

Customer Service Ranking Methodology and Guide

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Ranking Survey and Scoring Methodology

Methodological Changes

Prior to May 2024, the Customer Service Ranking research was managed by Perceptive Research. From May 2024 onwards the research has been managed by Insights HQ.

As part of this change, a review of the fieldwork and research methodology was conducted to ensure the results reported are representative of the New Zealand market. The size of the sample remained the same (approximately 400 residential and 200 SME's per month) as this was deemed a sufficiently robust base. The questionnaire also remained the same, excepting some minor changes.

However, changes to the quota and weighting structure were recommended and as a result the survey moved to an interlocked quota cell design for greater representativeness of the population. This will likely have minimal impacts on total base results.

A change to the data collection period has also been made. Previously, monthly samples were consolidated to produce findings for six-month periods. In order to increase sample size and ensure robust findings, monthly samples are now consolidated into nine-month periods.

Skinny mobile was previously included in our mobile rankings, but due to an insufficient sample size we have paused reporting their rankings. To be included in our rankings, a provider must have a sample size of at least 5% of total respondents for broadband and 10% for mobile.

Sampling

The survey is based on a sample of New Zealand telecommunications customers. The survey collects samples of both residential and SME Telecommunication decision makers using consumer panels. To be eligible for the survey a respondent must meet the following criteria:

- Main decision maker OR shared responsibility for making decisions for Internet at home or for Mobile phone plan / monthly payment / pre-pay
- Broadband / household internet OR Mobile are currently telecommunication products and services that they paid for.
- Current broadband or mobile provider is known.
- 18+ years old
- Live in New Zealand

Data collection and volumes

Data collection is by online survey. The monthly survey aims to achieve 400 residential respondents falling naturally across mobile and broadband. These monthly samples are then rolled together to form the nine-monthly sample in this report.

Data was collected in the months February to October 2024. The residential sample is weighted by age, gender and region to be nationally representative of the New Zealand population.

Scoring

Where providers score equally in terms of the percentages based on whole numbers these will be shown as scoring equally, but in order to create a position in a list they will be positioned according to their percentage calculated by using two or more decimal points.

Ranking Guide

Customers who experienced an issue

Respondents were asked the following question:

“In the last 6 months, have you experienced any of the following issues with your [Broadband internet or mobile] service? Please select as many as apply.”

An issue with service coverage (availability)	An issue with debt (e.g. an unpaid bill)
An issue with service reliability	An issue with moving home
An issue with service speed (including not getting the speed promised)	An issue with the contract terms (e.g. Early Termination Fees or contract changes)
An issue with pricing	Other, please specify
An issue with a bill you have received	No issues experienced in the last 6 months
An issue with installation/new connection	Don't know

Results show the percentage of respondents who experienced one or more issues in the last 6 months.

Sample Size

Q: In the last 6 months, have you experienced any of the following issues with your mobile service?

Base Feb – Oct 2024: Mobile provider population = 2,425, Broadband provider population = 3,009

Satisfaction with Speed of Resolution and Staff Helpfulness and Knowledge

Where respondents indicated they had experienced an issue in the last six months they are asked the following questions:

- “How satisfied were you with how long it took to resolve the issue?”, and
- “How helpful and knowledgeable were [provider’s] staff with the issue you had?”

For both questions, results are in the form of the percentage who scored their provider 4 or 5 out of 5 on a satisfaction scale, with 1 being very dissatisfied and 5 being very satisfied. Percentages are calculated by excluding those who answered, “don’t know”.

What is a good satisfaction score?

Our review of publications in this area indicates that a 'good' customer satisfaction score is between 75% - 85%.

Sample Size

Q: How satisfied were you with how long it took to resolve the issue?

Base Feb – Oct 2024: Mobile provider population = 366, Broadband provider population = 890

Q: How helpful and knowledgeable were [provider's] staff with the issue you had?

Base Feb – Oct 2024: Mobile provider population = 368, Broadband provider population = 889