Telecommunications Customer Satisfaction

Results of the Fifteenth-wave polling undertaken by Roy Morgan Research for Communications Alliance Ltd from

April 2017 – June 2017

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

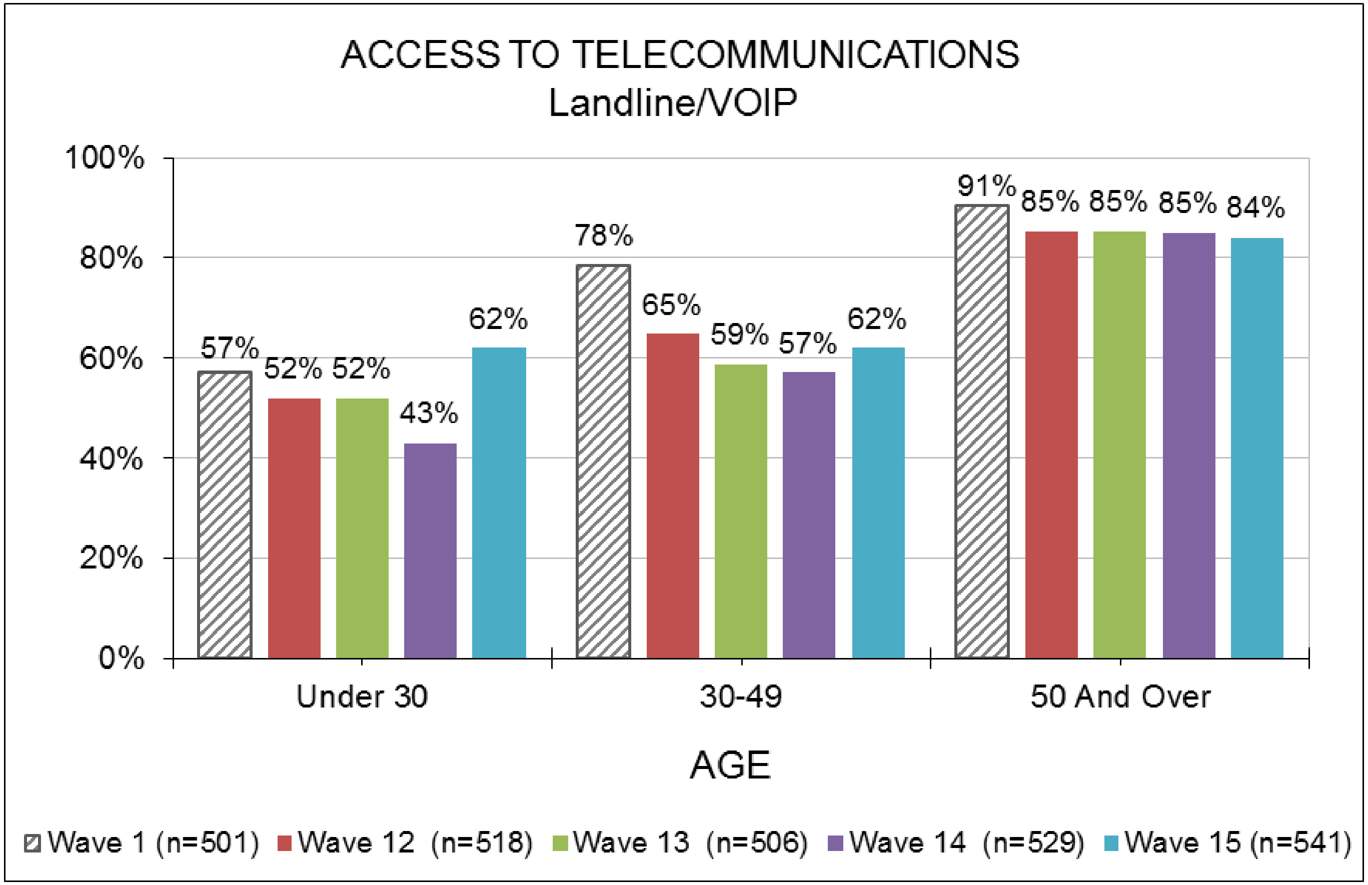
- The first wave of the research was conducted in March 2013, and the survey was dis-continued for 3 quarters after September 15 (wave 11). In July 2016, Communications Alliance indicated its intention to undertake further surveys on a quarterly basis, to enable trend analysis of performance over time. In September 2016, December 2016, March 17 and June 17; wave 12, wave 13, wave 14 and wave 15 were conducted. This report summarises the key findings of the Wave 15 survey held in June 2017.
- 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 to provide a total market customer satisfaction metric.

Access

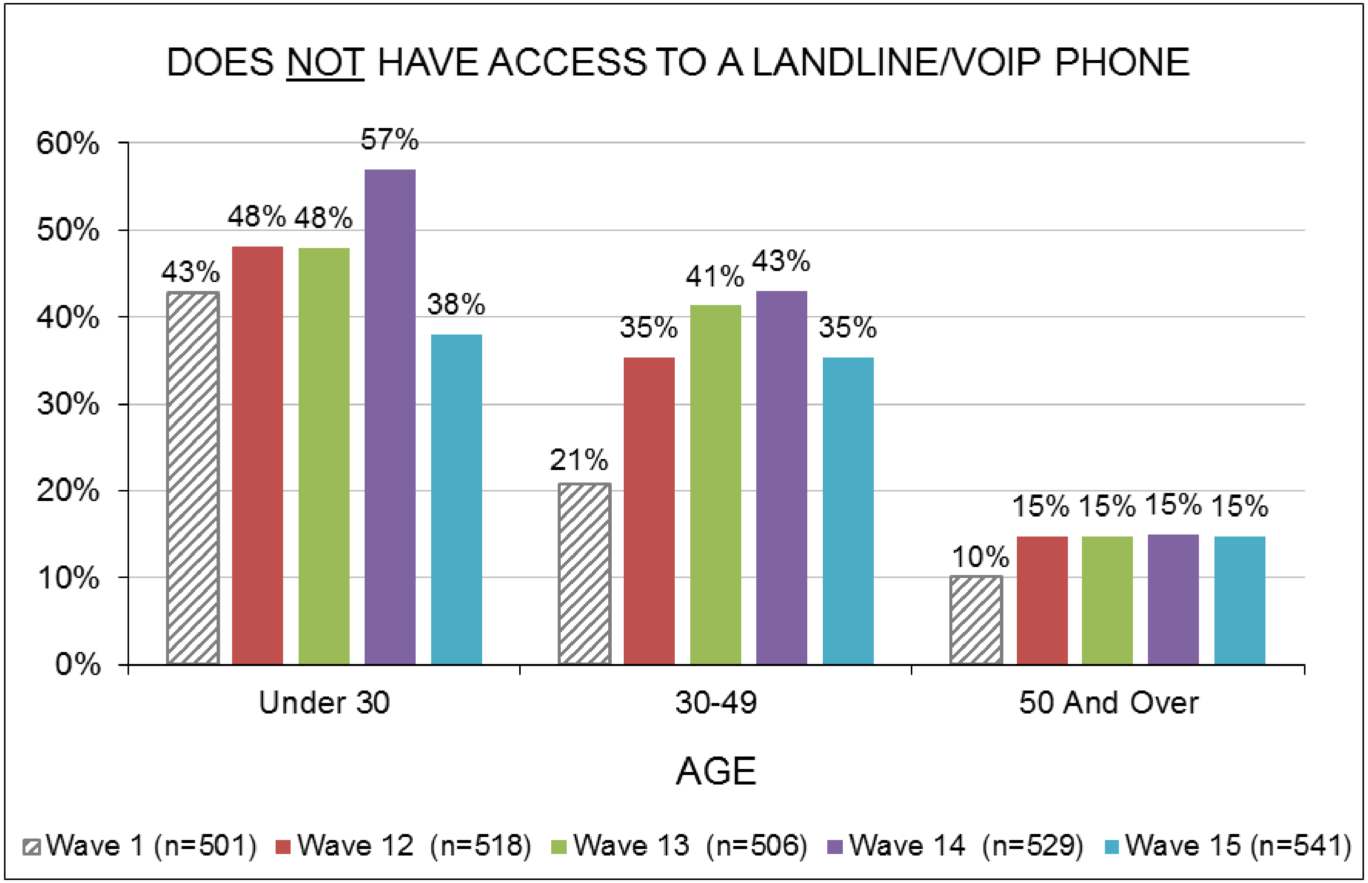
- Consistent with past waves of this research, 98% had a mobile phone available for their personal use. A similar proportion (97%) had an Internet connection for personal use. Access to a landline or VOIP phone was relatively low at 71%, though it has increased slightly compared to the last 2 waves (when it was below 70%).

- Access to telecommunications differs by age with older people aged 50 years and over more likely to have access to landline/VOIP (84%) when compared to those who are under the age of 30 (62%) and 30-49 (62%). The access to landline/VOIP in the younger age group of less than 30 years is higher in Wave 15 compared to the previous 3 waves and the benchmark wave 1 (when it was below 60%).

Access


ACCESS TO TELECOMMUNICATIONS
Landline/VOIP
100%
80%
60%
40%
20%
0%
57%
52%
52%
43%
62%
78%
65%
59%
57%
62%
91%
85%
85%
85%
84%
Under 30
30-49
50 And Over
AGE
Wave 1 (n=501)
Wave 12 (n=518)
Wave 13 (n=506)
Wave 14 (n=529)
Wave 15 (n=541)

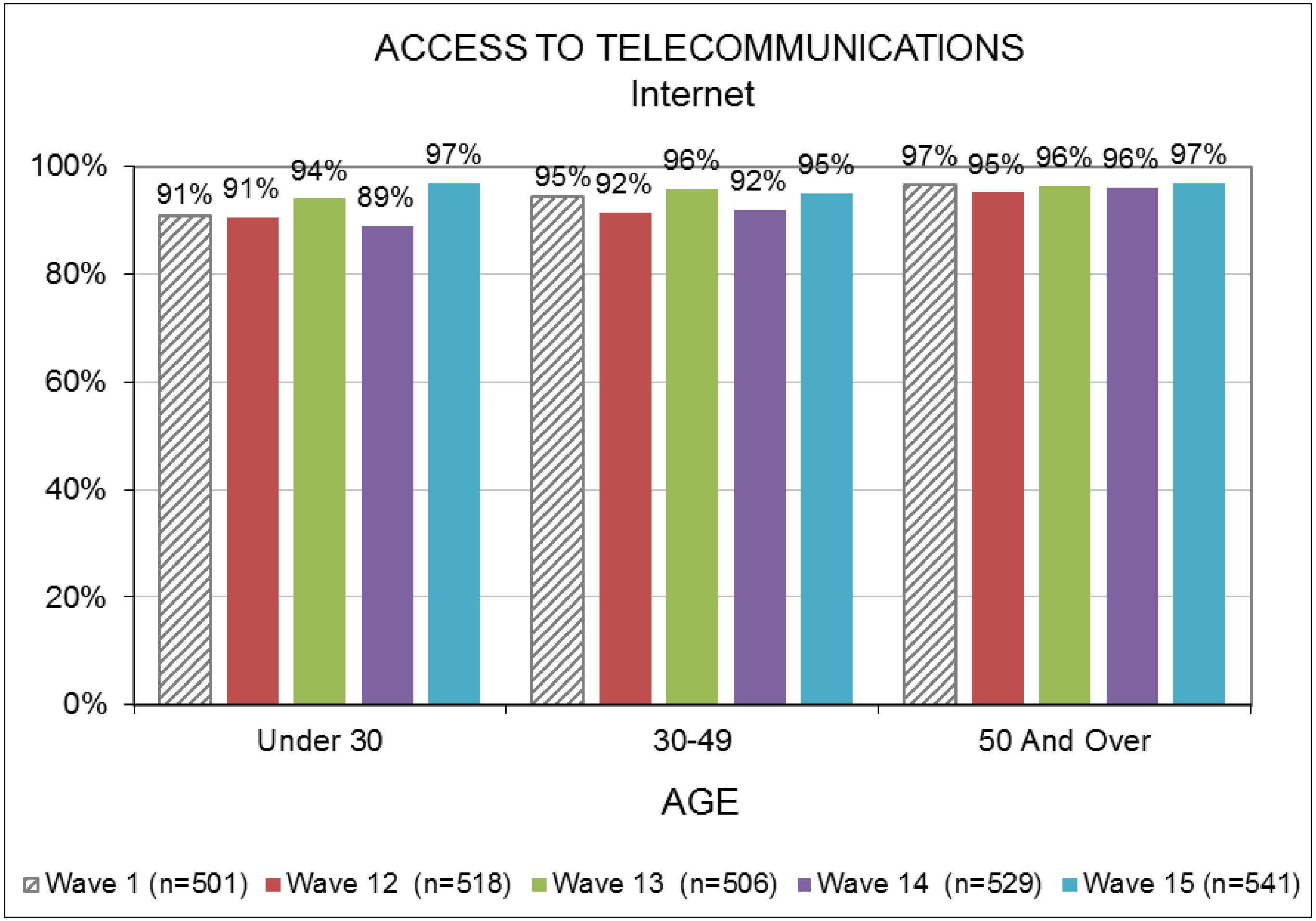
Access



DOES NOT HAVE ACCESS TO A LANDLINE/VOIP PHONE
60%
50%
40%
30%
20%
10%
0%
43%
48%
48%
57%
38%
21%
35%
41%
43%
35%
10%
15%
15%
15%
15%
Under 30
30-49
50 And Over
AGE
Wave 1 (n=501)
Wave 12 (n=518)
Wave 13 (n=506)
Wave 14 (n=529)
Wave 15 (n=541)

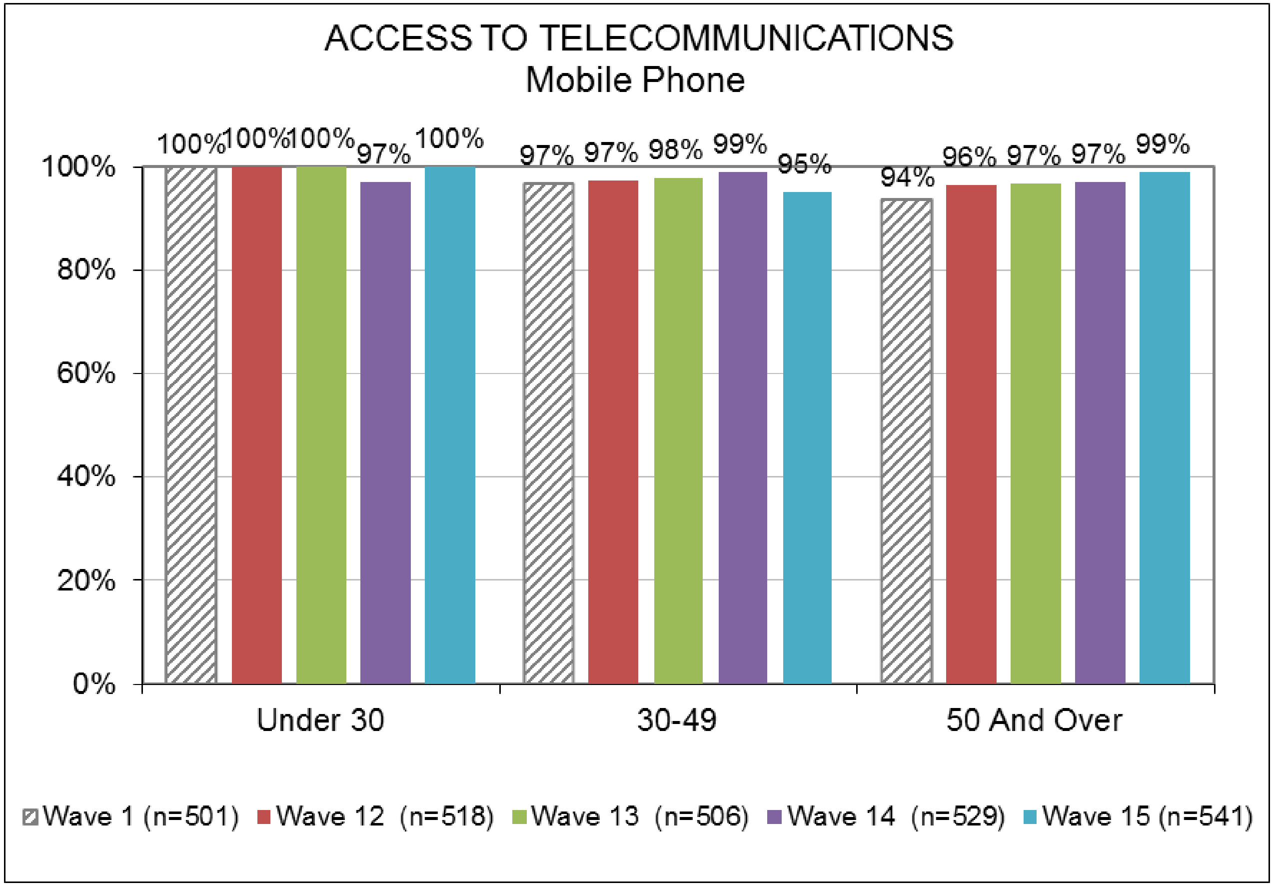
Access

- The Internet is now an established channel of communication with 97% of the population having access to the Internet. There is relatively little differentiation by age in regard to Internet access.



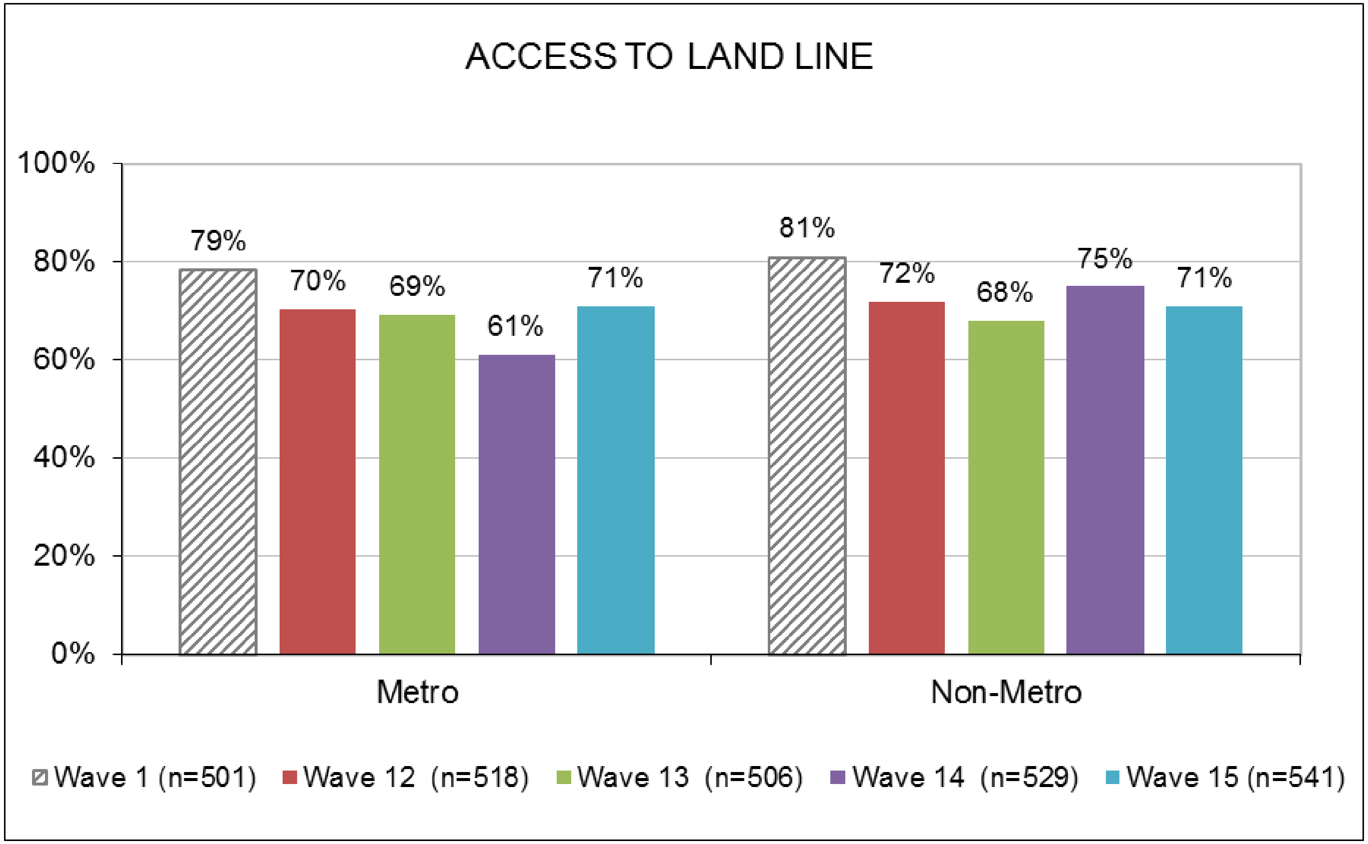
Access

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

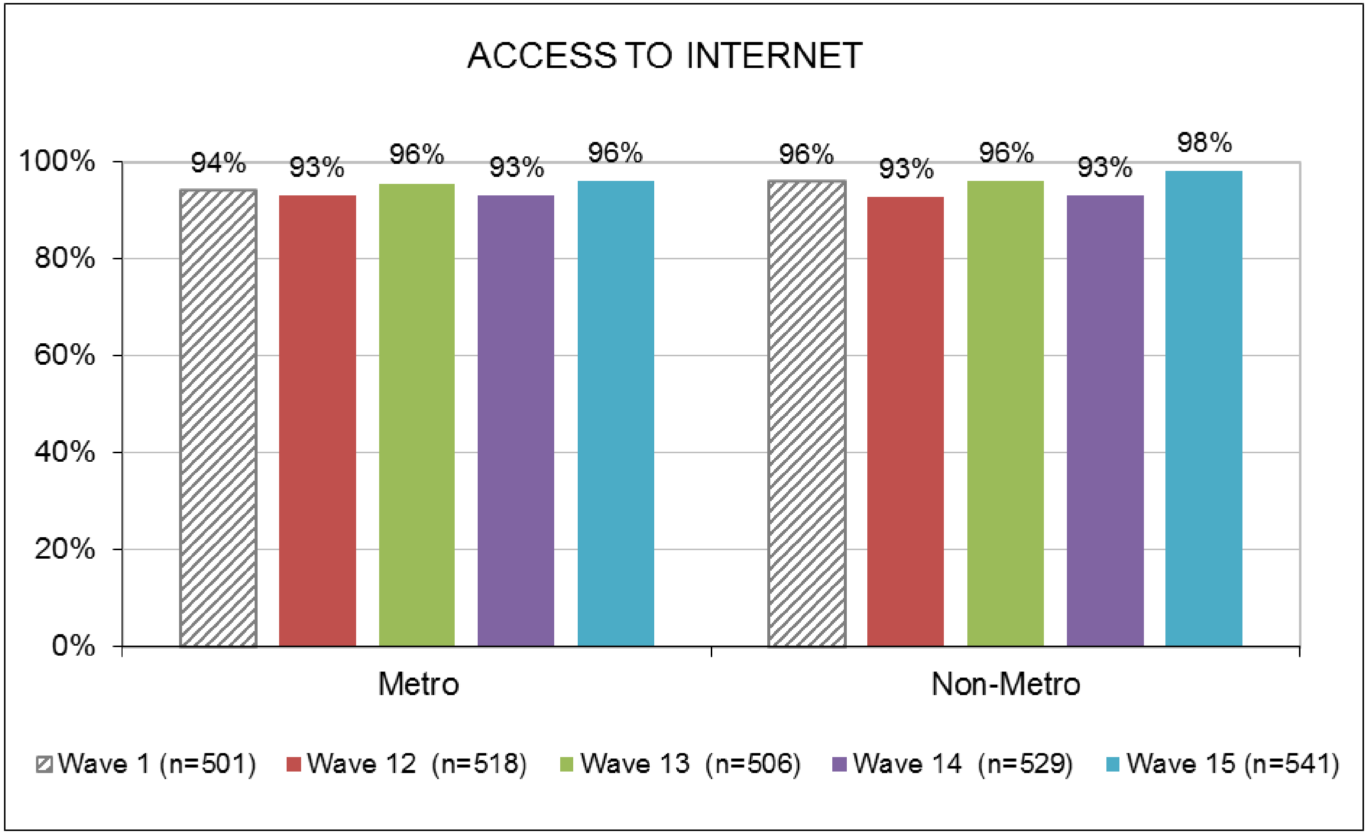


Metro/Non-Metro

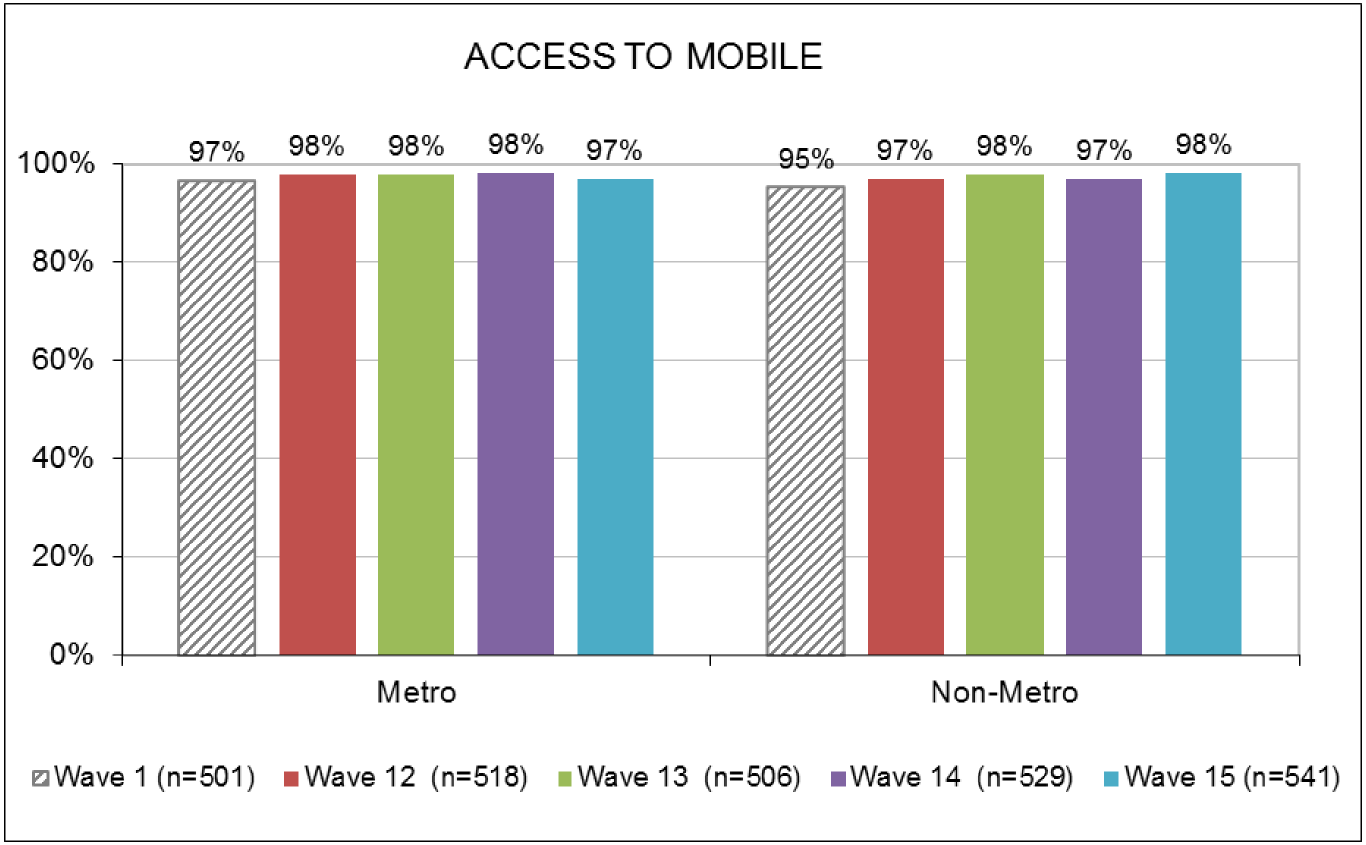
- In Wave 15, there was no difference in access to the landline, Internet and mobile phone between those living in metropolitan and non-metropolitan regions.



Metro/Non-Metro

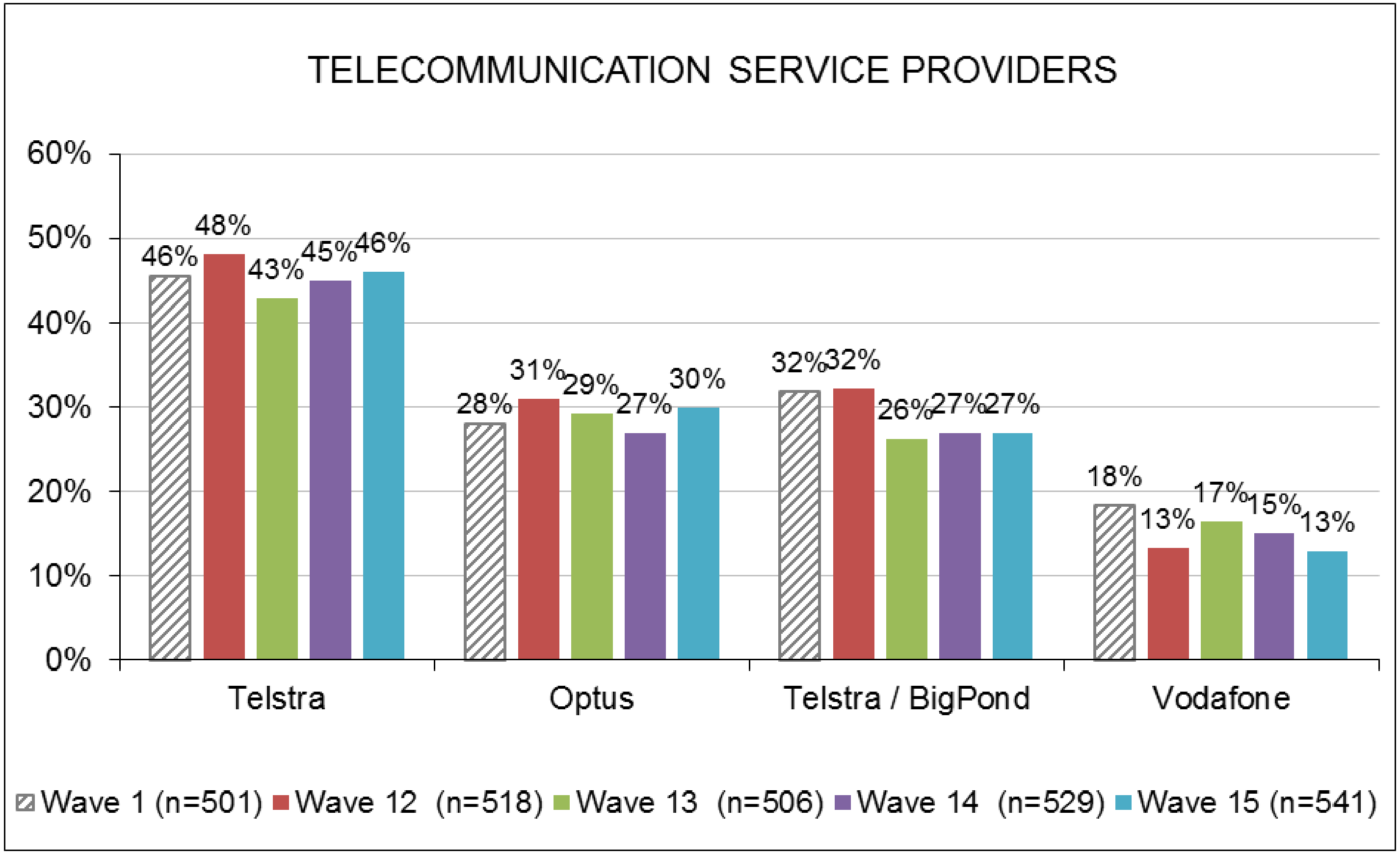


Metro/Non-Metro



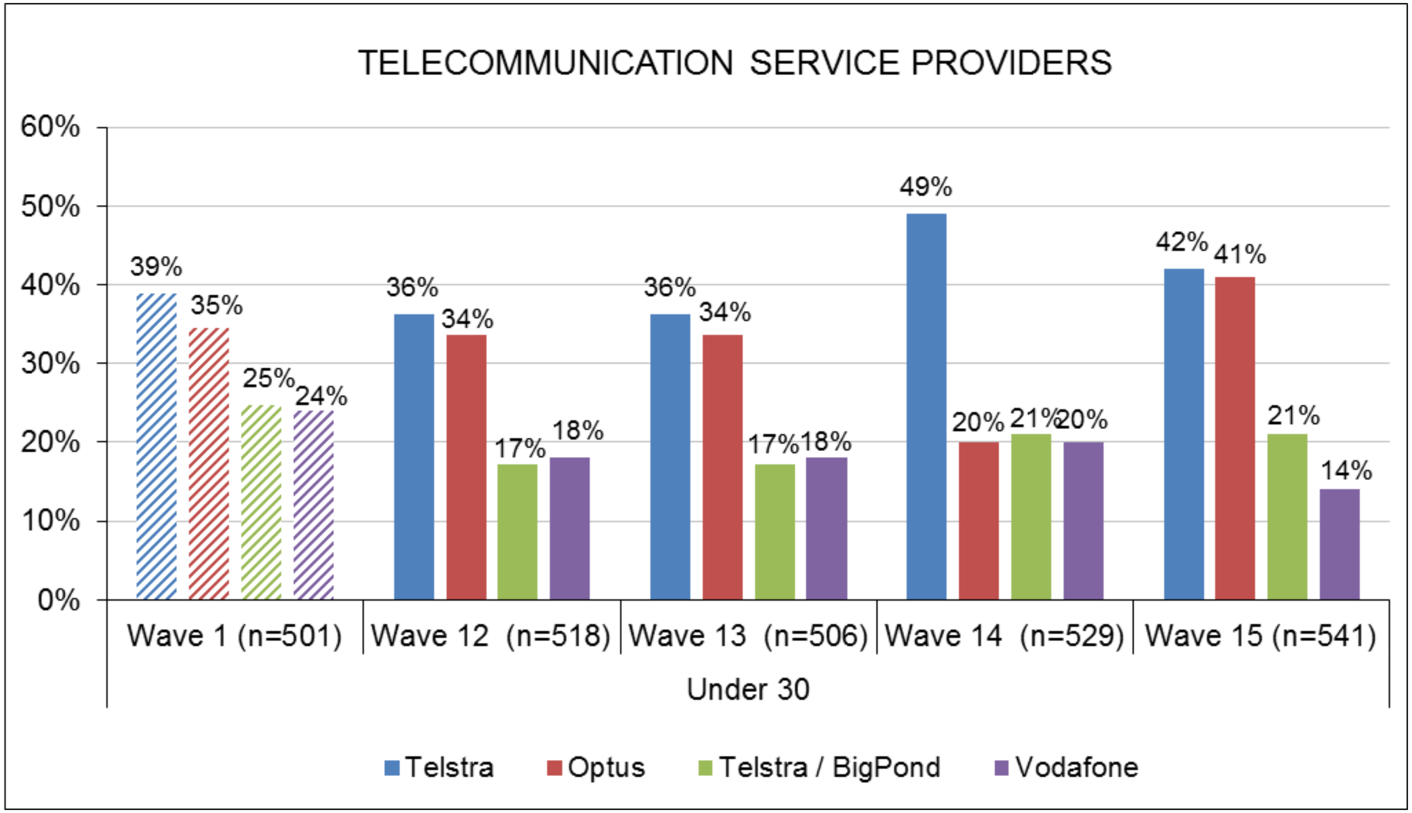
Telecommunications Service Providers

- The most commonly used telecommunication service providers continues to be Telstra (46%), followed by Optus (30%), Telstra/Big Pond (27%) and Vodafone (13%).



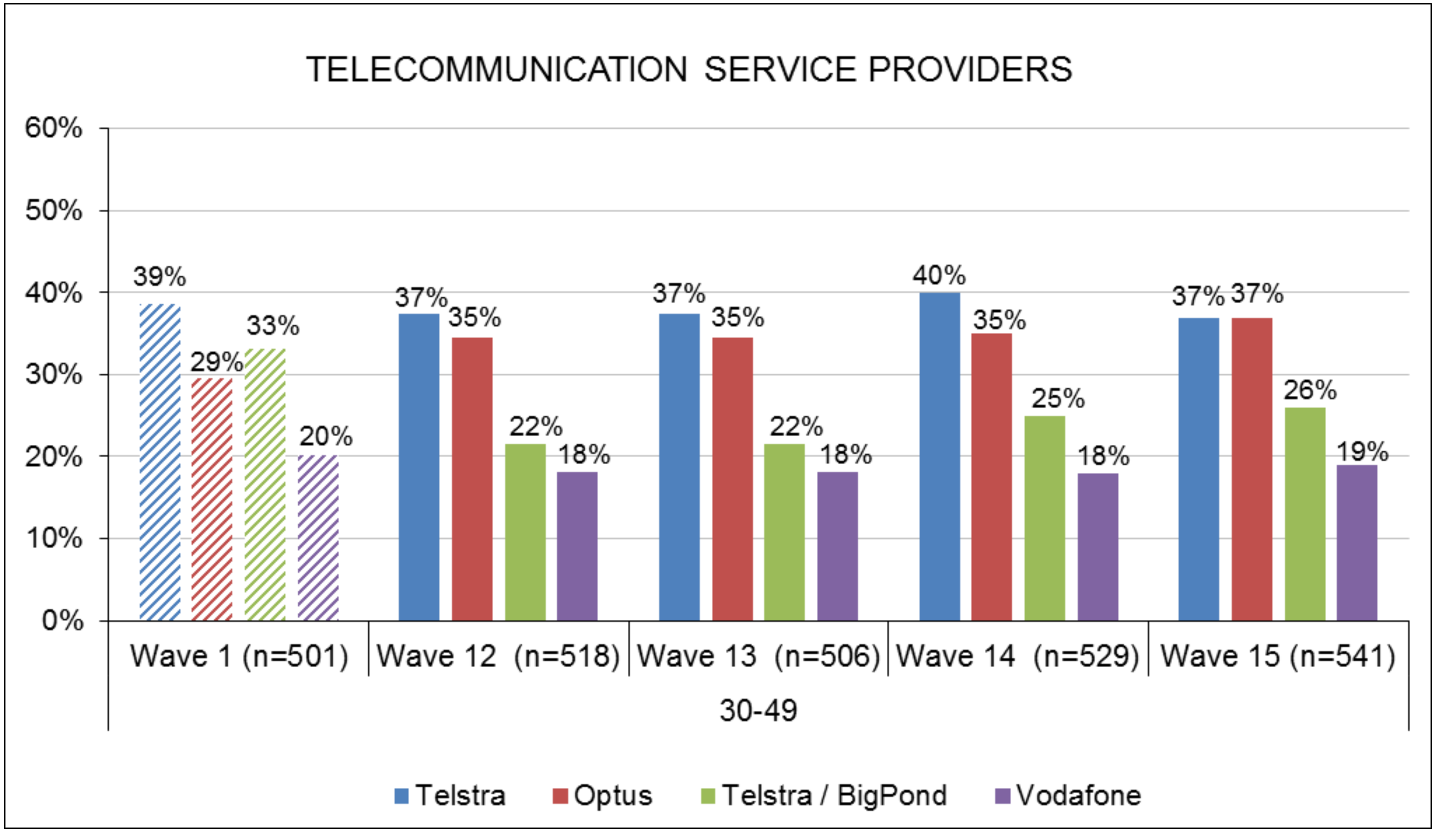
Telecommunications Service Providers

- Compared to the previous waves, Optus's share among those aged under 30 is higher in this wave (41%) and it is at a similar level to Telstra (42%) for this age group. Usage of Telstra/BigPond amongst younger respondents is half compared to Telstra and Optus (21%), and Vodafone follows at 14%.



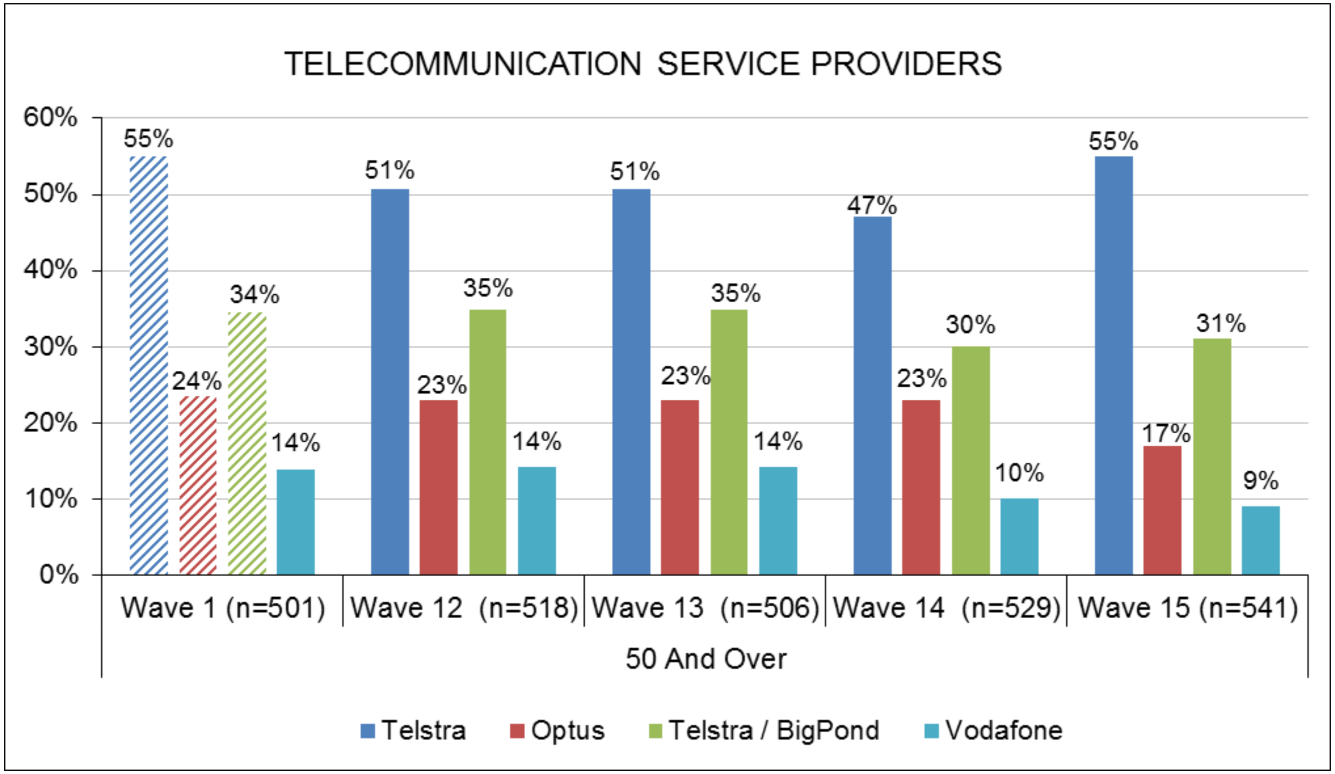
Telecommunications Service Providers

- Among 30-49 years old customers, Optus is at par with Telstra (37%) in Wave 15 after a slight improvement since previous waves. Telstra/BigPond is being used by a fourth (26%) of this group, followed by 19% using Vodafone.



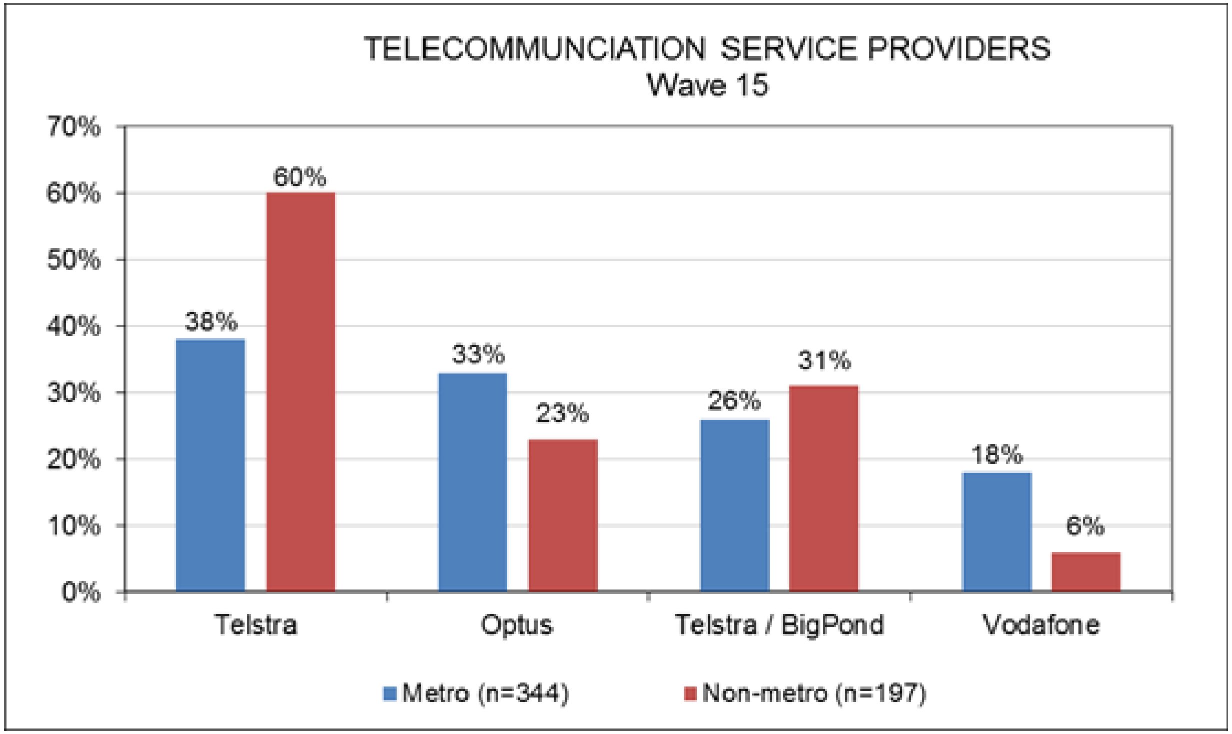
Telecommunications Service Providers

- Telstra strong position with the older sector (50 years and older) continues in Wave 15 with more than half (55%) using Telstra. Telstra/BigPond continues to hold second position among older people with 31% usage. Share of Optus (17%) and Vodafone (9%) has declined slightly compared to the previous 3 waves and the benchmark wave 1.



Telecommunications Service Providers

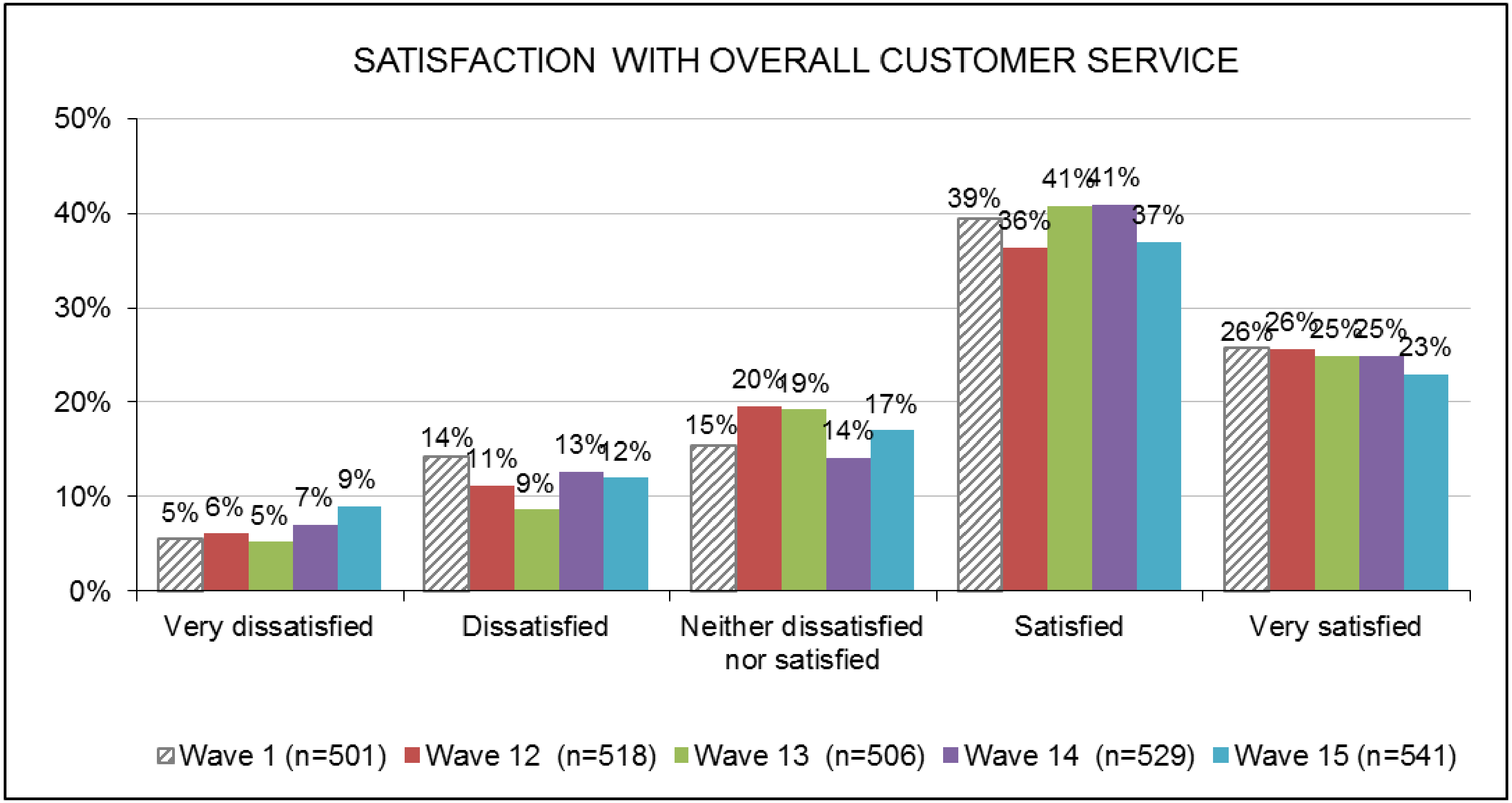
- When selection of telecommunication service providers was examined by area of residence, in Wave 15, the results revealed that Telstra and Telstra/BigPond were more common in non-metro areas (60% and 31% respectively) than in metro areas (38% and 26% respectively). On the other hand, Optus and Vodafone were more common in metro areas (respectively 33% and 18%) than in non-metro areas (23% and 6% respectively).



Overall Customer Satisfaction

- Overall customer satisfaction with the level of service provided by Australian telecommunication providers continues to be high (60%). Nearly one in four (23%) customers reported being Very Satisfied.
- One in five (21%) respondents were dissatisfied with the customer service in some way, with 9% reported being Very Dissatisfied.
- The results demonstrate that the satisfaction with service remains stable over the period with minor fluctuations.

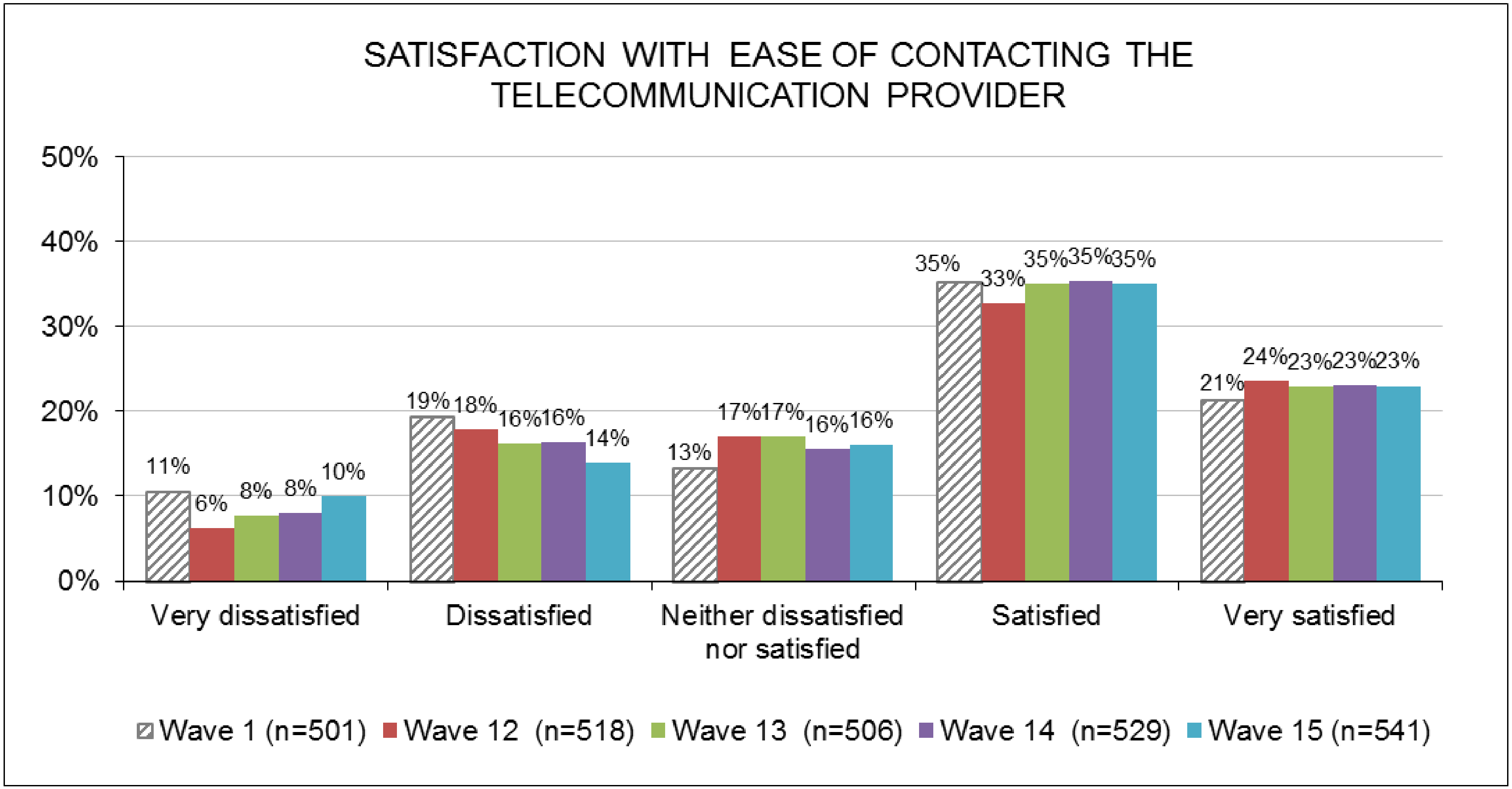
Overall Customer Satisfaction



Ease of Contacting Provider

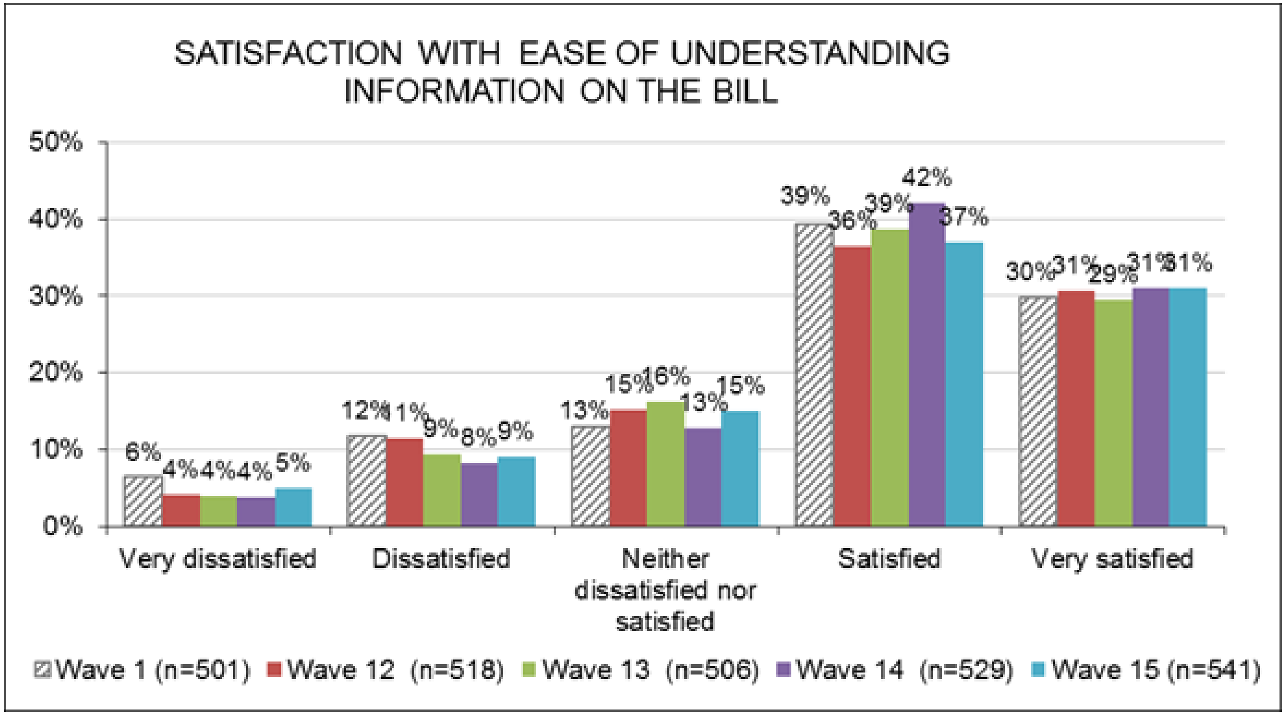
- In Wave 15, nearly three in five (58%) were Satisfied ('Very Satisfied' or 'Satisfied') with the ease of contacting their telecommunication provider with almost a quarter (23%) indicating that they were Very satisfied.
- Nearly one in four (24%) were Dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the ease of their contact while one in ten (10%) were Very Dissatisfied.
- Satisfaction with ease of contacting in Wave 15 (58%) is similar to the first wave (56%). Though, dissatisfaction was highest in Wave 1 (30%) and has been held below 25% in the recent four waves.

Ease of Contacting Provider



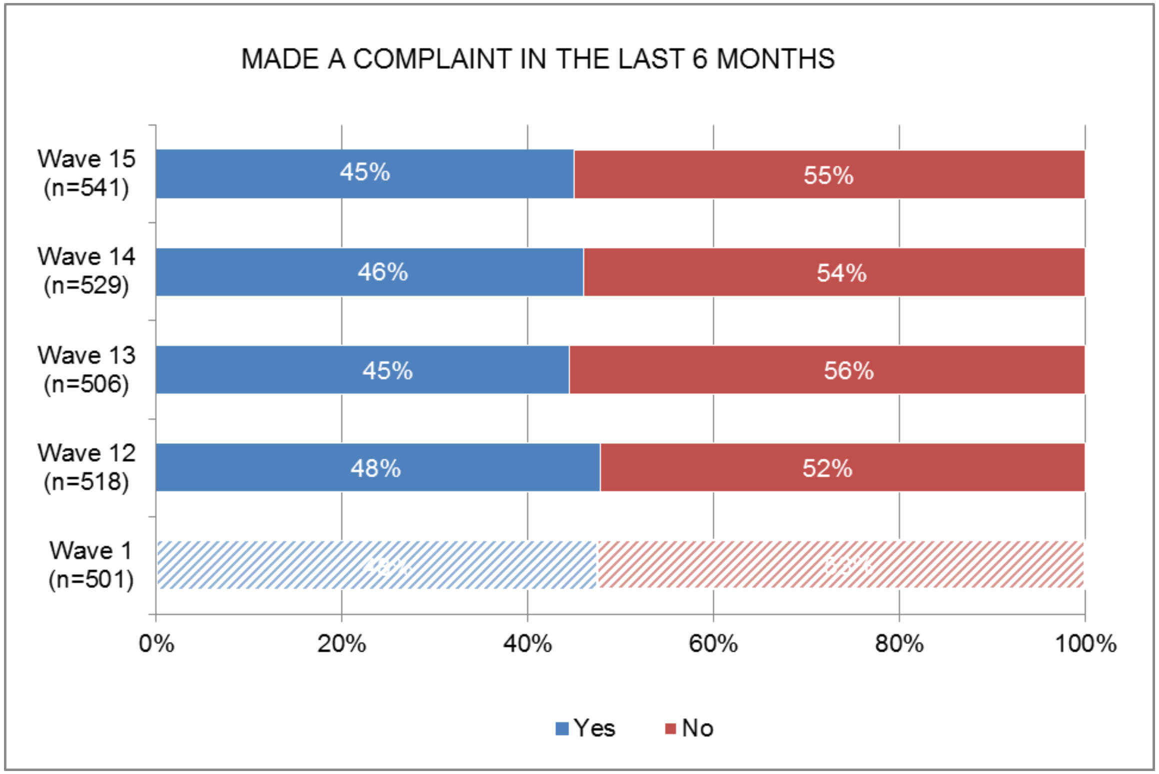
Understanding Bills

- The satisfaction with ease of understanding bill information continues to be high in Wave 15, with two thirds (68%) of customers being satisfied (‘Very Satisfied’ or ‘Satisfied’).
- 14% were Dissatisfied (‘Very Dissatisfied’ or ‘Dissatisfied’) with the ease of understanding their bill. A small proportion of those customers who were dissatisfied were ‘Very Dissatisfied’ (5%).



Complaint Handling

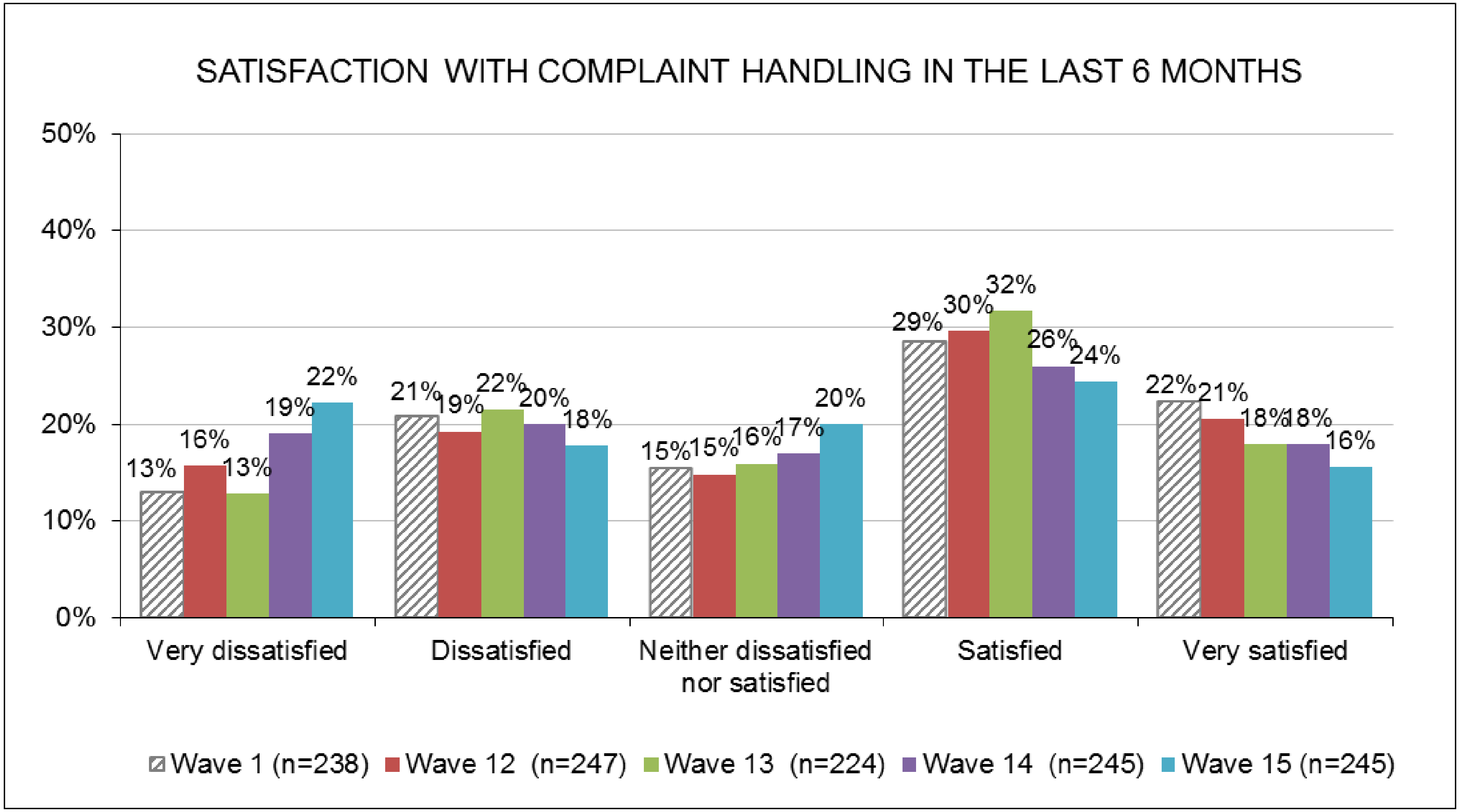
- In Wave 15, 45% of respondents made some form of complaint to their telecommunications provider in the six months prior to their interview. The results demonstrate that the proportion of people who made a complaint remains stable over the period with minor fluctuations.



Complaint Handling

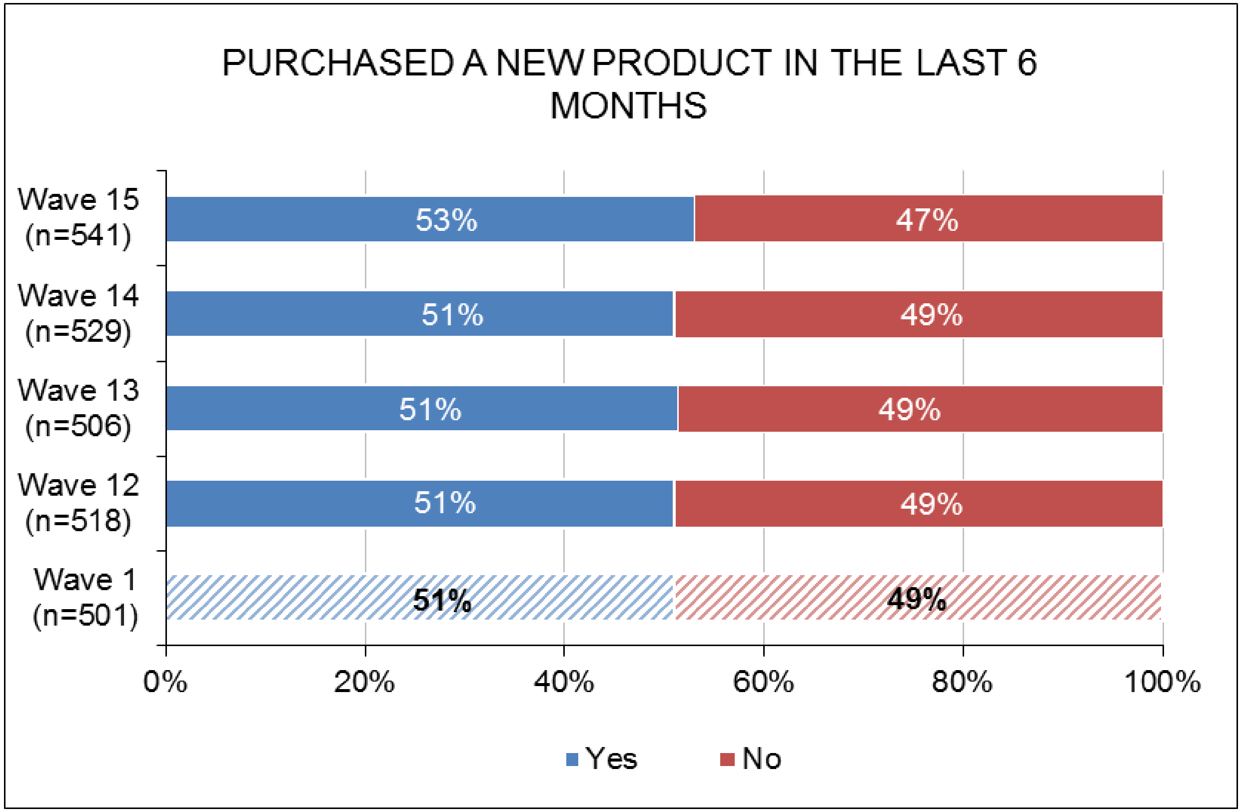
- Two in five (40%) of those who had made some form of complaint in the last 6 months are satisfied (‘Very Satisfied’ or ‘Satisfied’) with how their complaints had been handled. The satisfaction has declined compared to the last 3 waves and also the benchmark wave 1 (when the score was between 44% and 51%).
- Though the levels of dissatisfaction in Wave 15 (40%) were similar to Wave 14 (39%), but high compared to Wave 12, Wave 13 and the benchmark Wave 1 (when the dis-satisfaction score was close to 35%).

Complaint Handling



Product Satisfaction

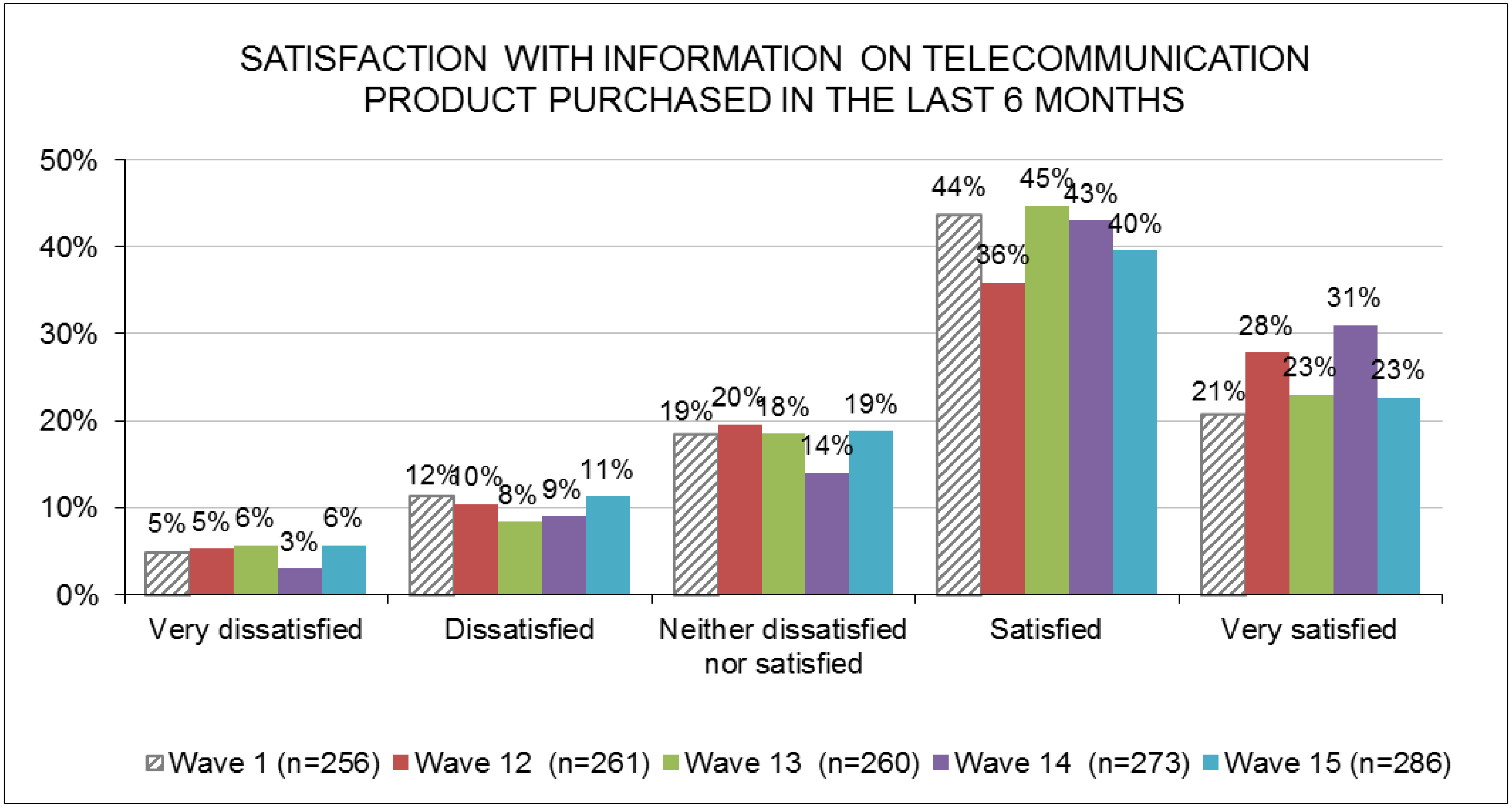
- In Wave 15, just over half of the respondents (53%) reported that they had purchased a telecommunication product in the six months prior to the survey.



Product Satisfaction

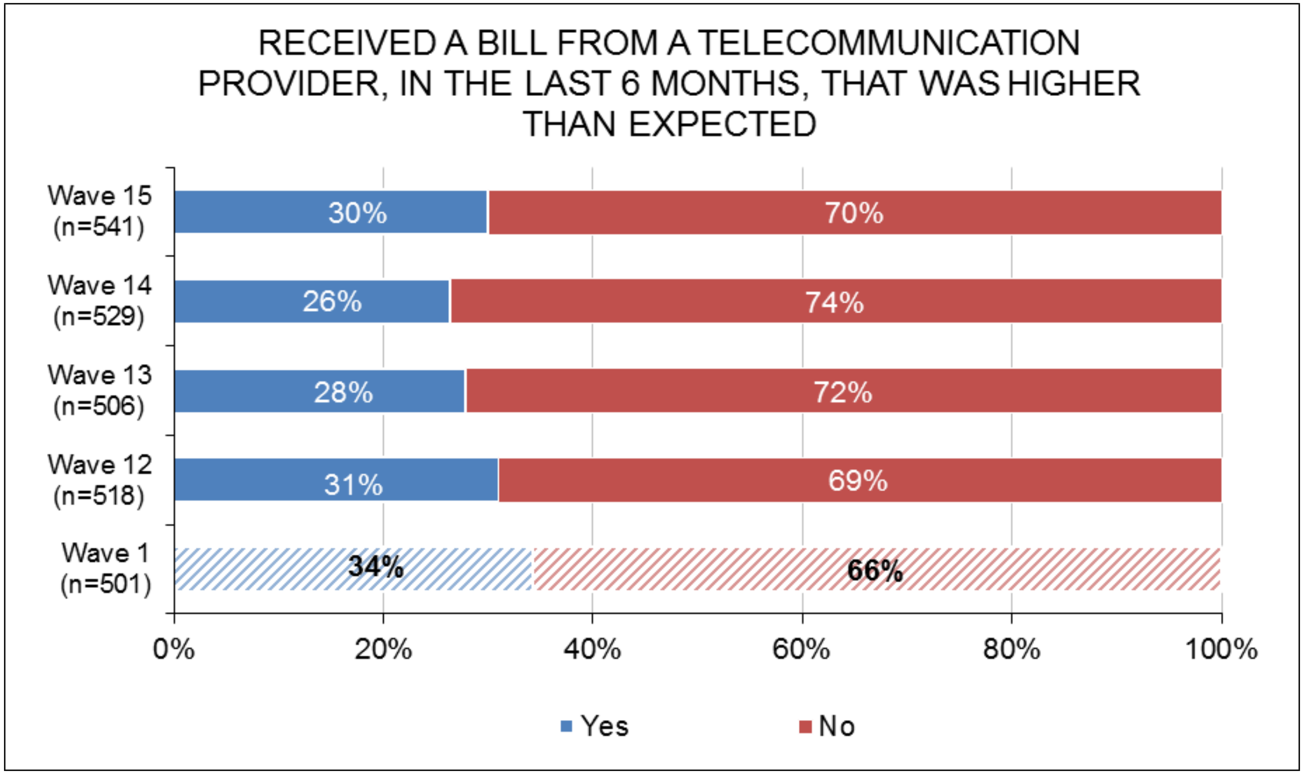
- The overall satisfaction with the information on products in Wave 15 continues to be high with almost two in three (63%), of those who had purchased a telecommunication product in the six months, being Satisfied ('Very Satisfied' or 'Satisfied'). Though the satisfaction score is slightly low compared to the last 2 waves (68% in Wave 13 and 74% in Wave 14) but is in line with Wave 12 (64%) and the benchmark Wave 1 (65%).
- 17% were Dissatisfied ('Very Dissatisfied' or 'Dissatisfied') in some way with the information on telecommunication products purchased, which is high compared to last 3 waves but similar to the benchmark Wave 1.

Product Satisfaction



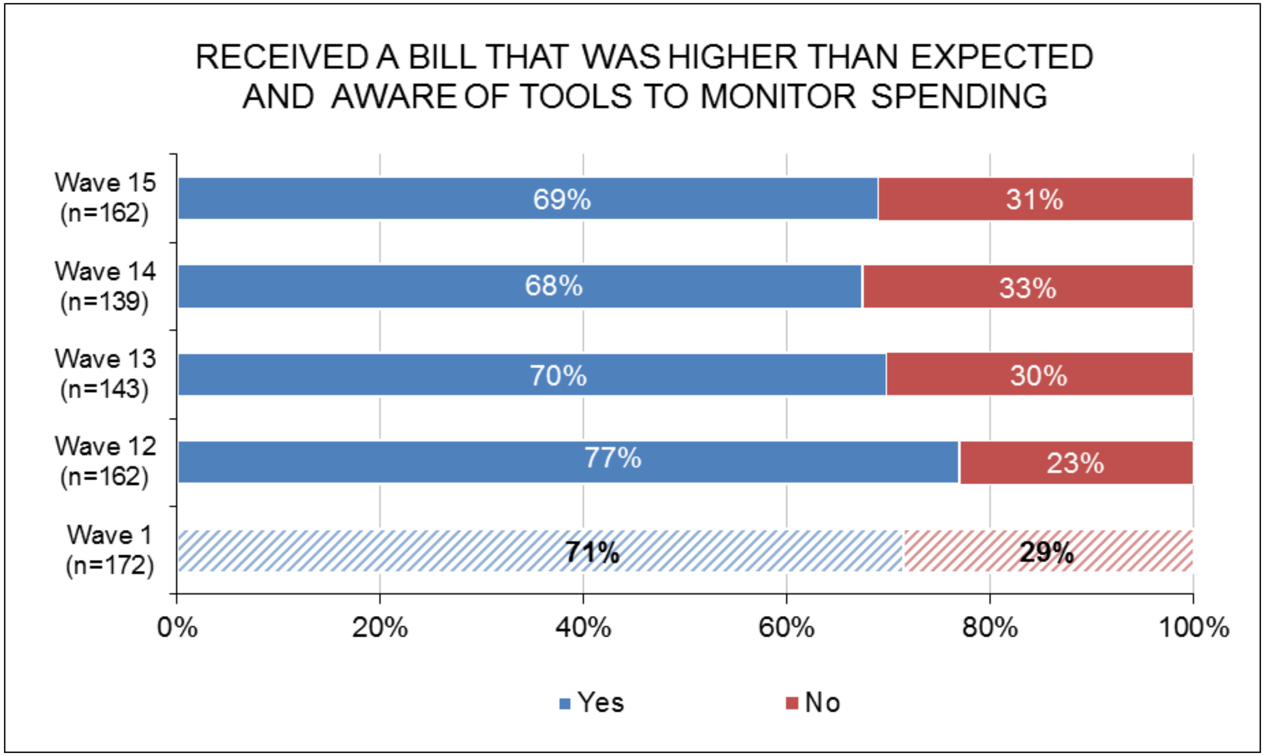
Higher Than Expected Bills

- In Wave 15, three in ten (30%) received a bill from a telecommunication provider in the last six months that was higher than expected. Compared to the recent four waves, the benchmark Wave 1 had a slightly higher number (34%) of customer receiving a bill that was higher than expected.



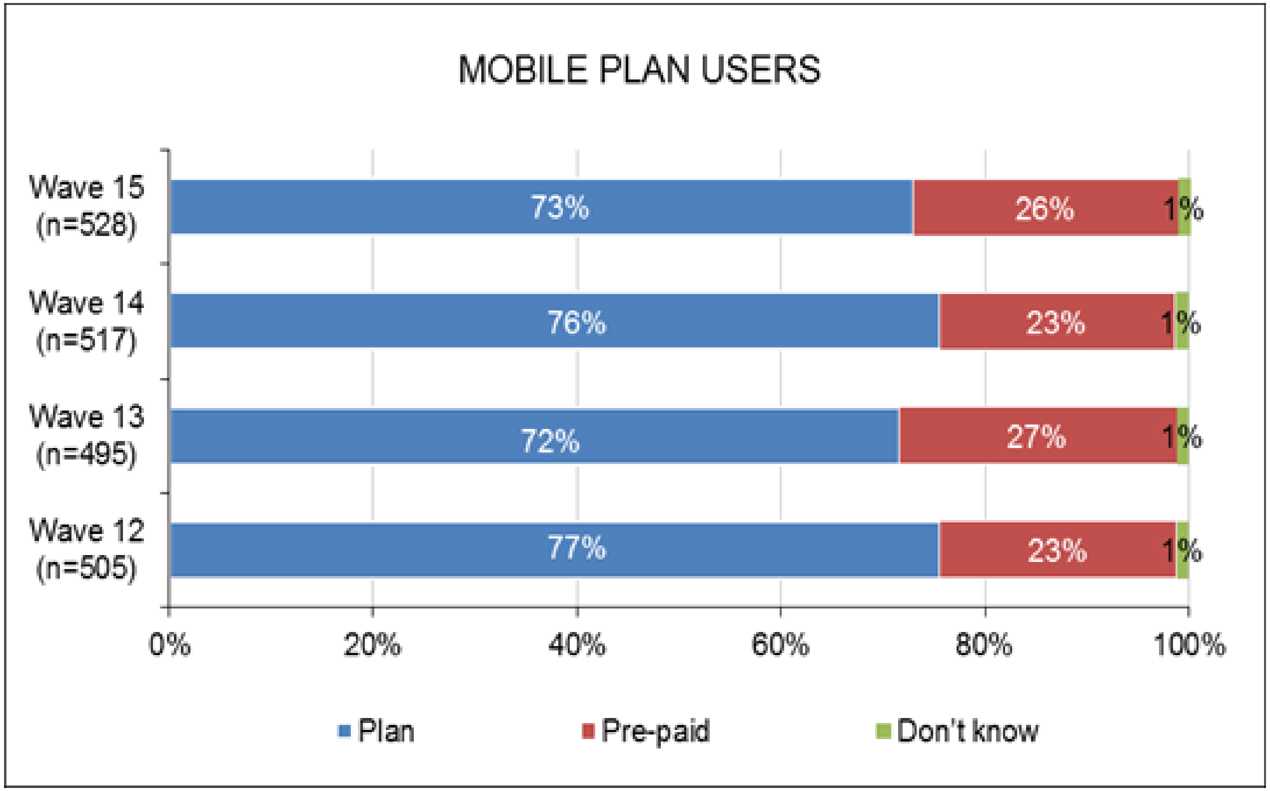
Higher Than Expected Bills

- Almost seven in ten (69%) 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 telecommunication provider. This level of awareness is similar to the previous 2 waves and the benchmark Wave 1 (when the awareness levels were around 70%).



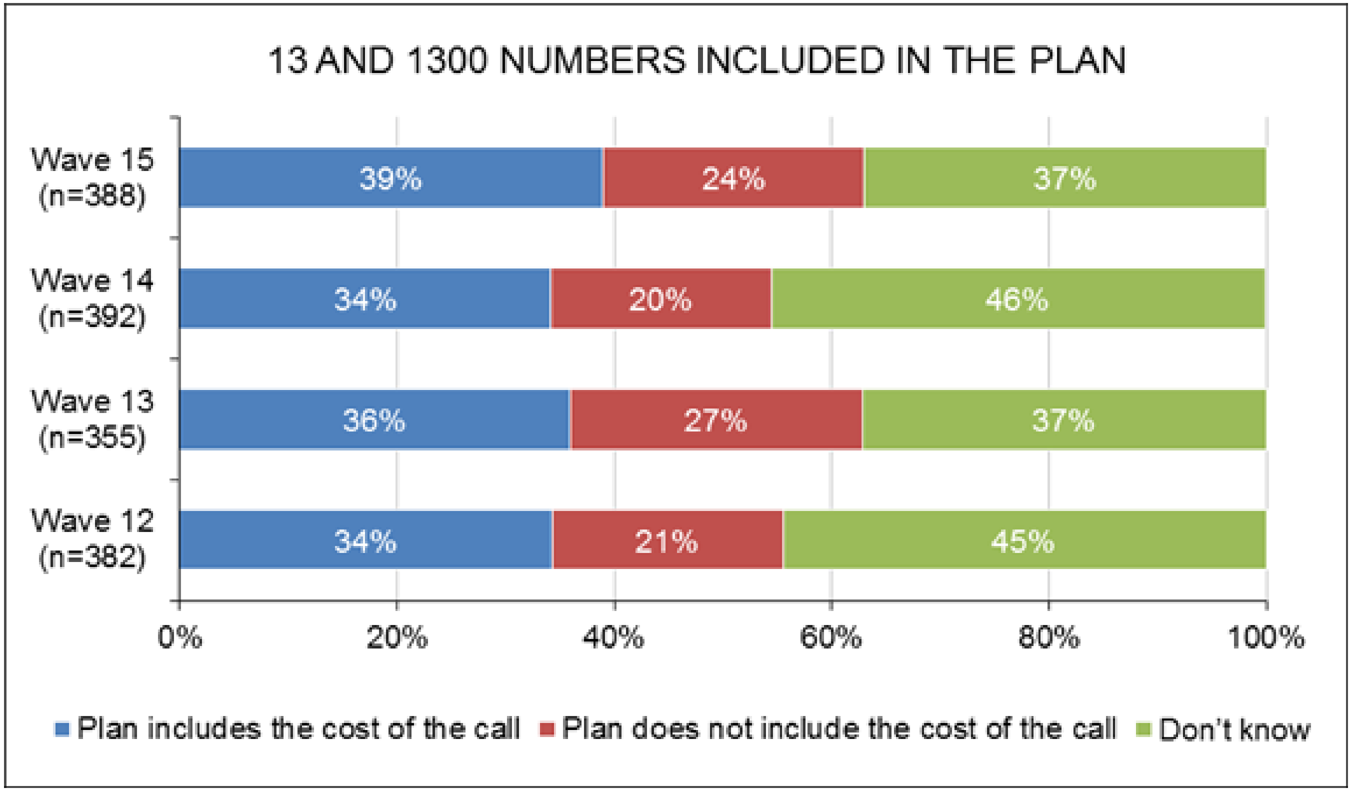
13 and 1300 Numbers

- Consistent with past waves of the research, almost three-quarters (73%) of the Wave 15 respondents who had mobile connection for personal usage said that they were on a mobile plan while almost a quarter (26%) reported that their calls were pre-paid.



13 and 1300 Numbers

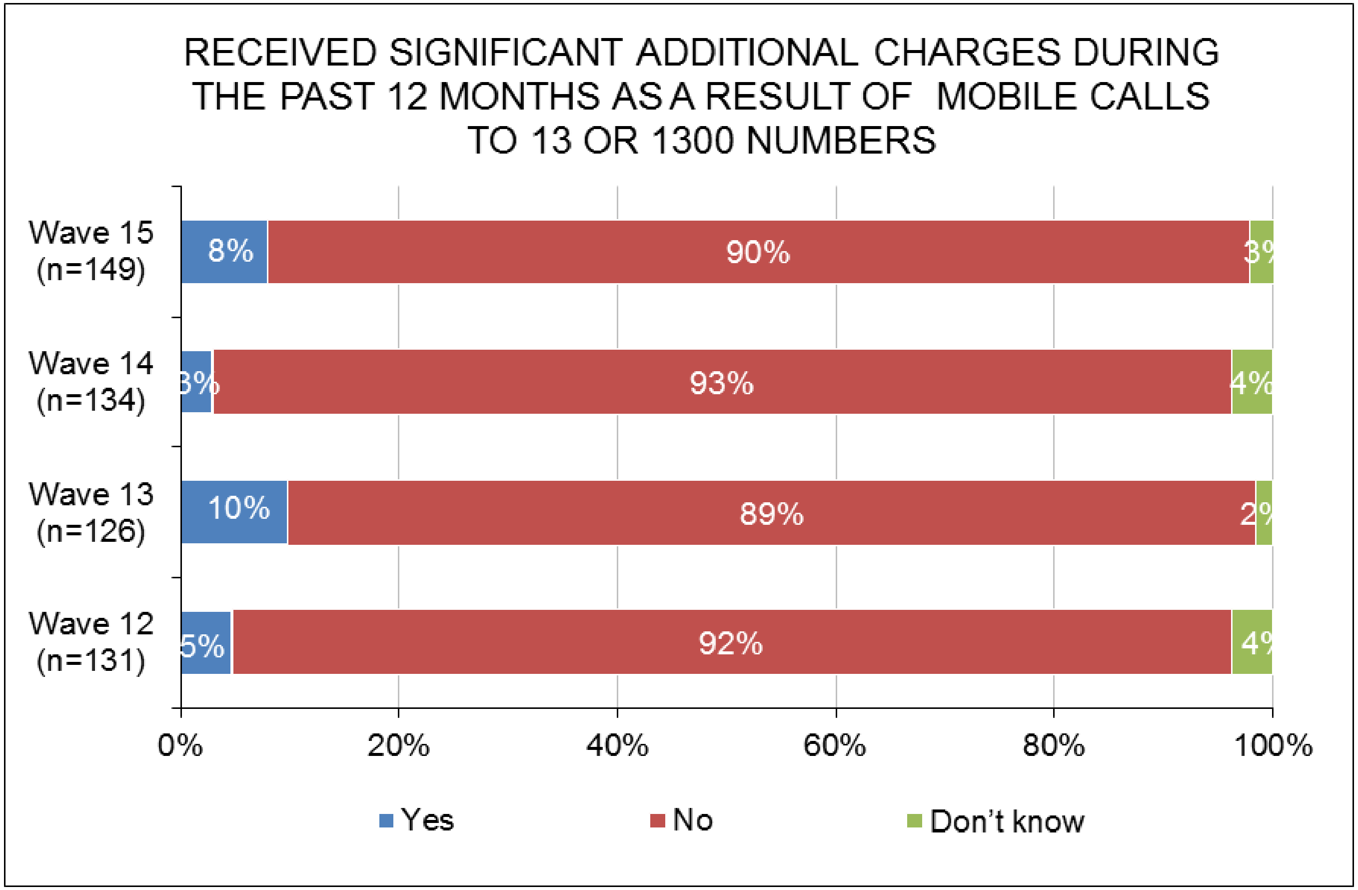
- Almost two in five (39%) of those respondents who were on mobile plan, were aware that their plan included the cost of calls on 13 and 1300 numbers as a part of monthly usage allowance. This is a slight increase compared to findings in past waves.



13 and 1300 Numbers

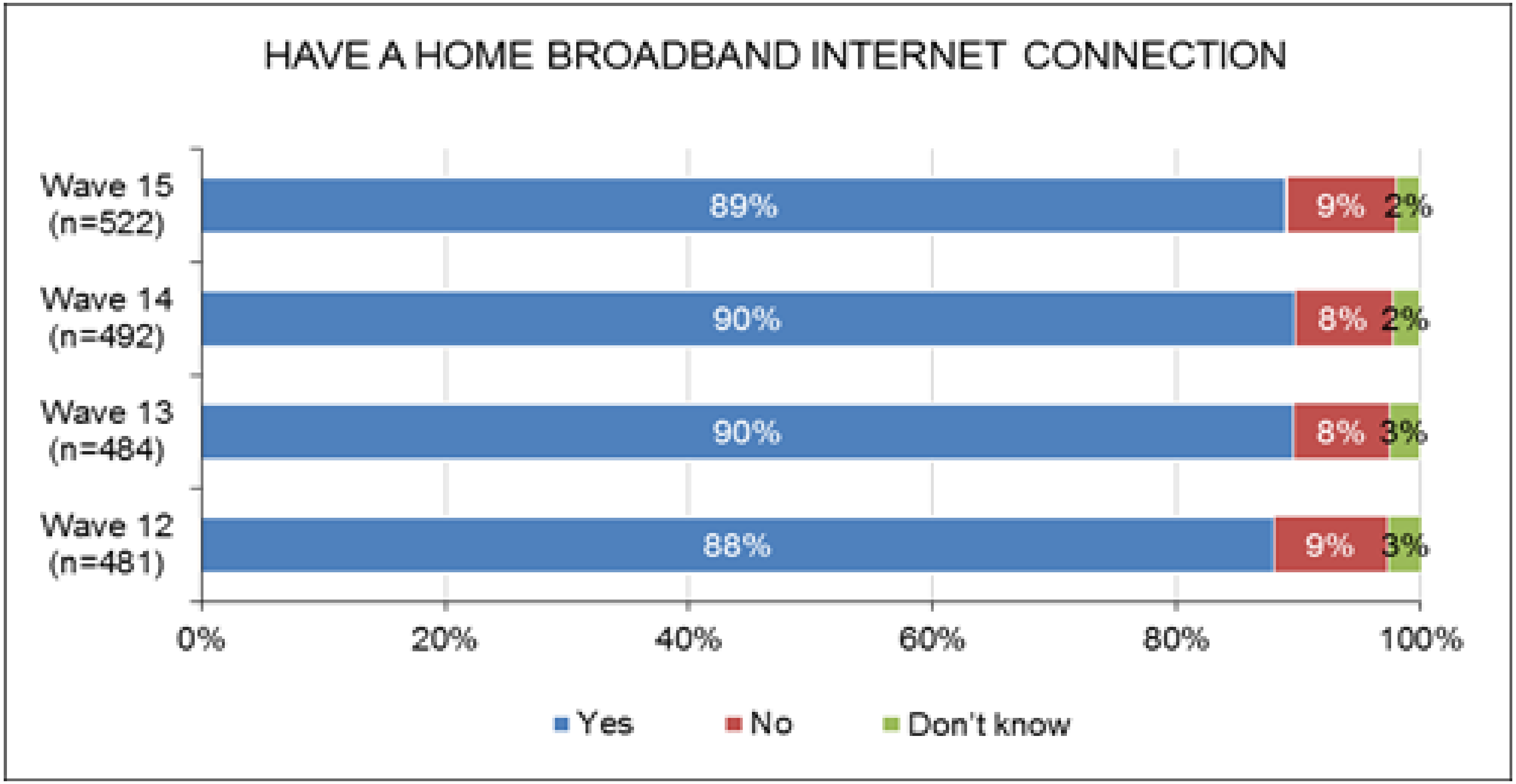
- In Wave 15, only 8% respondents who were aware that the cost of calls on 13 and 1300 were included in their plan as a part of monthly usage allowance, had an experience during the past 12 months where they had exceeded their monthly call allowance and incurred significant additional charges as a result of mobile calls to 13 or 1300 numbers.
- However, most people (90%) 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



Broadband Service

- In Wave 15, nine in ten respondents (89%) having an internet connection at home mentioned that it is a broadband connection.



Broadband Service

- Among those who have a broadband connection, the most important factors continue to be ‘faster data connection and download/ upload speeds’ and ‘better connection/ reliability’ (27% and 23% respectively).