

Insights from the Commerce Commission's 2019 retail service quality Facebook survey

Published 14 September 2021



Introduction

- In July 2019 we published a brief [consultation paper](#) asking consumers two high-level questions about their experience with their telecommunications services.
- This survey was designed to give us an initial view of what consumers find important and what they do and don't like about their telecommunications services.
- The survey was open to anyone and did not use a representative sampling methodology, such as the one used in our Consumer Telecommunications Survey 2021.
- However, the insights we gained from the 2019 survey contributed to the evidence for our Improving Retail Service Quality draft baseline report, so we have chosen to publish those insights in these slides.



Background

- The survey asked consumers the following questions:
 - What do you like and dislike about your phone and broadband services?
 - What information would be useful to help you make choices about your phone and broadband options?
- Consumers could provide responses via an online form on the Commission's website, or via a Facebook survey, which was run by marketing firm VMLY&R.
- The online form received 110 responses and the Facebook survey received 609 responses.

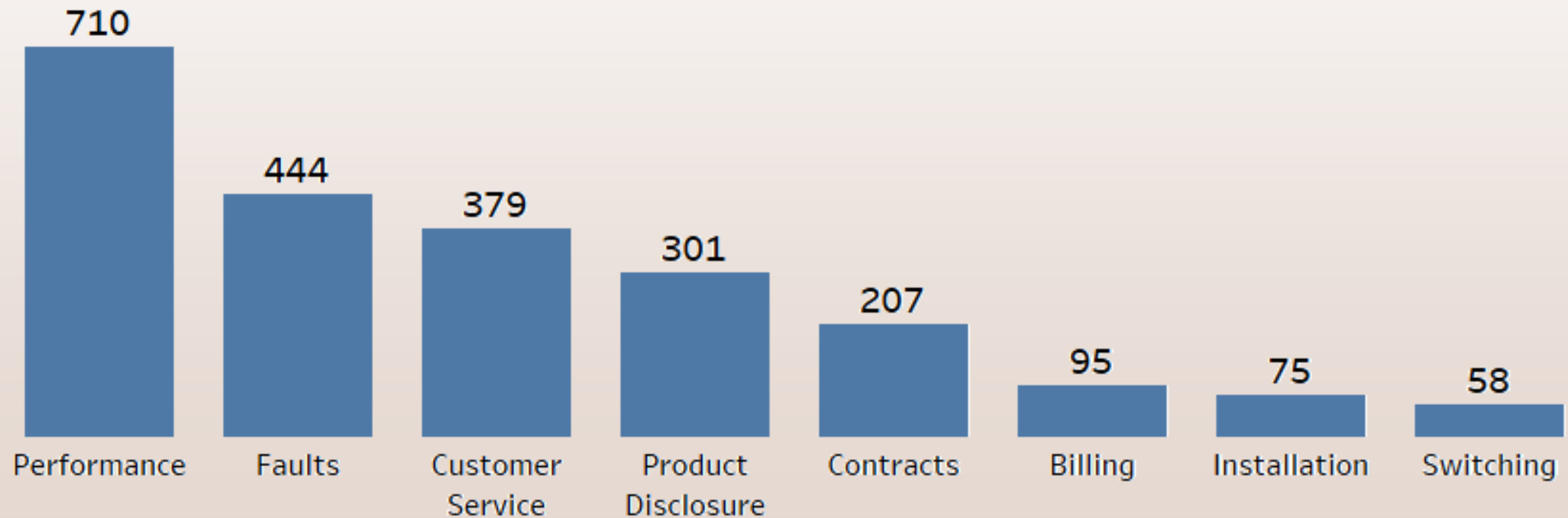


Insights

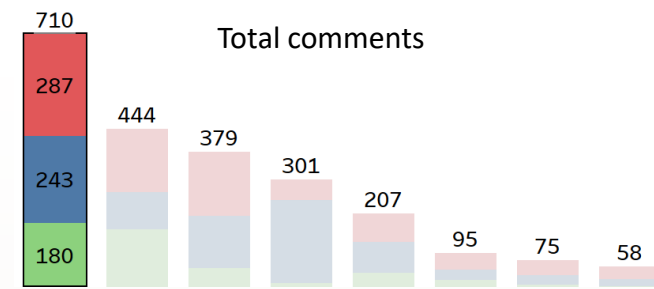
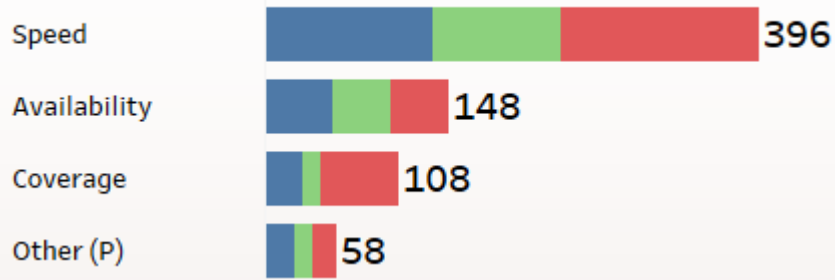
- The insights we gathered from the survey are presented in following charts in slides 5-11.
- Comments from each survey response were categorised into areas of retail service quality (RSQ). The numerical values in the charts equate to the number of unique comments about a particular RSQ area.
- Each comment was also given a **positive**, **negative** or **neutral** sentiment, which is reflected in the charts.
- The slides show insights across RSQ areas, with key themes identified for the most common areas.
- No distinction was made in these insights between mobile and broadband services.

RSQ areas

- The chart below shows the number of comments related to each RSQ area.



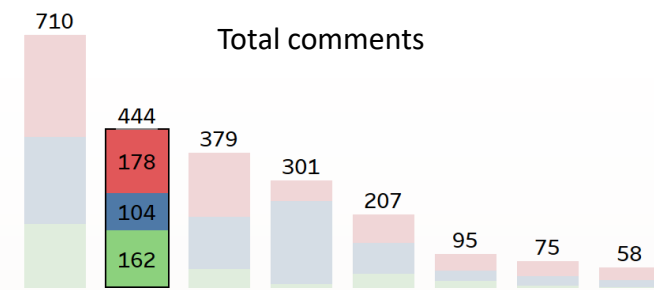
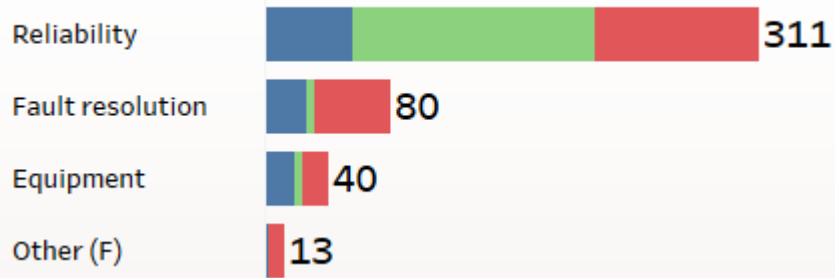
Performance



Key themes

- Speed of broadband services received the most comments.
- Consumers want to know what fixed services are available at their address, and when fibre is coming to their street.
- Consumers can have a difficult time testing mobile coverage.
- Some consumers do not feel that it is worth the time to try follow up and resolve performance issues.

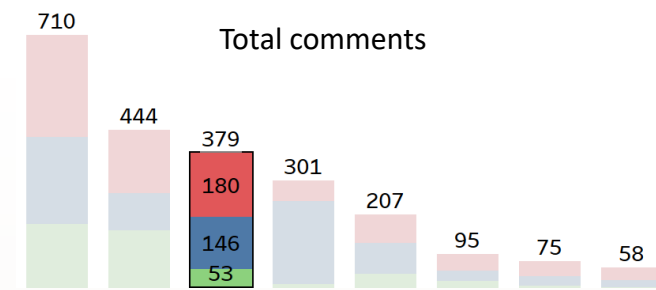
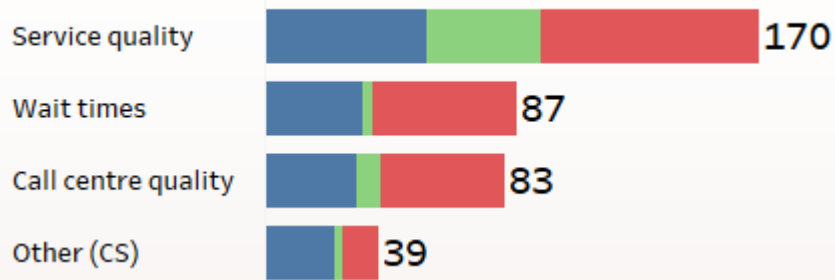
Faults



Key themes

- Fibre users generally experienced a more reliable and stable service than ADSL consumers.
- Mostly negative feedback for fault resolutions, including:
 - accessing support (wait times, phone menus)
 - being understood
 - faults left unresolved.
- Some respondents were unsure whether their fault lay with their retail service provider (RSP) or the wholesale provider, and do not understand the relationship between the two.

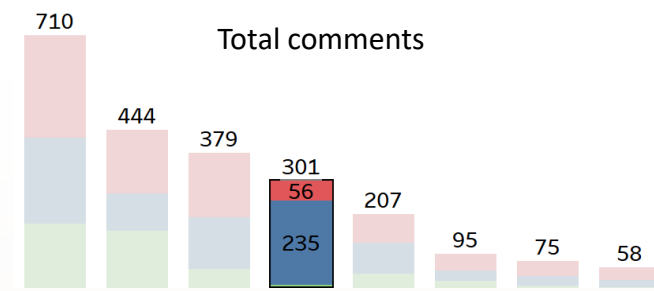
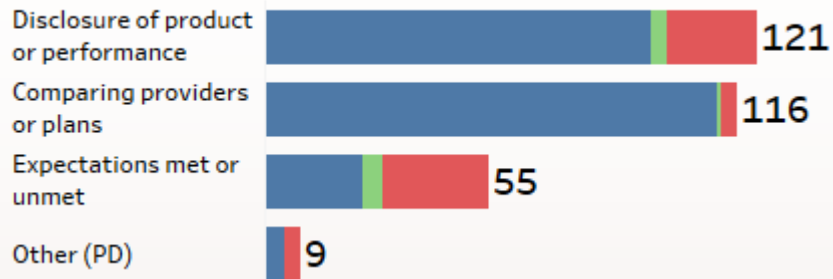
Customer service



Key themes

- Consumers want good quality customer service, including:
 - friendly service
 - prompt response
 - first time resolutions.
- Call centers do not appear to be meeting expectations, including:
 - wait times
 - communication barriers with overseas support.

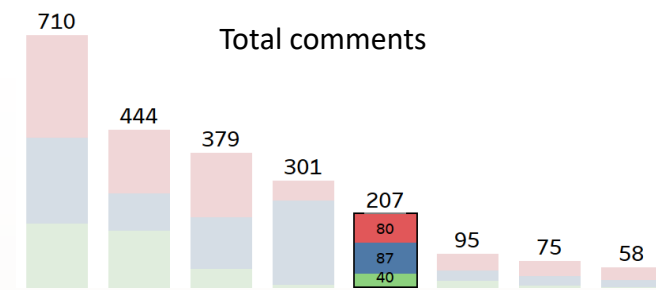
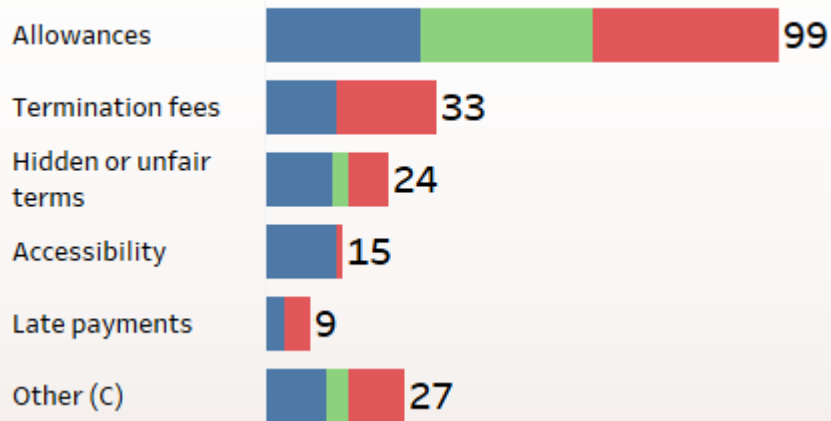
Product disclosure



Key themes

- Consumers would like easy to understand offers that can be compared across providers.
- Expectations do not appear to be being met against what is advertised.

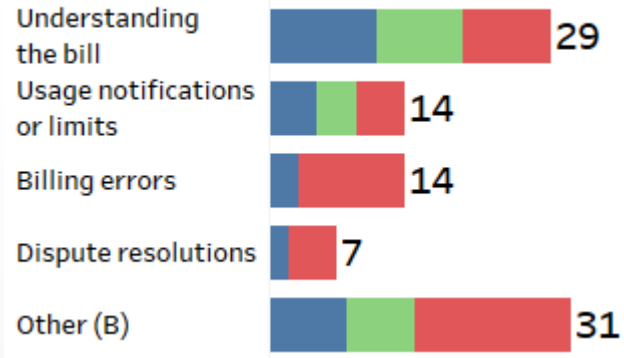
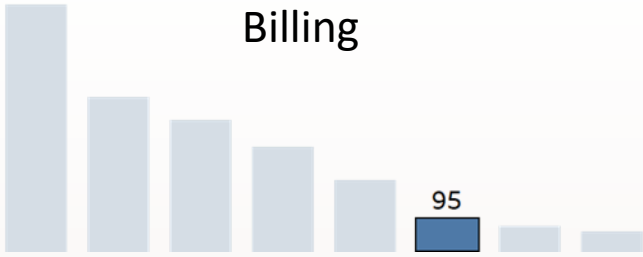
Contracts



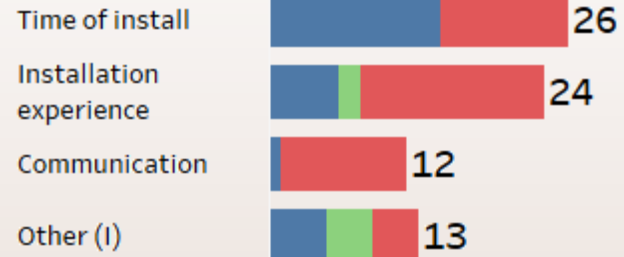
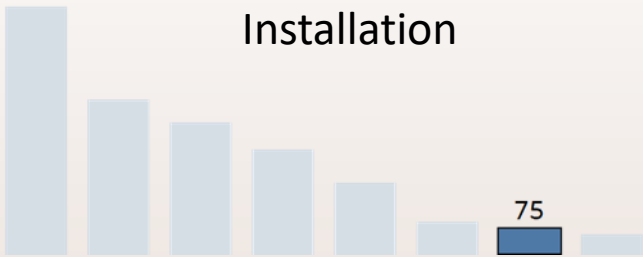
Key themes

- Consumers expressed frustration with early termination fees (ETFs) and having to provide a months' notice:
 - ETFs are considered barriers to leaving an RSP.
 - Especially frustrating when service had been very poor.
- Consumers are generally aware of their data allowance:
 - Positive feedback for consumers with rollover or unlimited data.
 - Negative feedback when consumers lose data they paid for.
- Consumers dislike RSPs increasing prices while still locked into fixed term contracts.

Billing



Installation



Switching

