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The 2018, 8th Annual Roy Morgan Customer Satisfaction Awards: Telecommunications and Utilities Winners

Australia's most satisfying home phone, mobile phone, internet, and utilities service providers were recently announced at the 2018 Roy Morgan Customer Satisfaction Awards.

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy, NPS and Net Trust Score (NTS) across a wide range of industries and brands. This data can be analysed by month and importantly for the competitive set in each category.

Telecommunications Winners

Home Phone Provider

OPTUS was the winner of the Home Phone Service Provider award, with six of the year's monthly awards.

Mobile Phone Service Provider

Competition in this market is tough, with three providers each enjoying at least one month in top place (iiNet, ALDI Mobile and Virgin Mobile). The winner was **Virgin Mobile** with six monthly wins.



OPTUS and Virgin Mobile celebrating their awards for Home Phone Provider of the Year and Mobile Phone Service Provider of the Year on the rooftop at Tonic House

Internet Service Provider

The winner for the fourth consecutive year was **iiNet**, winning eight months during 2018.

Handset Provider

One handset provider has dominated the Roy Morgan Customer Satisfaction Awards ever since it began in 2011. Now with its eighth consecutive annual win, the **Apple iPhone** remains Australians' favourite mobile handset.

Utilities Winners

Electricity Provider

Winning for the fourth year in a row was **Red Energy**, with an impressive nine monthly wins.



Lots of energy here in this photo! General Manager of Business Development David Holman and the Red Energy team celebrating their fourth victory on the rooftop at Tonic House.

Gas Provider

The winner was **Kleenheat** with eleven months on top.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at

www.customersatisfactionawards.com