

Friday, 7 September 2018

iiNet takes fourth monthly win for broadband satisfaction in 2018

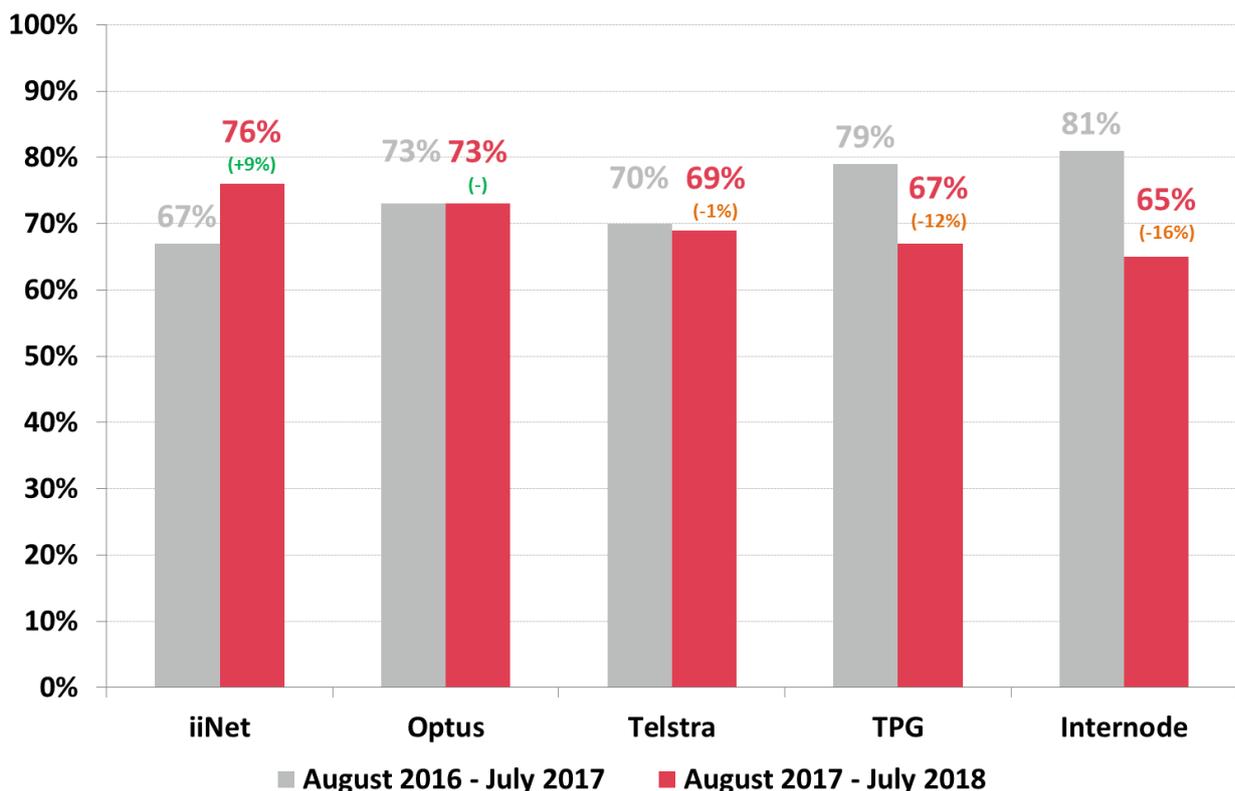
TPG owned iiNet has won the Roy Morgan Home Broadband Service Provider Customer Satisfaction Monthly Award for July with a customer satisfaction rating of 76%. iiNet's victory is the brand's fourth in 2018 and comes on the back of an impressive 9% improvement in customer satisfaction over the last year since July 2017.

Optus broadband was a clear second in July with a customer satisfaction rating of 73% unchanged on a year ago. Optus is vying with iiNet for its first Roy Morgan Home Broadband Service Provider Customer Satisfaction Annual Award in 2018 after notching three monthly victories in March, April and May.

Telstra broadband finished in third with a customer satisfaction rating of 69% down 1% on a year ago while iiNet owner TPG was fourth with a customer satisfaction rating of 67% down by a significant 12% on a year ago.

Roy Morgan Home Broadband Service Provider Customer Satisfaction Annual Award winner for 2017 Internode rounded out the top five with a customer satisfaction rating of 65% in July. Internode is also a part of the TPG family of broadband providers after being bought by iiNet in 2011.

Home Broadband Service Provider Customer Satisfaction July 2018 vs July 2017 – Top 5



Source: Roy Morgan Single Source Australia, August 2016 – July 2017, n = 14,567. August 2017 – July 2018. n=15,055. **Base:** Australians aged 14+.

FOR IMMEDIATE RELEASE

Michele Levine, CEO, Roy Morgan, says iiNet's victory in July has the TPG Telecom subsidiary well on the way to a first victory in the annual award following on from stablemate Internode's victories in 2016 & 2017:

"iiNet has won the Roy Morgan Home Broadband Service Provider Customer Satisfaction Monthly Award in July with a customer satisfaction rating of 76%. iiNet's victory builds on three victories earlier in the year and edges the TPG subsidiary ahead of Optus in the race for the annual award. Neither iiNet nor Optus have yet won the annual award in this category.

"Although iiNet has yet to claim a victory in the annual award TPG Telecom stablemate Internode has performed consistently well winning the last two annual awards in 2016 & 2017 to build on four earlier victories between 2011-2014.

"Parent company TPG Telecom is yet to taste success in the category with the 'TPG' brand but consistently strong customer satisfaction performances by iiNet and Internode underpin the success of the telco which in the past week announced a \$15 billion merger with Vodafone.

"The merger consolidates the third largest mobile phone service provider (Vodafone) with the second largest broadband service provider (TPG-iiNet-Internode) to take on established telecommunications market leaders Telstra and Optus as well as develop an effective platform to compete with the broadband services delivered via the National Broadband Network (NBN)."

For comments or more information about Roy Morgan's [Home Broadband Service Provider](#) customer satisfaction and customer profiles for leading Australian broadband networks including [iiNet](#), [Internode](#), [Telstra](#), [Optus](#), [TPG](#), [Vodafone](#), [dodo](#), [WestNet](#) and more please contact:

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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