Telecommunications Customer Satisfaction

Results of the Fourteenth-wave polling undertaken by Roy Morgan Research for Communications Alliance Ltd from January 2017 – March 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

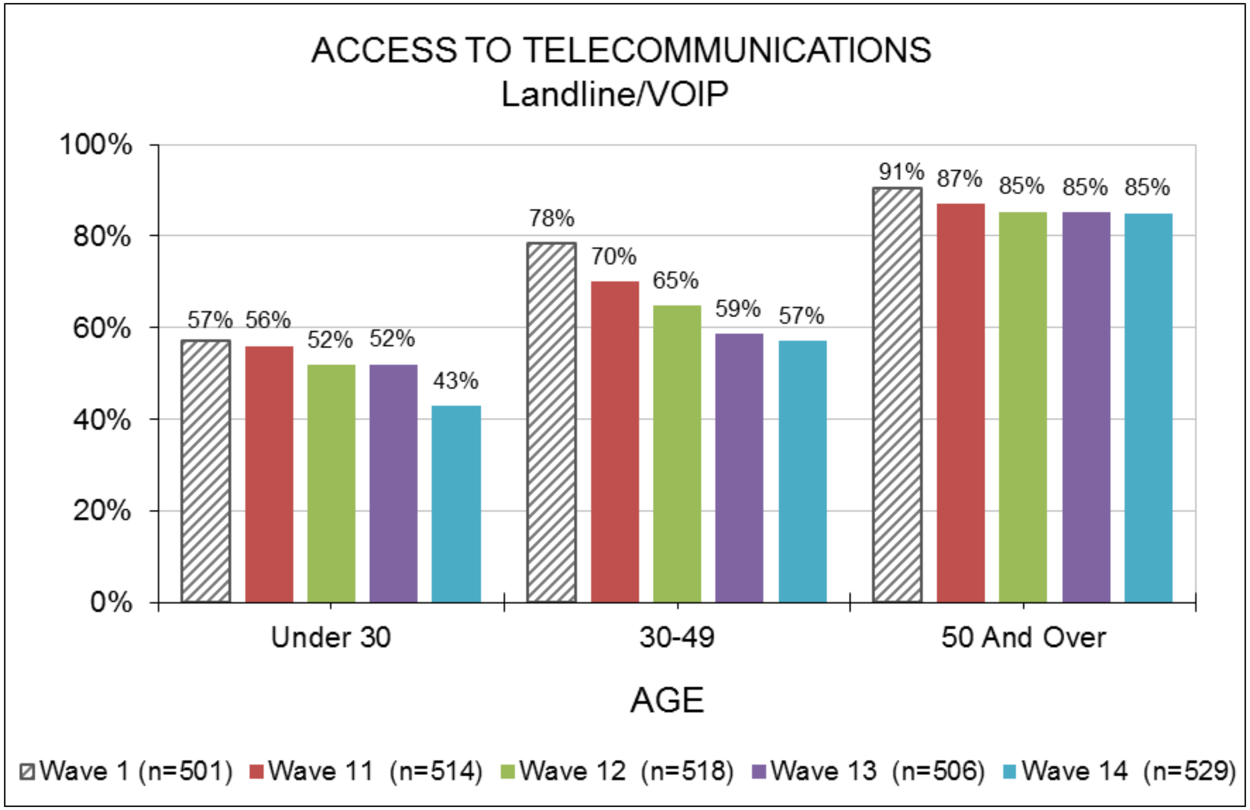
- ***Customer Information*** *– satisfaction with information provided at point of sale or post purchase,*
- ***Billing*** *– ease of understanding the Telco bill*
- ***Spend Management*** *– experience with, and awareness of, tools to monitor and manage spend with the Telco Service Provider and how 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

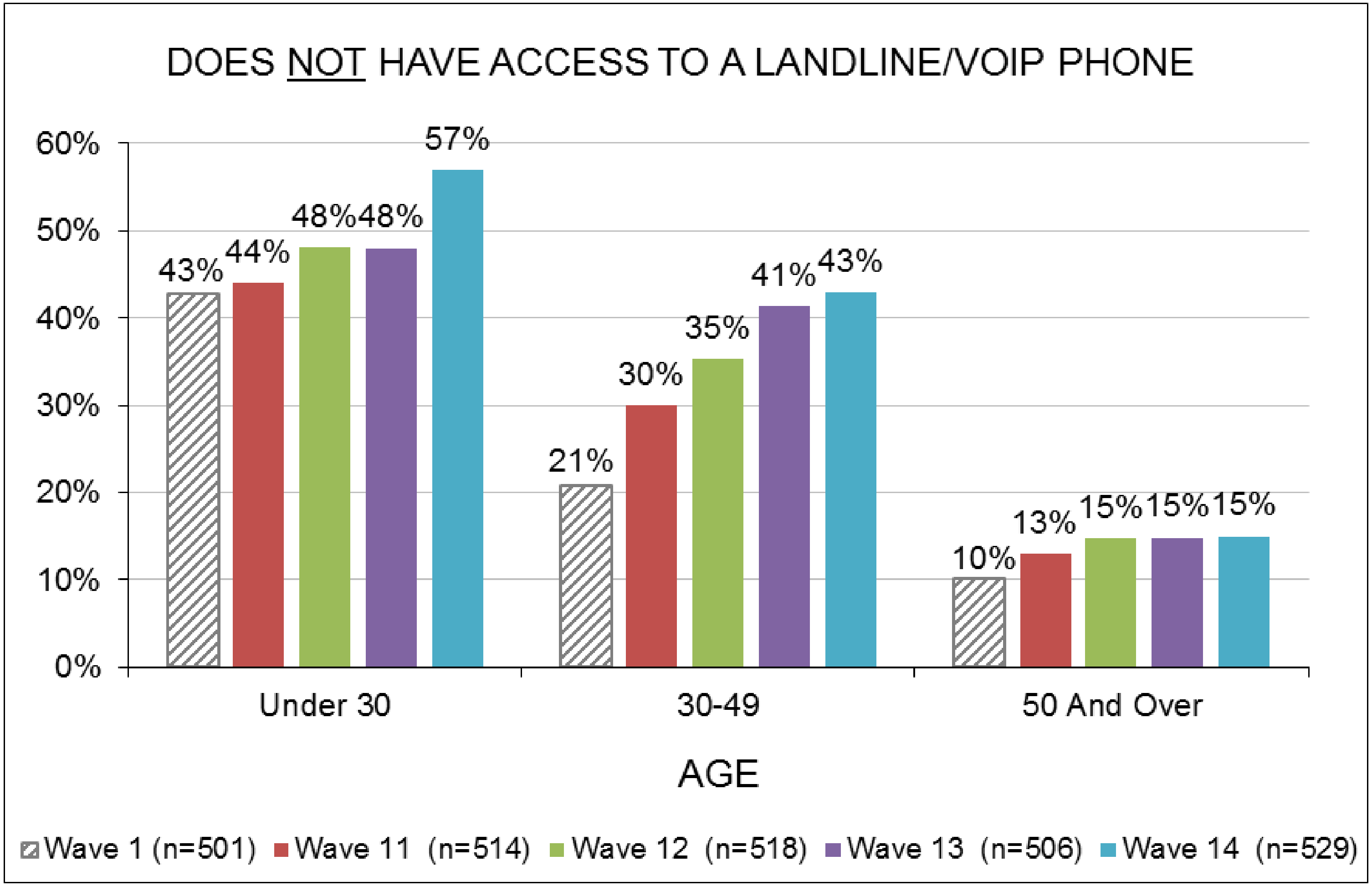
- The first wave of the research was conducted in March 2013, and the survey was dis-continued for 3 quarters after September 15 (wave 11). In July 2016, Communications Alliance indicated its intention to undertake further surveys on a quarterly basis, to enable trend analysis of performance over time.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

- Access to telecommunications differs by age with younger people, particularly those under the age of 30 less likely to have access to landline/VOIP (43%) when compared to those who are 30-49 (57%) and 50 years old and over (85%). This pattern is observed across all waves of the study.



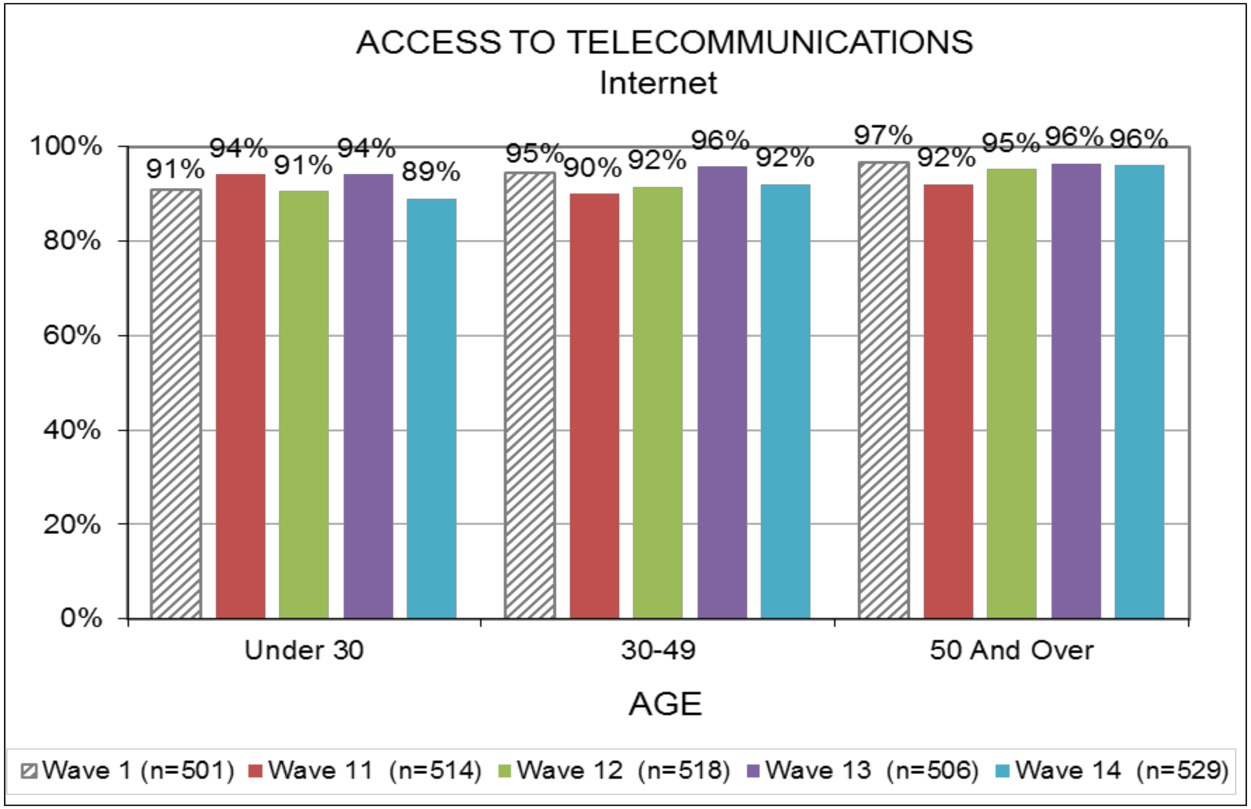
Access



DOES NOT HAVE ACCESS TO A LANDLINE/VOIP PHONE
60%
50%
40%
30%
20%
10%
0%
43%
44%
48%
48%
57%
21%
30%
35%
41%
43%
10%
13%
15%
15%
15%
Under 30
30-49
50 And Over
AGE
Wave 1 (n=501)
Wave 11 (n=514)
Wave 12 (n=518)
Wave 13 (n=506)
Wave 14 (n=529)

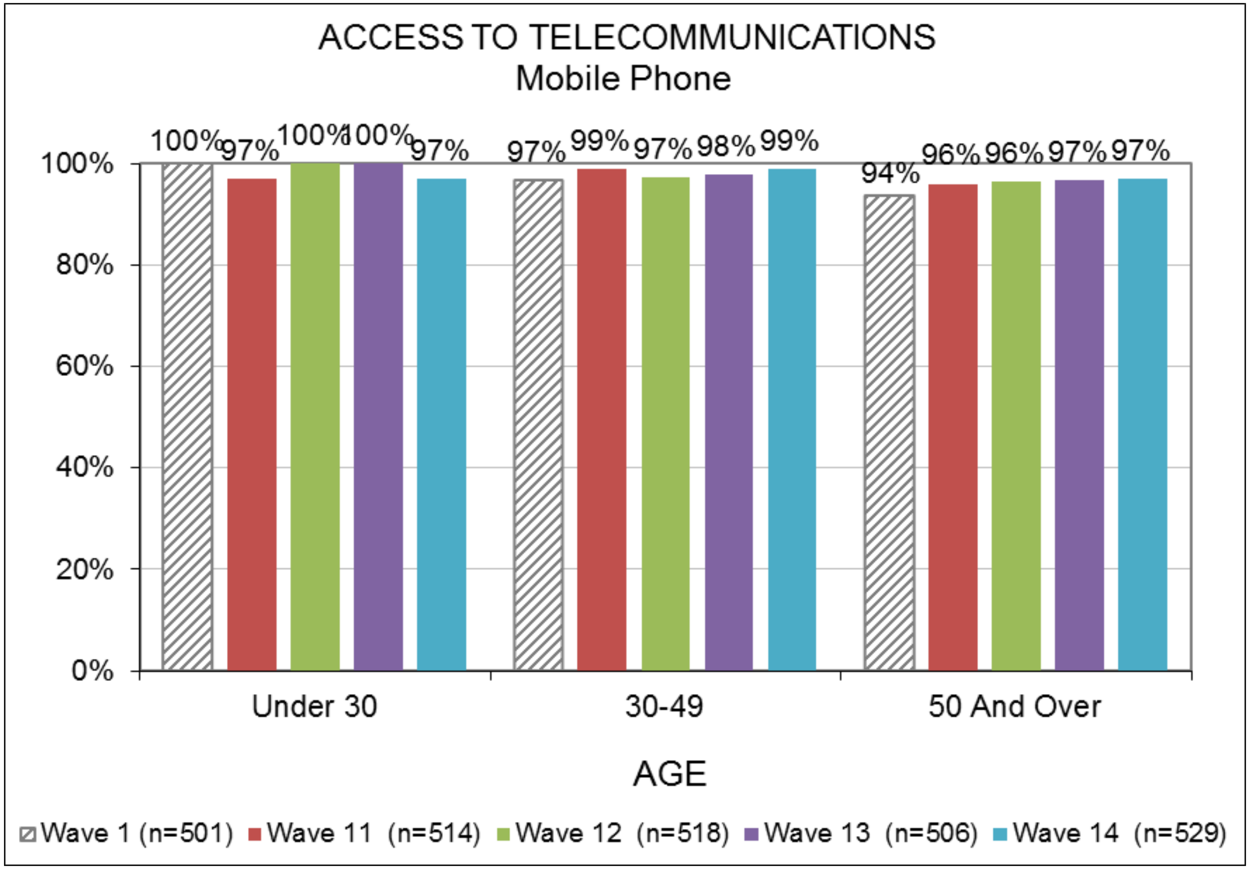
Access

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



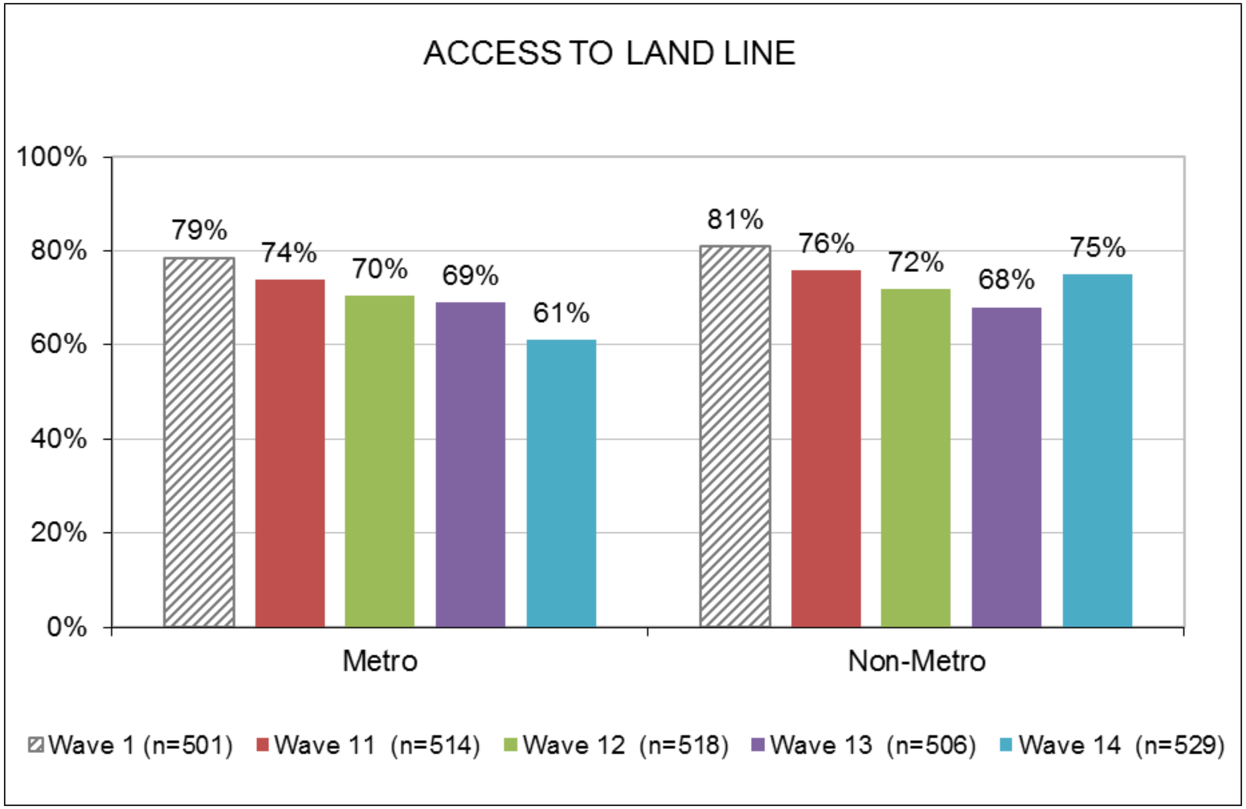
Access

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

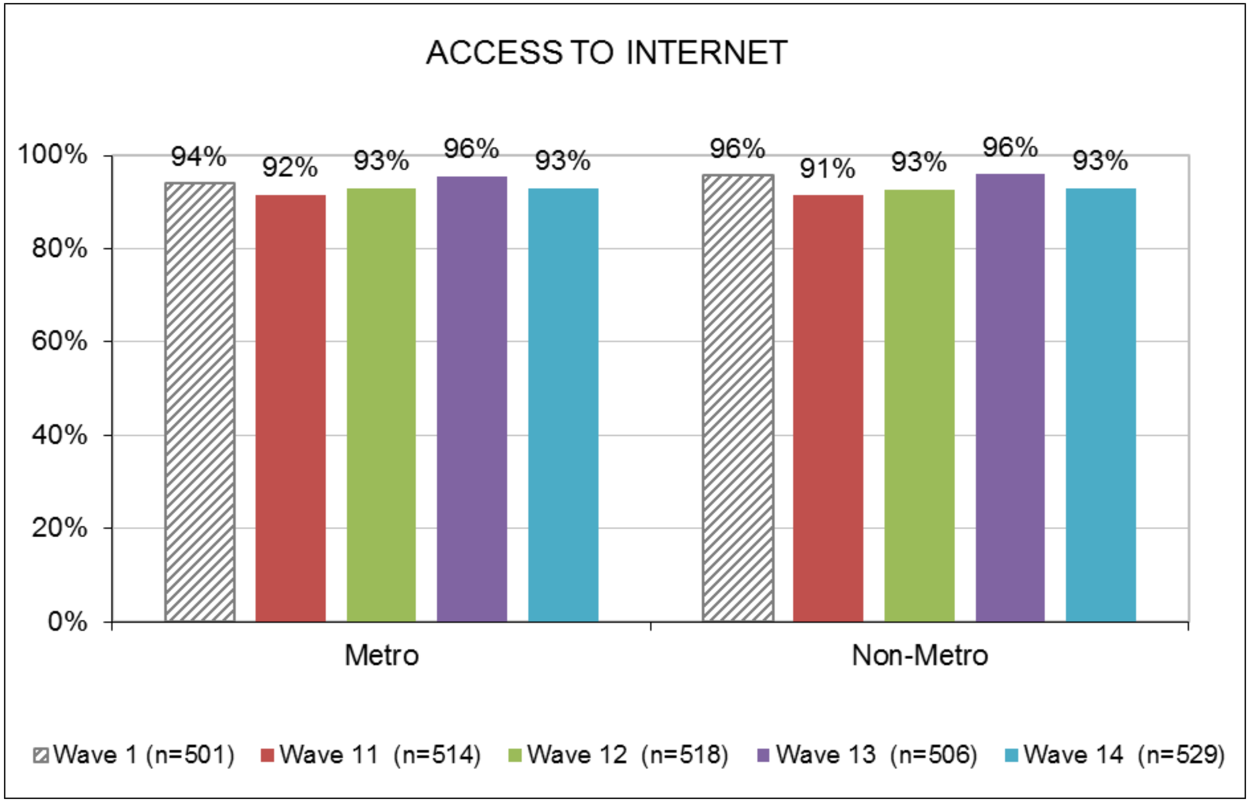


Metro/Non-Metro

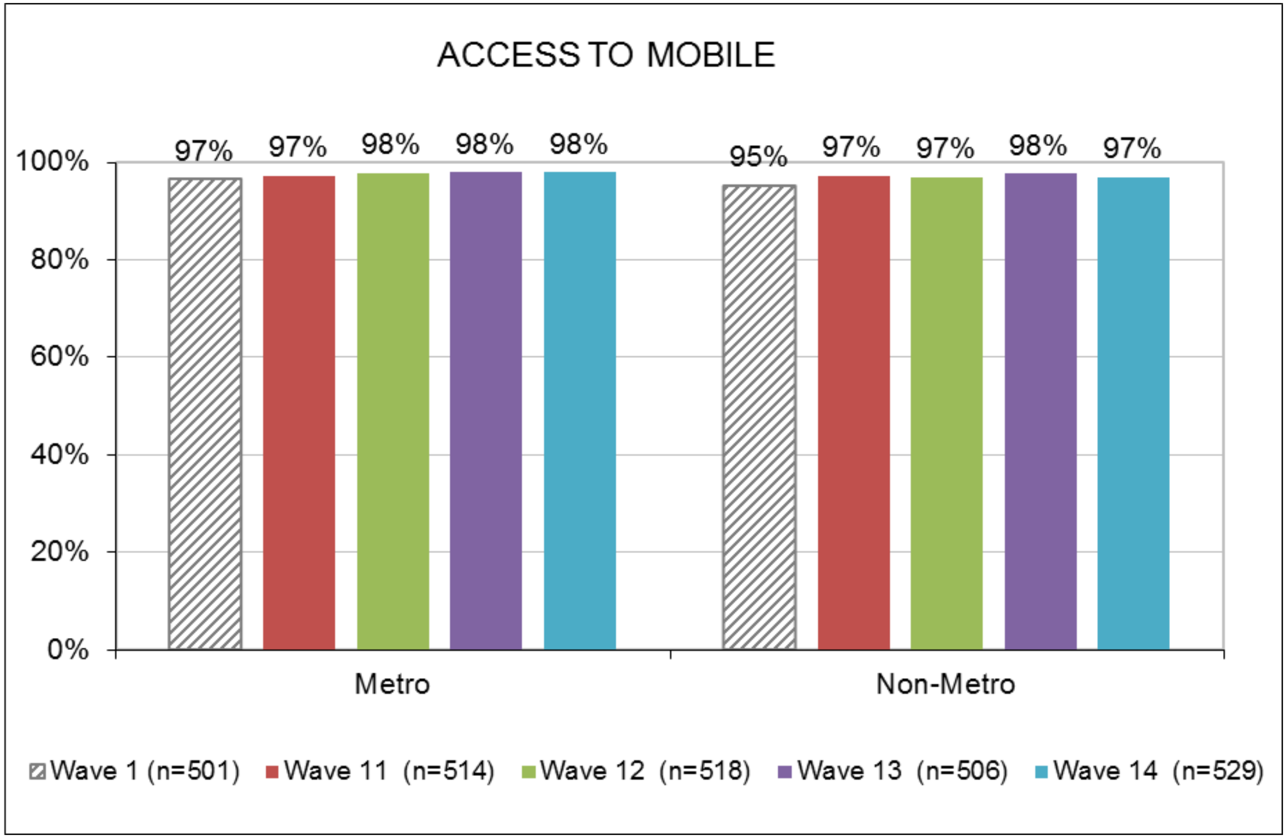
- Similar to earlier waves, there was no difference in access to the Internet and mobile phone between those living in metropolitan and non-metropolitan regions. However, a larger proportion of respondents in non-metropolitan regions in this wave reported having access to land line than those in metropolitan areas.



Metro/Non-Metro

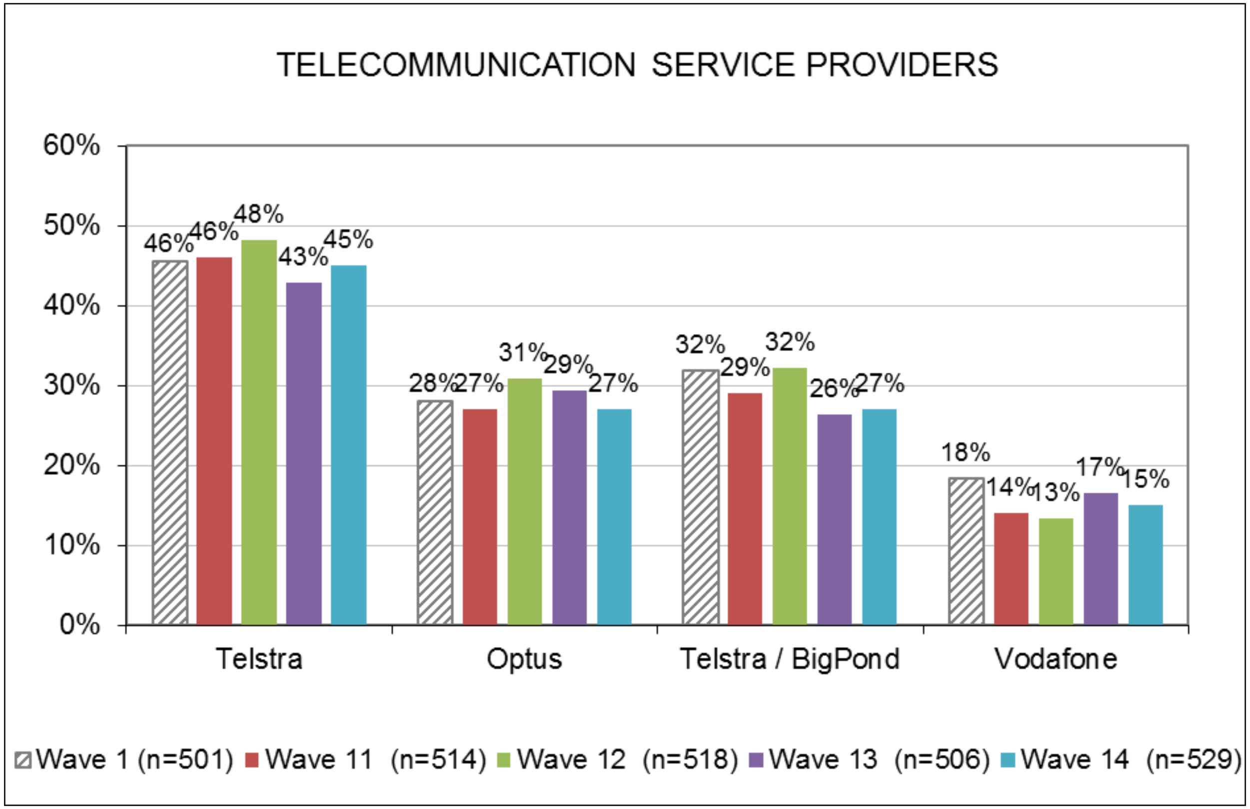


Metro/Non-Metro



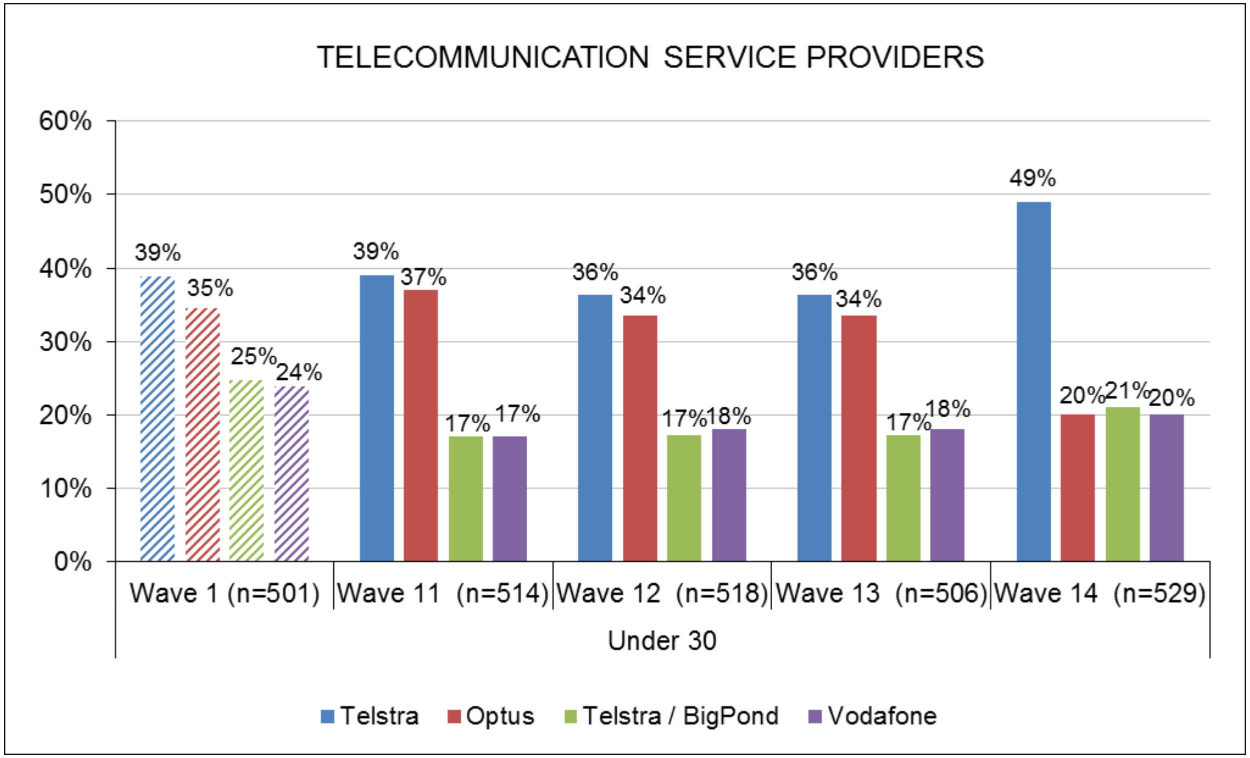
Telecommunications Service Providers

- The most commonly used telecommunication service providers continues to be Telstra (45%), followed by Optus (27%), Telstra/Big Pond (27%) and Vodafone (15%).



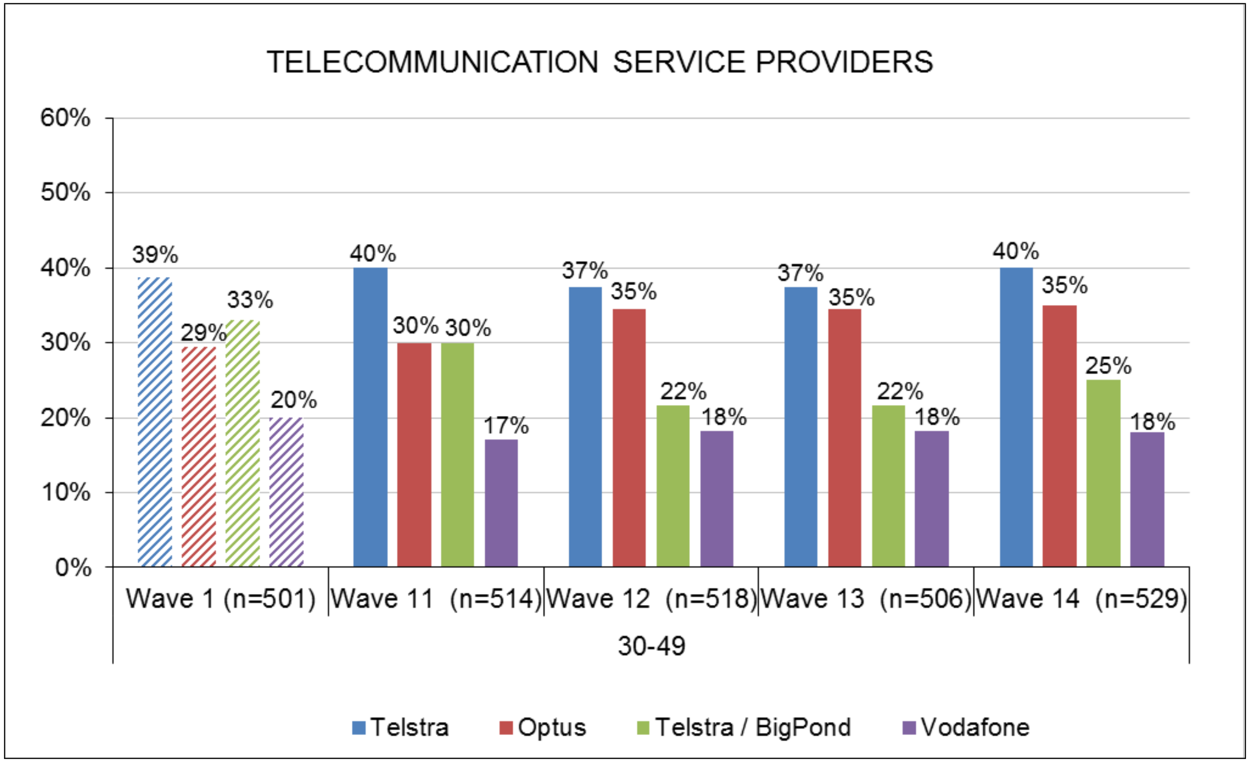
Telecommunications Service Providers

- Compared to the previous waves, Telstra's share among those aged under 30 is higher in this wave (49%). On the other hand, Optus's share has declined compared to previous waves (20%) and it is at a similar level to Telstra/ BigPond and Vodafone for this age group.



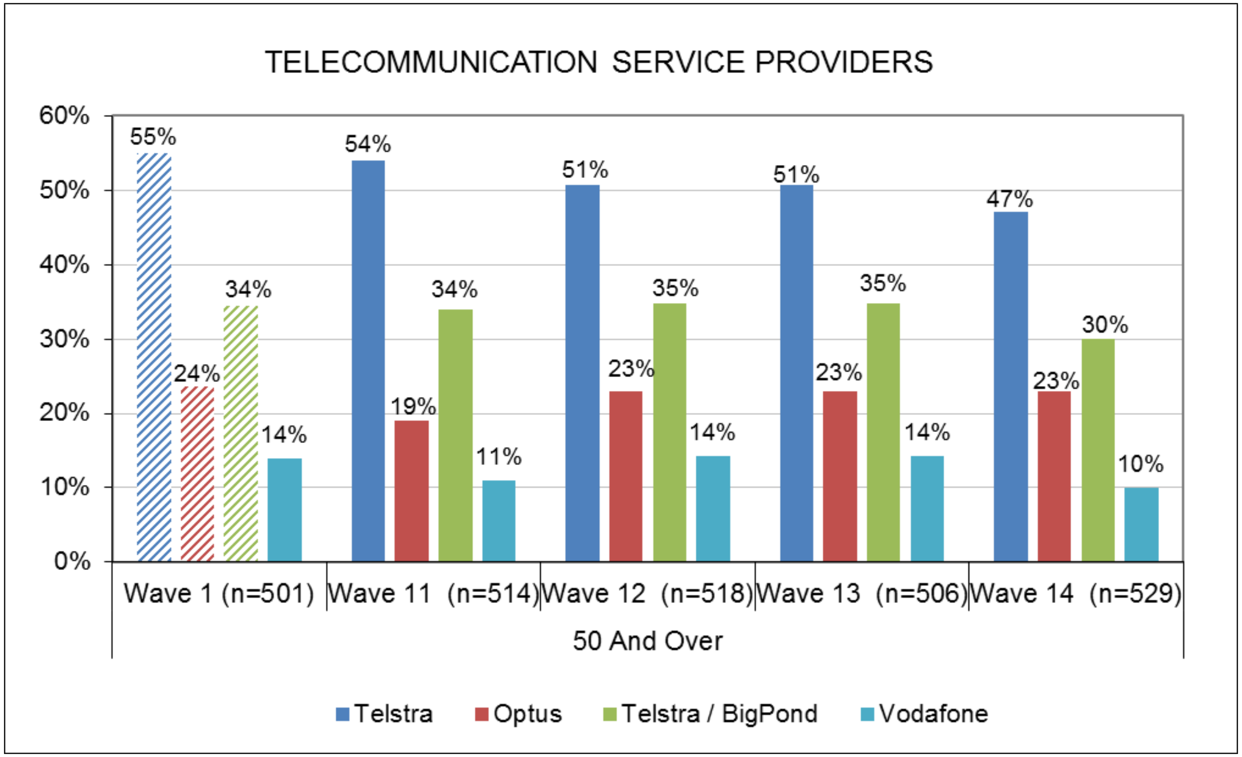
Telecommunications Service Providers

- Results for 30-49 years old customers in Wave 14 is similar to previous waves with Telstra taking the lead at 40%, and Optus standing close at 35%. Telstra/ BigPond has improved slightly in Wave 14 (25%) after dropping in the last 2 waves.



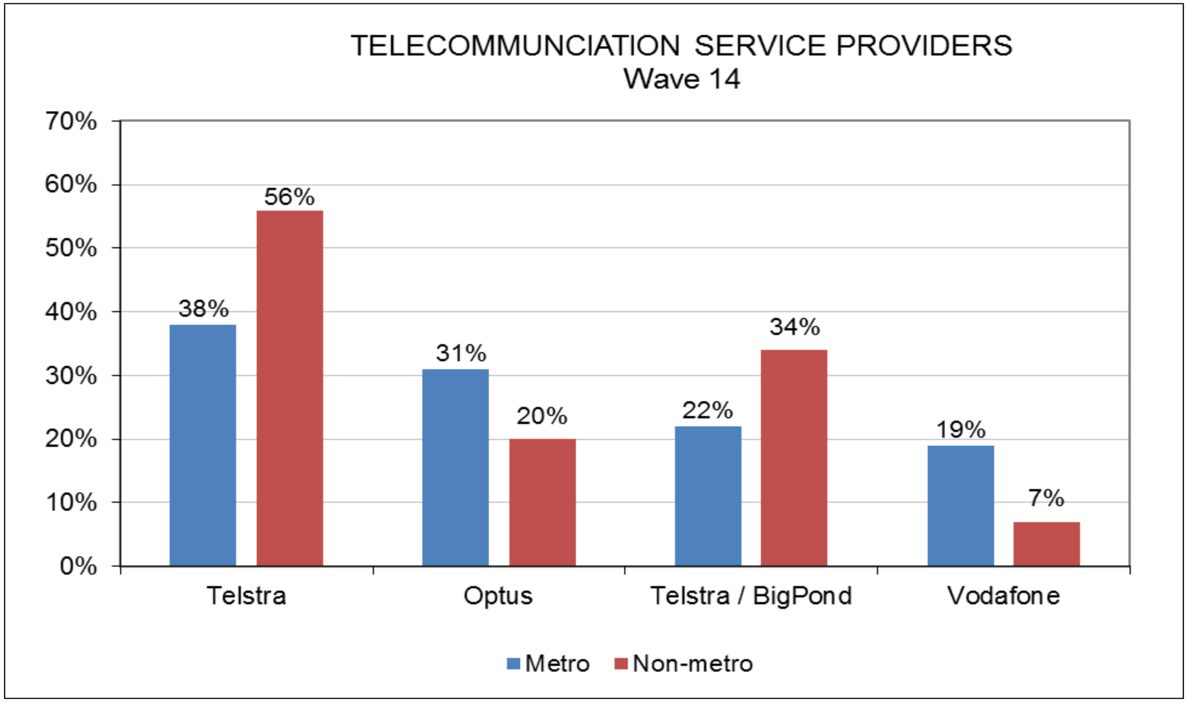
Telecommunications Service Providers

- Telstra strong position with the older sector (50 years and older) continues in Wave 14 with almost half (47%) using Telstra. The other service providers' shares are similar to the original measure in Wave 1, with Telstra/BigPond being used by 30% of this group, followed by 23% using Optus and 10% using Vodafone.



Telecommunications Service Providers

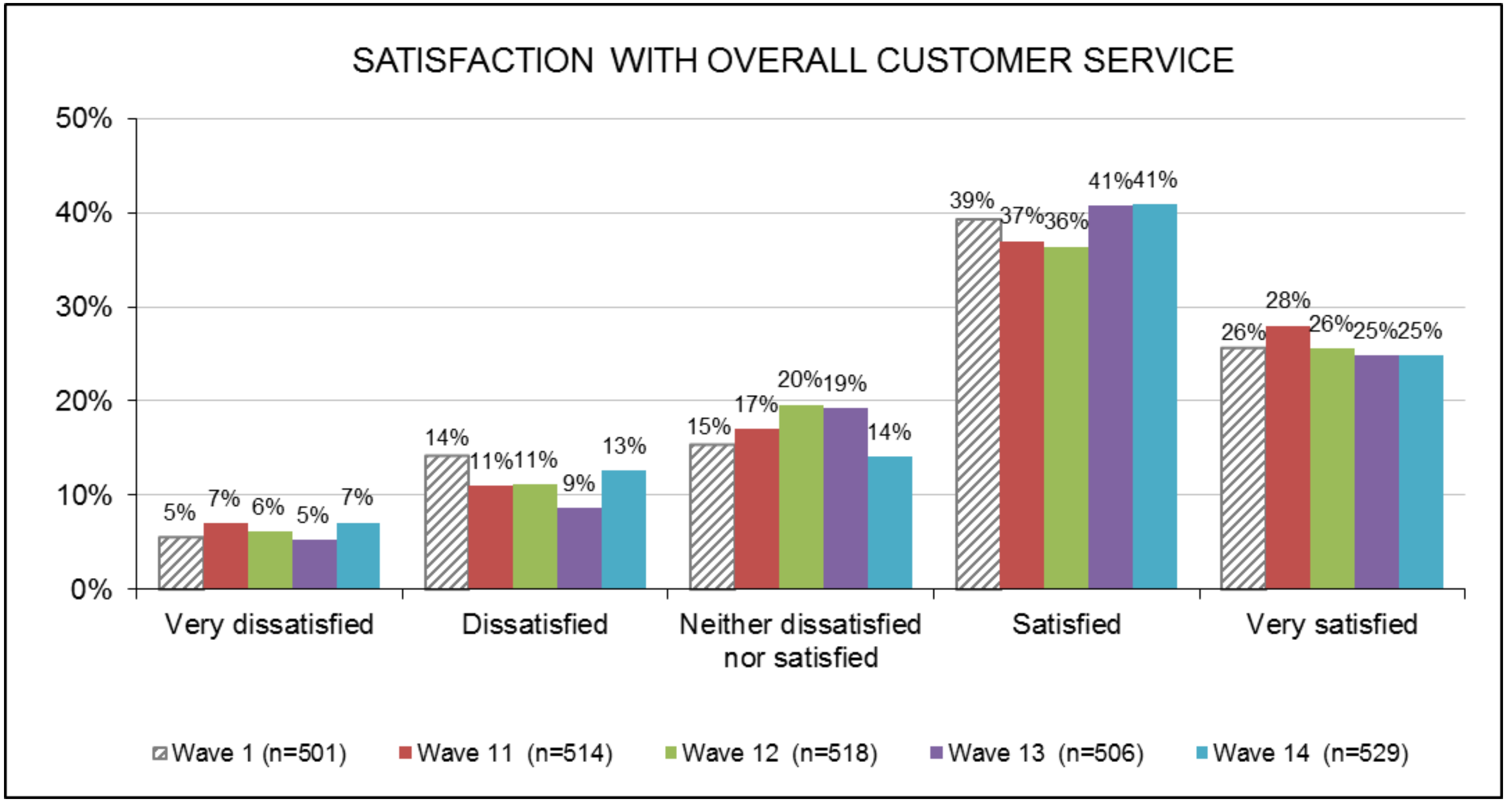
- When selection of telecommunication service providers was examined by area of residence, in Wave 14, the results revealed that Telstra and Telstra/BigPond were more common in non-metro areas (56% and 34% respectively) than in metro areas (38% and 22% respectively). On the other hand, Optus and Vodafone were more common in metro areas (respectively 31% and 19%) than in non-metro areas (20% and 7% respectively).



Overall Customer Satisfaction

- Overall customer satisfaction with the level of service provided by Australian telecommunication providers continues to be high (66%). One in four (25%) customers reported being Very Satisfied and two in five (41%) are Satisfied.
- 20% respondents were Dissatisfied with the customer service in some way, with only a small group of customers (7%) reported being Very Dissatisfied.
- The results demonstrate that the satisfaction with service remains stable over the period with minor fluctuations.

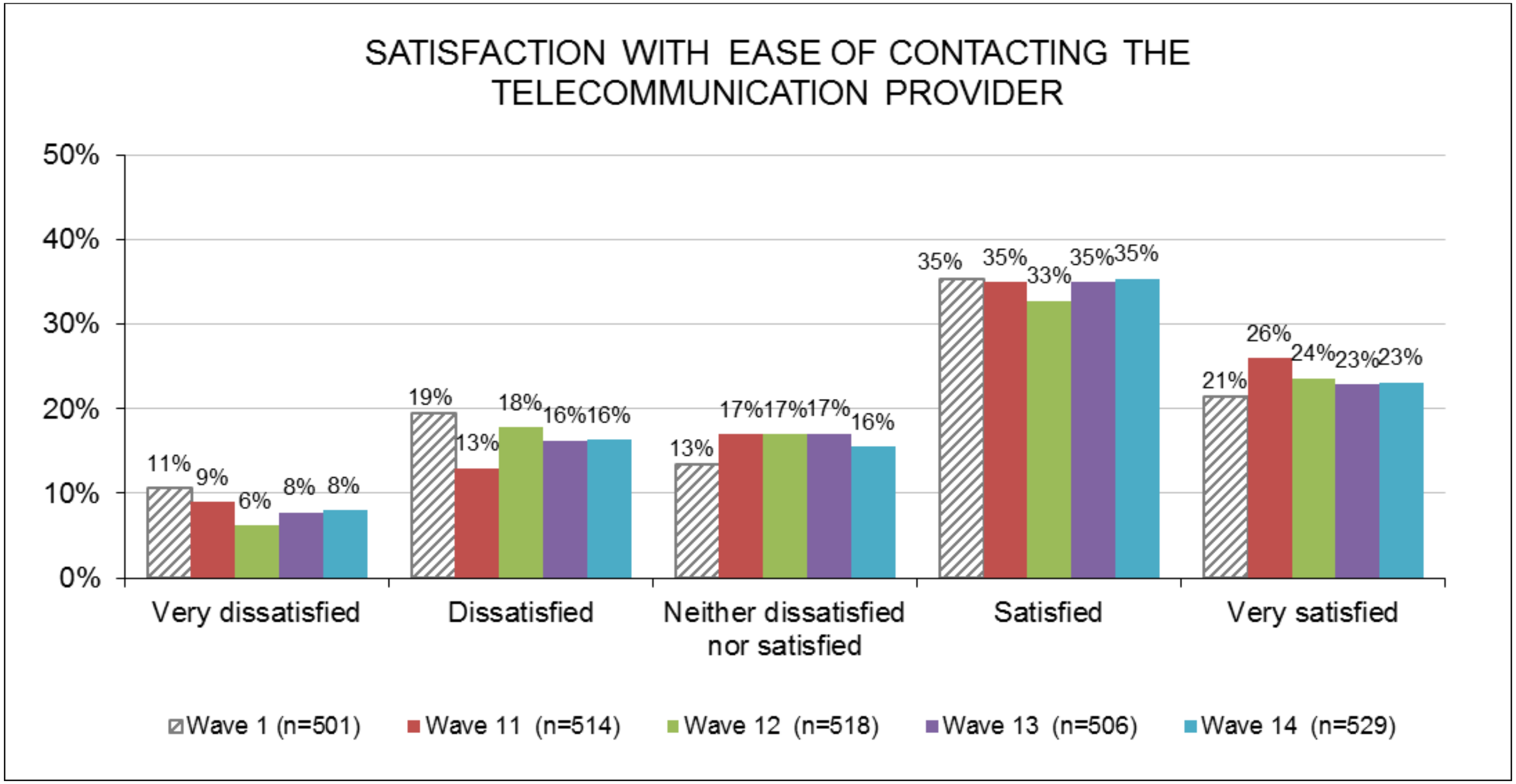
Overall Customer Satisfaction



Ease of Contacting Provider

- In Wave 14, 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 a small number of the customers (8%) were Very Dissatisfied.
- Satisfaction with ease of contacting in Wave 14 (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.

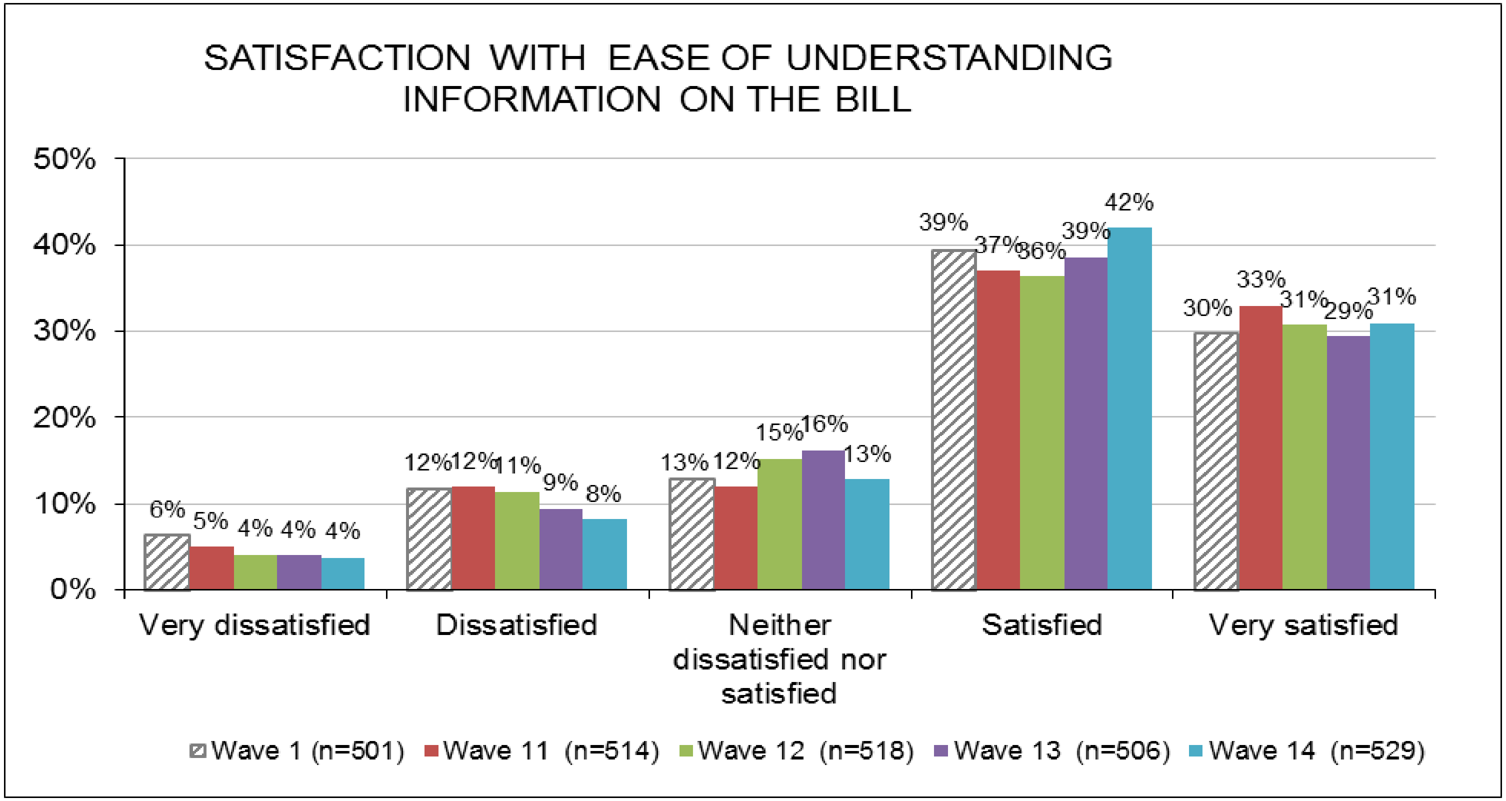
Ease of Contacting Provider



Understanding Bills

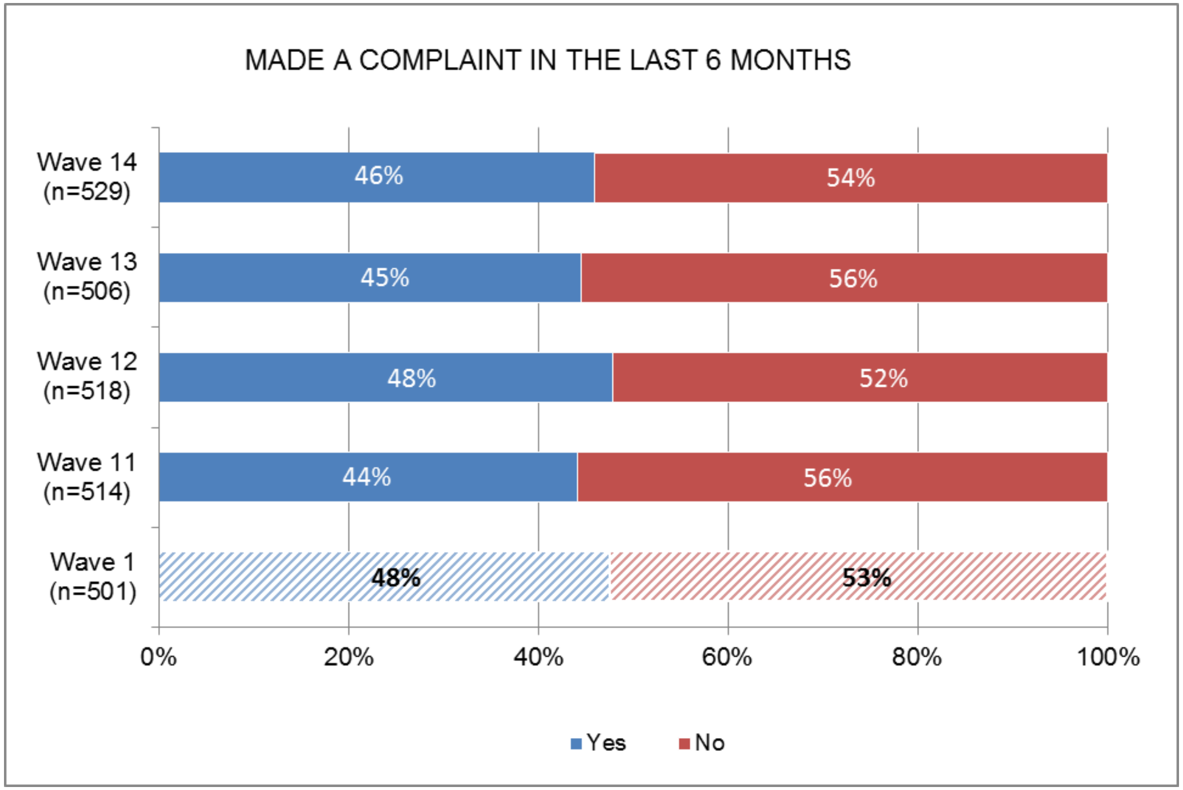
- The satisfaction with ease of understanding bill information continues to be high in Wave 14, with almost three fourth (73%) of customers being satisfied (‘Very Satisfied’ or ‘Satisfied’). This proportion is slightly higher compared to the last 3 waves (when it was maximum 70%)
- 12% were Dissatisfied (‘Very Dissatisfied’ or ‘Dissatisfied’) with the ease of understanding their bill. A small proportion of those customers who were dissatisfied were ‘Very Dissatisfied’ (4%).

Understanding Bills



Complaint Handling

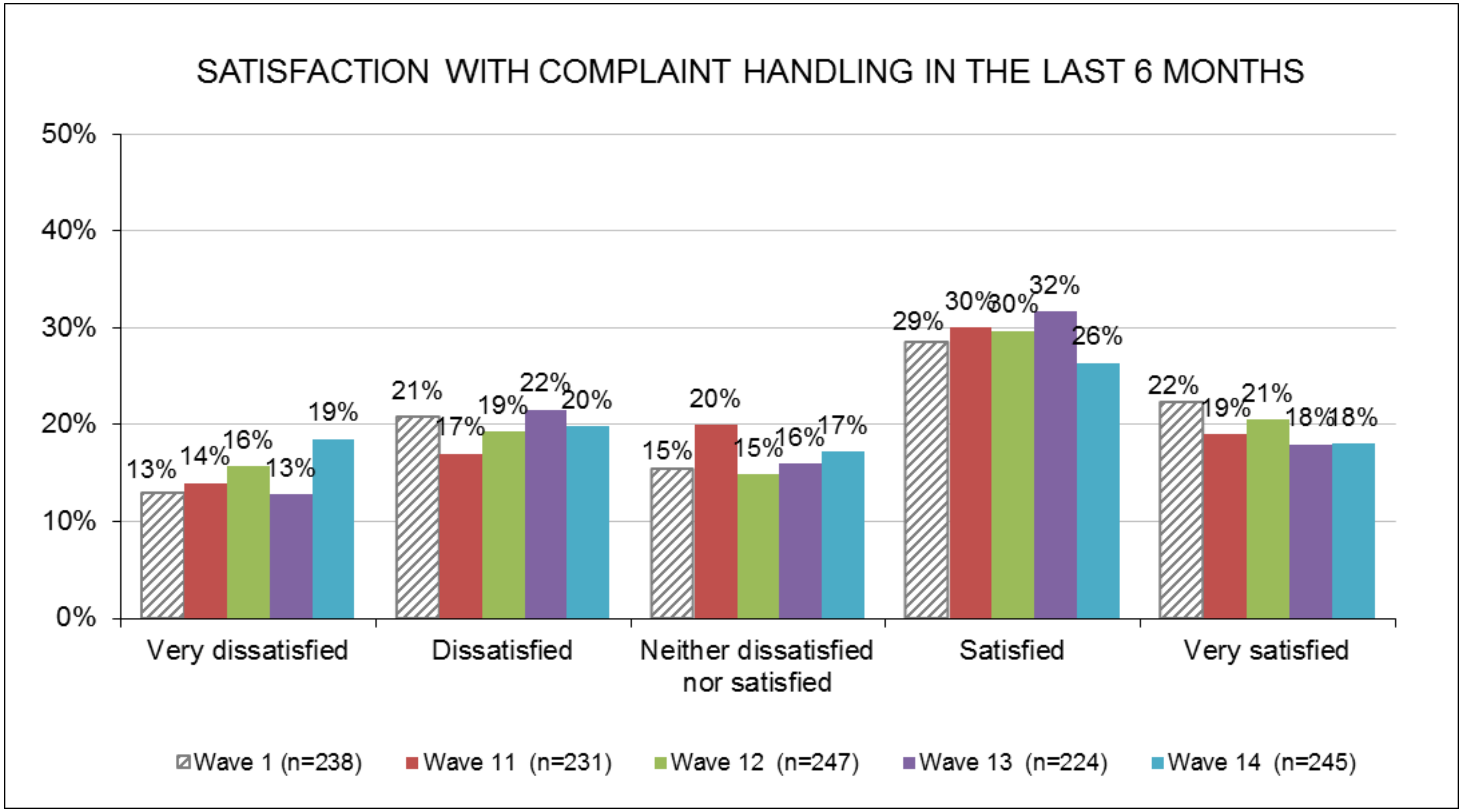
- In Wave 14, 46% of respondents made some form of complaint to their telecommunications provider in the six months prior to their interview. The results demonstrate that the proportion of people who made a complaint remains stable over the period with minor fluctuations.



Complaint Handling

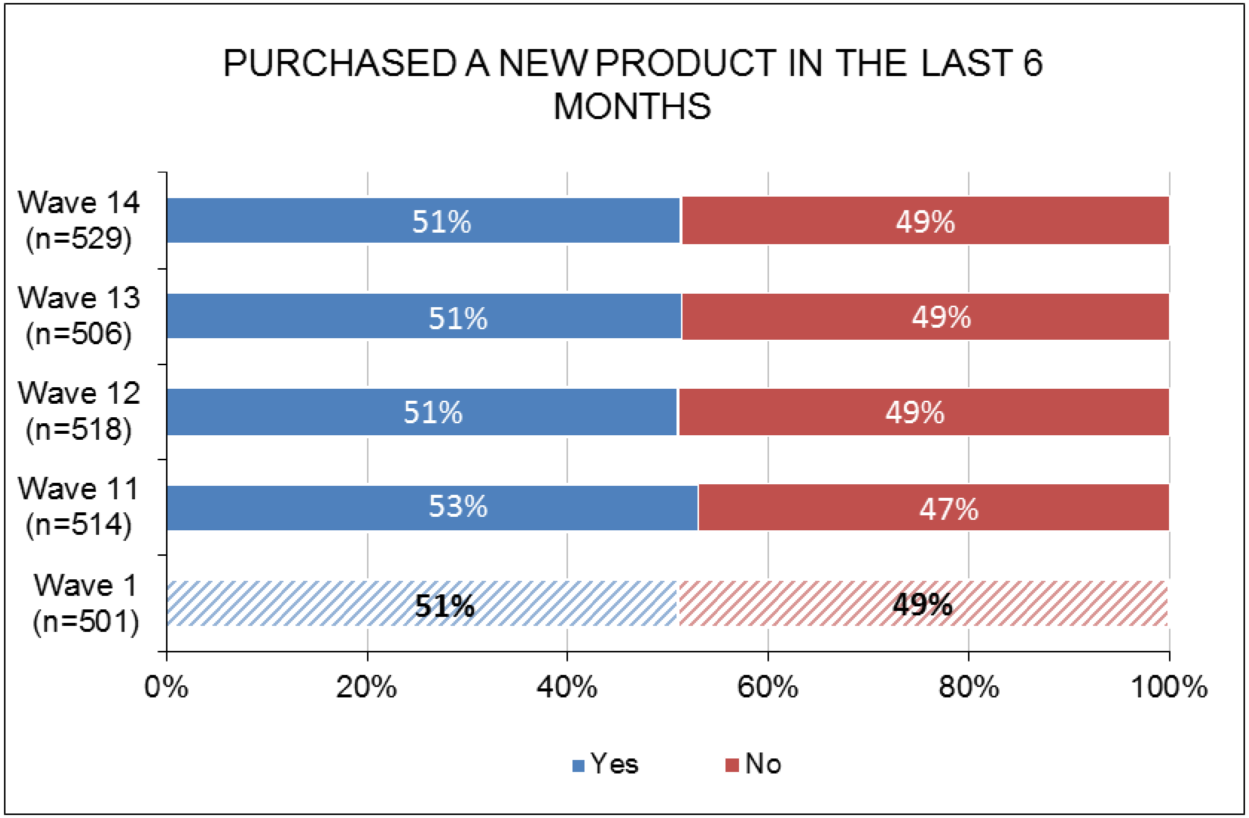
- Overall 44% of those who had made some form of complaint to their telecommunications provider in the last 6 months are satisfied ('Very Satisfied' or 'Satisfied') with how their complaints had been handled. It's slightly less compared to the last 3 waves and also the benchmark wave 1 (when it was closer to 50%).
- On the other hand, the levels of dissatisfaction in Wave 14 (38%) are higher compared to previous waves including wave 1 of this research.
- One in five (19%) were 'Very Dissatisfied' with the process.

Complaint Handling



Product Satisfaction

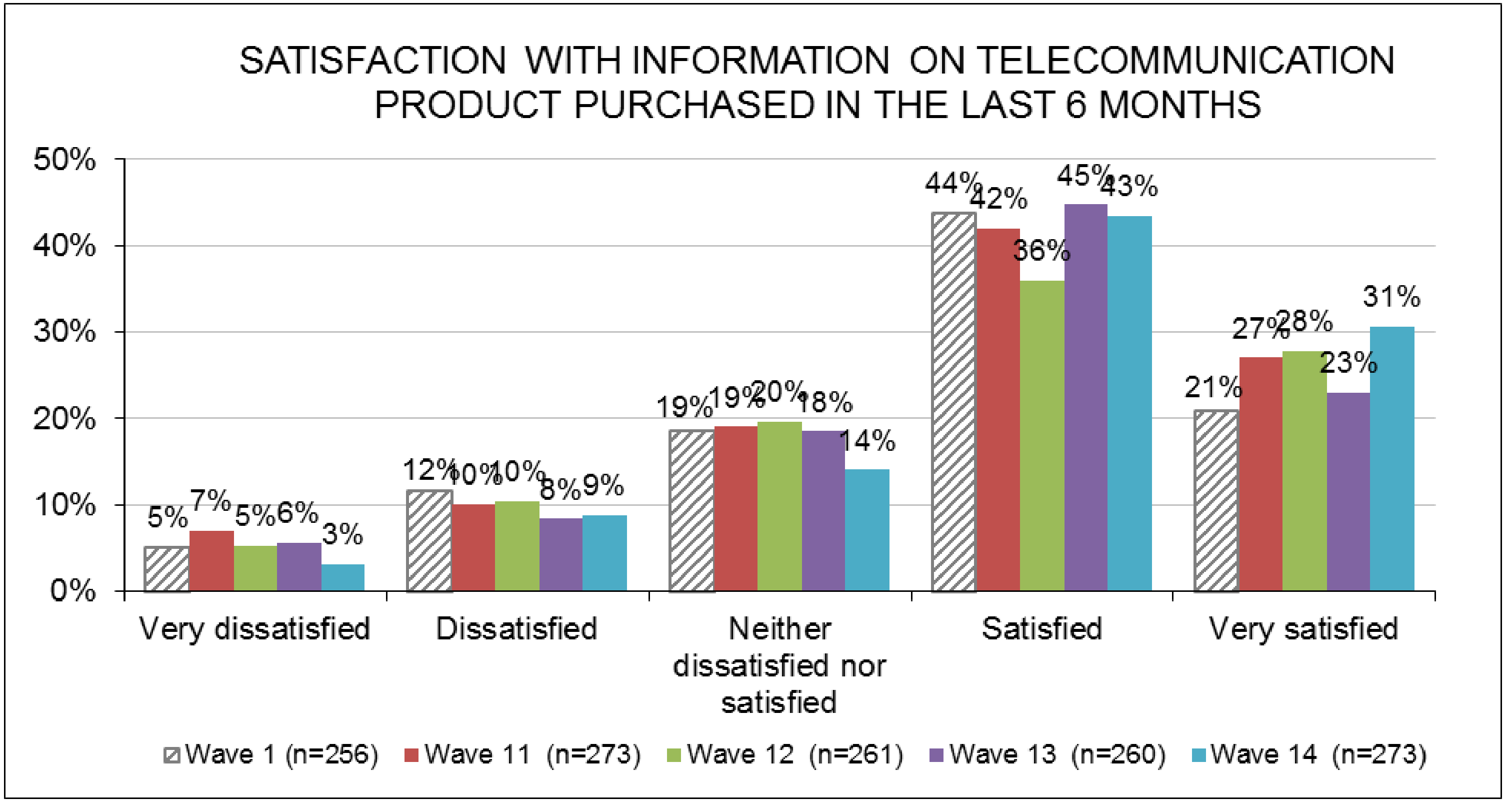
- In Wave 14, half of the respondents (51%) reported that they had purchased a telecommunication product in the six months prior to the survey.



Product Satisfaction

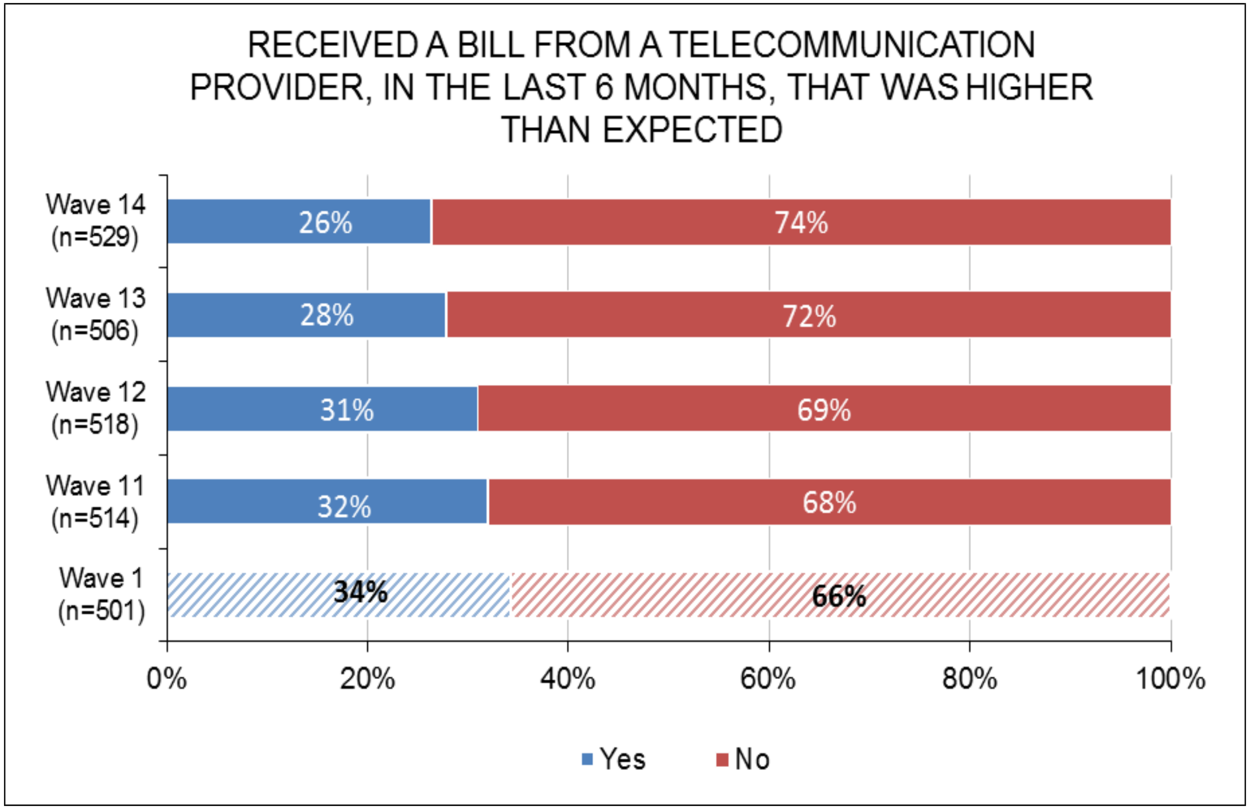
- The overall satisfaction with the information on products continues to be high in Wave 14 with almost three in four (74%), of those who had purchased a telecommunication product in the six months, being Satisfied ('Very Satisfied' or 'Satisfied'). 31% reported being Very Satisfied, which is slightly high compared to the previous 3 waves and the benchmark wave 1 (when maximum 28% reported being Very Satisfied).
- 12% were Dissatisfied ('Very Dissatisfied' or 'Dissatisfied') in some way with the information on telecommunication products purchased, which is a slight improvement from previous waves.

Product Satisfaction



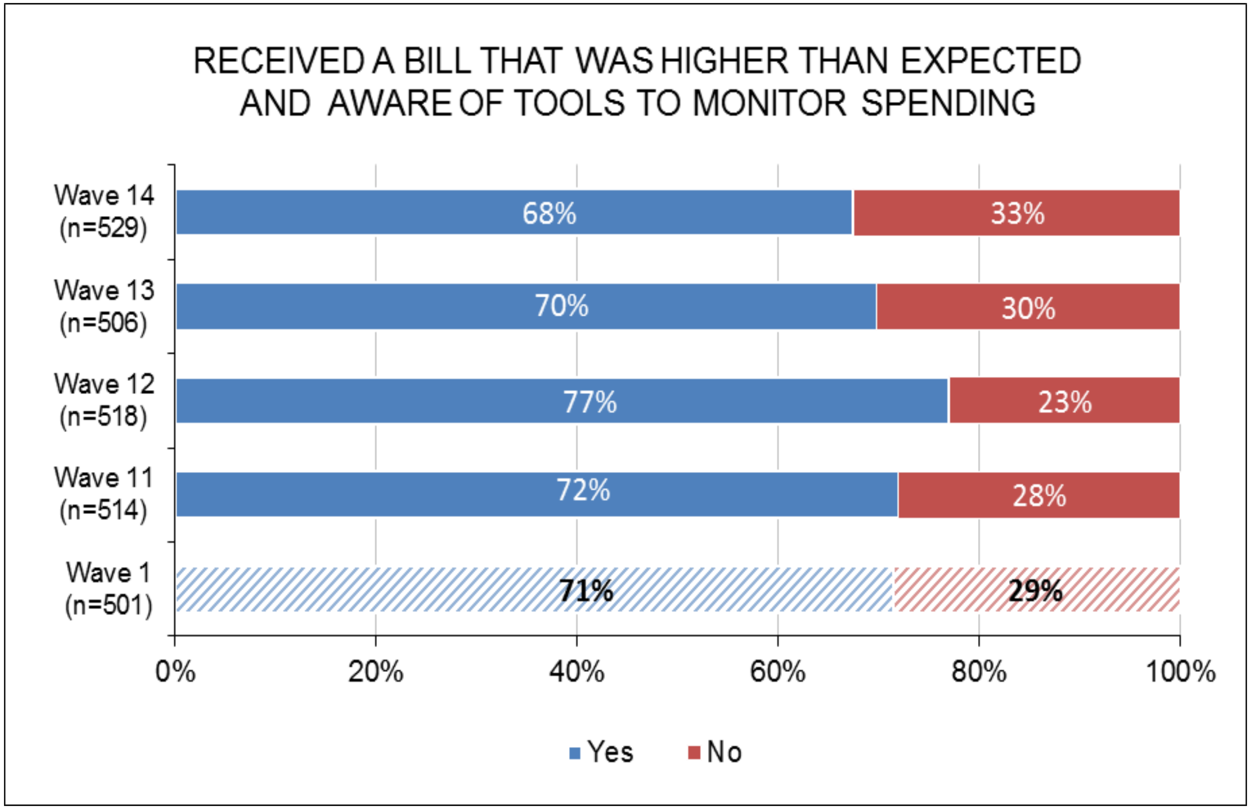
Higher Than Expected Bills

- In Wave 14, just over one fourth (26%) received a bill from a telecommunication provider in the last six months that was higher than expected. This is a slight drop compared to the recent 3 waves and also Wave 1.



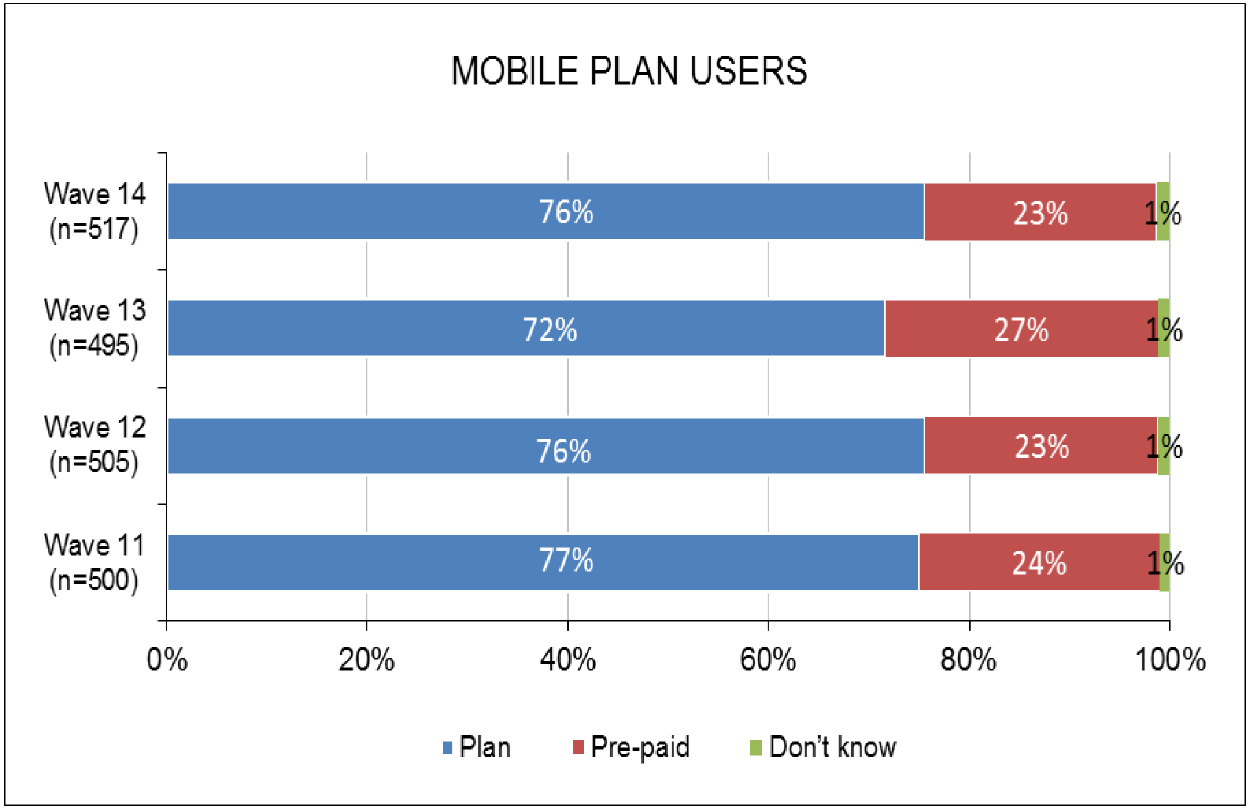
Higher Than Expected Bills

- Almost seven in ten (68%) 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 slightly less compared to the previous 3 waves and the benchmark wave 1 (when the awareness levels were 70% or above).



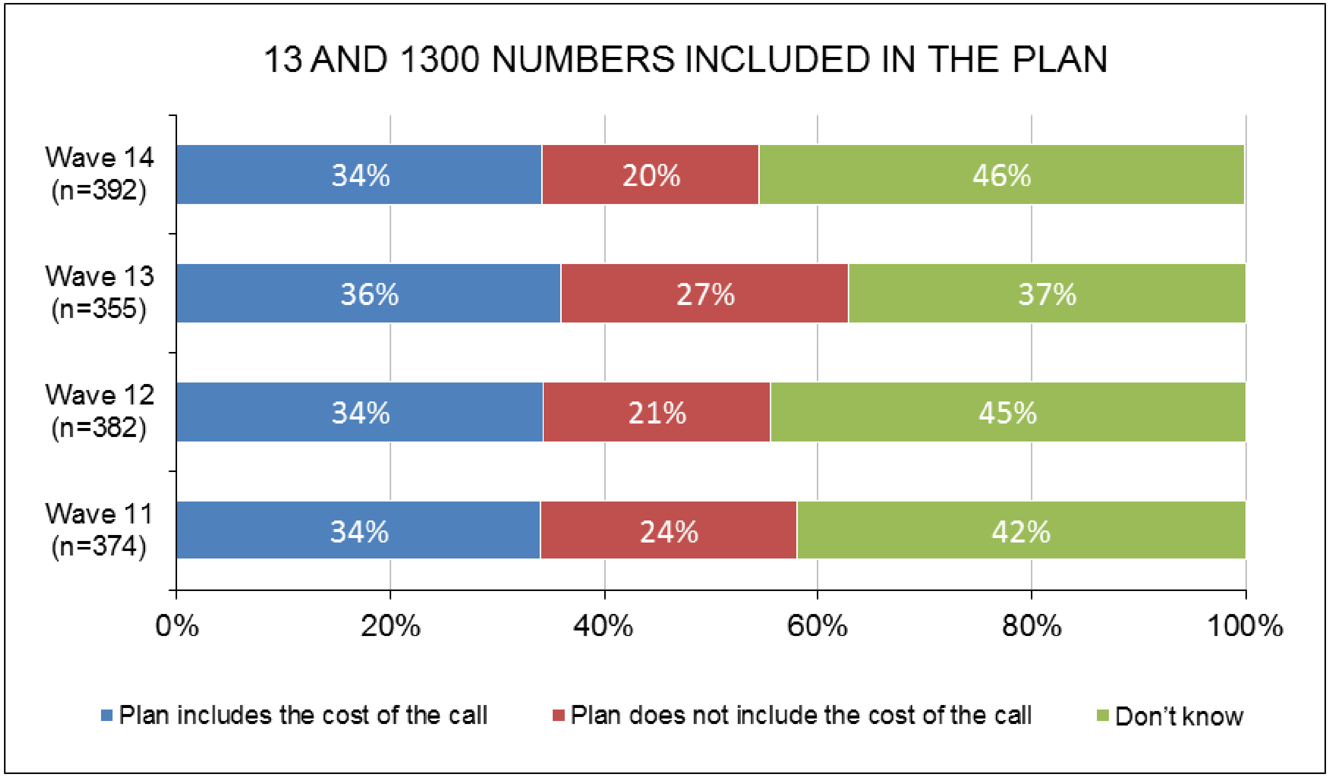
13 and 1300 Numbers

- Consistent with past waves of the research, almost three-quarters (76%) of the Wave 14 respondents who had mobile connection for personal usage said that they were on a mobile plan while almost a quarter (23%) reported that their calls were pre-paid.



13 and 1300 Numbers

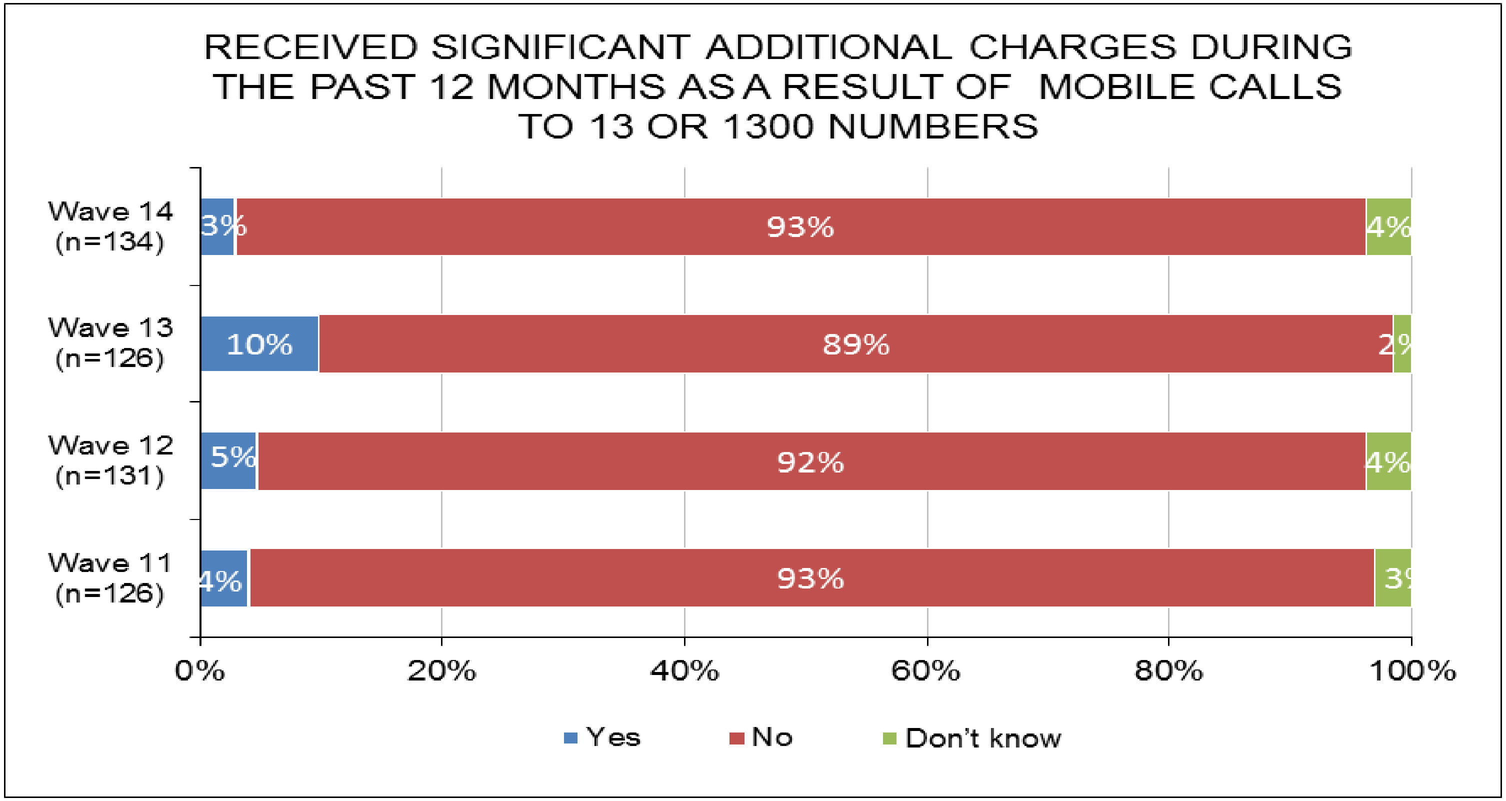
- A third (34%) of those respondents who were on mobile plan, were aware that their plan included the cost of calls on 13 and 1300 numbers as a part of monthly usage allowance.



13 and 1300 Numbers

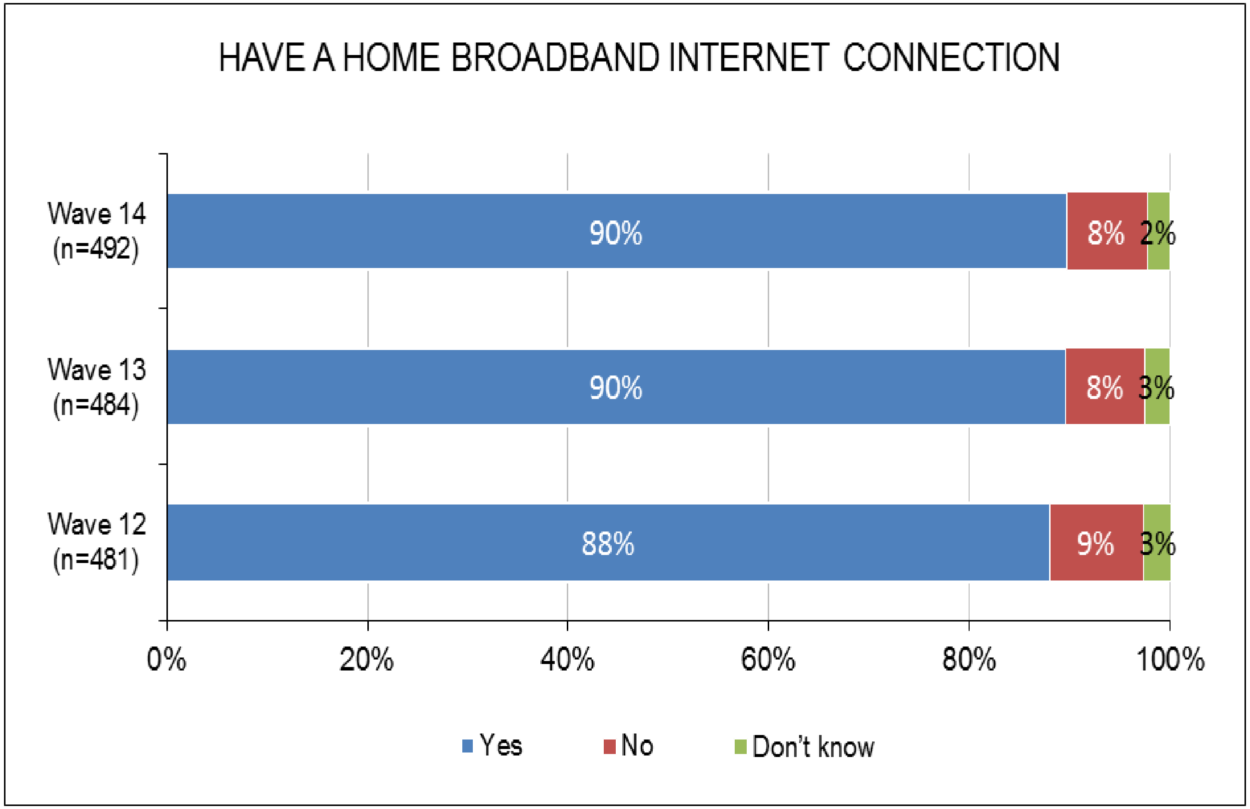
- In Wave 14, only 3% respondents who were aware that the cost of calls on 13 and 1300 were included in their plan as a part of monthly usage allowance, had an experience during the past 12 months where they had exceeded their monthly call allowance and incurred significant additional charges as a result of mobile calls to 13 or 1300 numbers.
- However, most people (93%) 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 14, nine in ten respondents (90%) 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' (26% and 24% respectively).