



Tuesday, 28 July 2020

Telstra and Optus both substantially increase mobile service provider satisfaction for business users

New data from the [Roy Morgan Customer Satisfaction Report on Mobile Phone Service Providers](#) shows Australia's two leading mobile phone service providers have increased the satisfaction of their business users substantially since the low points they recorded during 2019.

Business user satisfaction with Telstra was at 75% in the year to March 2020, up more than 10% points since a low point of 64.9% a year ago in April 2019.

In a similar vein, business user satisfaction with Optus increased substantially from the middle of 2019, up nearly 14% points from a low of only 49.2% in August 2019 to 63.1% in the year to March 2020.

These ratings show Telstra had the definite edge for business user satisfaction, with a lead over Optus of almost 12% points in March. In fact, the trend shows Telstra maintaining an edge of at least 10% points consistently over the past year.

As recently as early 2017 Optus was slightly in front of Telstra for business user satisfaction but the latest results show the mobile service provider still has work to do to close the gap further.

This new data comes from Roy Morgan Single Source, Australia's most comprehensive consumer survey, derived from in-depth interviews with around 50,000 Australians each year.

Roy Morgan CEO Michele Levine says the COVID-19 pandemic has forced many millions of Australians to work from home at short notice and this has put an ever greater importance on the mobile phone as a business tool, and on how satisfied business customers are with the major mobile service providers:

"The [4.3 million Australians forced to work from home](#) during the last few months are relying more than ever on their mobile and internet services to provide them with as seamless a work environment as possible – even if they're doing that work in the dining room with the kids next door in the lounge room.

"In this environment a reliable connection is vital and many will also be using their mobile phone as a 'hotspot' to allow connections for other devices such as laptops and iPads.

"The latest Roy Morgan data shows both Telstra and Optus entered the lockdown period improving from the perspective of business users. Customer satisfaction with Telstra amongst business users reached 75% in the year to March 2020, up more than 10% points from April 2019 and its highest for more than two years since January 2018.

"Although still well behind, Optus increased its business user customer satisfaction even more since mid-2019 – up by nearly 14% points to 63%. The improving ratings for both providers are an encouraging sign as the networks have been placed under increased stress over the last few months since lockdown began in late March.

"Maintaining a high level of customer satisfaction during this challenging period is key for the service providers when businesses that are under acute financial pressure are constantly on the lookout for the best service they can get at the best possible price.

"Keeping these important business customers satisfied is the best guarantee they will continue with your service."

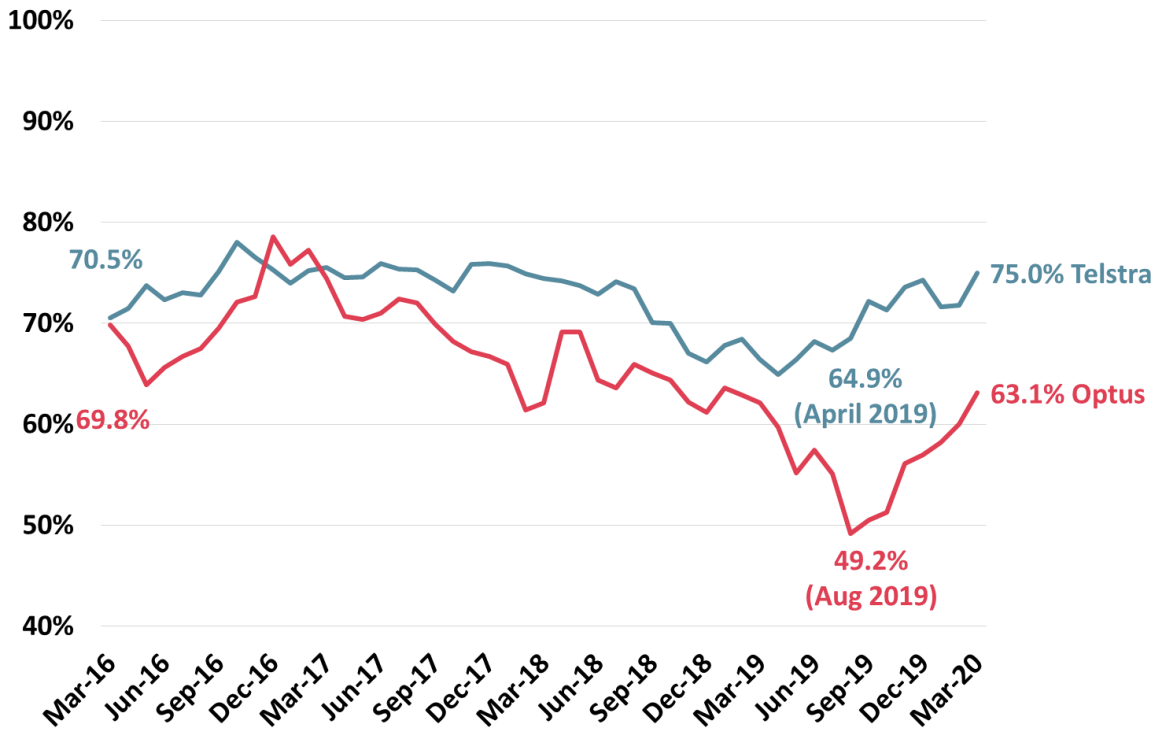
For comments or more information about [Roy Morgan's Customer Satisfaction Report on Mobile Phone Service Providers](#) as well as customer satisfaction profiles for leading Australia's leading mobile phone services providers including Optus, Telstra, Vodafone, TPG and more please contact:

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Mobile Phone Service Provider Satisfaction – Business Users: 12 month moving averages



Source: Roy Morgan Single Source Australia, April 2015 – March 2020, Average 12 monthly sample, n=474.
Base: Australians 14+ business users of mobile phone.

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 and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.

Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 years' experience in 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 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

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