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2017 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 this week at the 2017 Roy Morgan Customer Satisfaction Awards.

Telecommunications Winners

Home Phone Provider

Southern Phone scored its fifth consecutive Home Phone Service Provider award, with six of the year's monthly awards and a peak of 91 percent of customers satisfied. This year, Optus made a late run into the Top 3, while Dodo consistently held the number two position through the year.

Home Broadband Service Provider

Internode not only won 9 of the 12 monthly awards in 2017, they also claimed their second consecutive annual win (and sixth overall)! 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. Three brands each enjoyed at least one month in the top spot for customer satisfaction during 2017, including iiNet (with four wins), Optus (two wins), and the final champ, with six monthly wins: **amaysim**.

Julian Ogrin, CEO of amaysim, says:

"Winning Roy Morgan's Customer Satisfaction Award for the third time in the past five years is a great testimony to our promise of delivering a best-in-class customer experience. It is especially valuable as the result is based on insights from actual customers who interact with our brand on a regular basis."

"We know that one of the most popular and unique amaysim features is that we empower our customers to move between plans at the touch of a button – giving them access to our latest and greatest plans. We will continue to lead the pack in the mobile space and to set the benchmark for outstanding service."

FOR IMMEDIATE RELEASE



Roy Morgan CEO Michele Levine presents the award for Mobile Phone Service Provider of the Year on the rooftop at Tonic House to amaysim, accepted by the Head of Energy Sales Chris Zondanos.

Handset Provider

One handset has dominated the Roy Morgan Customer Satisfaction Awards ever since it began in 2011. Now with its seventh consecutive annual win, the **Apple iPhone** remains Australians' favourite mobile handset. Samsung held the second spot all year, while HTC, Sony, Huawei and Motorola took turns rounding out the top five during the year.

Utilities Winners

Electricity Provider

Winning for the third year in a row (and its fourth overall since being the first Electricity Provider of the Year in 2011) is **Red Energy**, with an impressive eight monthly wins. Lumo Energy made a serious run for the crown this year, while Simply Energy, ActewAGL, AGL, Alinta, Synergy, EnergyAustralia and Aurora Energy took turns in the top five.

Gas Provider

Lumo Energy won their second consecutive win in the Gas Provider category with a total of five monthly wins in a very competitive year against Red Energy (4 wins) and Kleenheat (3 wins). Other regulars in the top five included Elgas, AGL, EnergyAustralia and Simply Energy.



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

Michele Levine, CEO, Roy Morgan, says there are several industry dynamics driving the three key reasons Australians use to choose a new NBN service provider:

“Roy Morgan congratulates the winners, the near-winners and the most-improved providers for home phones, mobile phones, broadband, handsets, electricity and gas at the 2017 Customer Satisfaction Awards.

“Telecommunications and utilities services are essential, with the UN going as far to suggest that Internet access is a human right. 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 age of ‘frictionless’, 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, NPS and Net Trust Score (NTS) 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>

To learn more about Roy Morgan's broadband, telecommunications and utilities data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

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%
5,000	±1.4	±1.2	±0.8	±0.6
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