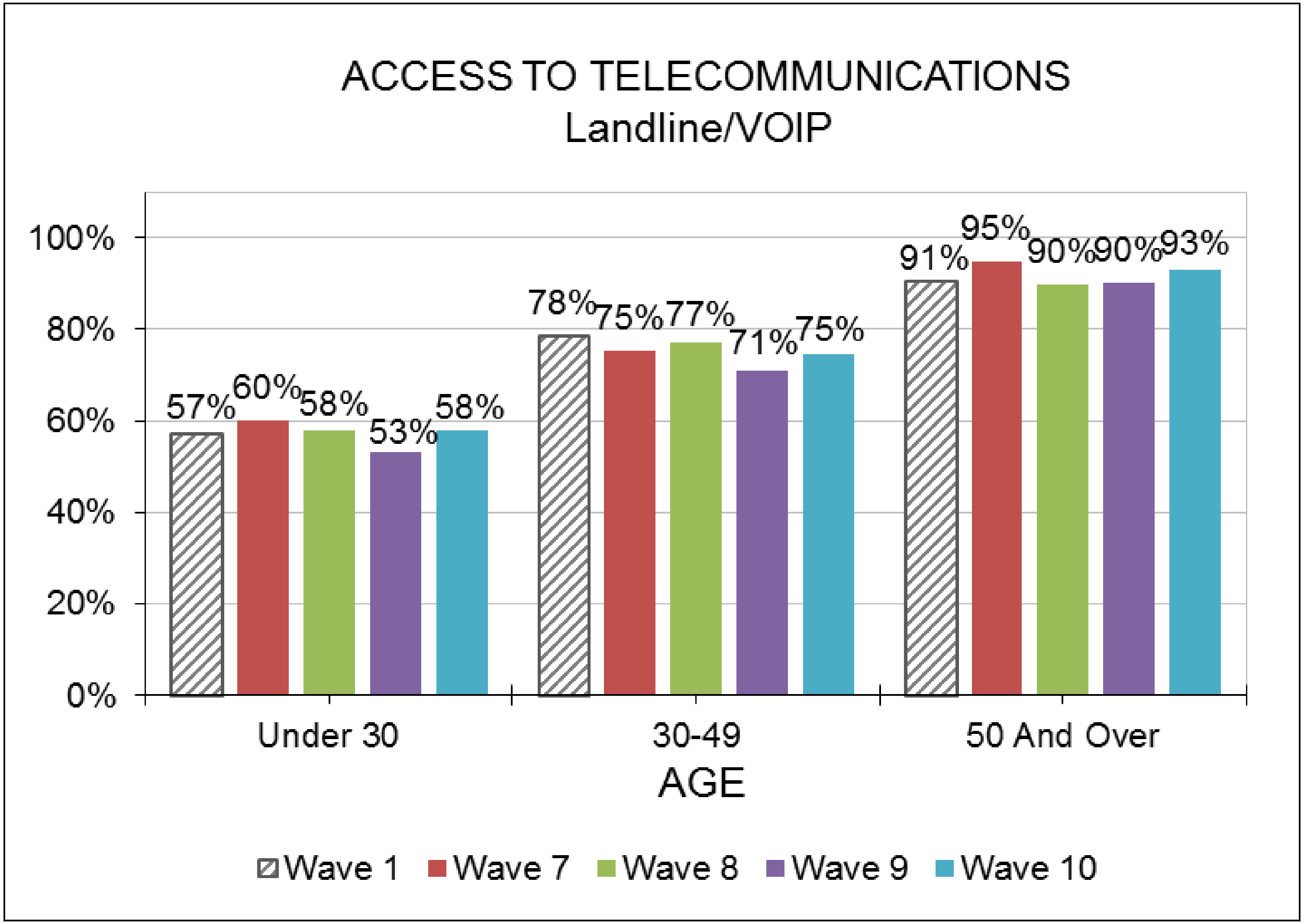
Polled Base

- Communications Alliance indicated its intention to undertake further surveys on a quarterly basis, to enable trend analysis of performance over time. The surveys will be conducted online amongst a representative sample of Australian telecommunication users aged 18 years or older. The methodology and target population remained unchanged across all waves.
- In September 2014 (Wave 7), three additional questions about 13 and 1300 numbers were included in the questionnaire. The graphical representation of the data for reporting was modified in Wave 7. In the first six reports, charts showed results of all waves conducted. Since Wave 7, charts show a comparison of the results of the first wave and four most recent waves of the survey.
- This report summarises the key findings of the Wave 10 survey held in June 2015. All survey participants 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.

Access

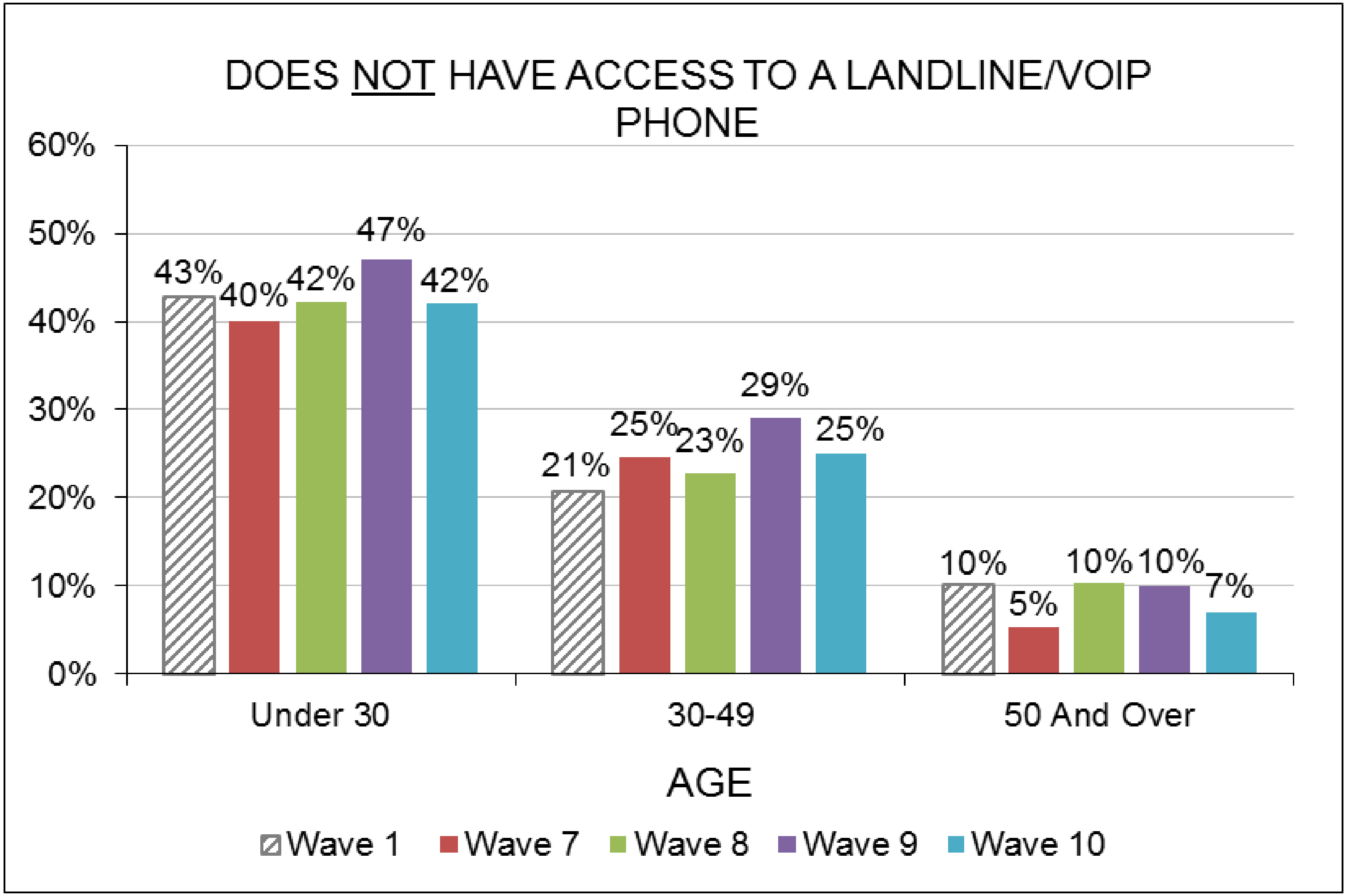
- In Wave 10, nearly all respondents (98%) had a mobile phone available for their personal use. Over nine in ten (93%) had an Internet connection for personal use. Access to a landline or VOIP phone was, however, substantially lower with one in five (21%) not having a home phone. The results correspond with previous waves' figures.
- Access to telecommunications differs by age with younger people, particularly those under the age of 30 less likely to have access to landline/VOIP (58%) when compared to those who are 30-49 (75%) and 50 years old and over (93%). This pattern is observed across all waves of the study.

Access



ACCESS TO TELECOMMUNICATIONS
Landline/VOIP
100%
80%
60%
40%
20%
0%
57%
60%
58%
53%
58%
78%
75%
77%
71%
75%
91%
95%
90%
90%
93%
Under 30
30-49
50 And Over
AGE
Wave 1
Wave 7
Wave 8
Wave 9
Wave 10

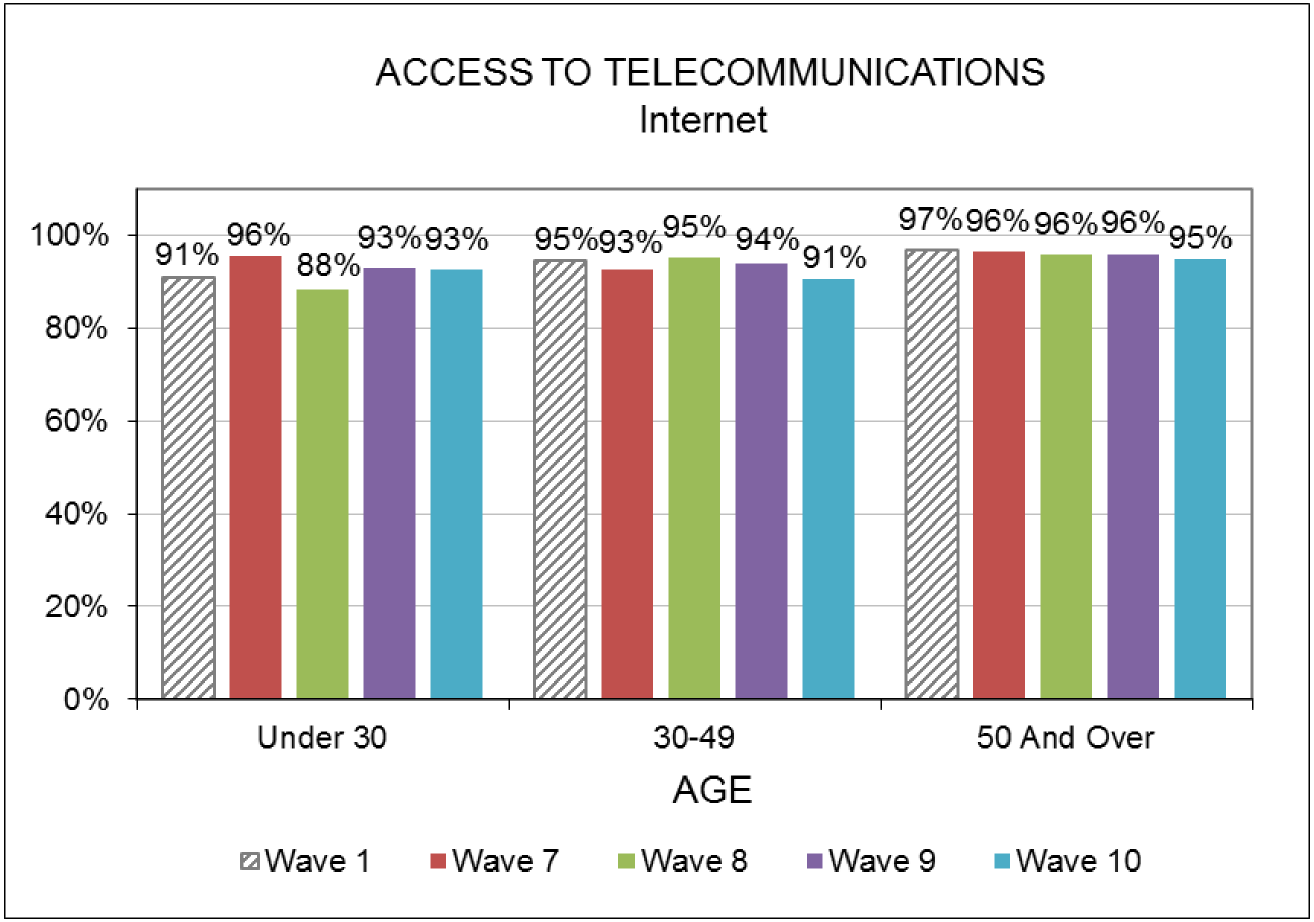
Access



DOES NOT HAVE ACCESS TO A LANDLINE/VOIP PHONE
60%
50%
40%
30%
20%
10%
0%
43%
40%
42%
47%
42%
21%
25%
23%
29%
25%
10%
5%
10%
10%
7%
Under 30
30-49
50 And Over
AGE
Wave 1
Wave 7
Wave 8
Wave 9
Wave 10

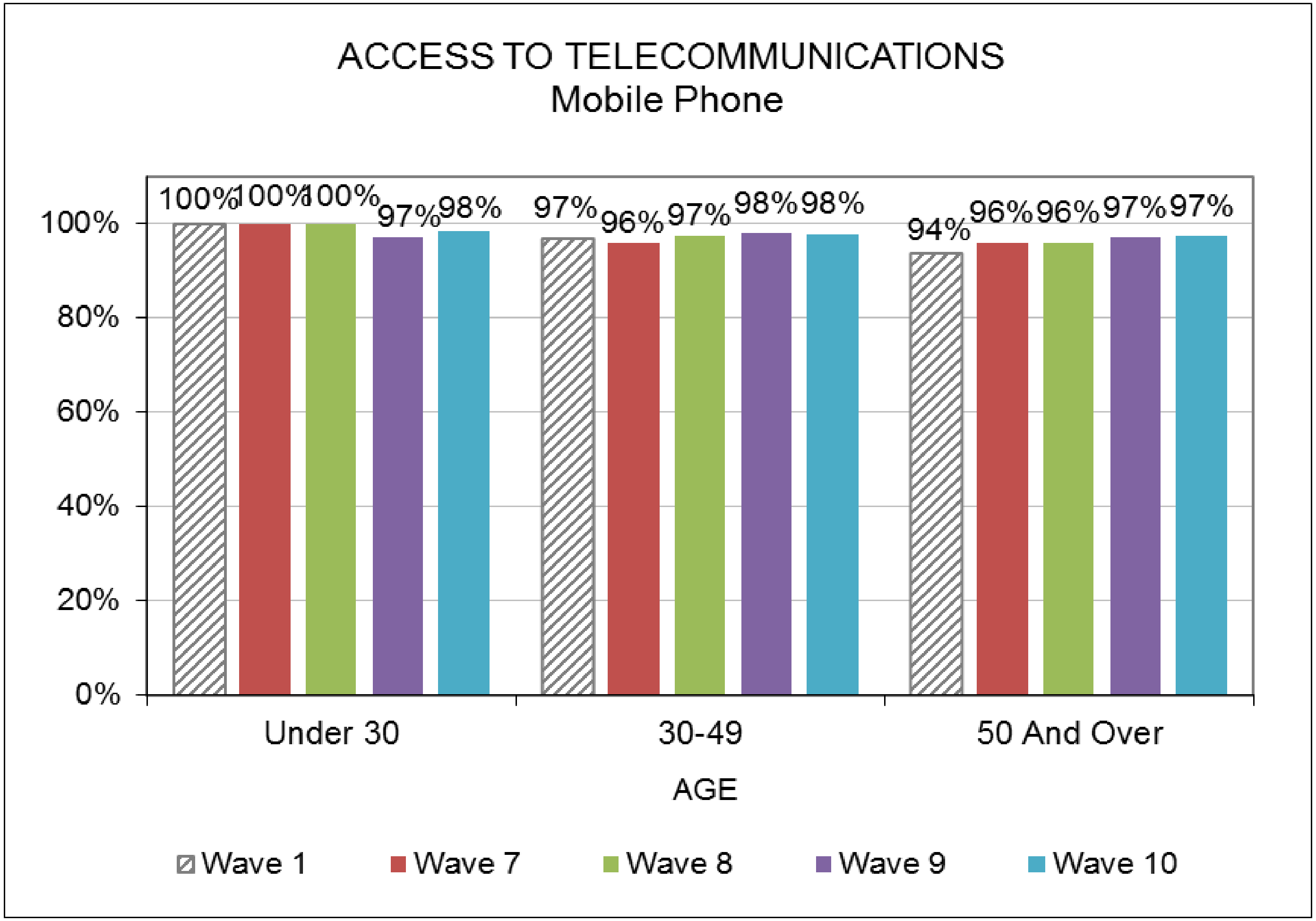
Access

- The Internet is now an established channel of communication with 93% of the population having access to the Internet. There is relatively little differentiation by age in regard to Internet access.



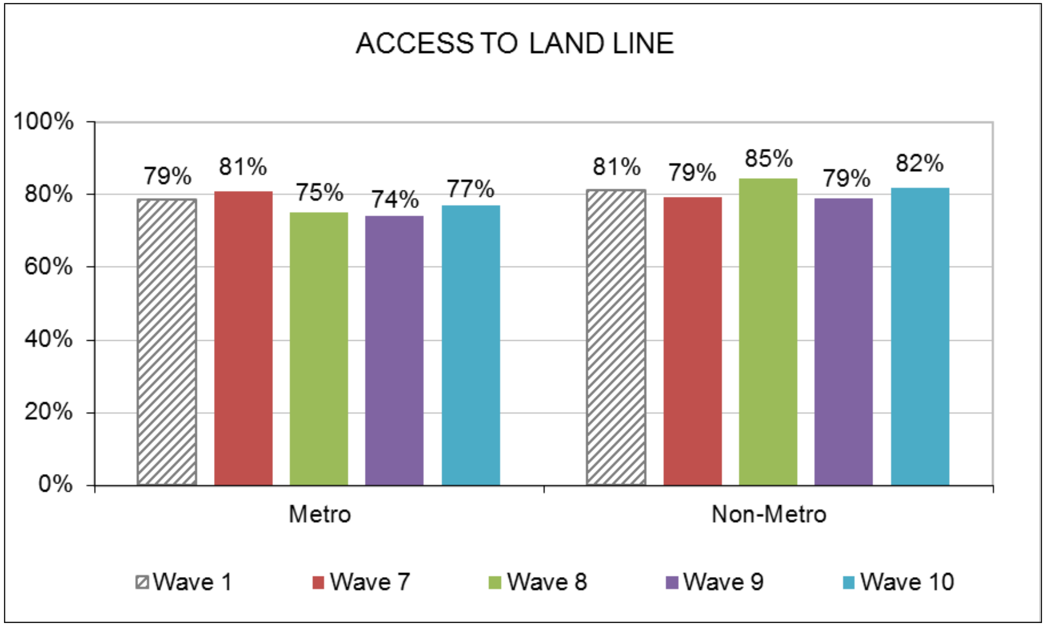
Access

- Mobile access remains stable across all waves of the survey.



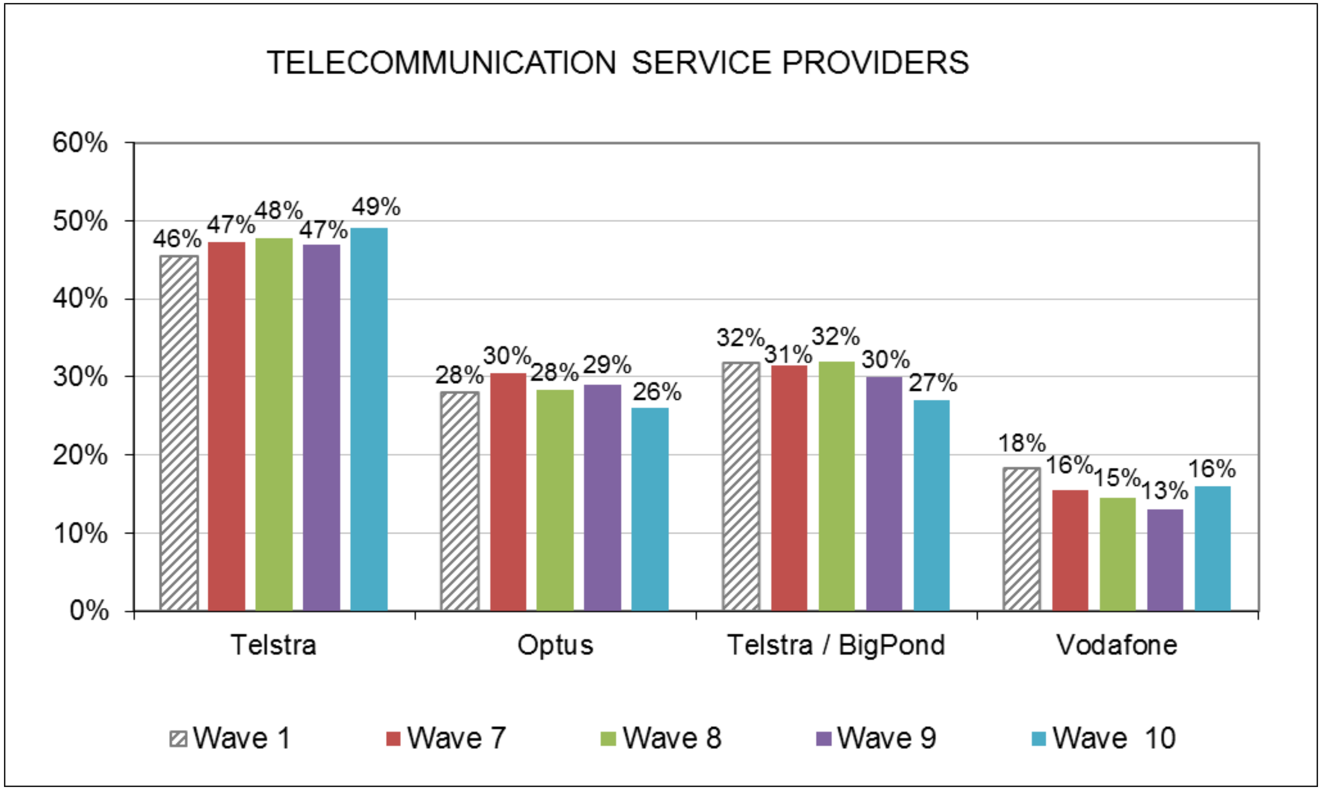
Metro/Non-Metro

- In Wave 10, there was no statistically significant difference in access to the Internet and mobile phone and between those living in metropolitan and non-metropolitan regions. However, a slightly larger proportion of respondents in non-metropolitan regions (82%) reported having access to land line than those in metropolitan areas (77%).



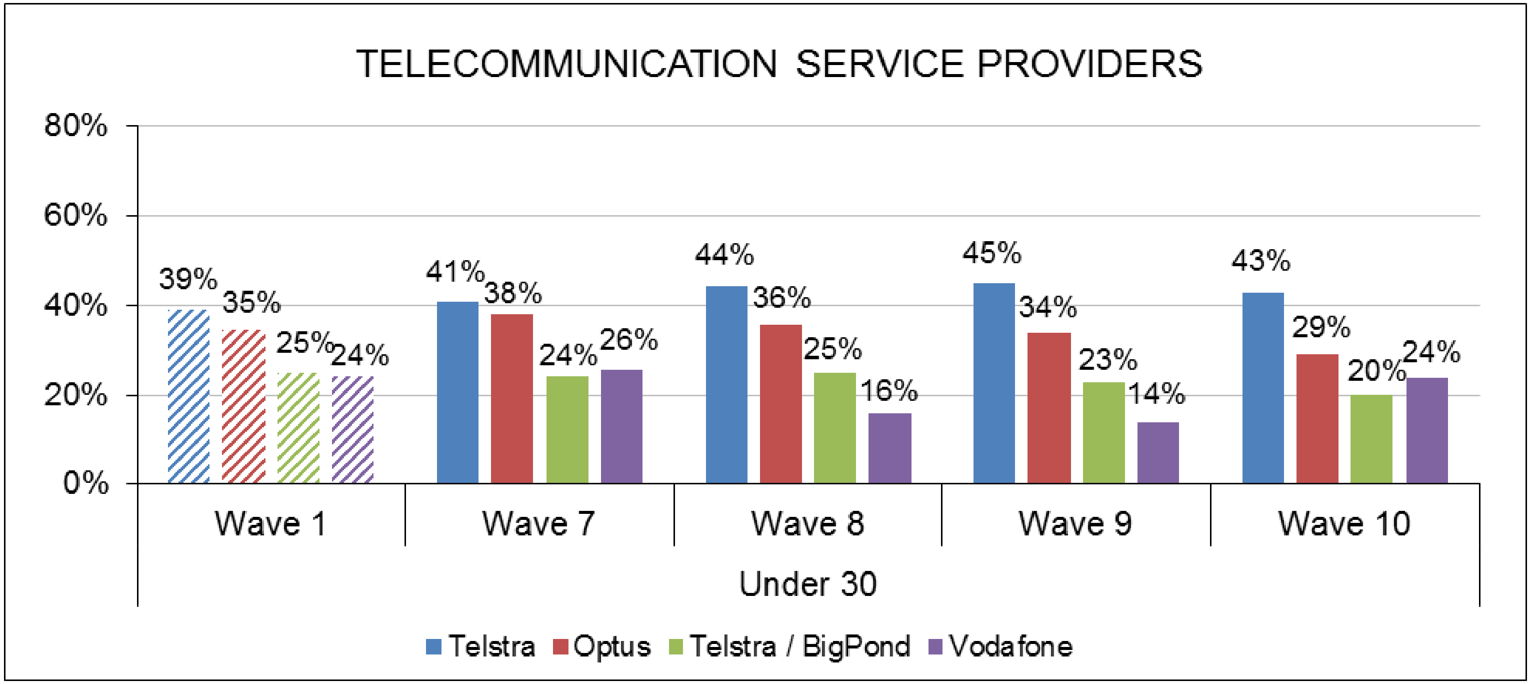
Telecommunications Service Providers

- The most popular telecommunication service providers amongst customers were Telstra (49%), Optus (26%), Telstra/Big Pond (27%) and Vodafone (16%).



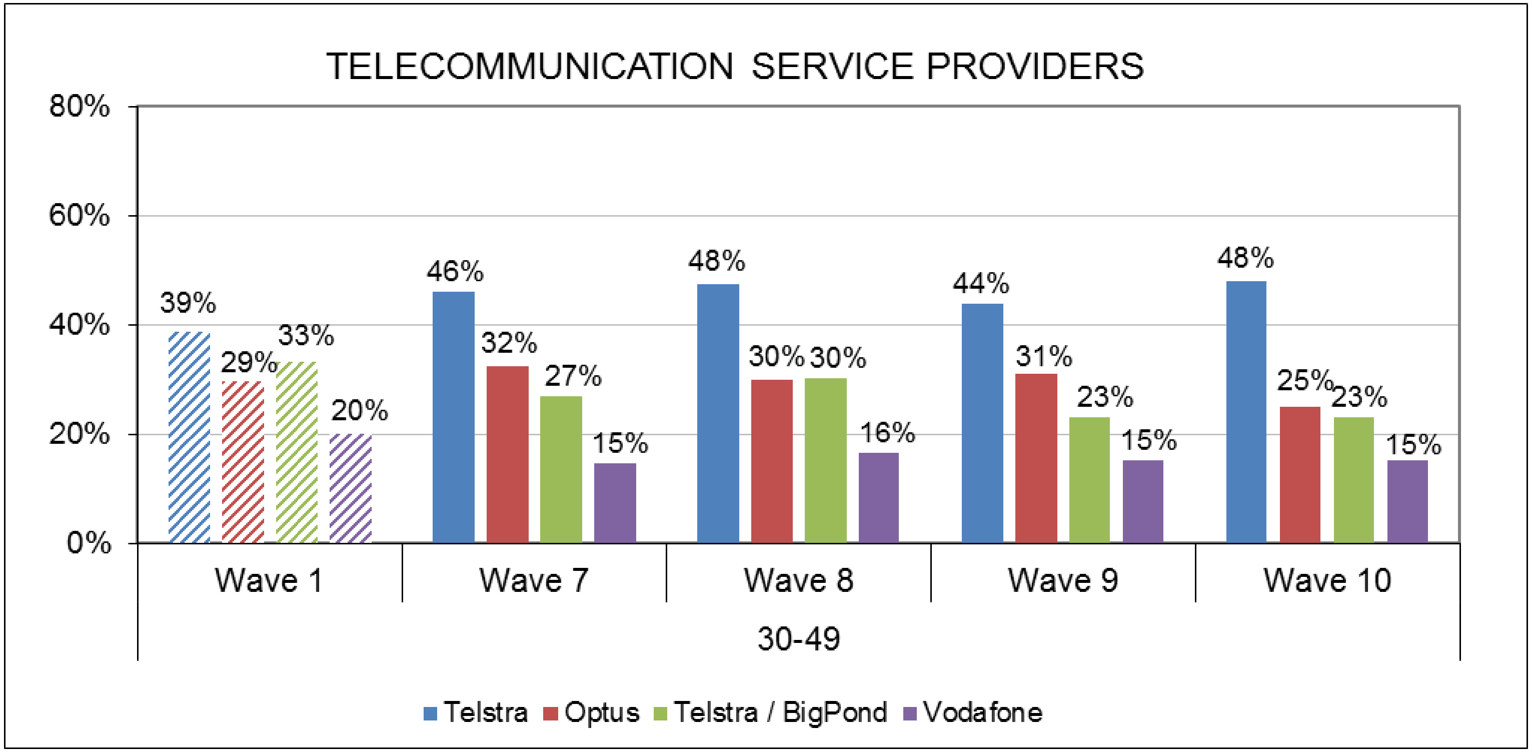
Telecommunications Service Providers

- In Wave 10, respondents under 30 years old were less likely to use Telstra/BigPond (20%) than respondents aged 50 years and over (35%). Vodafone usage amongst younger respondents reached the level of Wave 1 benchmark (24%). Optus usage dropped to 29% as opposed to 35% in Wave 1.



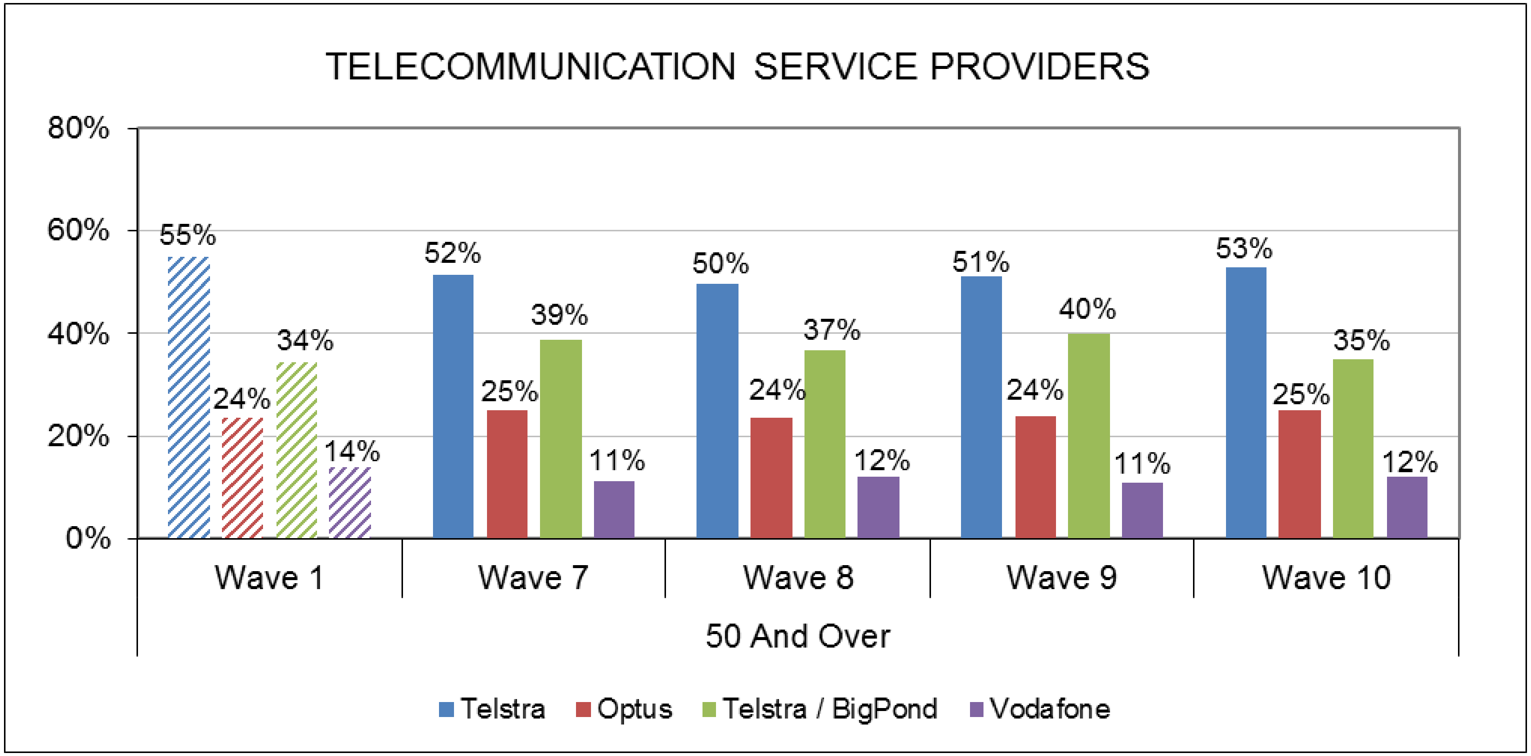
Telecommunications Service Providers

- Results for 30-49 years old customers in Wave 10 showed a lower level of Telstra/BigPond usage (23%) than in Wave 1(33%). Telstra usage grew from 39% in Wave 1 to 48% in Wave 10.



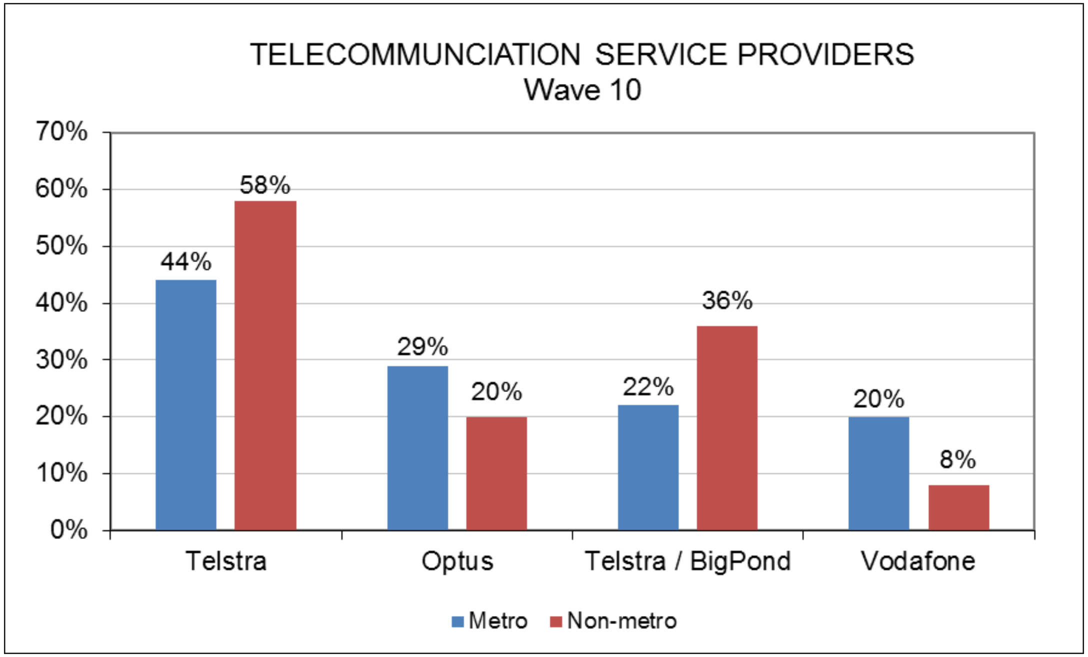
Telecommunications Service Providers

- Results for customers from the older group aged 50 years and over were consistent with the Wave 1 benchmark.



Telecommunications Service Providers

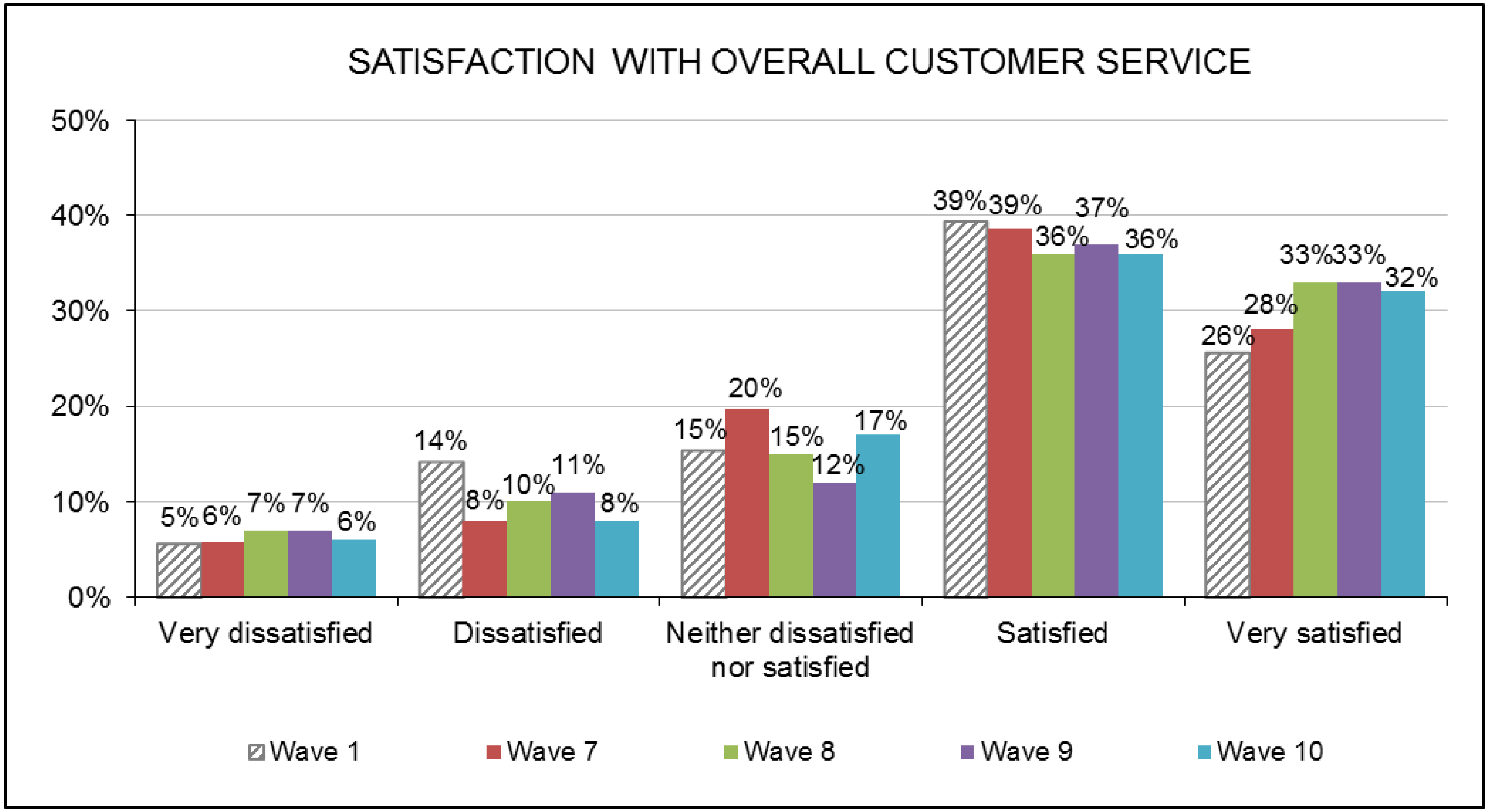
- When selection of telecommunication service providers was examined by area of residence, in Wave 10, the results revealed that Telstra and Telstra/BigPond were more common in non-metro areas (58% and 36% respectively) than in metro areas (44% and 22% respectively). While Optus and Vodafone prevailed in metro areas were more common in metro areas (respectively 29% and 20%) than in non-metro areas (20% and 8% respectively).



Overall Customer Satisfaction

- Overall customer satisfaction with the level of service provided by Australian telecommunication providers continues to be high (68%). A third (32%) of customers reported being Very Satisfied and just over a third (36%) are Satisfied.
- One in seven (14%) respondents were Dissatisfied ('Very Dissatisfied' and 'Dissatisfied') with the customer service in some way, with only a small group of customers (6%) reported being Very Dissatisfied.
- The results demonstrate that the satisfaction with service remains stable over the period with minor fluctuations. In Wave 10, the proportion of respondents who were Very Satisfied increased (32%) as compared to Wave 1 (26%).

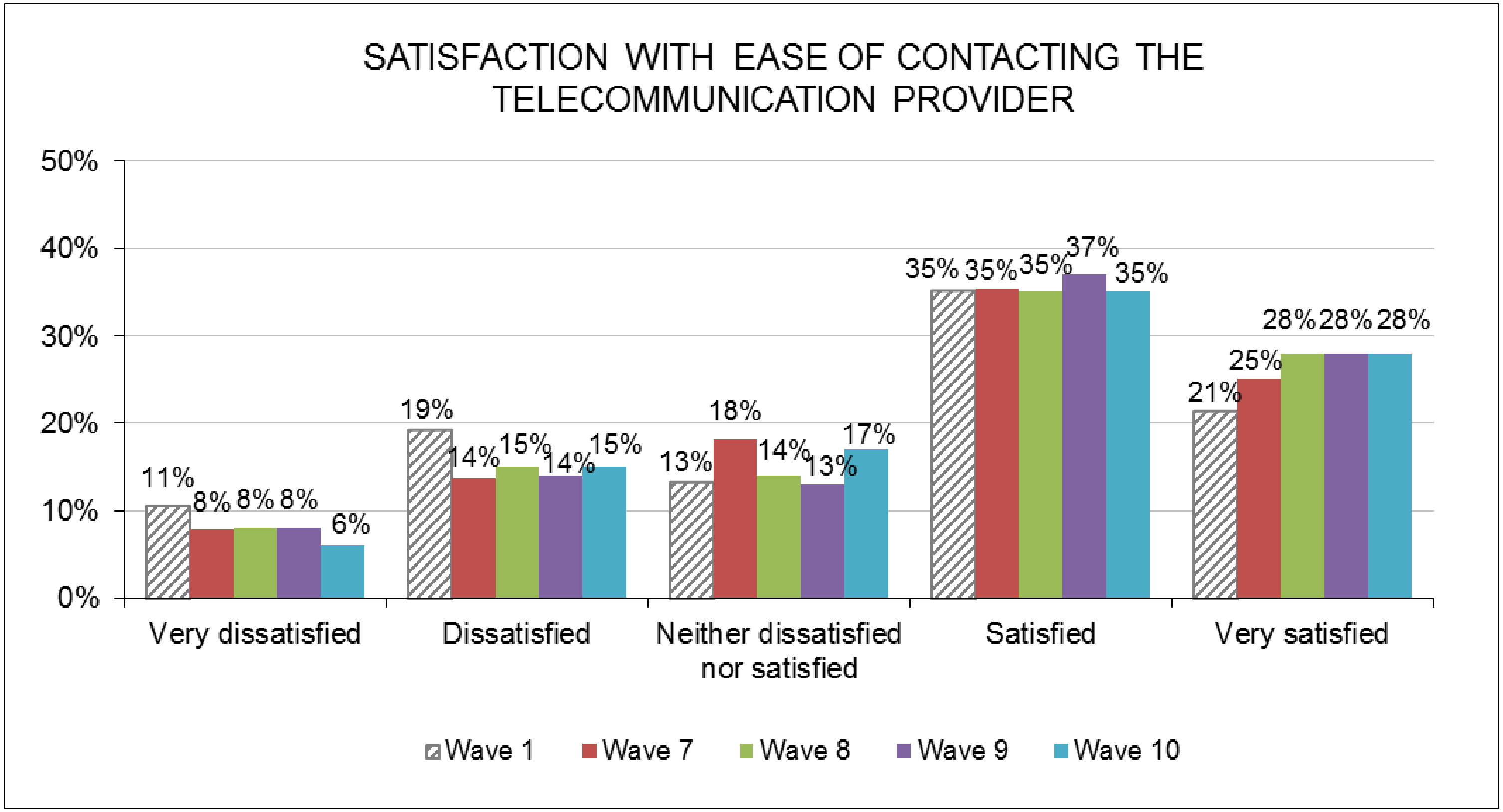
Overall Customer Satisfaction



Ease of Contacting Provider

- In Wave 10, over three in five (63%) were Satisfied (‘Very Satisfied’ and ‘Satisfied’) with the ease of contacting their telecommunication provider with over a quarter (28%) indicating that they were Very satisfied.
- One in five (21%) were Dissatisfied (‘Very Dissatisfied’ and ‘Dissatisfied’) with the ease of their contact while a small number of the customers (6%) were Very Dissatisfied.
- Satisfaction with ease of contacting has remained at 60% or above for the last four quarters, compared to 56% in the first Wave. Conversely, dissatisfaction was highest in Wave 1 (30%) and has been held below 24% for the last four quarters.

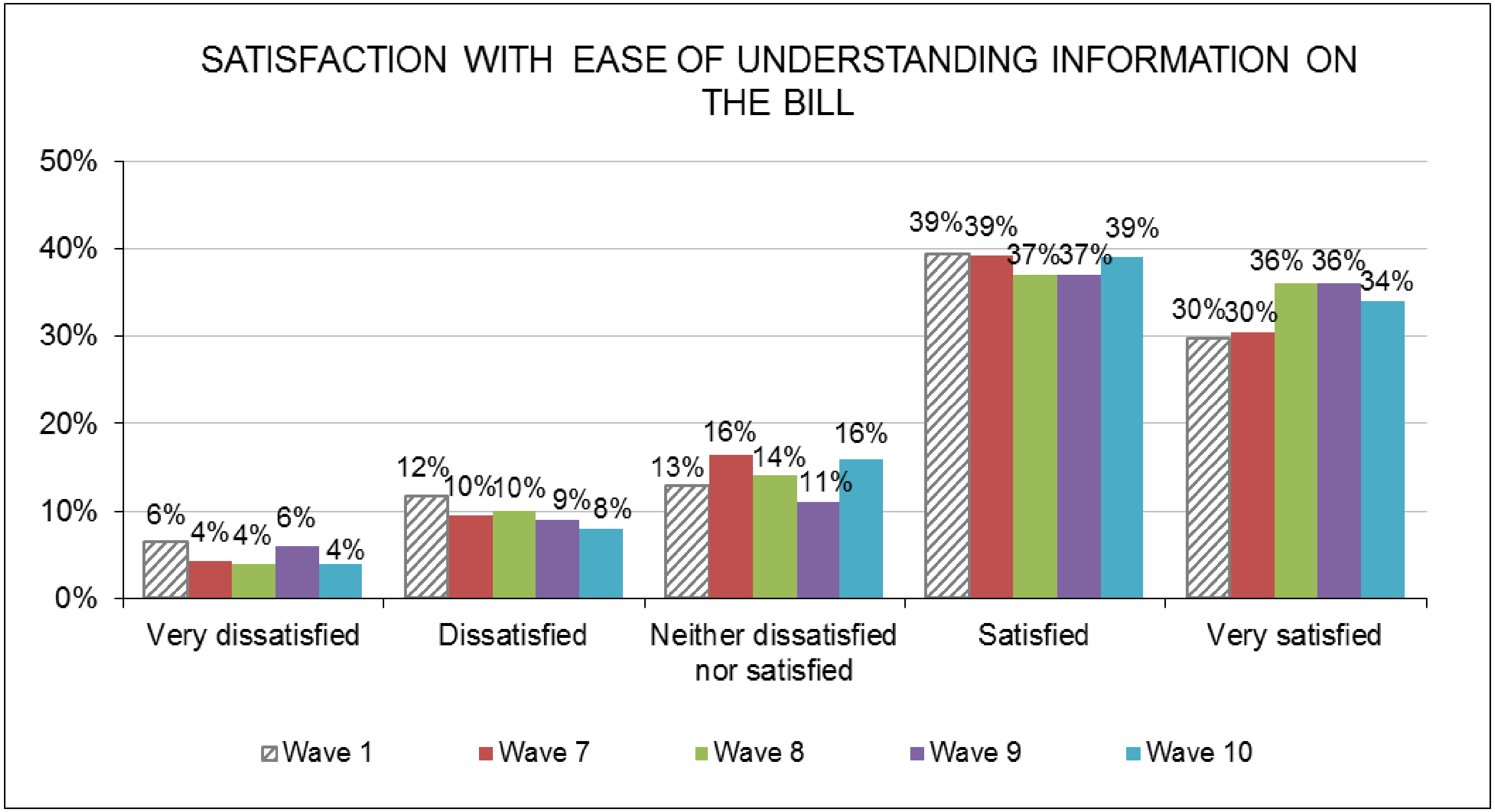
Ease of Contacting Provider



Understanding Bills

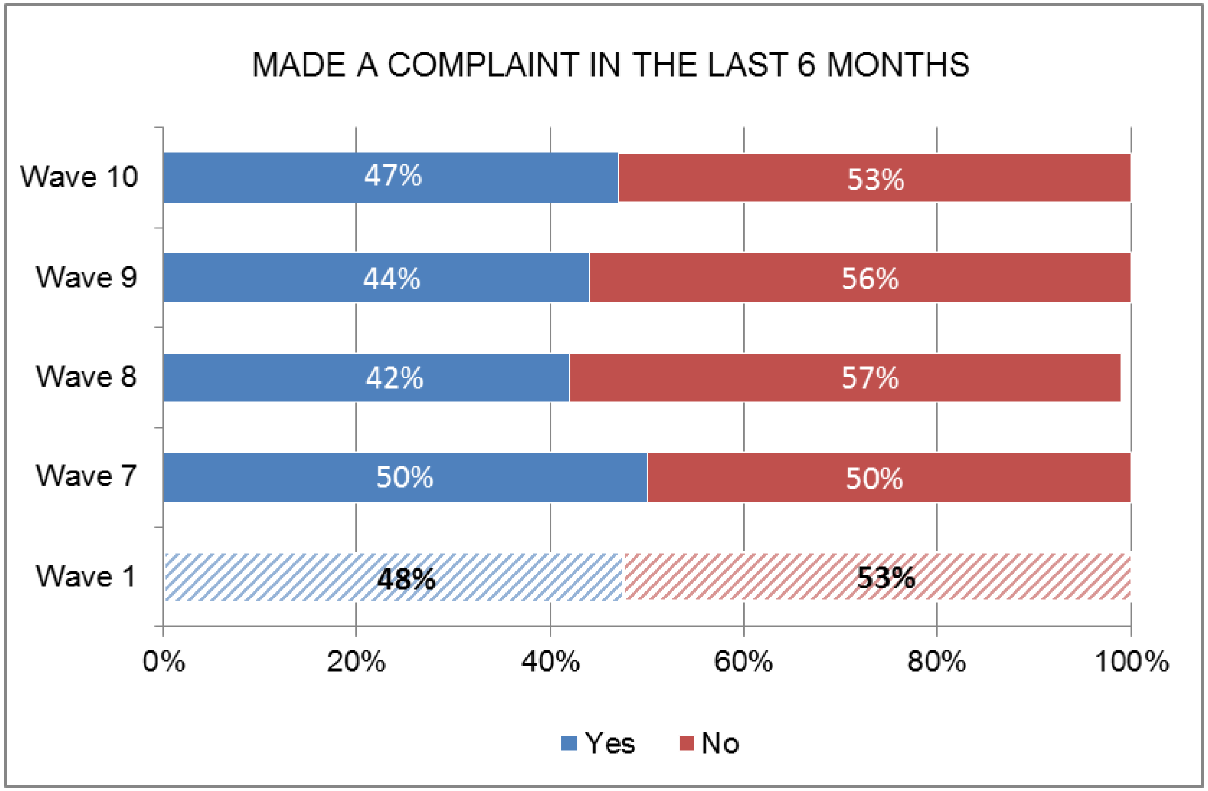
- In Wave 10, the satisfaction with ease of understanding information on the bill continues to be high. Almost three quarters (73%) of customers were satisfied ('Very Satisfied' and 'Satisfied') with the ease of understanding the information on their telecommunication bill. A third (34%) reported they were Very Satisfied.
- One in ten customers (12%) were Dissatisfied ('Very Dissatisfied' and 'Dissatisfied') with the ease of understanding their bill. A small proportion of those customers who were dissatisfied were 'Very Dissatisfied' (4%).
- The last four quarters show a consistent level of satisfaction ('Very satisfied' and 'Satisfied') at 69% or above as compared to Wave 1.

Understanding Bills



Complaint Handling

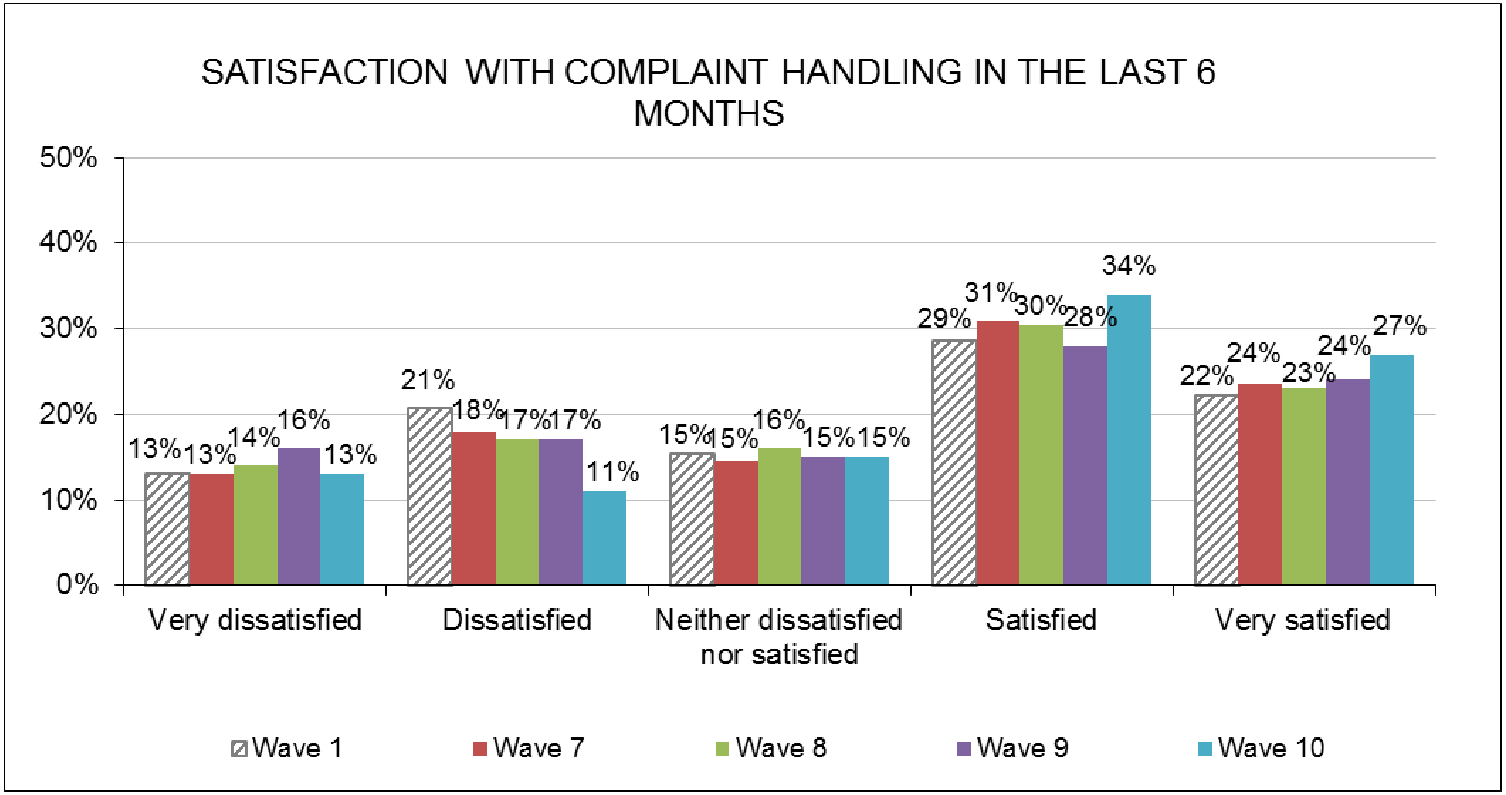
- In Wave 10, just under a half (47%) of respondents made some form of complaint to their telecommunications provider in the six months prior to their interview. The results demonstrate that the proportion of people who made a complaint remains stable over the period with minor fluctuations.



Complaint Handling

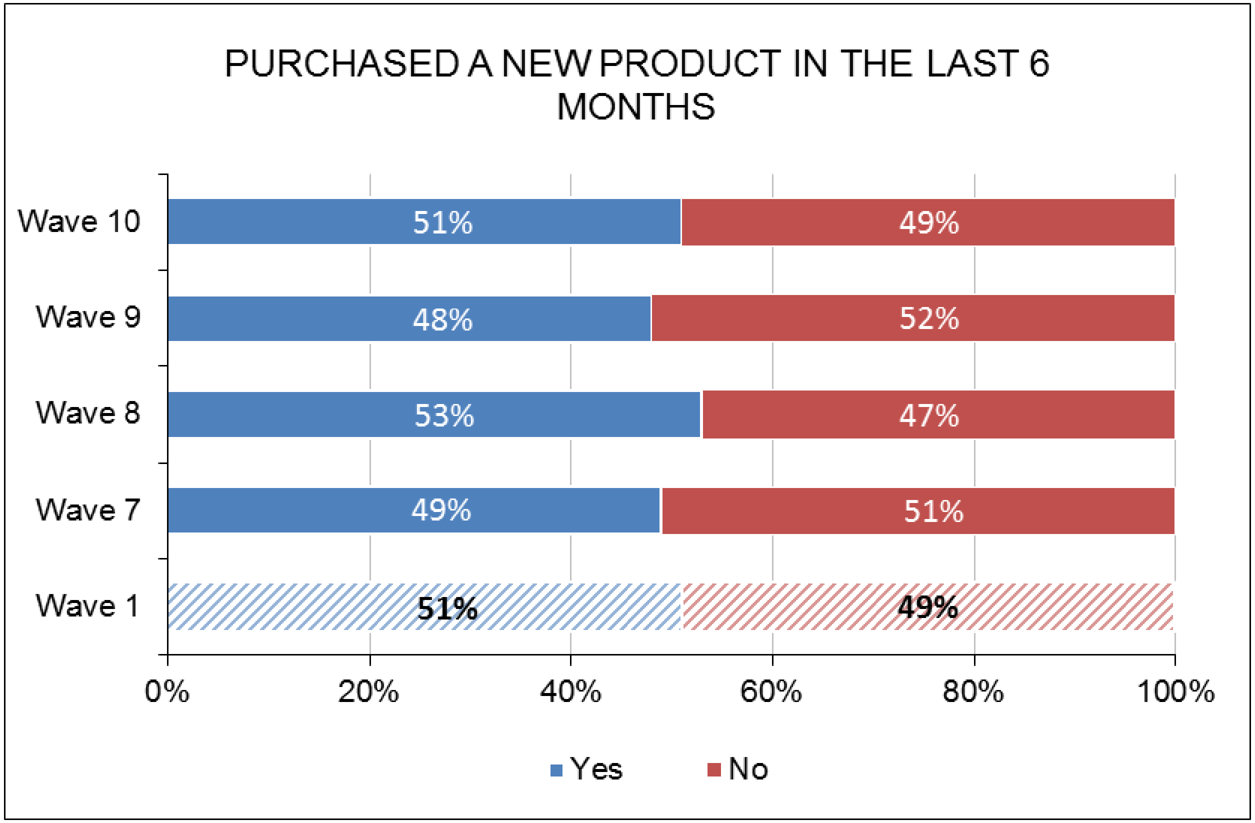
- There is an increase in satisfaction with complaint handling in Wave 10. Those who had made a complaint in the last six months were more likely to be satisfied (61%) ('Very Satisfied' and 'Satisfied') with how that complaint had been handled when compared to those who made a complaint in Wave 1 (51%).
- A third of those making a complaint (24%) reported their dissatisfaction ('Very Dissatisfied' and 'Dissatisfied') with complaint handling. One in seven (13%) were 'Very Dissatisfied' with the process.

Complaint Handling



Product Satisfaction

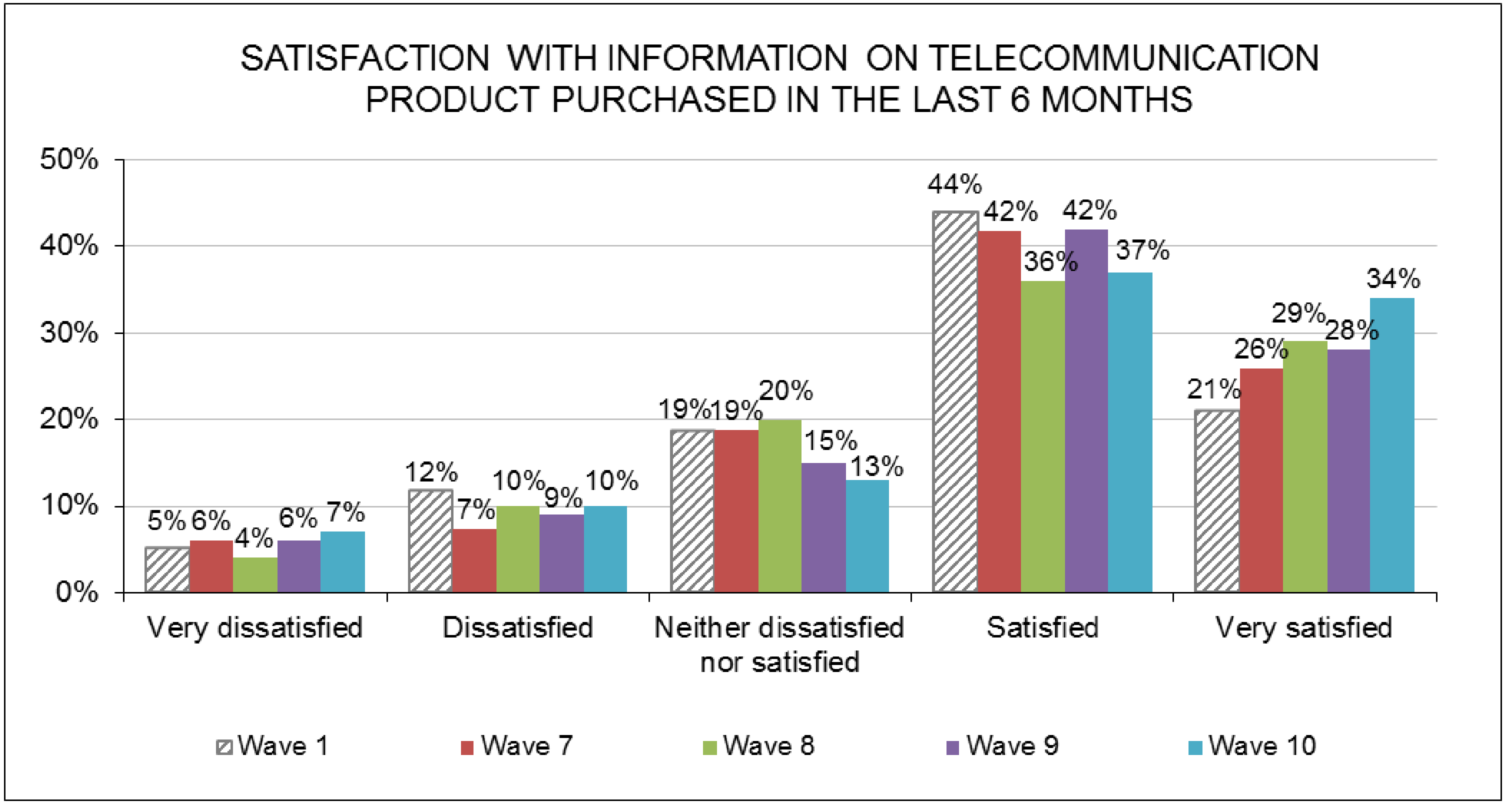
- In Wave 10, a half of customers (51%) said that they had purchased a telecommunication product in the six months prior to the survey.



Product Satisfaction

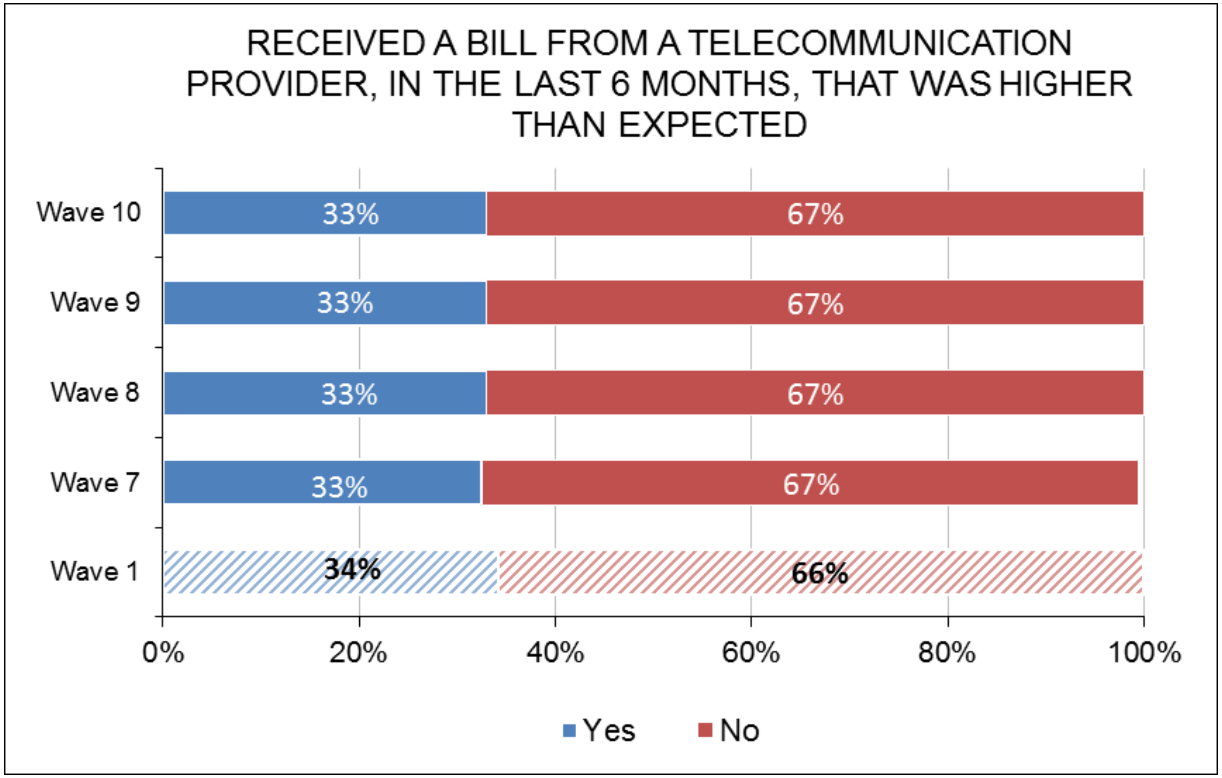
- In Wave 10, overall satisfaction with the information on products was high with seven in ten (71%) being Satisfied.
- The proportion of respondents who were ‘Very Satisfied’ reached 34% which is higher than in Wave 1 (21%).
- One in six (17%) were Dissatisfied (‘Very Dissatisfied’ and ‘Dissatisfied’) in some way with the information on telecommunication products purchased which corresponds with the first wave results.

Product Satisfaction



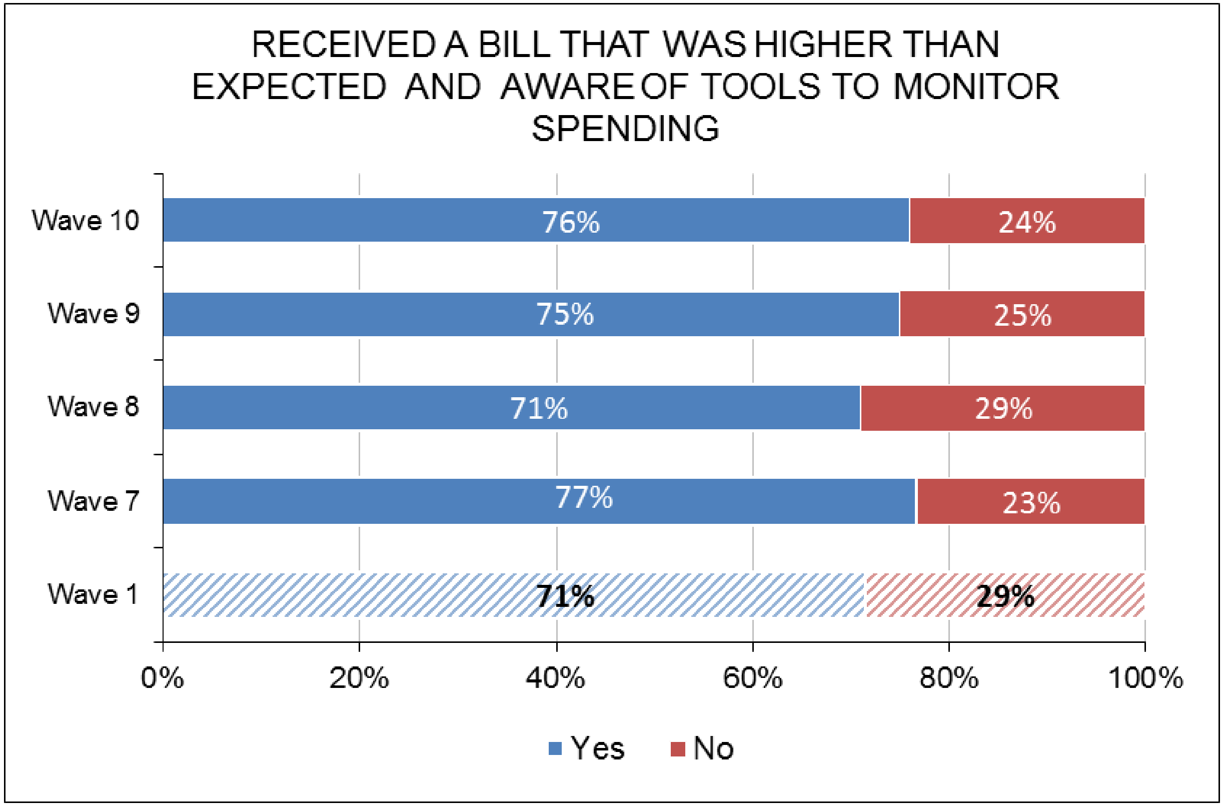
Higher Than Expected Bills

- In Wave 10, a third of respondents (33%) received a bill from a telecommunication provider in the last six months that was higher than expected.



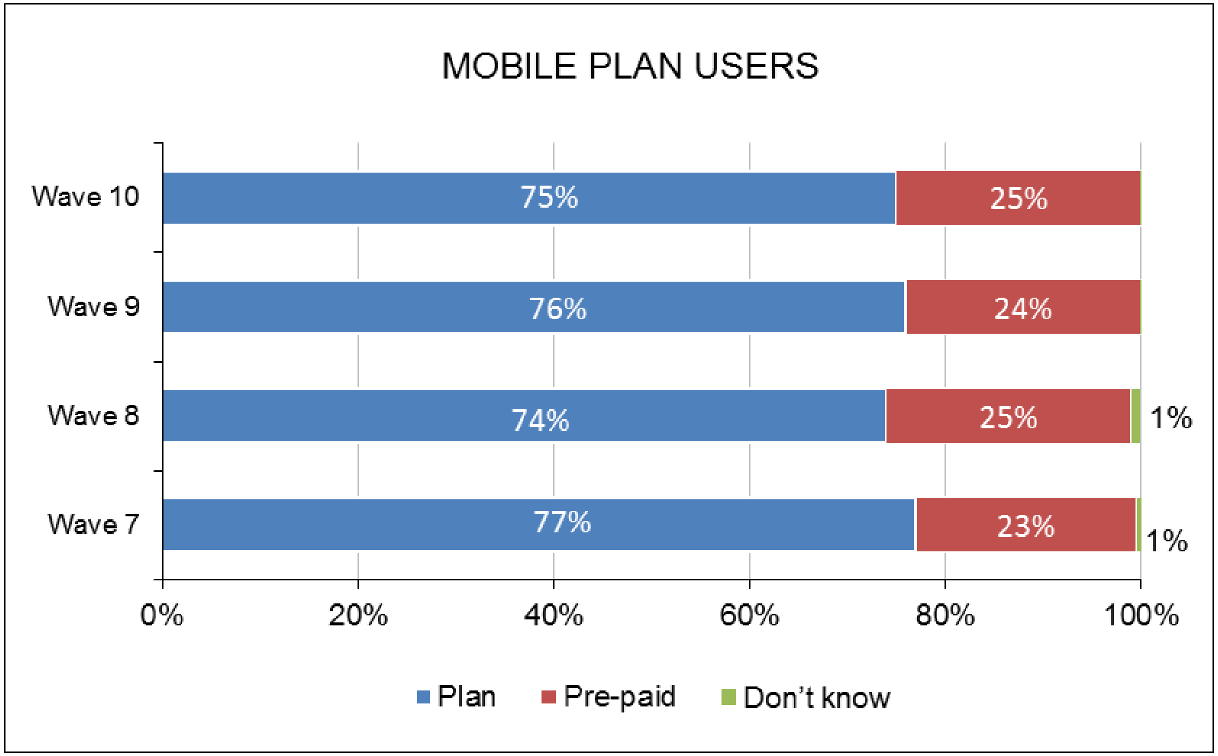
Higher Than Expected Bills

- Three in four (76%) were aware that there were tools available to help them monitor their spending with their telecommunication provider. The results are consistent across all waves of the survey with minor fluctuations.



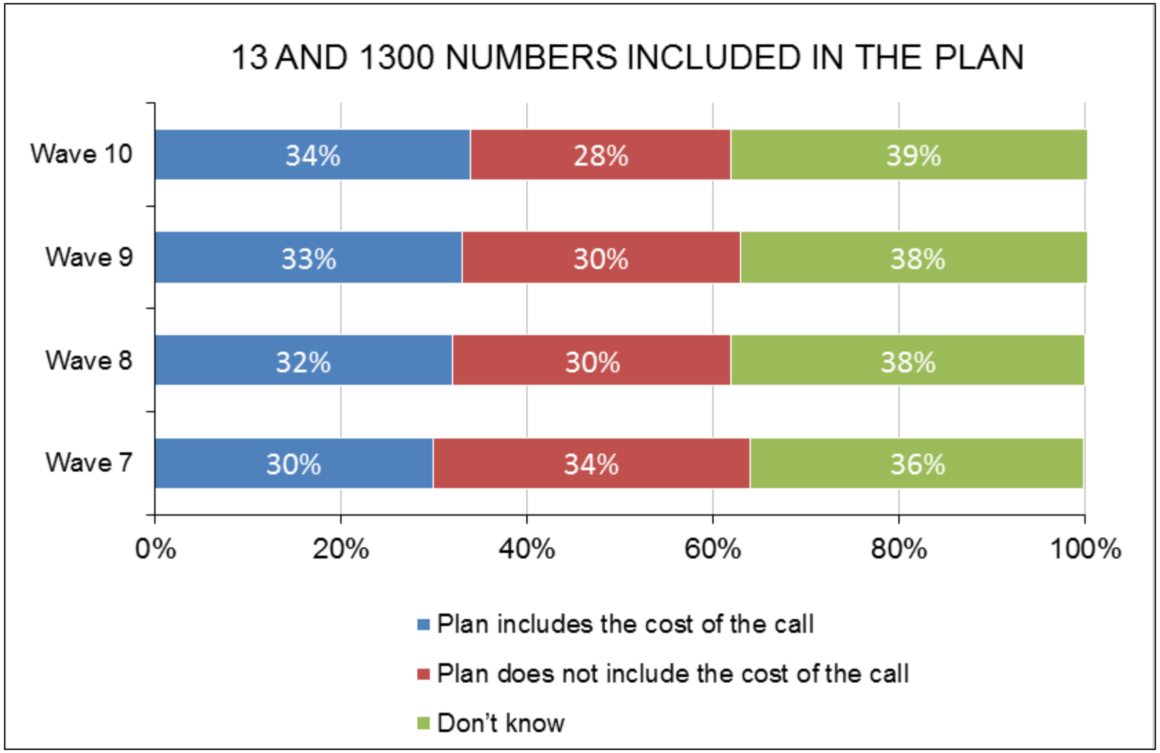
13 and 1300 Numbers

- In Wave 10, three-quarters (75%) of those respondents who had mobile connection for personal usage said that they were on a mobile plan while a quarter (25%) reported that their calls were pre-paid.



13 and 1300 Numbers

- Of those respondents who were on mobile plan, a third (34%) were aware that their plan included the cost of calls on 13 and 1300 numbers as a part of monthly usage allowance. However, two in five (39%) respondents did not know if the cost of calls to 13 and 1300 were included in their mobile plan. Results are consistent with previous findings in Waves 7-9.



13 and 1300 Numbers

- In Wave 10, nearly one in ten (8%) respondents who were aware that the cost of calls on 13 and 1300 were included in their plan as a part of monthly usage allowance had an experience during the past 12 months where they had exceeded their monthly call allowance and incurred significant additional charges as a result of mobile calls to 13 or 1300 numbers.
- However, nine in ten (88%) of those respondents who reported that the cost of calls on 13 and 1300 were included in their plan said that they did not incur significant additional charges as a result of mobile calls to 13 or 1300 numbers.

13 and 1300 Numbers