Telecommunications Customer Satisfaction

Results of the Eighth-wave polling undertaken by Roy Morgan Research for Communications Alliance Ltd from October 2014 – December 2014

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 was conducted in March 2013, with polling being undertaken every quarter. The seventh wave was conducted in September 2014.
- Online survey of a representative sample of Australian telecommunication users aged 18+.
- All respondents had some form of contact with at least one telephone or internet SP in the prior six months.
- Contacts include purchasing, receiving a bill, contacting provider/s by phone or online (email, chat, website), or making a complaint or general enquiry.
- This report summarises the key findings of the Wave 8 survey held in December 2014. All survey participants had 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.

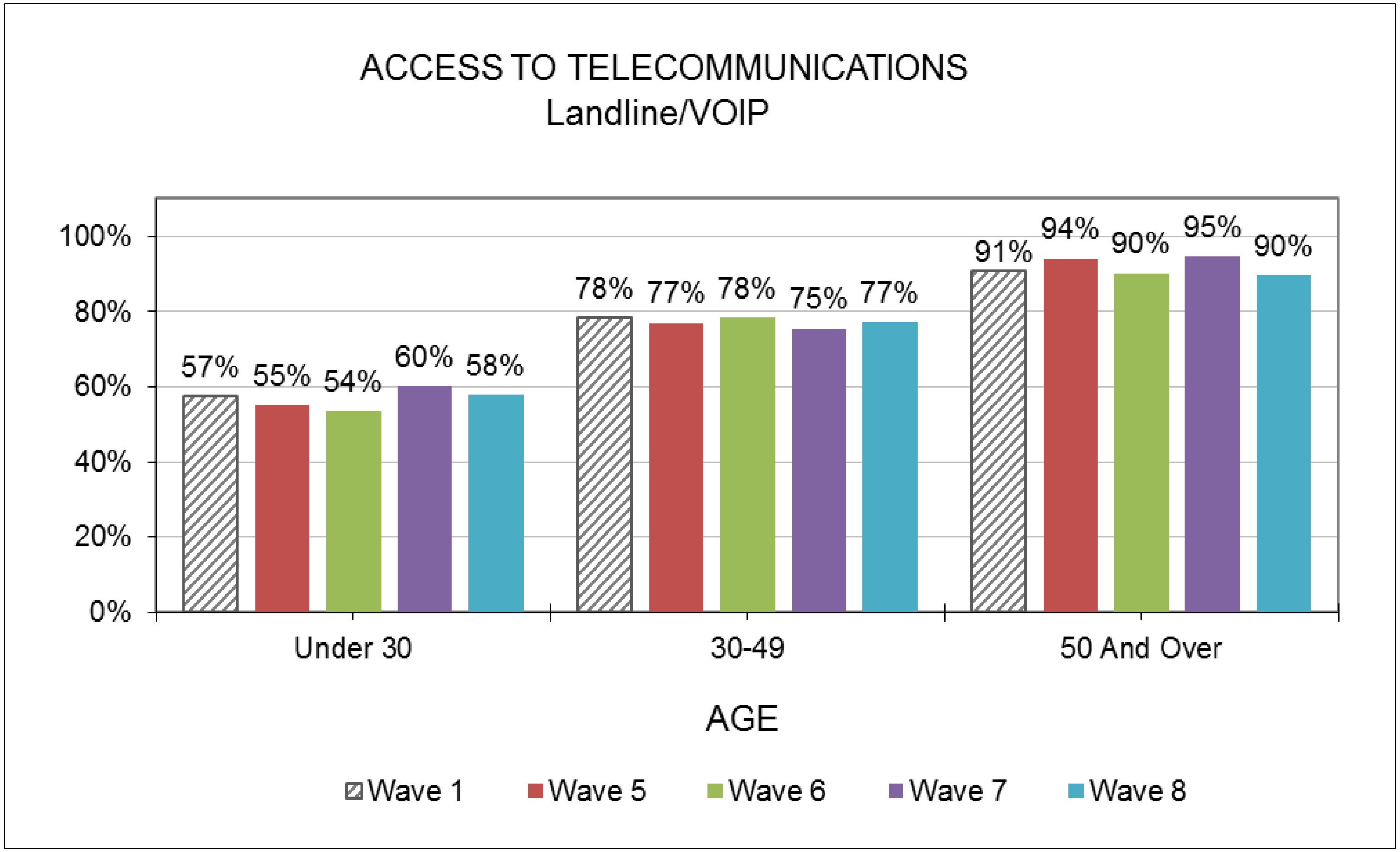
Polled Base

- This report summarises the key findings of the Wave 7 survey conducted in September 2014. 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.

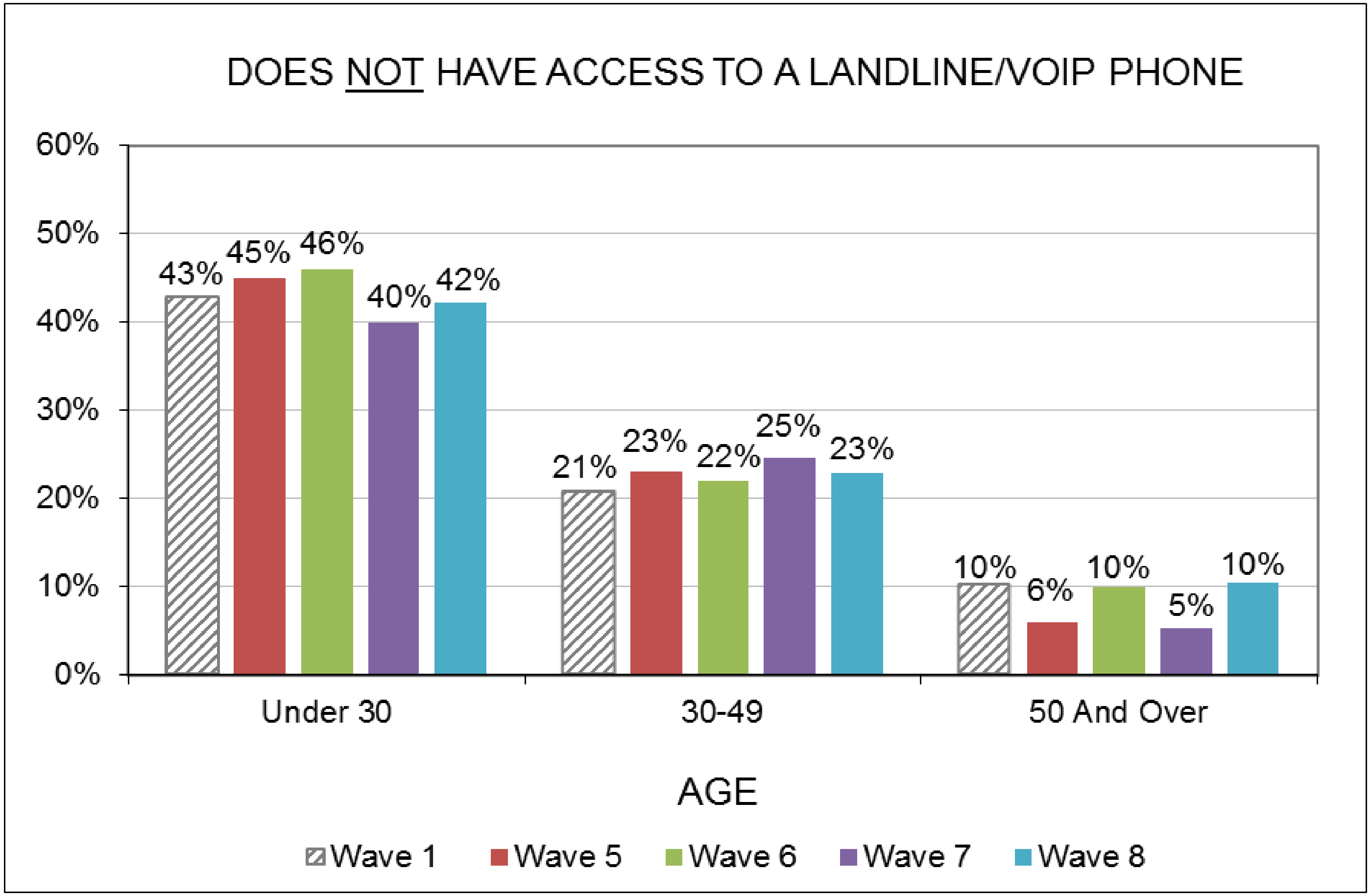
Access

- In Wave 8, nearly all respondents (97%) had a mobile phone available for their personal use. A similar proportion (94%) 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 (77%) and 50 years old and over (90%). This pattern is observed across seven waves of the study.

Access


ACCESS TO TELECOMMUNICATIONS
Landline/VOIP
100%
80%
60%
40%
20%
0%
57% 55% 54% 60% 58%
78% 77% 78% 75% 77%
91% 94% 90% 95% 90%
Under 30
30-49
50 And Over
AGE
Wave 1
Wave 5
Wave 6
Wave 7
Wave 8

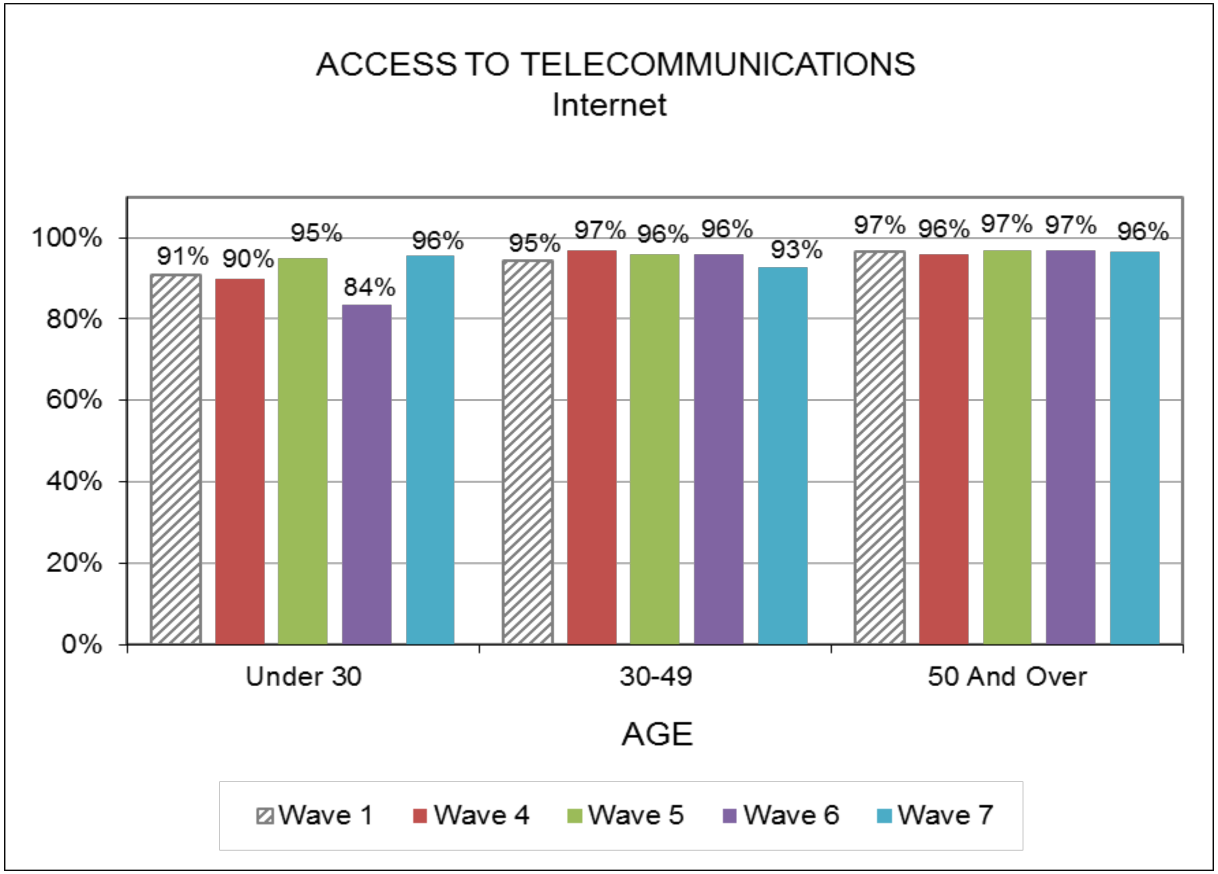
Access


DOES NOT HAVE ACCESS TO A LANDLINE/VOIP PHONE
60%
50%
40%
30%
20%
10%
0%
43%
45%
46%
40%
42%
21%
23%
22%
25%
23%
10%
6%
10%
5%
10%
Under 30
30-49
50 And Over
AGE
Wave 1
Wave 5
Wave 6
Wave 7
Wave 8

Access

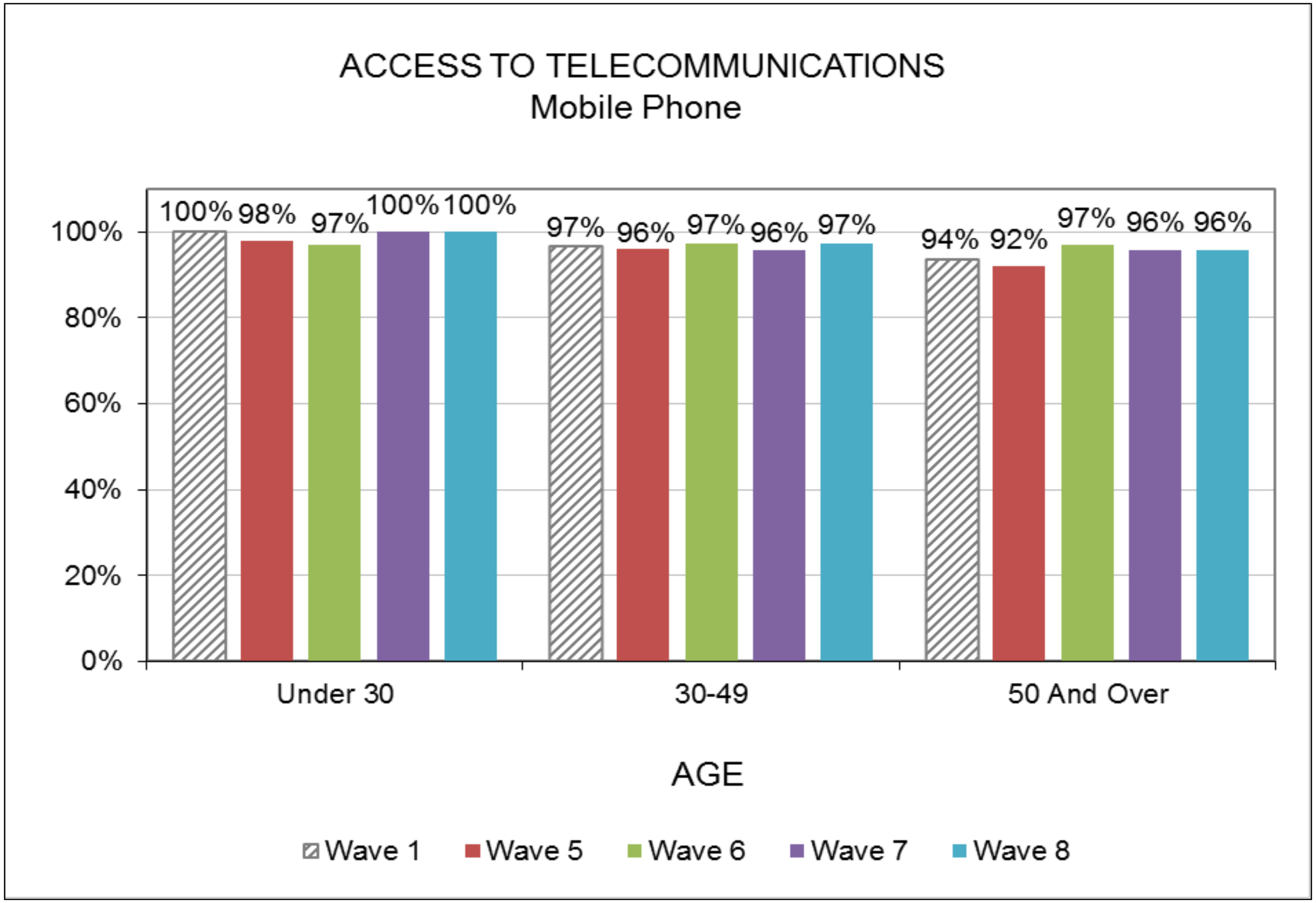
- The Internet is now an established channel of communication with 94% of the population having access to the Internet. There is relatively little differentiation by age in regard to Internet access. In Wave 6, a smaller proportion of younger respondents under 30 years old (84%) reported having access to the Internet. However, in Wave 8 results were similar to those in the first wave with 88% of those aged less than 30 years old having access to the Internet.

Access


ACCESS TO TELECOMMUNICATIONS
Internet
100%
80%
60%
40%
20%
0%
91%
90%
95%
84%
96%
95%
97%
96%
96%
93%
97%
96%
97%
97%
96%
Under 30
30-49
50 And Over
AGE
Wave 1
Wave 4
Wave 5
Wave 6
Wave 7

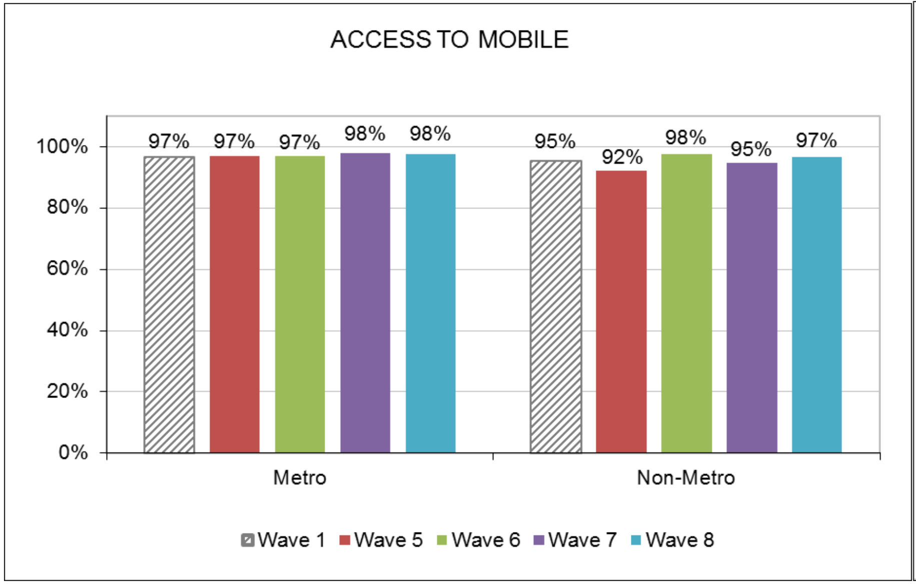
Access

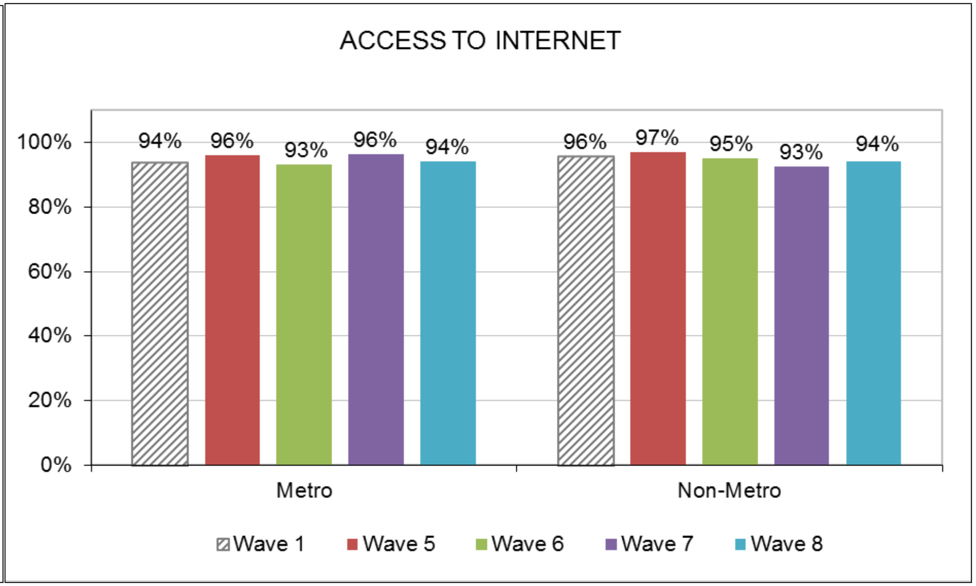
- Mobile access remains stable across all waves of the survey.



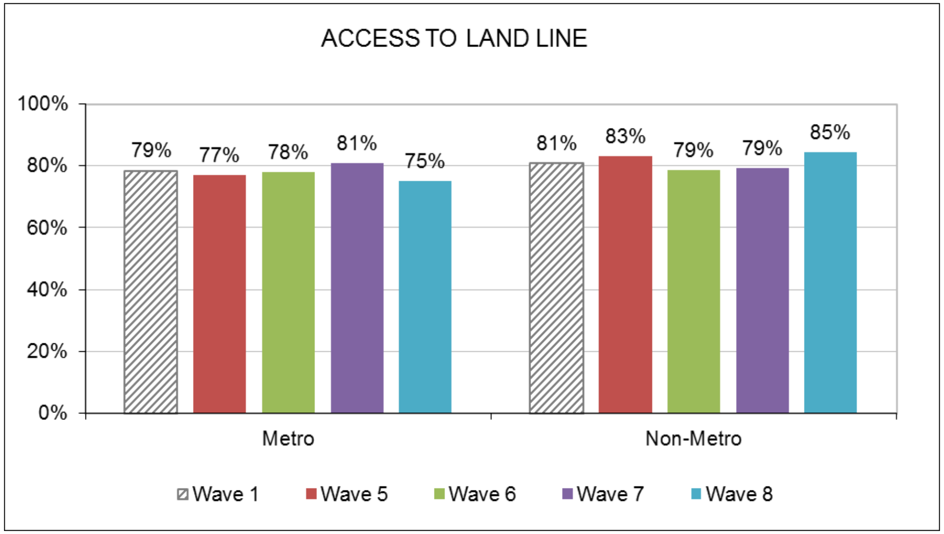
Metro/Non-Metro

- In Wave 8, there was no difference in access to the Internet and mobile phone and between those living in metropolitan and non-metropolitan regions. However, a larger proportion of respondents in non-metropolitan regions (85%) reported having access to land line than those in metropolitan areas (75%).





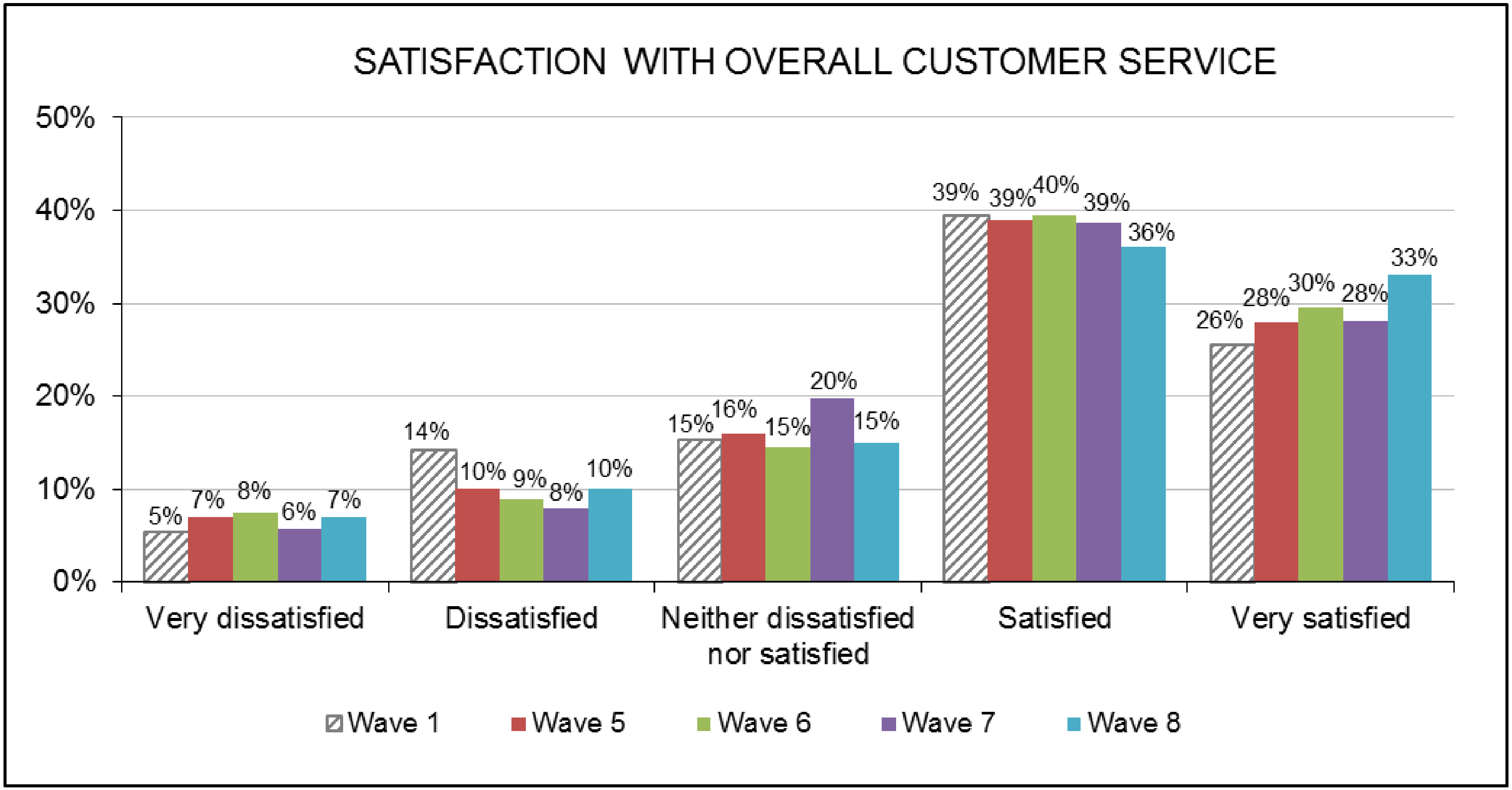
Metro/Non-Metro



Overall Customer Satisfaction

- Overall customer satisfaction with the level of service provided by Australian telecommunication providers continues to be high (69%). A third (33%) of customers reported being Very satisfied and another third (36%) are Satisfied.
- One in six (17%) respondents were Dissatisfied ('Very dissatisfied' and '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. In Wave 8, the proportion of respondents who were Very satisfied increased (33%) as compared to Wave 1 (26%).

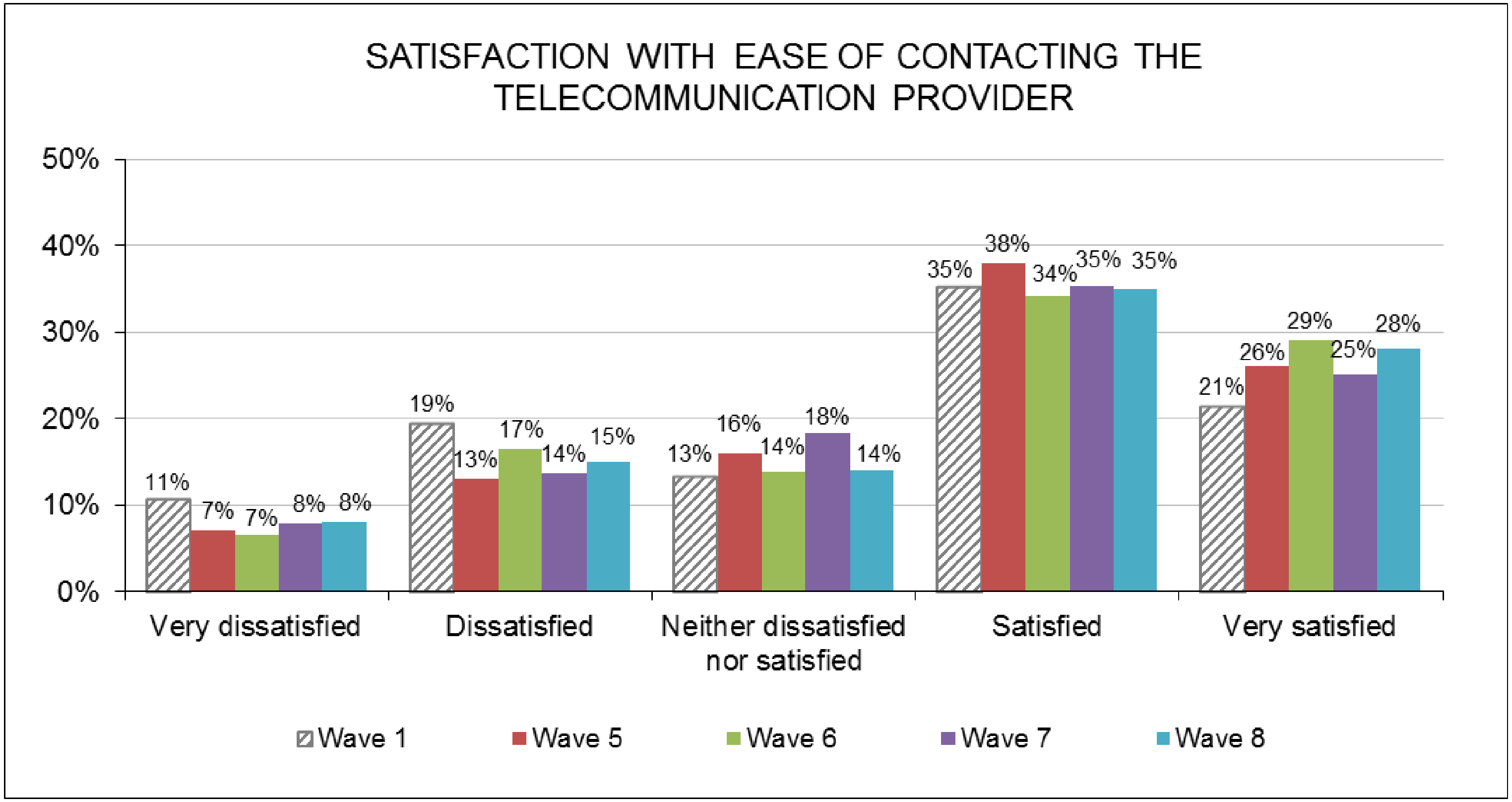
Overall Customer Satisfaction



Ease of Contacting Provider

- In Wave 8, 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.
- Around a quarter (23%) were Dissatisfied ('Very dissatisfied' and 'Dissatisfied') with the ease of their contact while a small number of the customers (8%) 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.

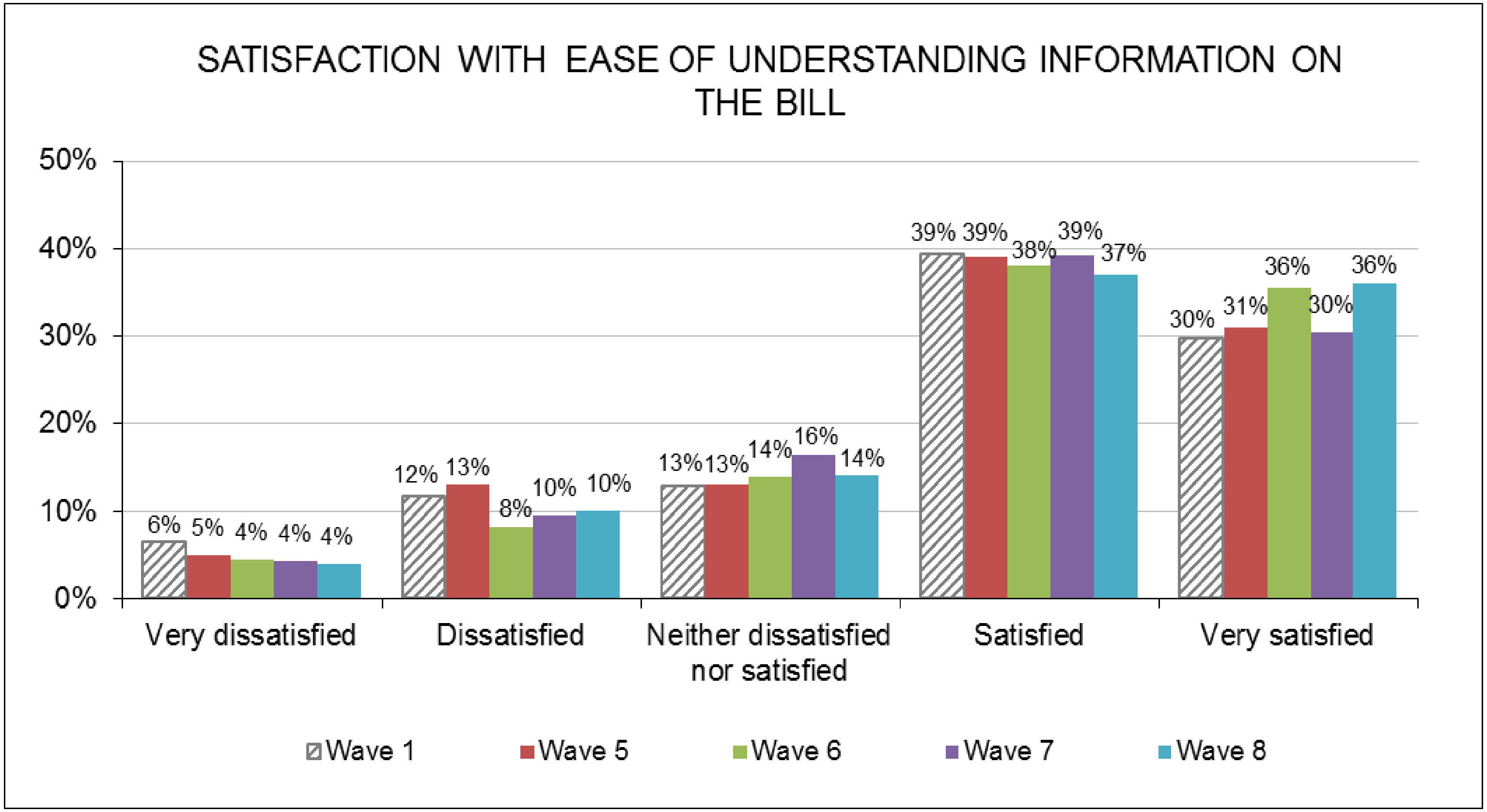
Ease of Contacting Provider



Understanding Bills

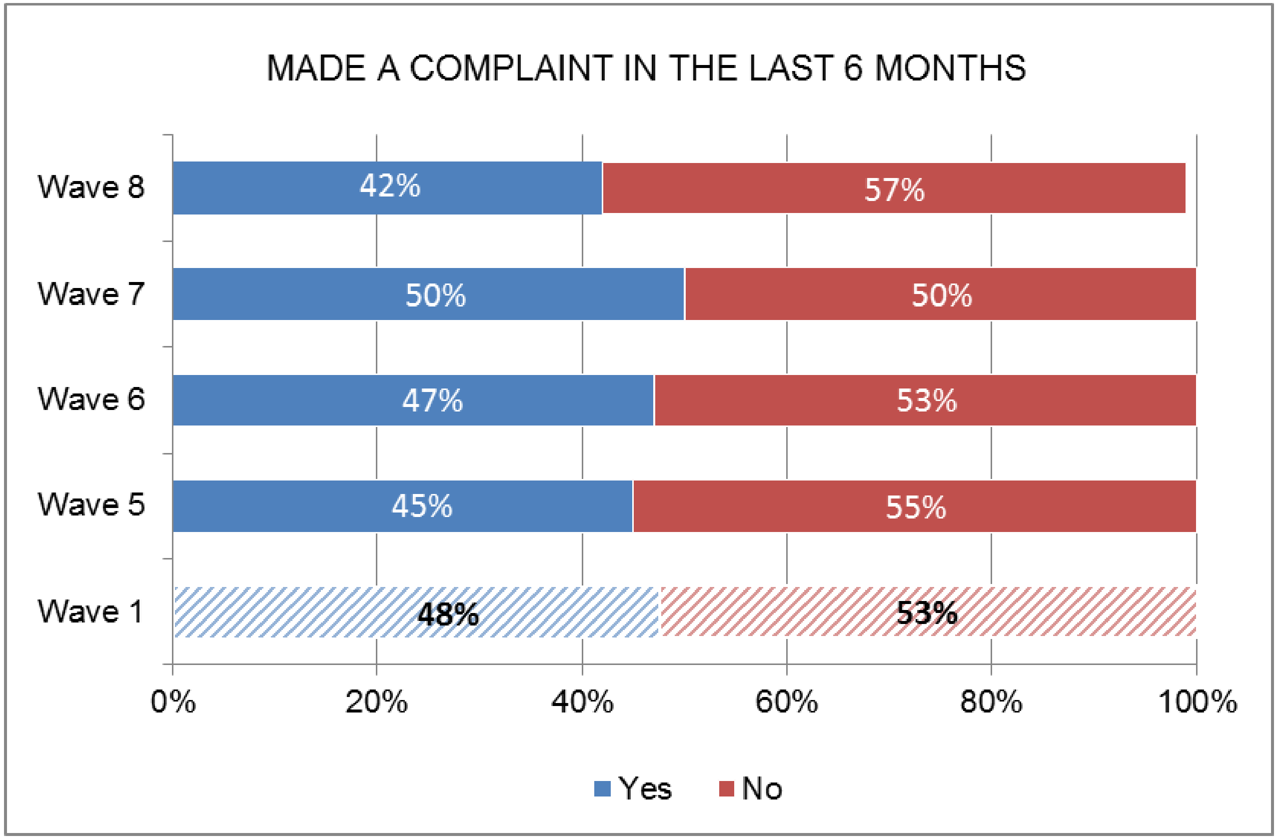
- In Wave 8, the satisfaction with ease of understanding information on the bill continues to be high. Almost three quarters (73%) of customers were satisfied (‘Very satisfied’ and ‘Satisfied’) with the ease of understanding the information on their telecommunication bill. Over a third (36%) reported they were Very satisfied.
- One in seven customers (14%) 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

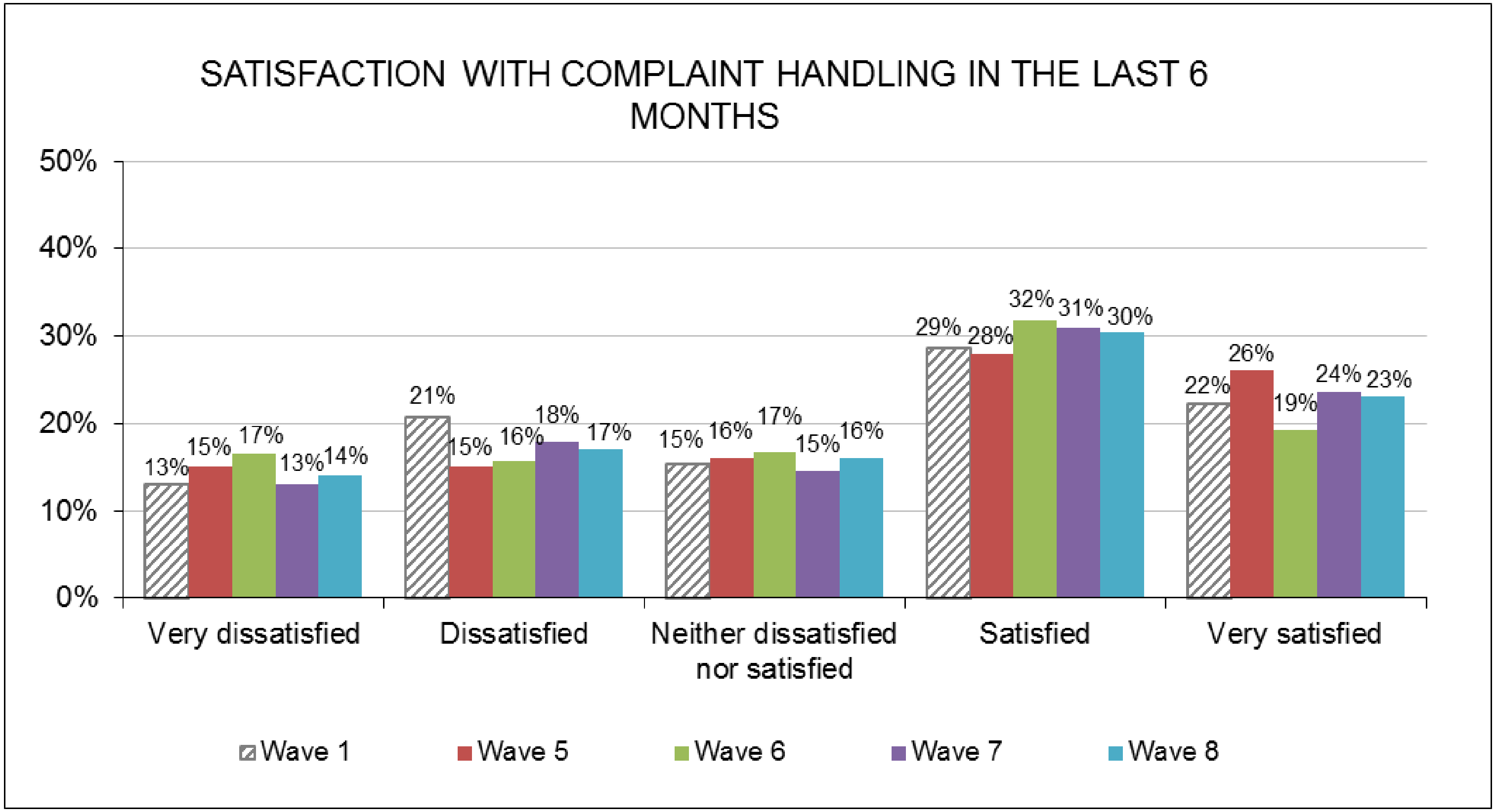
- Over two in five (42%) respondents made some form of complaint to their telecommunications provider in the six months prior to their interview. In Wave 8, a proportion of those who made a complaint dropped (42%) compared to the previous wave (50%).



Complaint Handling

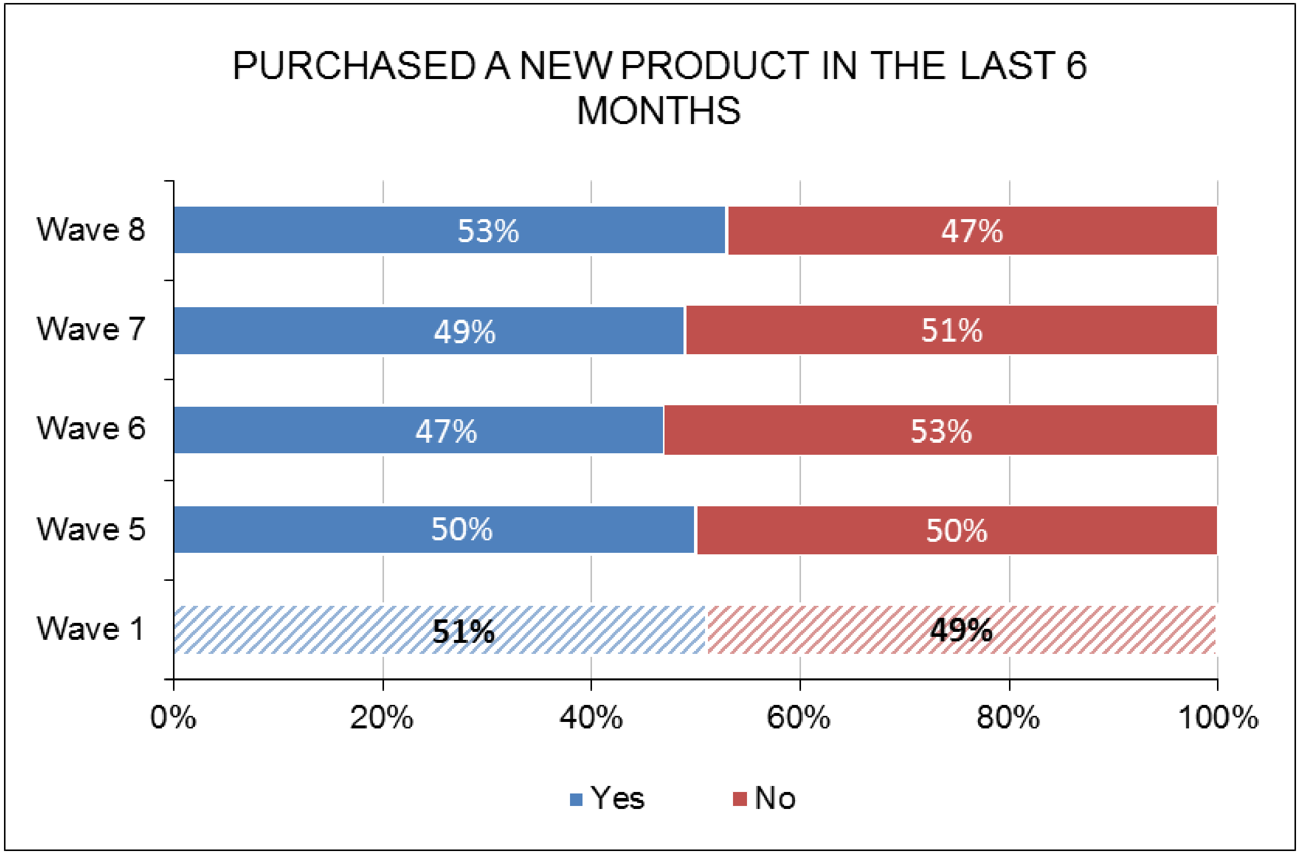
- Just over a half (53%) of those who had made a complaint in the last six months were satisfied ('Very satisfied' and 'Satisfied') with how that complaint had been handled.
- Three in ten of those making a complaint (31%) reported their dissatisfaction ('Very dissatisfied' and 'Dissatisfied') with complaint handling. One in seven (14%) were 'Very dissatisfied' with the process.
- In the last three quarters, the level of satisfaction with complaint handling remains consistently at 51% or more satisfied and is similar to Wave 1 (51%).

Complaint Handling



Product Satisfaction

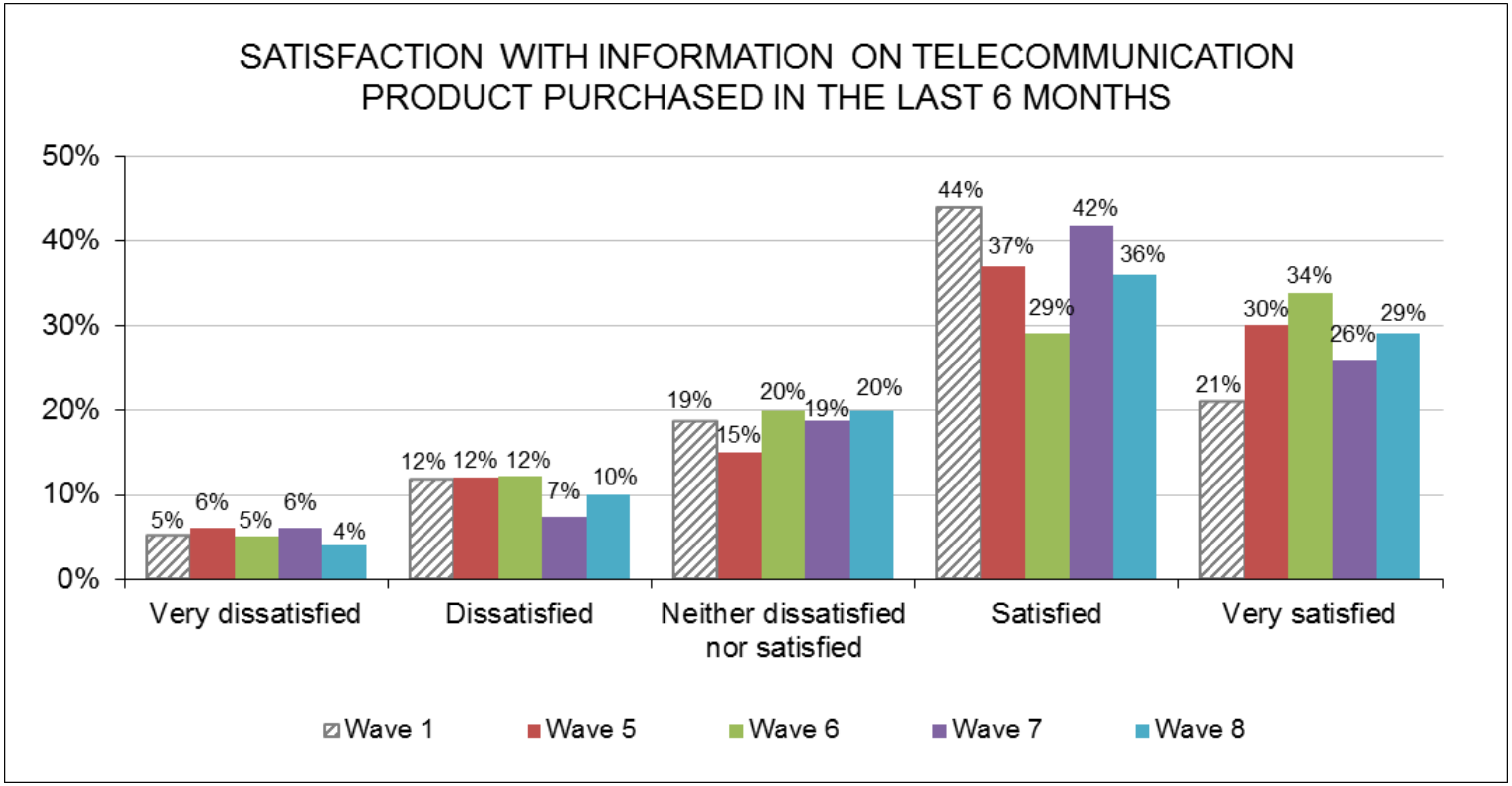
- In Wave 8, just over a half of customers (53%) said that they had purchased a telecommunication product in the six months prior to the survey.



Product Satisfaction

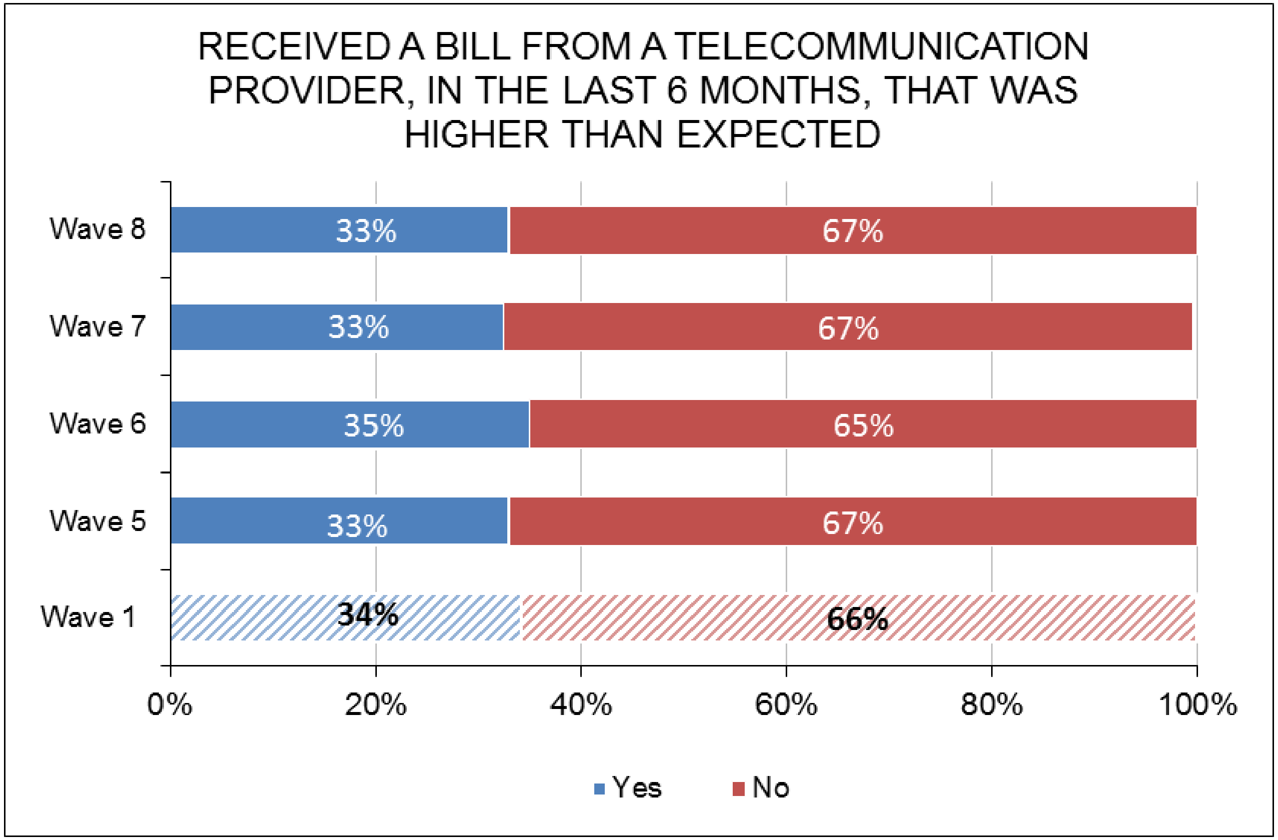
- In Wave 8, overall satisfaction with the information on products was high with two-thirds (65%) of those making a purchase ‘Satisfied’ (36%) or ‘Very satisfied’ (29%) which corresponds with overall satisfaction of the previous waves’ results. One in seven (14%) were Dissatisfied (‘Very dissatisfied’ and ‘Dissatisfied’) in some way with the information on telecommunication products purchased.
- In the last 4 waves, the proportion of respondents who were ‘Very satisfied’ with the information on products remained consistently at a level of 26% or above which is higher than in Wave 1 (21%).

Product Satisfaction



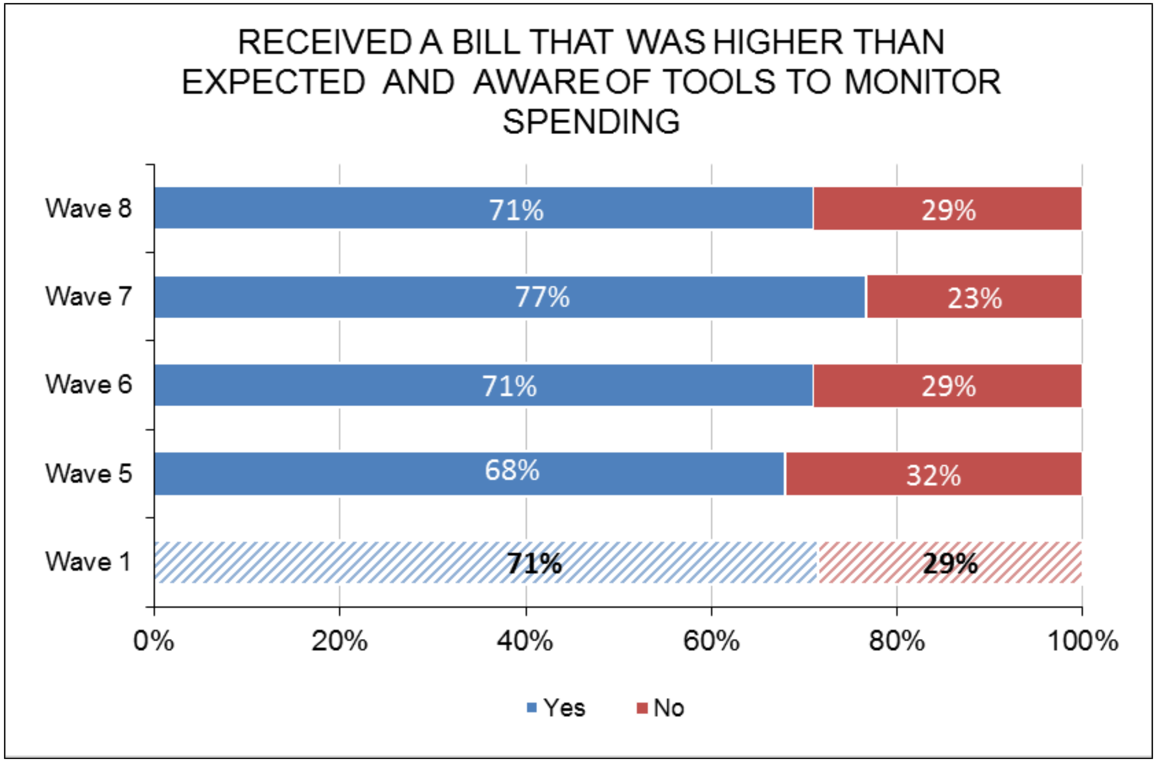
Higher Than Expected Bills

- In Wave 8, a third of respondents (33%) received a bill from a telecommunication provider in the last six months that was higher than expected.



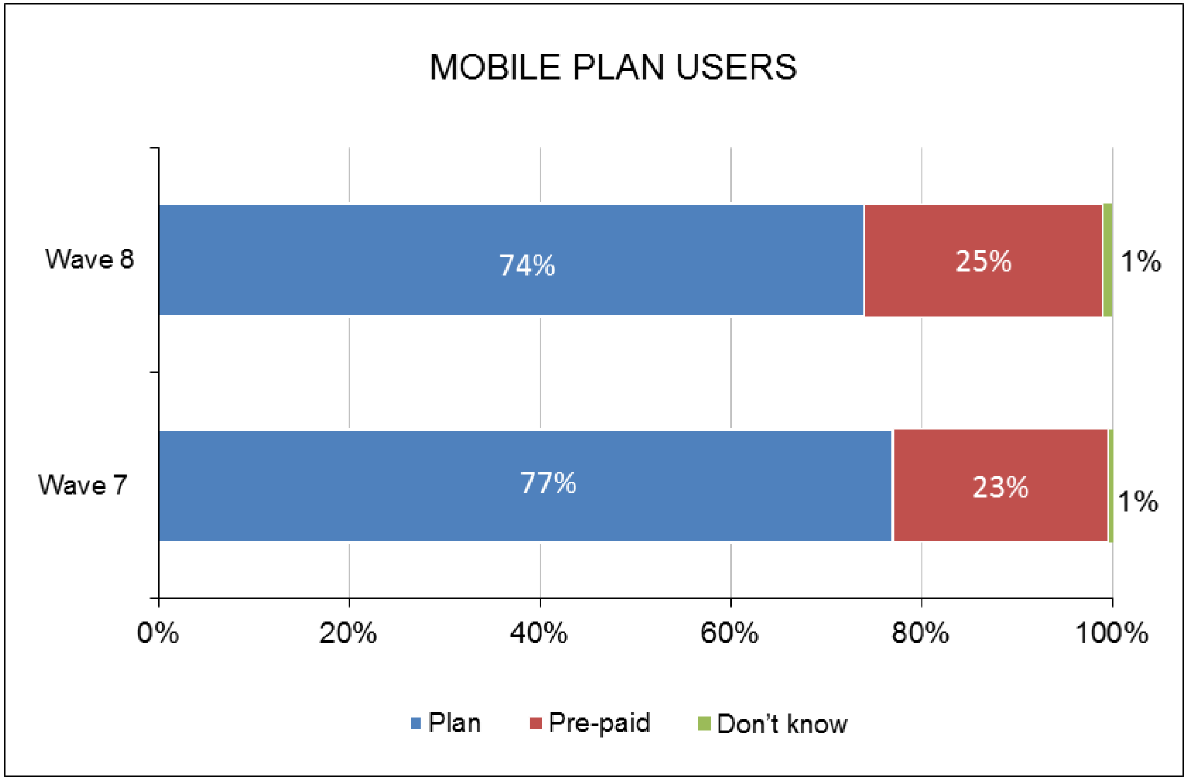
Higher Than Expected Bills

- Seven in ten (71%) 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 except for Wave 5 where the proportion of those who are aware of the tool dropped slightly to 68%.



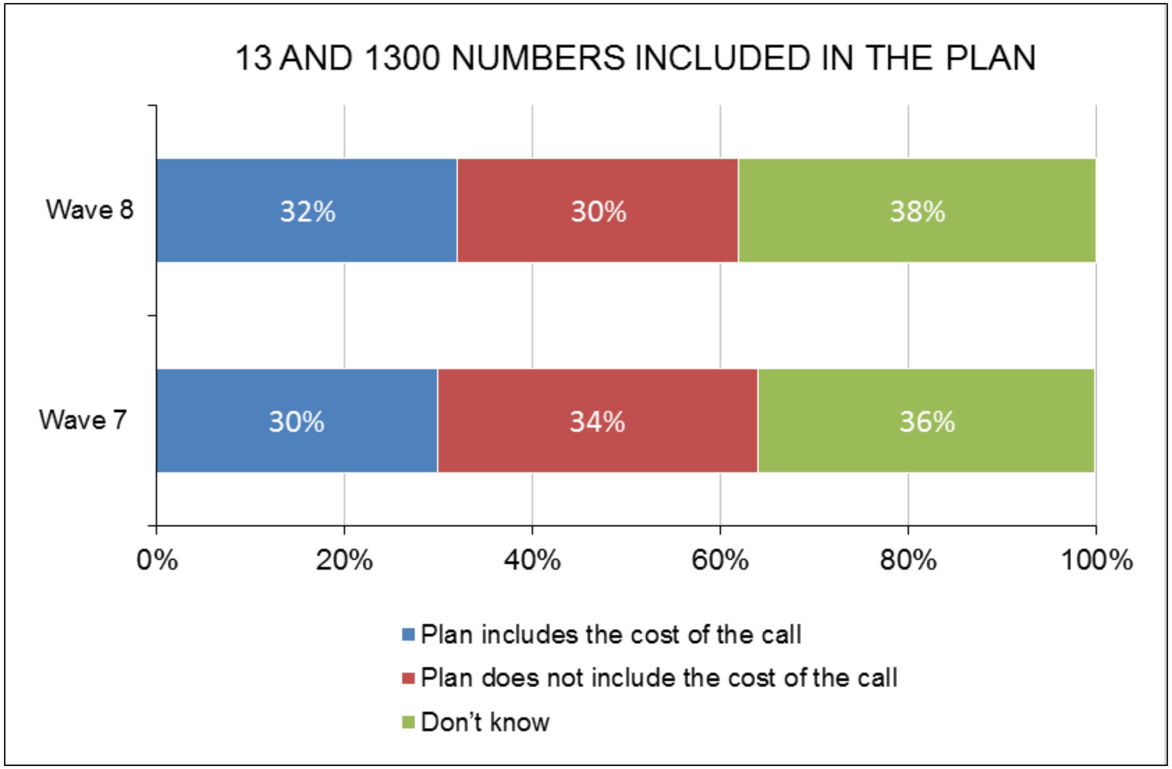
13 and 1300 Numbers

- In Wave 8, three-quarters (74%) 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, under a third (32%) 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 (38%) respondents did not know if the cost of calls to 13 and 1300 were included in their mobile plan.



13 and 1300 Numbers

- In Wave 8, a small group (6%) of those 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 (89%) 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