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2016 Roy Morgan Customer Satisfaction Awards: Telecommunications and Utilities winners revealed

Australia's most satisfying home phone, mobile phone, internet, and utilities service providers were announced last week at the 2016 Roy Morgan Customer Satisfaction Awards.

Telecommunications Winners

Home Phone Provider

Southern Phone scored its fourth consecutive Home Phone Service Provider award, with a clean sweep of the year's monthly awards and a peak of 90 percent of customers satisfied. This year, TPG made a late run into the Top 3, overtaking its own subsidiary iiNet by the end of 2016, while Optus consistently held the number two position through the year.

Home Broadband Service Provider

Internode not only made it two in a row, but actually improved on last year's win by claiming all 12 monthly awards in 2016. The number one reason Internode's customers choose it as their broadband provider is for its better customer service. That's a lot to live up to – but this victory proves that it does.

Mobile Phone Service Provider

Unlike for home phone and broadband, it was a much closer race among mobile providers. Four brands each enjoyed at least one month in the top spot for customer satisfaction during 2016, including Amaysim (with four wins), Southern Phone (two wins), Vodafone (one win), and the final champ, with five monthly wins: **iiNet**.

Handset Provider

Since the very first Roy Morgan Customer Satisfaction Awards in 2011, one handset has dominated. Now with its sixth consecutive annual win, the **Apple iPhone** remains Australians' favourite mobile handset. Sony and Samsung tussled for second spot, while HTC, LG, Huawei and Motorola took turns rounding out the top five during the year.

Utilities Winners

Electricity Provider

Winning for the second year in a row (and its third overall since being the first Electricity Provider of the Year in 2011) is **Red Energy**. However, demonstrating the increasing commitment to Customer Satisfaction by a number of utilities providers, Red faced stiffer competition last year. Simply

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Energy, Lumo Energy and Energy Australia each made a serious run for the crown mid-year—but Red Energy rose to the challenge and finished strong.

Gas Provider

However Red Energy was unable to duplicate its 2015 feat of winning *both* Utilities categories. Instead **Lumo Energy** has (finally) claimed its first utilities award for Gas Provider. A fixture in the top five for both Electricity and Gas for a number of years, Lumo claimed eight monthly awards with a peak of 78% of customers satisfied.

Telecommunications and Utilities Customer Satisfaction Award winners for 2016

Home Phone Provider of the Year	Southern Phone
Home Broadband Service Provider of the Year	Internode
Mobile Phone Service Provider of the Year	iiNet
Handset Provider of the Year	Apple iPhone
Electricity Provider of the Year	Red Energy
Gas Provider of the Year	Lumo Energy

Michele Levine, CEO, Roy Morgan Research, says:

“Roy Morgan Research congratulates the winners, the near-winners and the most-improved providers for home phones, mobile phones, broadband, handsets, electricity and gas.

“Telecommunications and utilities services are essential. Customers fundamentally want some mix of cheaper rates and reliability, and these are the most common factors when choosing providers across these industries. If service is delivered consistently and there are no ‘bill shocks’, customers will be satisfied.

“In this coming age of ‘frictionlessness’, perhaps the most satisfying thing these providers could do is minimise—as close to zero as possible—how much their customers need ever think about them. This includes when things go wrong, or when they need to move house, modify a plan or query a usage charge.

“All providers need to continue to work to streamline and de-friction the customer experience. While internal bundling of services is already prevalent—offering electricity and gas, home phone, mobile phone and broadband—and some brands already do operate across both industries, there is more opportunities for cross-company bundles based on customer synergies and industry-wide centralising of processes.

“Future customers will simply not be able to fathom why they should ever have to do more than push a button on an app to view their entire household’s phone, internet and utilities usage history in one spot, to see details about service interruptions, or to have everything moved to a different address.”

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 (or sabotaging) your customer satisfaction? For comments or more information, please contact:

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Visit the Roy Morgan [Customer Satisfaction Awards website](http://customersatisfactionawards.com). This website monitors the ongoing movements in Customer Satisfaction for many businesses across different industries.

customersatisfactionawards.com

How Roy Morgan scores Customer Satisfaction

What constitutes satisfaction?

For each product or service Roy Morgan Research asks customers to rate that product or service on a scale of: 'very satisfied', 'fairly satisfied', 'neither satisfied nor dissatisfied', 'fairly dissatisfied' and 'very dissatisfied' or 'completely satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'not very satisfied' and 'not at all satisfied'. We combine those that were 'fairly satisfied' and 'very satisfied' and calculate this as a percentage of total customers. For every category only customers of that product or service are included.

Collection of satisfaction ratings

Roy Morgan Research has over 75 years' experience in collecting objective, independent information on consumers. We conduct Australia's largest continuous nationwide single source survey, conducting approximately 50,000 face-to-face interviews with consumers across Australia every year. Customer Satisfaction ratings are collected as a part of these surveys. For more information on how we collect our data, please view the [Single Source fact sheet](#).

Time periods

Roy Morgan Research continuously monitors customer satisfaction throughout the year. We use cumulative rolling monthly averages to obtain a large enough sample so that smaller or niche brands can be monitored alongside larger ones. Current time periods are determined by each industry and the businesses within that industry; these are generally six or 12 month rolling averages. The specific time periods for the Roy Morgan Customer Satisfaction Awards are published with the results.

Sample sizes

To ensure accuracy in our monitoring Roy Morgan Research requires that organisations must have a sample of at least 100 customers from Roy Morgan's Single Source survey that have used the products or service of that organisation in any given rolling period. Those sample sizes are published with results.