

Friday, 25 May 2018

ALDImobile builds on strong start to 2018

ALDImobile has won the Roy Morgan Mobile Phone Service Provider Monthly Customer Satisfaction Award for April with a customer satisfaction rating of 84.1%. ALDImobile's victory is the brand's second in 2018 and comes after leapfrogging March winner Virgin Mobile coming in second in April on 80.8%.

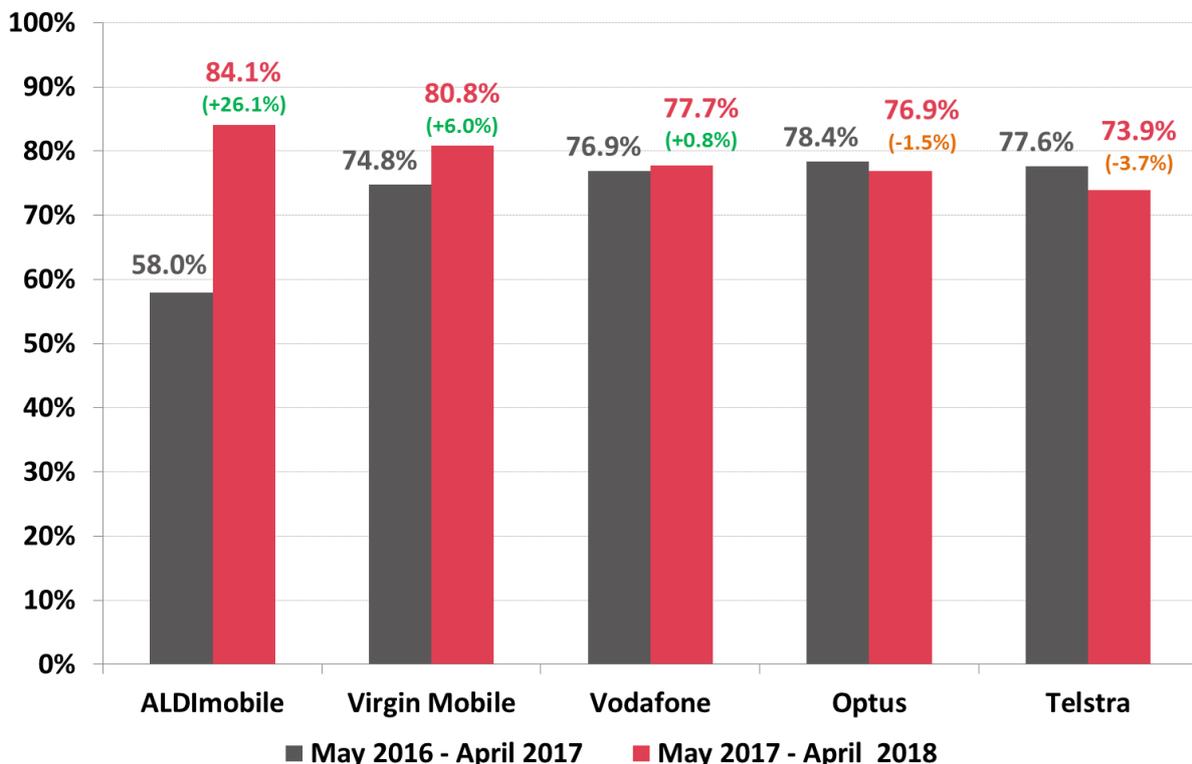
Analysis of the historical trends in satisfaction show ALDImobile's victory in April has been built upon a steady improvement over the last year as the brand has gained an average of just over 2ppts per month in customer satisfaction to catch and now overtake its rivals in recent months.

Early in 2018 ALDImobile has returned to the performance we saw when it first took out the Roy Morgan Mobile Phone Service Provider Customer Satisfaction Annual Award in 2015.

Other leading brands for mobile phone service provider customer satisfaction in April include Vodafone in third on 77.7%, Optus just behind on 76.9% and Telstra on 73.9%.

Roy Morgan Customer Satisfaction Annual Award winner for 2017 amaysim missed out on a top five position in April after a slow start to the new year.

Roy Morgan Mobile Phone Service Provider Customer Satisfaction April 2018 vs April 2017 – Top 5



Source: Roy Morgan Single Source Australia, May 2016 – April 2017, n = 14,223. May 2017 – April 2018. n=15,000. Base: Australians aged 14+.

FOR IMMEDIATE RELEASE

Of course ALDImobile 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 Virgin Mobile uses the Optus network and several other smaller providers use either the underlying Telstra, Optus or Vodafone networks.

When it comes to the underlying mobile networks the Vodafone network with an overall customer satisfaction rating of 77.7% is narrowly ahead of both the Optus network on 76.9% and the Telstra network on 74.9%.

Michele Levine, CEO, Roy Morgan, says ALDImobile has returned to the winner's circle in 2018 with two monthly customer satisfaction award wins a step up from 2017:

"ALDImobile has won its second mobile phone service provider of the month award for the year in April with a customer satisfaction rating of 84.1% ahead of rival Virgin Mobile on 80.8%.

"ALDImobile in 2015 and Virgin Mobile in 2011-12 are both previous winners of the Roy Morgan Annual Customer Satisfaction award and have now shared the last three monthly awards.

"Neither ALDImobile nor Virgin Mobile managed a monthly award win in 2017 with the annual award being taken out by amaysim ahead of iiNet. The competitive nature of the mobile phone service provider industry is emphasised by the fact both amaysim and iiNet are not in the top five mobile phone service providers early in 2018.

"In April Australia's three largest mobile phone networks now fill out the top five mobile phone service providers for customer satisfaction with Vodafone on 77.7%, Optus on 76.9% and Telstra on 73.9% close behind the leading two brands."

For comments or more information about Roy Morgan's [Mobile Phone Service Provider](#) customer profiles for leading Australian mobile networks including [Telstra](#), [Optus](#), [Vodafone](#), [Virgin Mobile](#) and customer satisfaction data, please contact:

Roy Morgan Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

*Mobile Virtual Network Operators (MVNOs) are smaller operators which use a larger network to provide their mobile service. These include: Optus: Amaysim, Coles Mobile, Dodo, iiNet, Southern Phone, Vaya & Virgin Mobile. Telstra: ALDImobile, Belong, Boost, Lycamobile, Woolworths mobile. Vodafone: Kogan Mobile, Lebara, and formerly TPG – which has now set up its own dedicated network.

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 70 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