

Monday, 9 December 2019

## Boost Mobile and ALDImobile locked in tight race for annual satisfaction award

**The latest Roy Morgan customer satisfaction data shows Boost Mobile is the winner of the Mobile Phone Service Provider of the Month Award for October, with a customer satisfaction rating of 89%. Boost Mobile now sits equal with ALDImobile on four monthly satisfaction wins for 2019, setting up a close finish for the annual award.**

The [Roy Morgan Mobile Phone Service Provider Customer Satisfaction Report](#) puts Boost Mobile's customer satisfaction rating of 89% ahead of ALDImobile (85%), TPG (79%), Belong (79%), Southern Phone (78%), Vodafone (77%), Amaysim (76%) and Optus & Telstra (both 75%).

These ratings have been drawn from the Roy Morgan Single Source survey, derived from in-depth face-to-face interviews with around 50,000 Australians each year in their homes.

Roy Morgan CEO Michele Levine notes that the Mobile Phone Service Provider category is shaping up to be a tight race in the annual Roy Morgan customer satisfaction awards.

*"At the beginning of the year, Boost Mobile wasn't ranked in the top five service providers for customer satisfaction, and its first monthly award win didn't come until June. But since then its strong ratings have proved difficult to beat. The annual award for 2019 is now a two-horse race between Boost Mobile and ALDImobile.*

*"As it currently stands, Boost Mobile holds a 4% lead ahead of ALDImobile in October. If we look at the trend over the past few months, Boost Mobile has increased by around 5%, whereas ALDImobile has climbed only 2%. While ratings can change from month-to-month, you'd have to say that Boost Mobile is in the box seat.*

*"A recent entrant in the top five ratings leaders has been Belong, a subsidiary of Telstra that launched its mobile services in October 2017 and has since built strong satisfaction ratings among consumers. It demonstrates that even relative newcomers to the market can compete with established companies in terms of customer satisfaction," Ms. Levine said.*

It is important to note that Boost Mobile is not itself a network provider but rather a 'Mobile Virtual Network Operator' (\*MVNO) which utilises the underlying Telstra mobile network to provide its service. Runner-up ALDImobile also uses the Telstra network, and several other smaller providers also rely on Telstra, Optus or Vodafone networks. When it comes to these underlying mobile networks, the Vodafone network with an overall customer satisfaction rating of 77% is narrowly ahead of the Telstra network on 76% and the Optus network on 74%.

\*Mobile Virtual Network Operators (MVNOs) are smaller operators which use a larger network to provide their mobile service, as listed below:

Optus: Amaysim, Coles Mobile, Dodo, Southern Phone, iiNet, Vaya & Virgin Mobile (closing in 2020).

Telstra: ALDImobile, Belong, Boost, Lycamobile, Woolworths mobile.

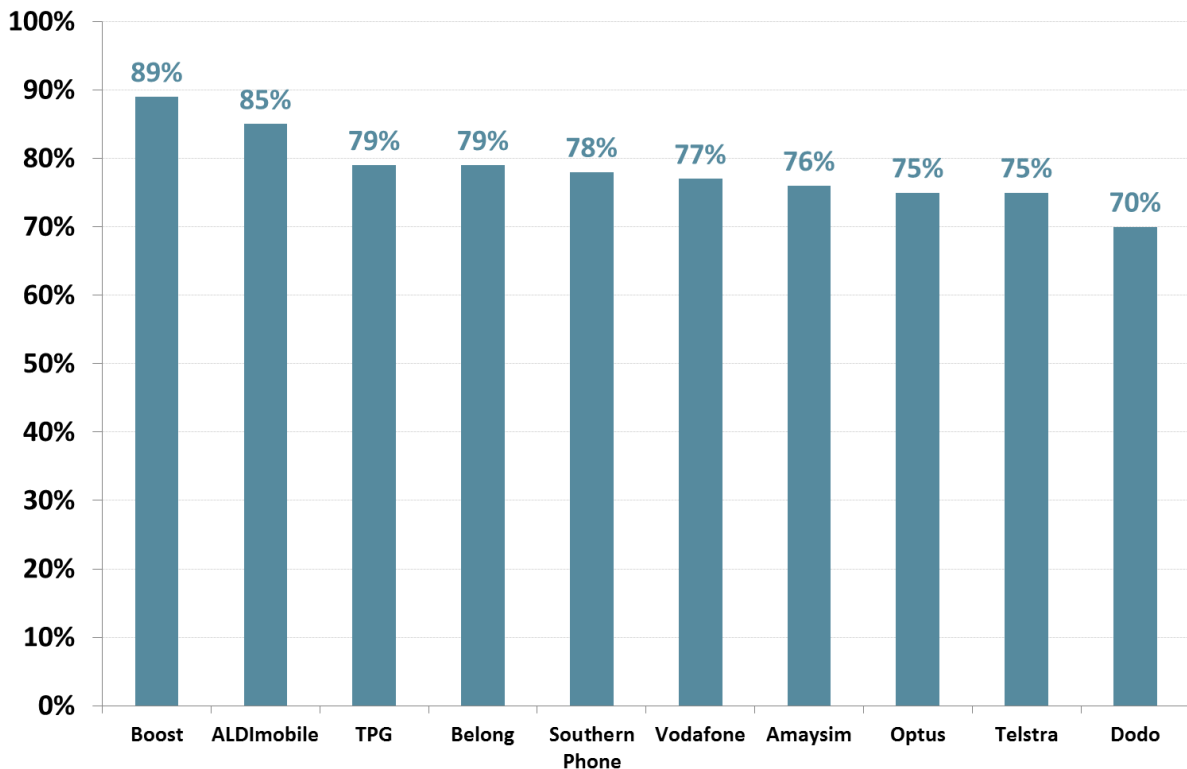
Vodafone: Kogan Mobile, Lebara and TPG.

As well, Southern Phone acts as an MVNO using both the Optus and Telstra networks.

*While the Roy Morgan Customer Satisfaction Awards focus on satisfaction ratings, there is far more in-depth data available. Roy Morgan tracks a huge range of variables including customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. Detailed data and analysis are included in the Roy Morgan [Mobile Phone Service Provider Customer Satisfaction Report](#).*

FOR IMMEDIATE RELEASE

## Leading mobile phone service provider customer satisfaction ratings



**Source:** Roy Morgan Single Source Australia. November 2018 – October 2019, n= 16,641.

**Base:** Australians 14+ with a mobile phone service provider.

### The typical 'Boost Mobile' customer

Boost Mobile's typical customer is a man aged 25-34, likely to be living in a household without children and be classed as a Light Spender. The Boost Mobile man, as we might think of him, likely belongs to the [Socially Aware Roy Morgan Value Segment](#). People in this segment often have a strong sense of social responsibility and a propensity for convincing others of their opinions. Common occupations include public servants, politicians and researchers.

He's more likely than the average Australian to want an ecotourism experience for his next break and more likely to avoid holiday accommodation that doesn't have genuine environmental policies. He also likes to take holidays away from crowds. Yet he is more likely than the average Australian to smoke and to have gambled and placed a bet in the past 12 months, however he is less likely to have a loan or credit card.

If you'd like to know in-depth demographics, characteristics, attitudes and behaviours of any mobile phone service provider customer, visit our [Mobile Phone Service Providers customer profile page](#).

**For comments or more information about Roy Morgan's mobile phone provider data and other detailed telecommunications and consumer data please contact:**

**Roy Morgan Enquiries**  
Office: +61 (3) 9224 5309  
[askroymorgan@roymorgan.com](mailto:askroymorgan@roymorgan.com)

### Need to know what is driving brands' customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <https://www.customersatisfactionawards.com>

## About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years' experience collecting objective, independent information on consumers.

## Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2