

Most Australians satisfied with communications services

The ACMA's latest research report on consumer attitudes toward communications services, *Australian Consumer Satisfaction With Communications Services*, has found that the majority of Australians are satisfied with their communications services.

The study researched the satisfaction levels of household consumers and small and medium enterprises (SMEs) with their internet, mobile and fixed-line communications services.

'This report indicates that three-quarters of Australian consumers are satisfied with their communications services,' said ACMA Chair, Chris Chapman. 'Among SMEs, satisfaction levels come close to 90 per cent.'

The findings of the report reveal that while satisfaction levels are high across all communication types, Australian consumers are particularly satisfied with long-established communications services such as the fixed-line phone. Despite rapid technological developments in the communications sector, these satisfaction levels have changed little since 2007.

Satisfaction levels with internet services are generally high, with more than three-quarters of consumers saying their expectations were met or exceeded, and the great majority expressing reluctance to switch ISP. For those dissatisfied with their internet service, the main reason for that dissatisfaction was slow speed.

Slow data speed was also cited as the primary reason for dissatisfaction among users of voice over internet protocol (VoIP) services, in addition to poor voice quality and dropouts. However, over 80 per cent of household VoIP users said they were satisfied with their service. Among SME consumers, the level of satisfaction was over 70 per cent overall, and slightly higher in non-metropolitan areas.

Generally, however, location appears to have little impact on consumer satisfaction levels, with metropolitan and non-metropolitan consumers showing similar results. The exception is mobile telephony, where concerns persist outside metropolitan areas about coverage and customer service.

Despite there having been little change in consumer satisfaction levels since 2007, the report shows an increase in the number of complaints to the Telecommunications Industry Ombudsman (TIO), indicating a growing tendency for Australians to take action if they are dissatisfied with communications services.

It also shows that billing and customer service standards are the most frequent causes of complaint to the TIO, these two categories accounting for over 100,000 complaints, or 39 per cent of

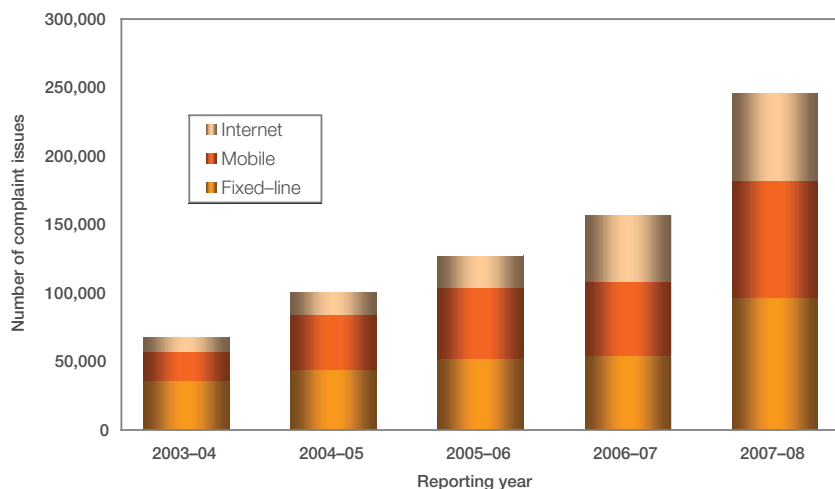
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the total for communication services. An increase in numbers of complaints about internet services sits alongside increasing numbers of household and SME consumers adopting broadband.

'The report suggests that an increased number of consumers are likely to change service providers or complain to authorities such as the TIO compared with previous years,' Mr Chapman said.

Australian Consumer Satisfaction With Communications Services is available on the ACMA website at www.acma.gov.au (go to Publications and Research > Research).

TIO complaints statistics



Household consumer satisfaction levels with telecommunications services, by location, June 2008

