Telecommunications Customer Satisfaction

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

Wave 25 – January 2020

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 25 survey held in January 2020.

- 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

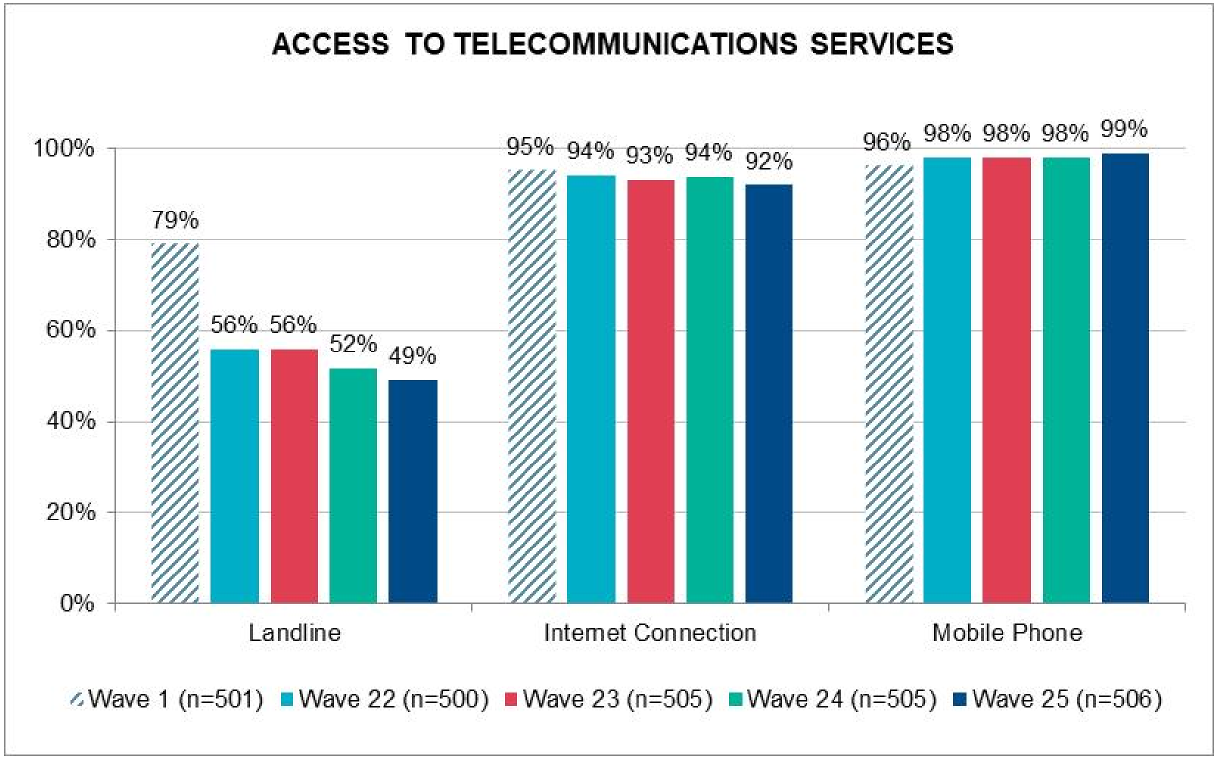
- Percentage increases/decreases between the current and previous waves have been tested for statistical significance – for the current report, the comparison waves are Wave 24 and Wave 25.
- In this report, a significant decrease or increase was defined at the 90% confidence level. That is, the increase 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*

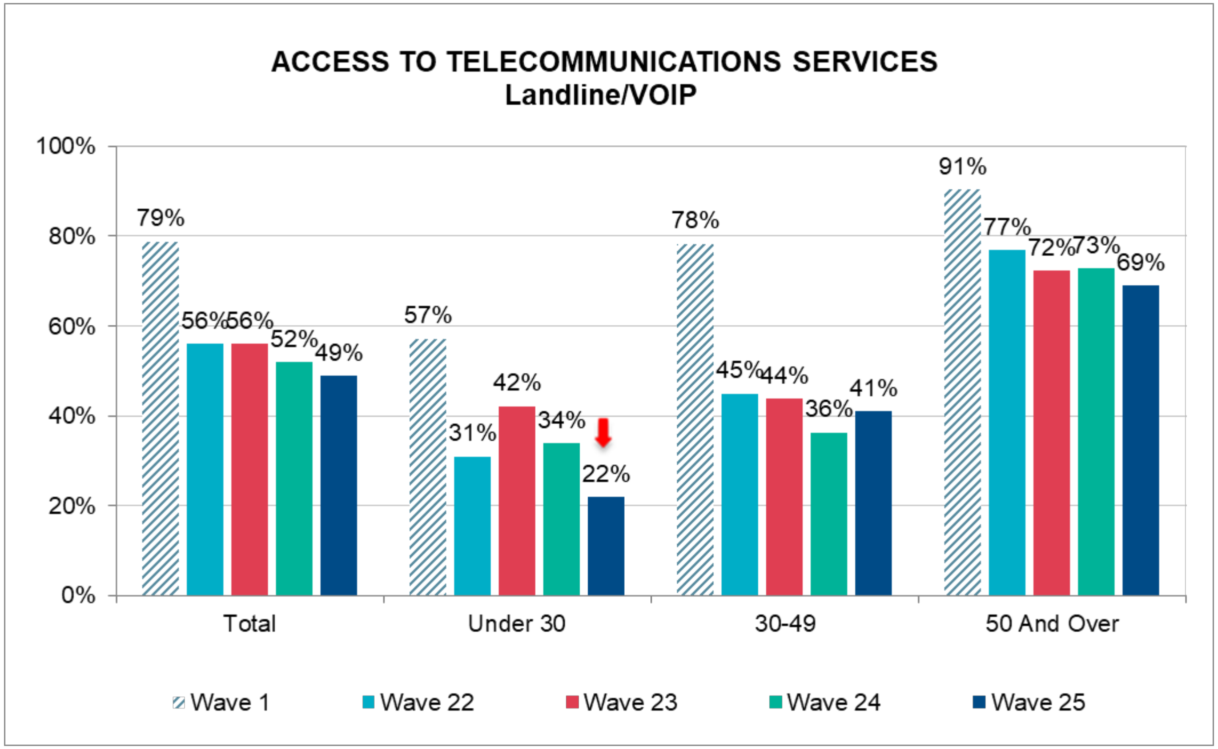
Access to Telecommunications Services

- 99% of people in Wave 25 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 92% had an internet connection in their household for personal use. 49% had access to a landline or VOIP phone.

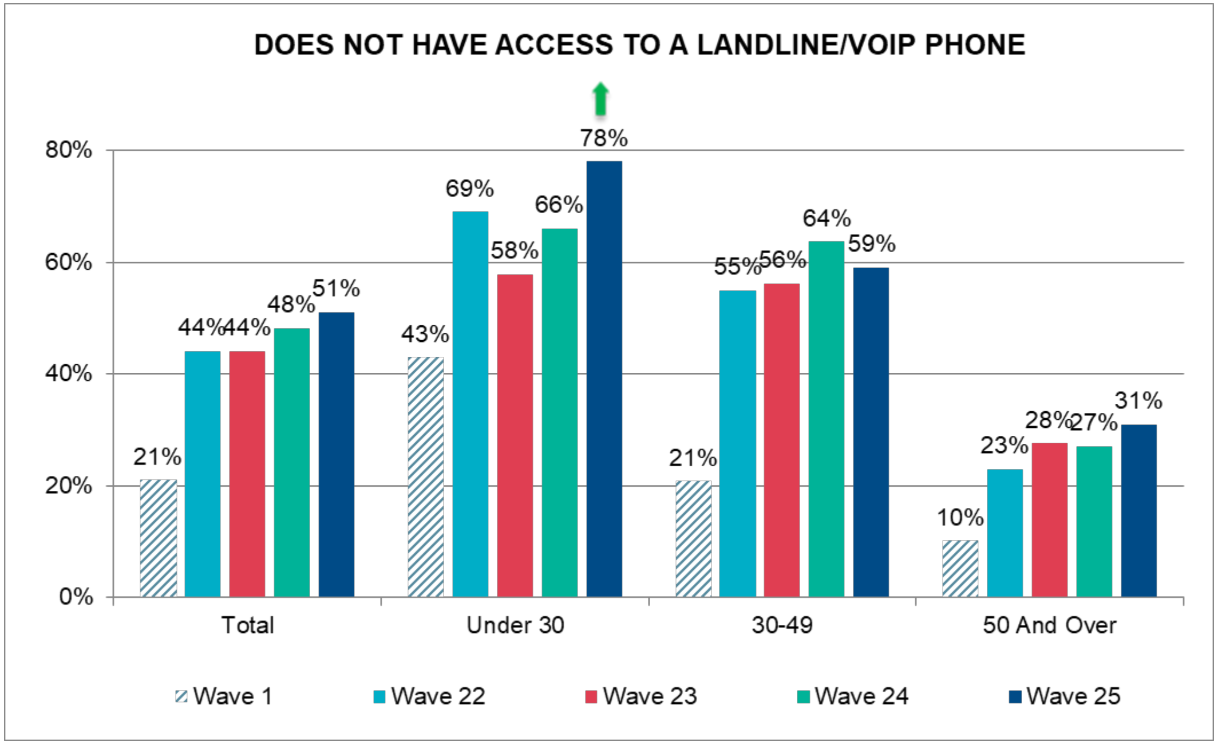


Access to Landline/ VOIP – By Age

- Access to telecommunication services differed by age, with older people aged 50 years and over more likely to have access to a landline/ VOIP (69%) than those who were under the age of 30 (22%) and 30-49 (41%).
- There is a significant decrease in access to landline/VOIP within the Under 30 segment from Wave 24 to Wave 25.

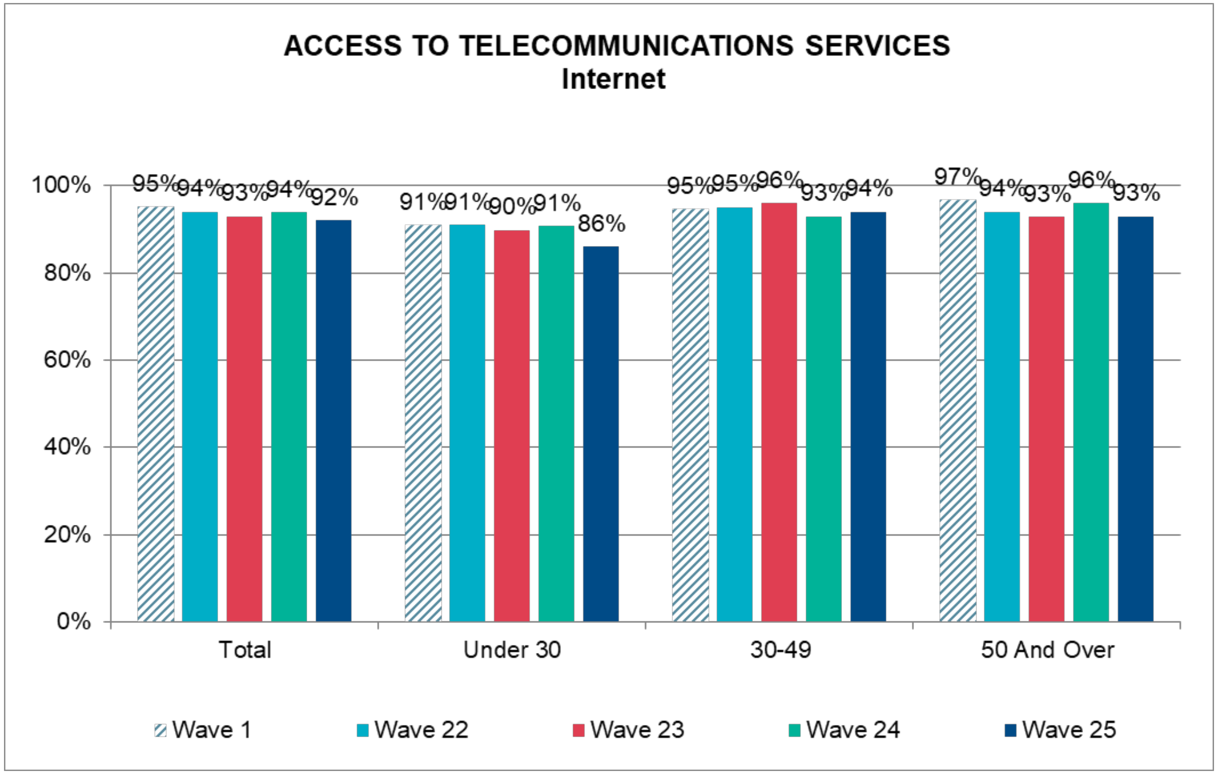


'No' Access to Landline/ VOIP – By Age



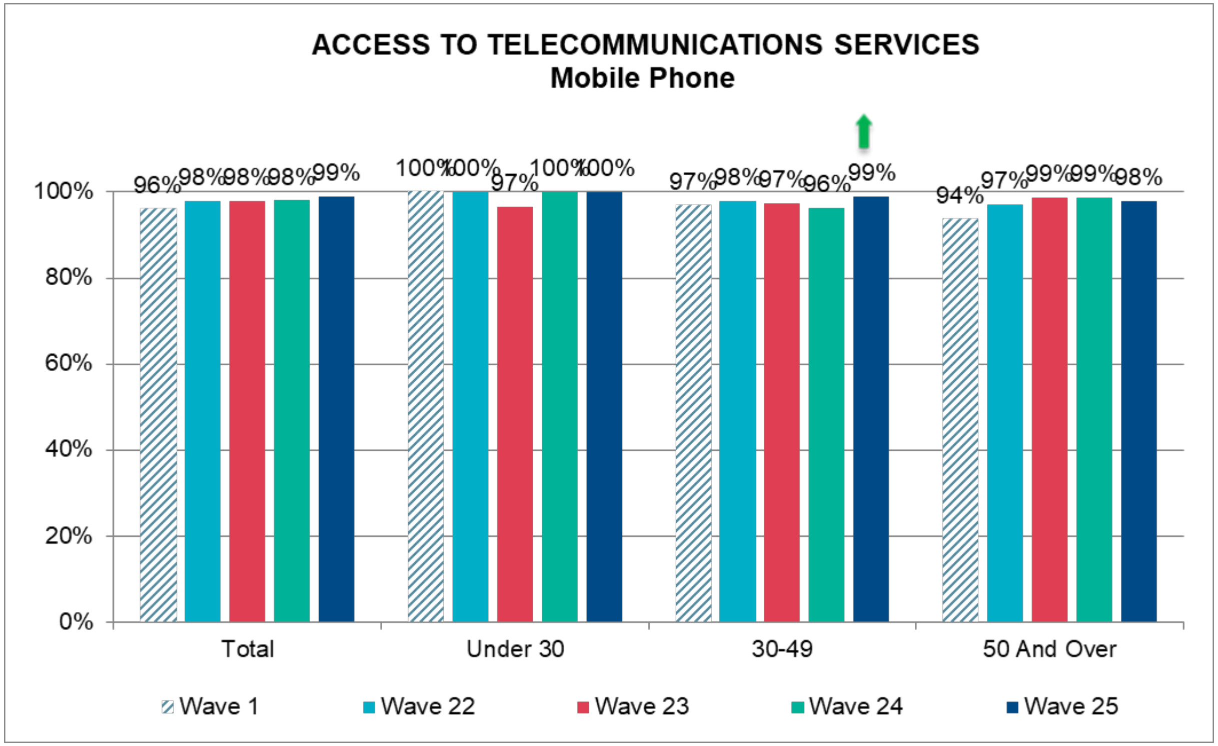
Access to Internet – By Age

- 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 24 and 25.



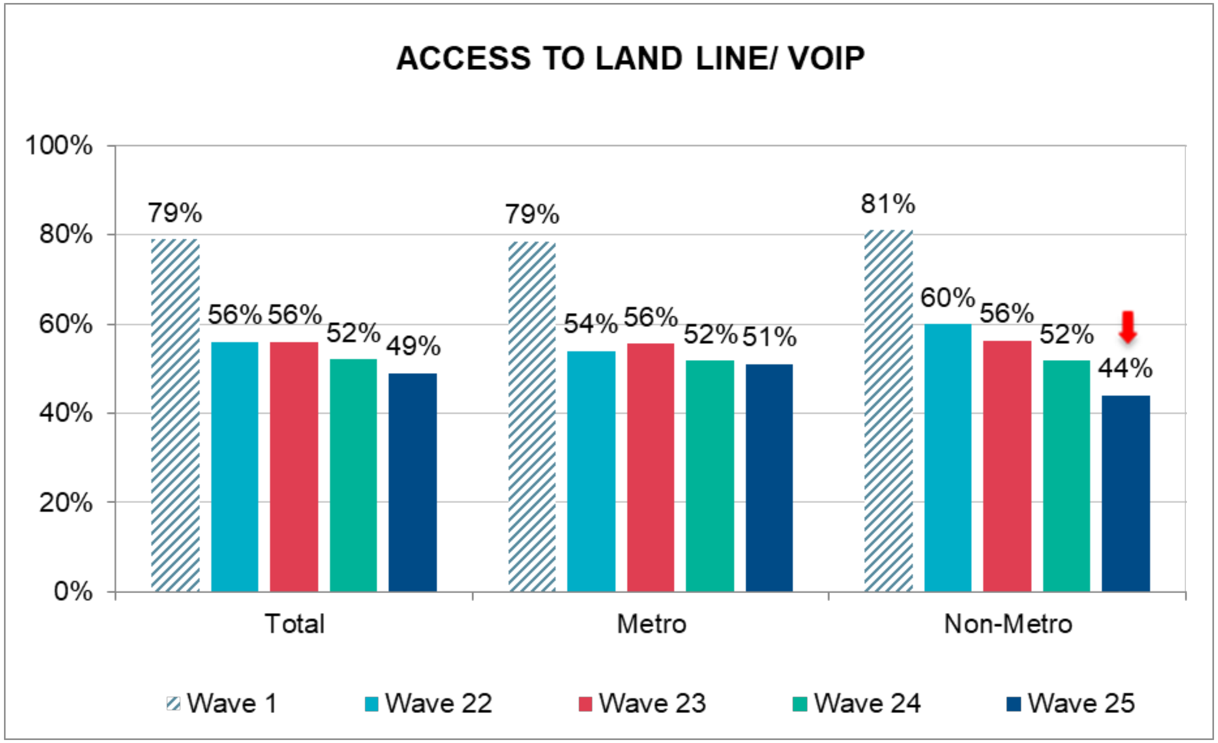
Access to Mobile Phone – By Age

- Despite a significant increase in access to a mobile phone within the 30-49 segment from Wave 24 to Wave 25, there was no significant change in the current wave compared to the previous wave overall.



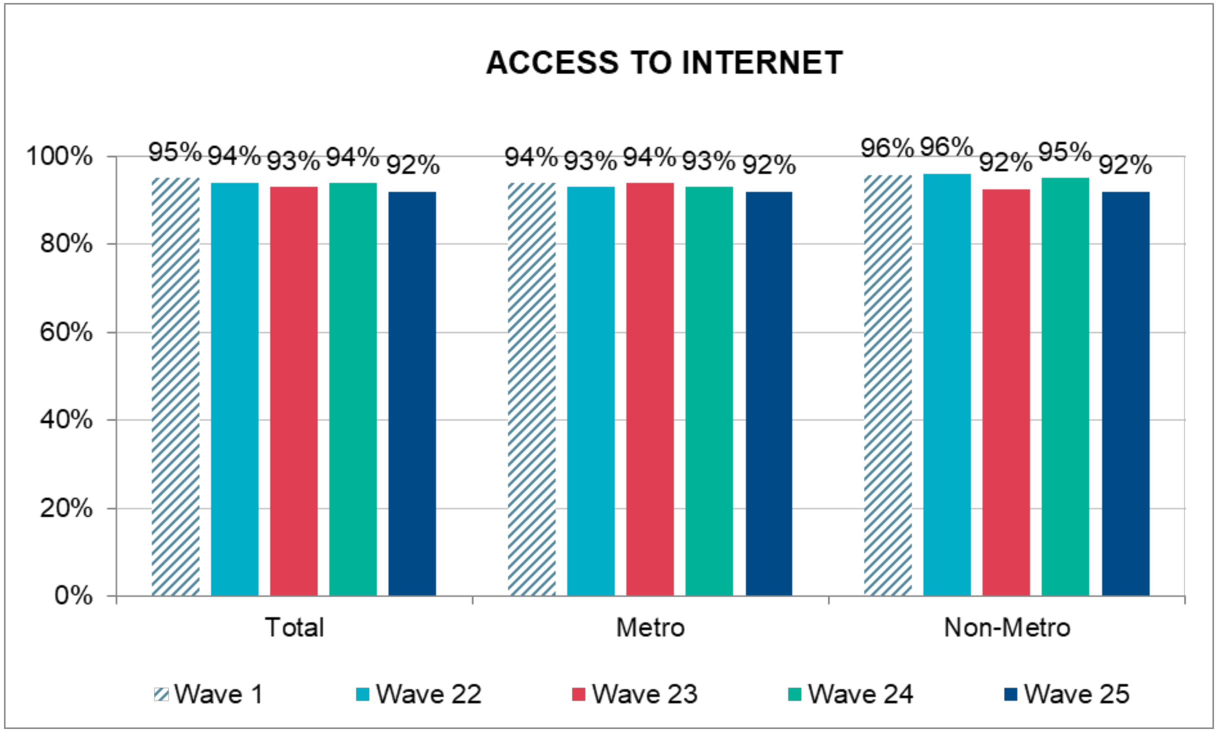
Access to Landline/ VOIP – Metro vs. Non-metro

- Access to a landline/VOIP in non-metro areas was significantly lower in the current wave compared to the previous wave.



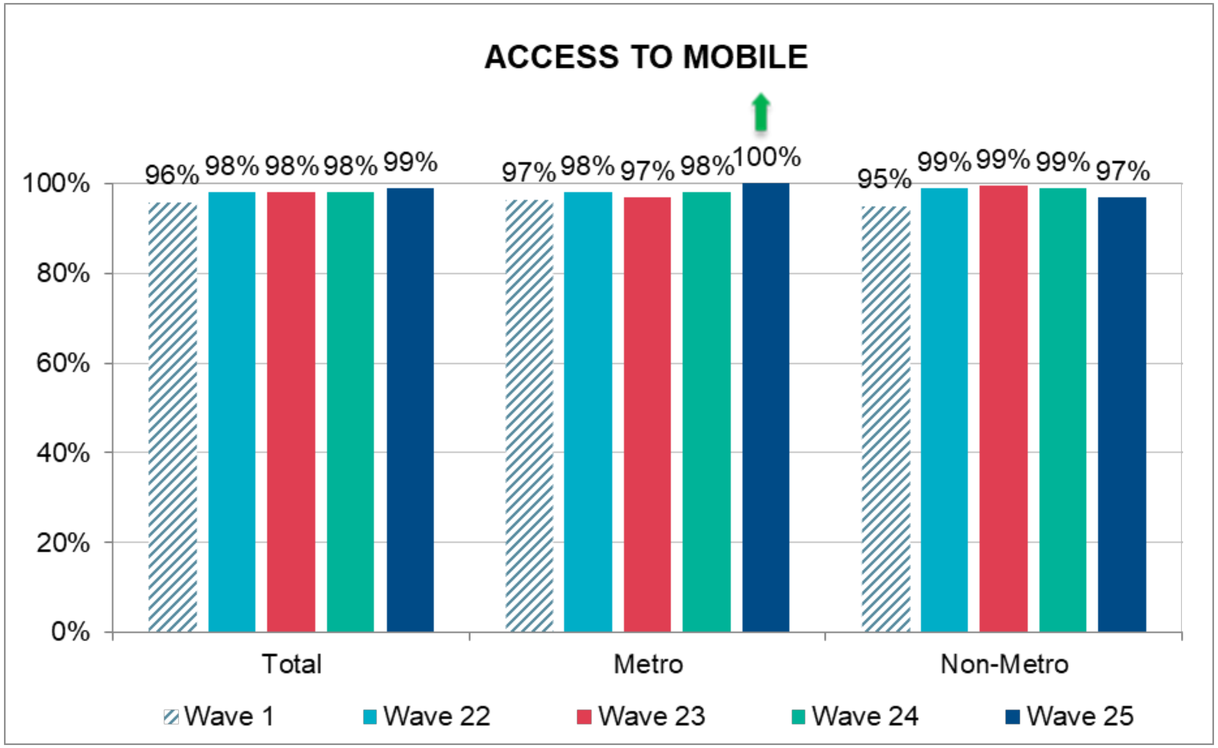
Access to Internet – Metro vs. Non-metro

- There were no significant changes by area in terms of access to an internet connection in the current wave compared to the previous wave.



Access to Mobile – Metro vs. Non-metro

- Access to a mobile increased significantly in metro areas.

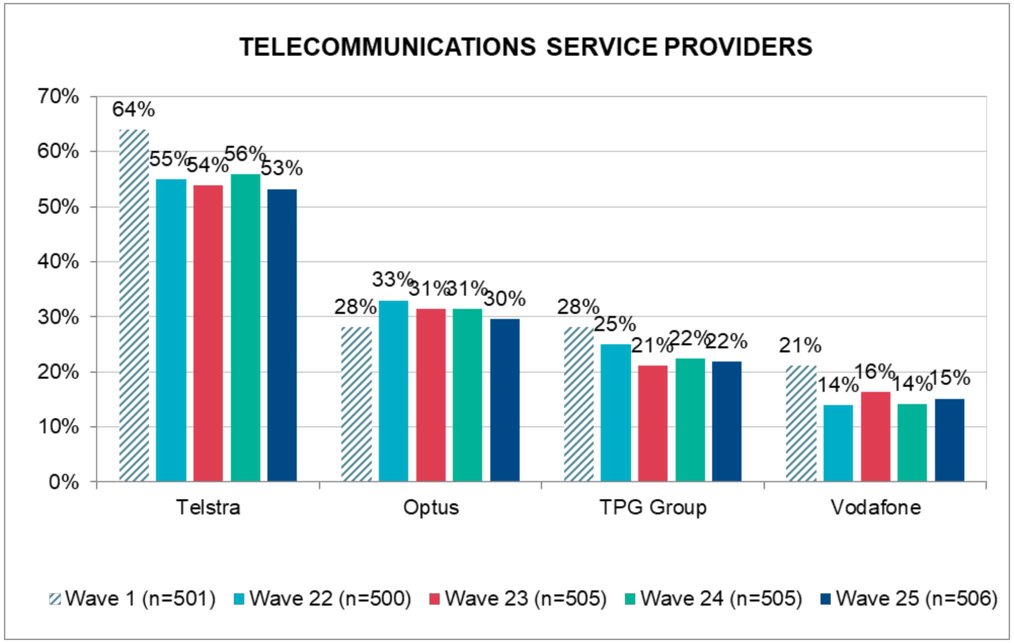


Telecommunication Service Providers*

**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]

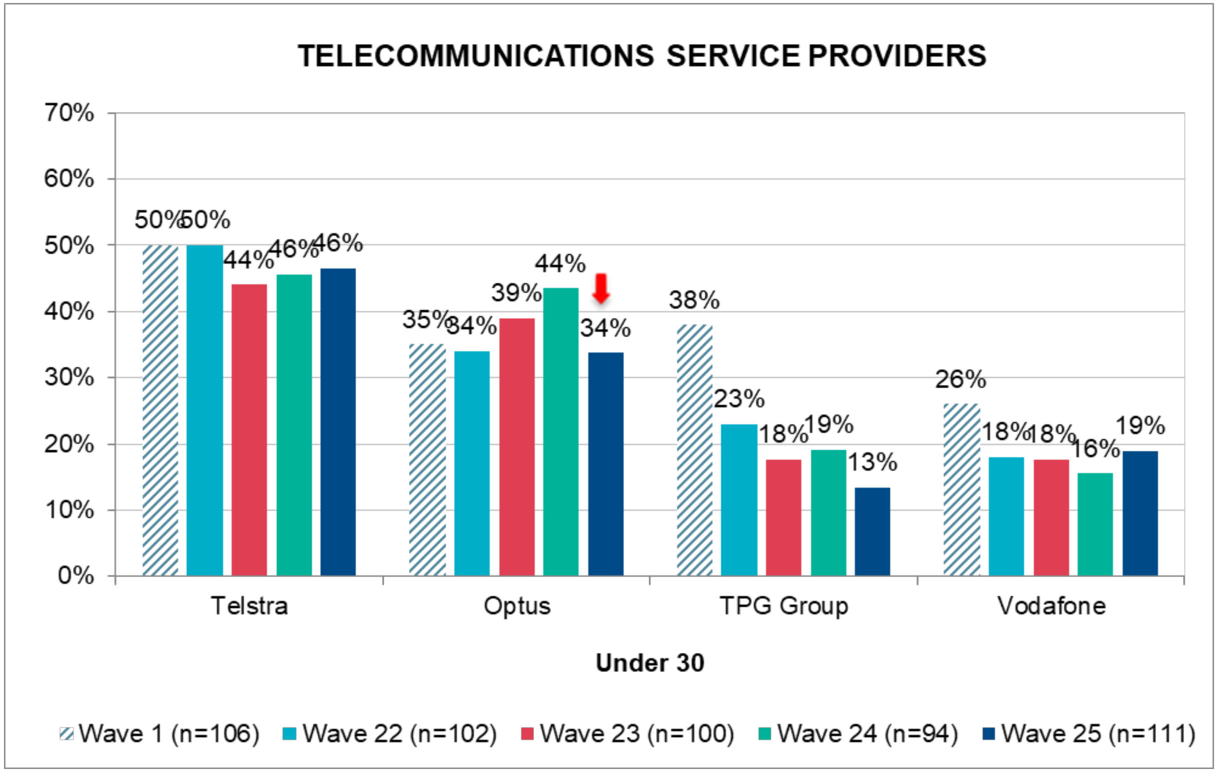
- Telstra[2] (53%) was the leading provider of home phone, mobile phone or internet services used by people who had some form of contact with a service provider in the last 6 months, followed by Optus (30%), TPG Group[3] (22%) and Vodafone[4] (15%).
- There were no significant changes between the current and previous wave.



[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'.

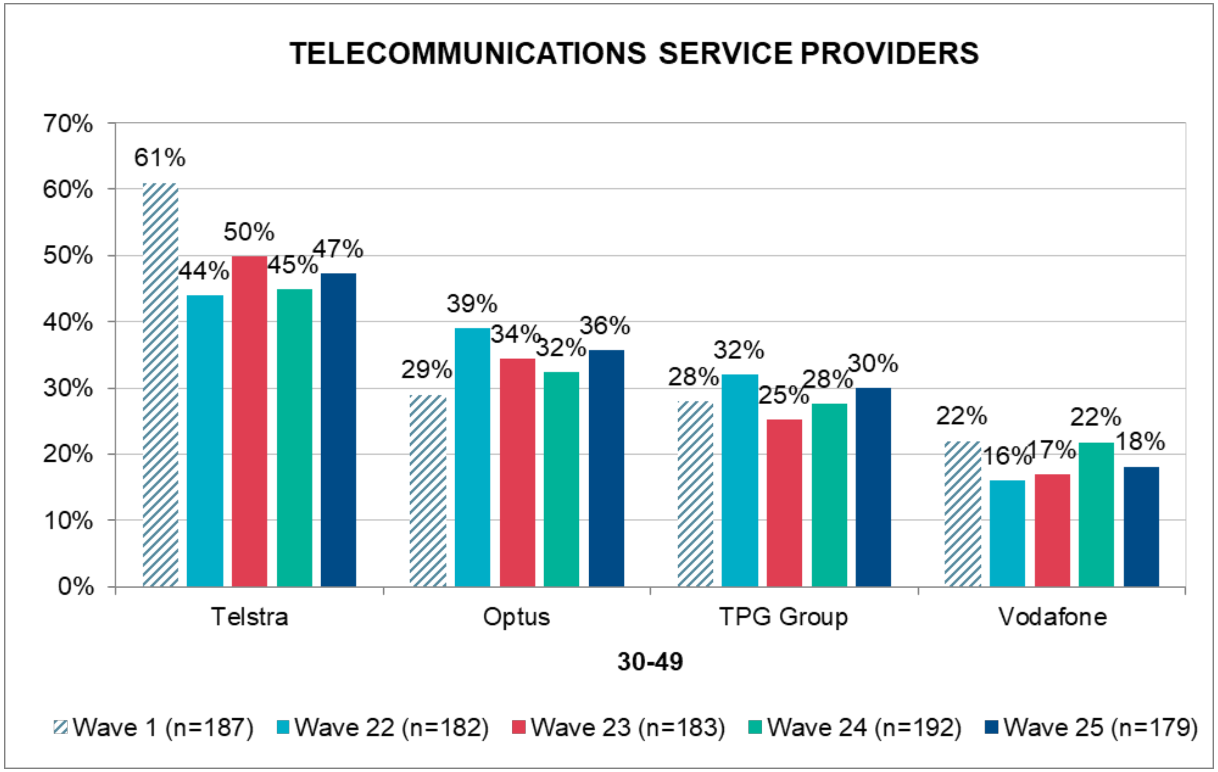
Telecommunications Service Providers- 'Under 30' segment

- 46% 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 25. 34% had a service with Optus (significant decrease from 44% in previous wave), 13% had a TPG Group service and 19% had a service with Vodafone.



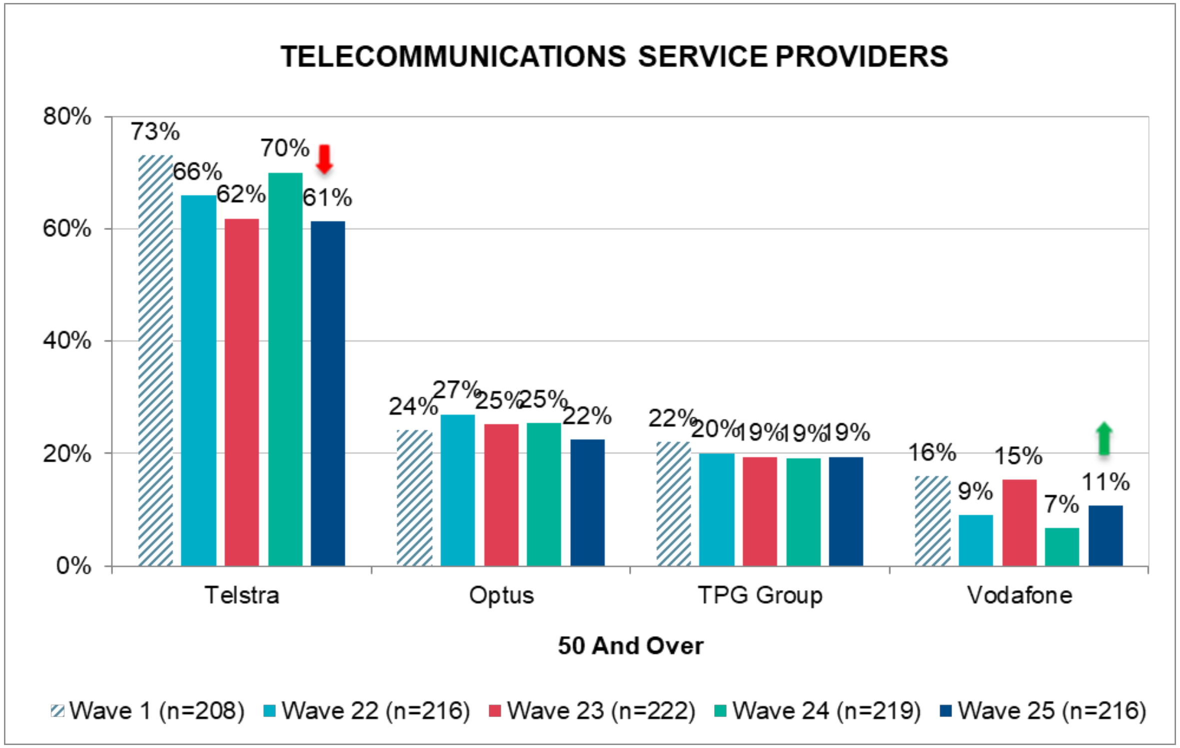
Telecommunications Service Providers- '30 to 49' segment

- 47% of the 30-49 year olds used a Telstra service in Wave 25. 36% had a service with Optus, 30% had a TPG Group service, and 18% had a service with Vodafone. There were no significant changes from the previous wave.



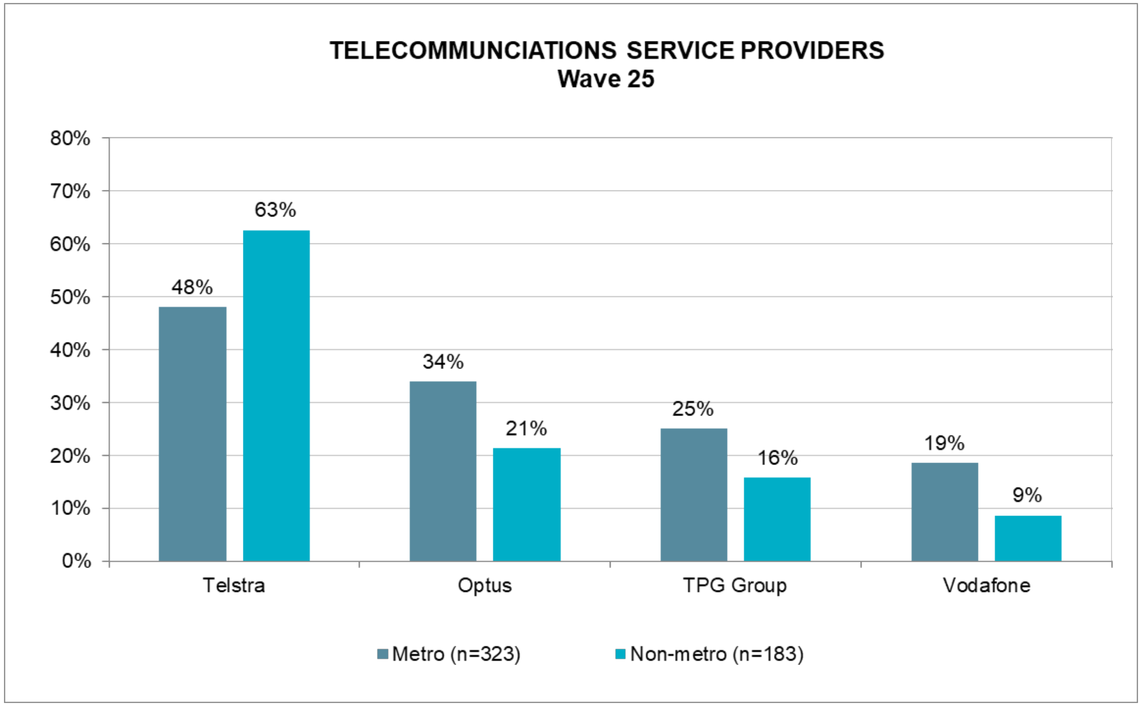
Telecommunications Service Providers- '50 and over' segment

- Among 50 and over segment, 61% of those who had contact with a service provider in the last 6 months used a Telstra service in Wave 25, decreasing significantly from 70% in Wave 24. 22% had a service with Optus, 19% had a TPG Group service, and 11% had a service with Vodafone (significant increase from 7% in wave 24).



Telecommunications Service Providers- Metro vs. Non-metro

- When usage of telecommunications service providers was examined by people's area of residence in Wave 25, the results revealed those that used Telstra services were more common in non-metro areas (63%) than in metro areas (48%). On the other hand, Optus, TPG group and Vodafone services were more common in metro areas (34%, 25% and 19% respectively) than in non-metro areas (21%, 16% and 9% respectively).

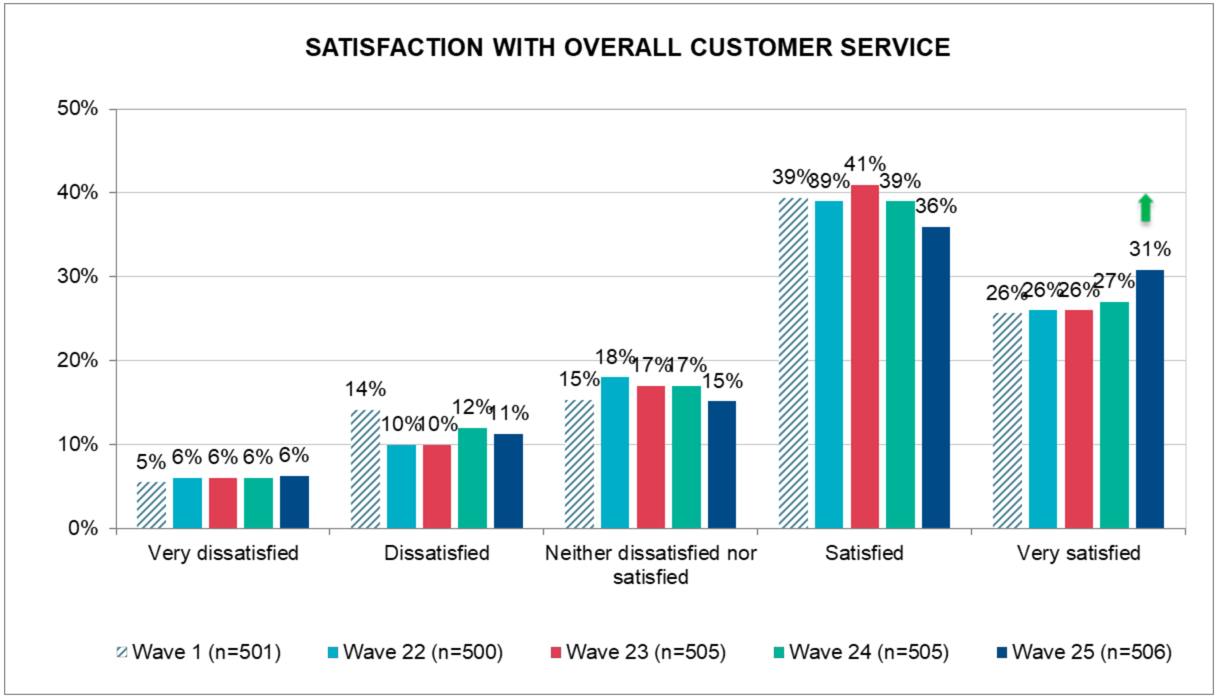


Satisfaction with Customer Service*

**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*

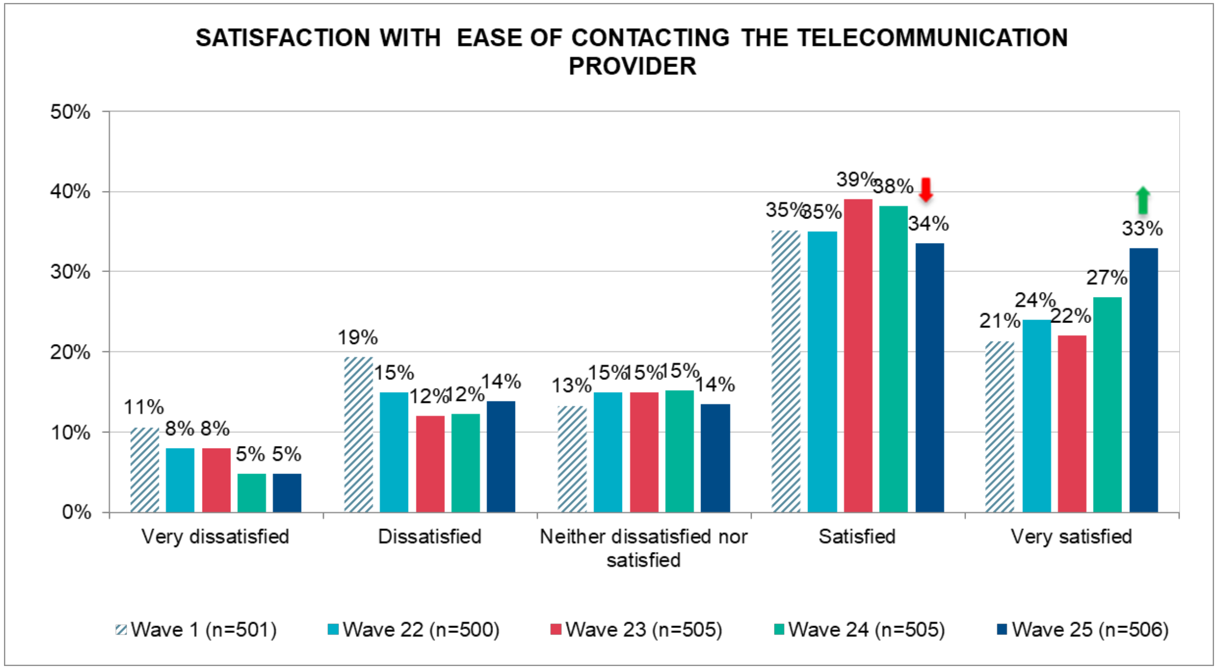
Satisfaction With Overall Level of Customer Service

- In Wave 25, two in three (67%) 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 increase (+4%) in the number of people being ‘very satisfied’ with the level of customer service received.
- 17% people were dissatisfied (‘Very Dissatisfied’ or ‘Dissatisfied’) with the overall level of customer service received on their most recent contact with a provider.



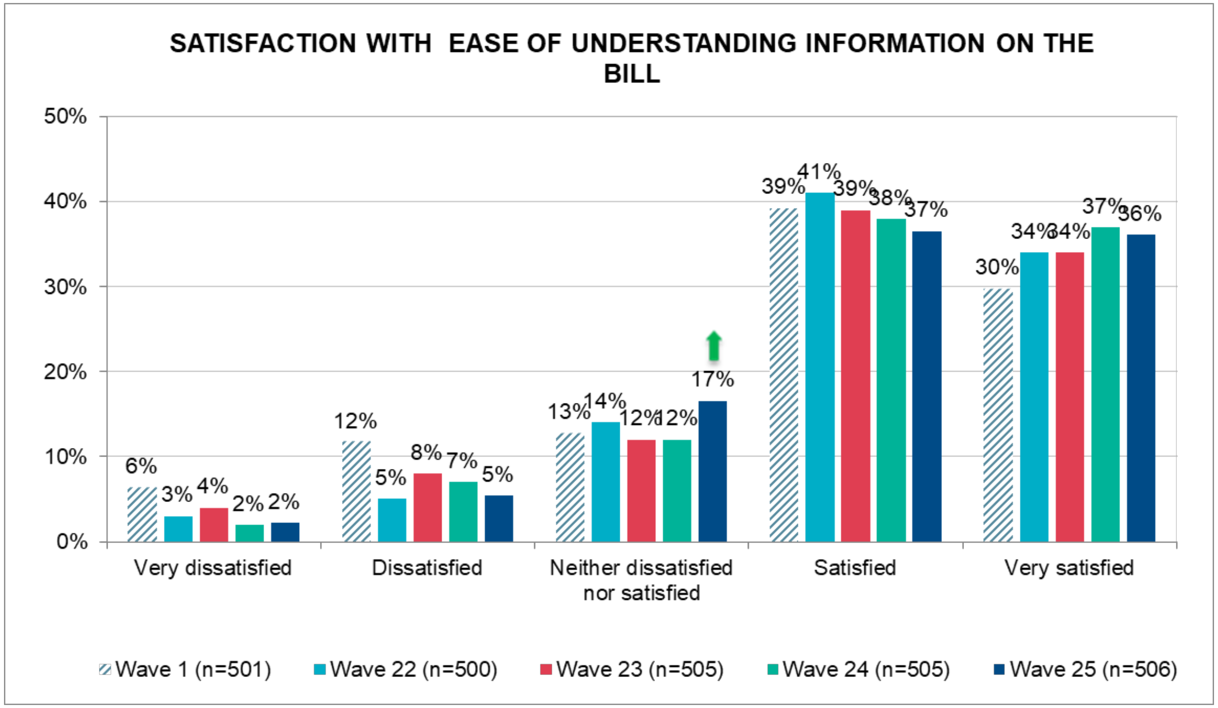
Satisfaction With Ease of Contacting Telecommunications Provider

- In Wave 25, two in three (67%) were satisfied ('Very Satisfied' or 'Satisfied') with the ease of contacting their telecommunications provider. There was a significant increase (+6%) in the number of people being 'very satisfied' with the ease of understanding bill information, while the number of people 'satisfied' decreased significantly (-4%).
- 19% people in Wave 25 were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the ease of contacting their provider.



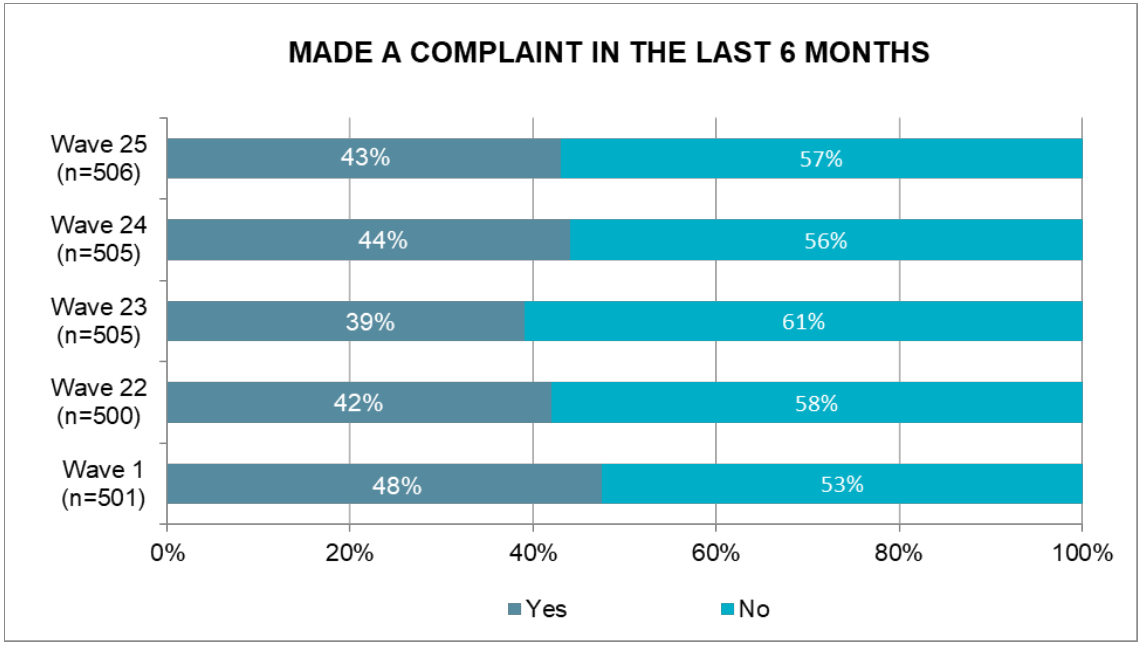
Satisfaction With Ease of Understanding Information on the Most Recent Bill

- Satisfaction with ease of understanding bill information continued to be high in Wave 25 with almost three in four (73%) customers being satisfied ('Very Satisfied' or 'Satisfied').
- 7% were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the ease of understanding bill information, only 2% were 'very dissatisfied'.



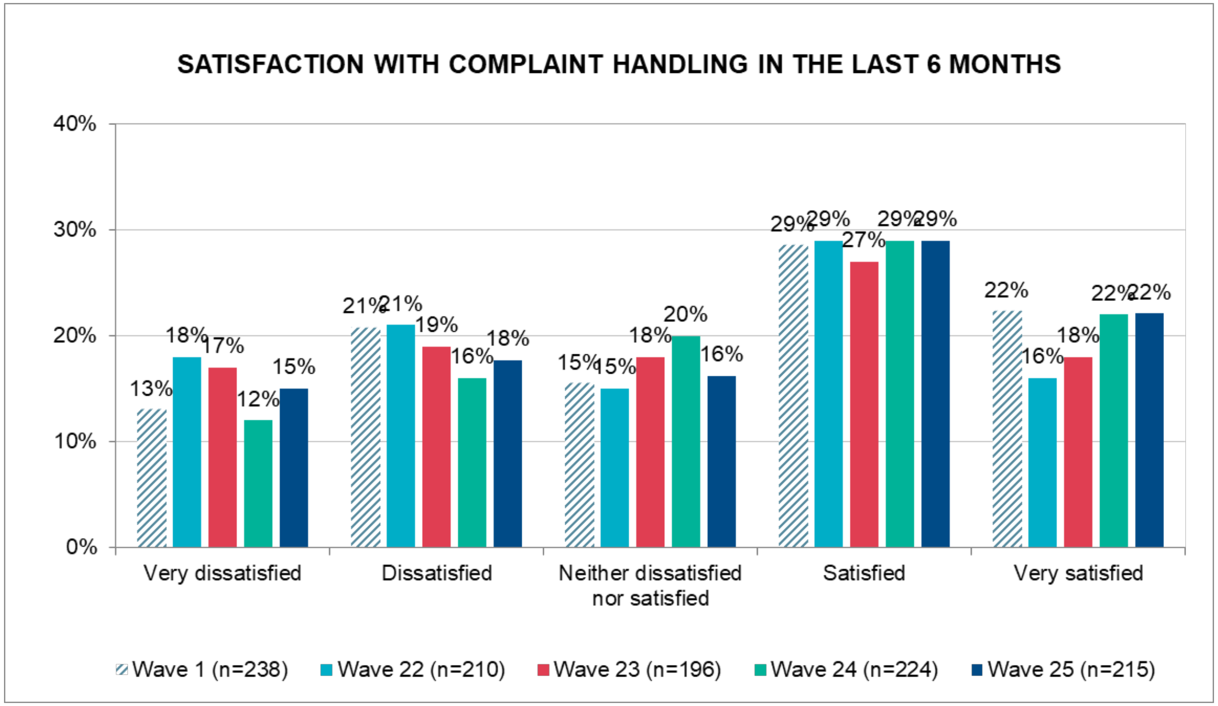
Satisfaction with Complaint Handling

- In Wave 25, 43% 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.



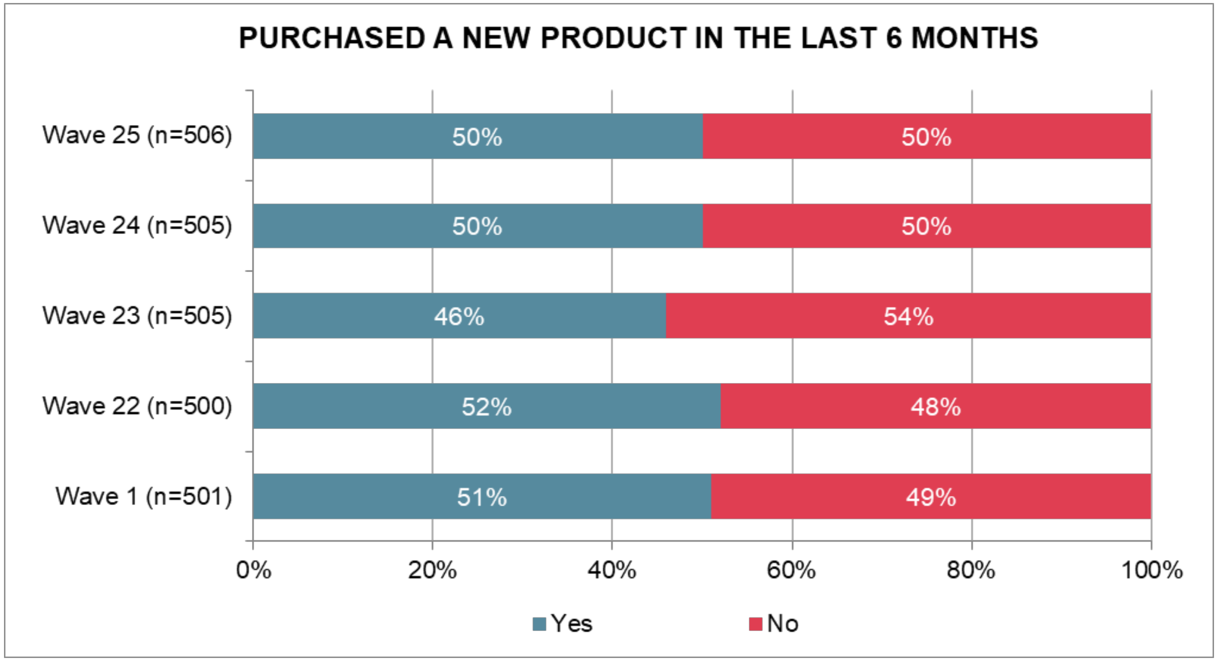
Satisfaction with Complaint Handling

- Similar to the previous wave, half (51%) of those who had made a complaint in the last 6 months in Wave 25 were satisfied ('Very Satisfied' or 'Satisfied') with how their complaints had been handled.
- 33% were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the complaint handling process in Wave 25. No significant changes compared to the Wave 24.



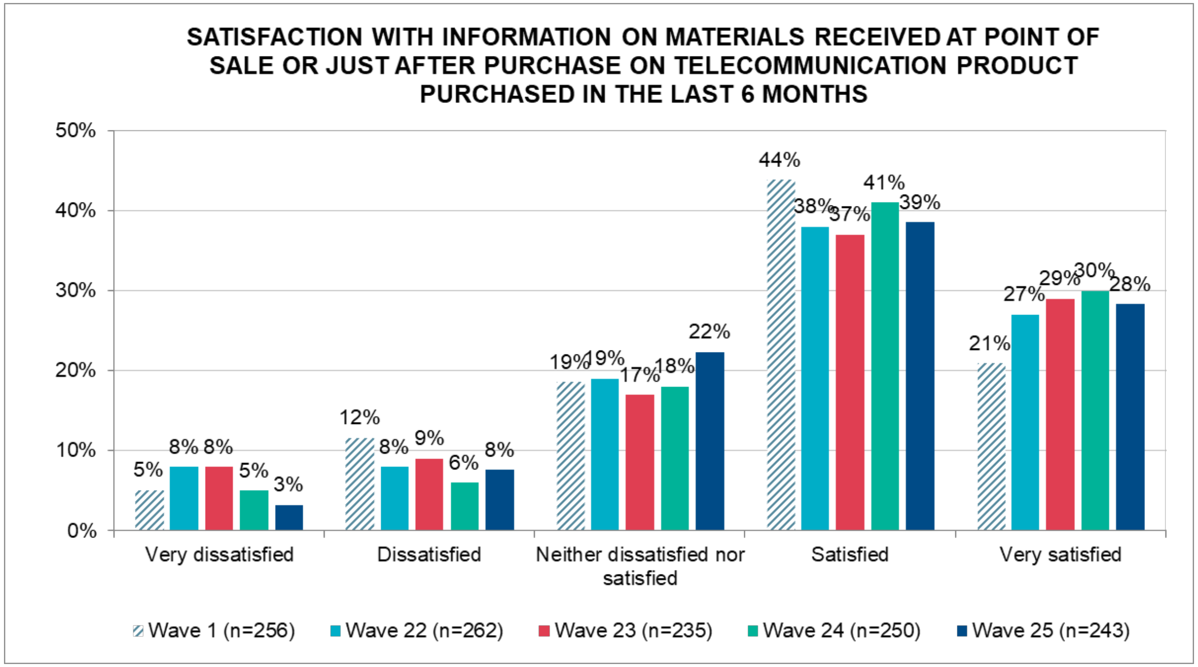
Satisfaction With Information on Materials Received at POS or Just After Purchase

- In Wave 25, one in two (50%) had purchased a telecommunication product in the last 6 months.



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 (not significantly) lower in Wave 25 (67%) compared to Wave 24 (71%).
- 11% of people were dissatisfied ('Very Dissatisfied' or 'Dissatisfied') with the information received on materials at point of sale or just after purchase.
- There were no significant changes from the previous wave.

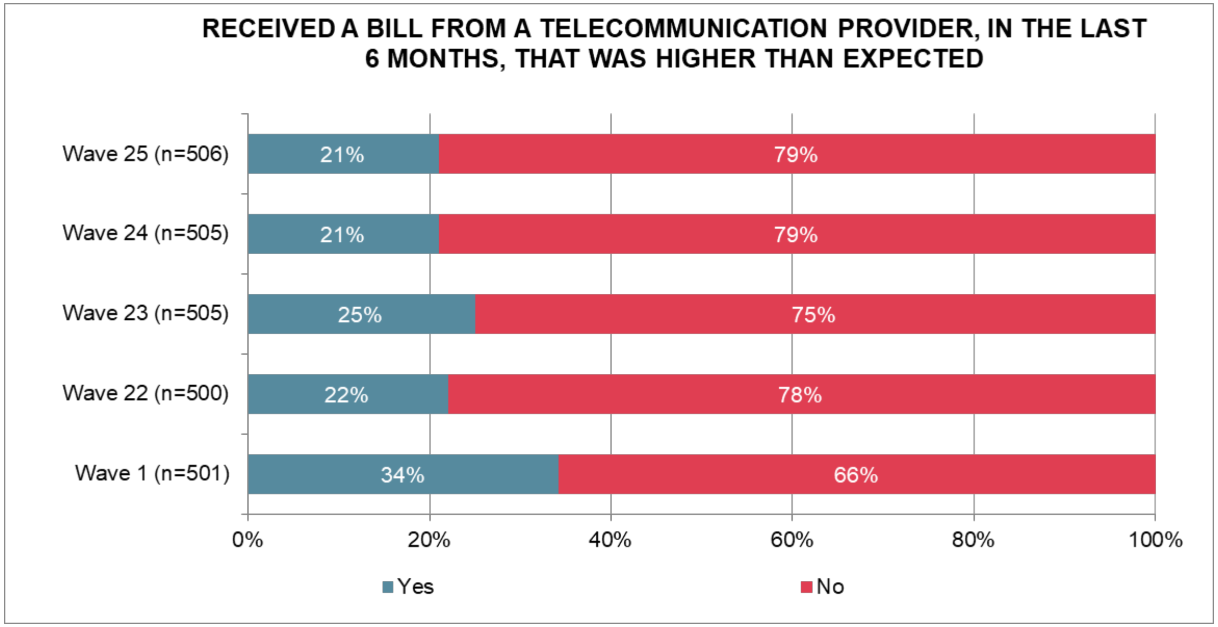


Billing*

**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 25, 21% received a bill from a telecommunications provider in the last 6 months that was higher than expected. This was consistent with the numbers in Wave 24.



Awareness of Spend Monitoring Tools

- 71% 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 24 to Wave 25.