

# Customer Service Ranking Methodology and Guide

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## **Ranking Survey and Scoring Methodology**

### **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 six-monthly sample in this report.

Data was collected in the months September 2023 to February 2024. The residential sample is weighted by age, gender and region to be nationally representative of the New Zealand population. The total sample numbers reflect all respondents, including those who have selected 'other' provider from the providers listed.

### **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.

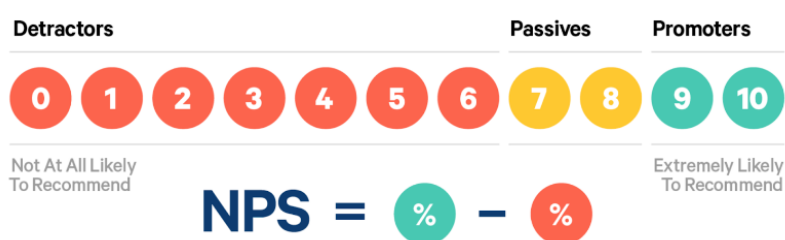
## Ranking Guide

### Net Promoter Score (NPS)

NPS measures the loyalty of customers to a company. NPS is calculated based on customer responses to the question: "How likely would you be to recommend [your provider] to a friend or family member?" Respondents rate their likelihood to recommend on a scale from 0 (not at all likely) to 10 (extremely likely). Based on their ratings, customers are then classified into three categories:

1. Promoters (9-10)
2. Passives (7-8)
3. Detractors (0-6)

NPS is calculated using the following formula:  $NPS = (\text{Percentage of Promoters} - \text{Percentage of Detractors})$ . NPS scores range from -100 (all customers are detractors) to +100 (all customers are promoters).



What is a good NPS score?

A score above 0 indicates more promoters than detractors. Bain & Co, the creators of the NPS metric, consider a score above 20 is favourable, above 50 is excellent, and above 80 is world class.

Total Sample Size

Sep 23 – Feb 24	Mobile	Broadband
NPS	2,387	2,053

### 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.

*Total Sample Size*

<i>Sep 23 – Feb 24</i>	Mobile	Broadband
Customers with an Issue	2,387	2,053

**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 [providers] staff with the issue you had?”

For both questions, results are in the form of the percentage who scored their provider 7, 8, 9, or 10 out of 10 on a satisfaction scale, with 1 being very dissatisfied and 10 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%.

*Total Sample Size*

<i>Sep 23 – Feb 24</i>	Mobile	Broadband
Speed of resolution	503	840
Staff knowledge and helpfulness	516	899