

Mixed results for phone fault repair and connection customer satisfaction



While customer satisfaction with repair of phone faults has remained relatively constant, customers were less satisfied with phone transfers and connection of phone services in 2005 than in 2004.

The findings are in the *Consumer Satisfaction Survey 2005: Fault Restoration and Connection of Service*, the eighth consumer satisfaction survey by ACMA and its predecessor, the Australian Communications Authority.

The 2005 survey, by Roy Morgan Research for ACMA, covered more than 2,400 residential and small business customers in urban, rural and remote areas of Australia who had a fixed line service connected or fault repaired

between February and April 2005.

Survey respondents were asked to use a five-point rating scale (from very dissatisfied to very satisfied), to rate their satisfaction. They were also asked their main reasons for satisfaction and, if a company technician attended, to rate their satisfaction with the person's punctuality.

SATISFACTION TRENDS

The deterioration in satisfaction rates for faults and connections in 2005 reverses the slight improvements evident in the 2004 results.

SMALL BUSINESS AND RESIDENTIAL

Satisfaction rates were generally consistent across urban, rural and remote customer groups. Small business respondents were less satisfied than residential customers with both fault repairs and service connections. This has been a recurring finding in recent surveys.

PUNCTUALITY

Of the respondents who had arranged an on-site visit from a technician or another company representative to fix a fault, 79 per cent were satisfied or very satisfied with the person's punctuality, a significant increase from 71 per cent in 2004. For connection of services, 75 per cent of respondents were satisfied or very satisfied with the technician's punctuality, up from 72 per cent in 2004.

The report is on the ACMA web site, www.acma.gov.au. Go to ACMA > Publications > Consumer > Survey Reports and use the link to Consumer Satisfaction Survey Reports.

Reasons for satisfaction or dissatisfaction

There has been strong consistency in recent surveys in the reasons given by customers for their satisfaction with the services they received.

FAULT REPAIRS

2005 sample	Residential customers	Small business
66% satisfied (69% in 2004) 27% dissatisfied (24% in 2004)	67% satisfied 26% dissatisfied	59% satisfied 34% dissatisfied

SATISFIED CUSTOMERS

- The main reasons nominated were:
- the fault was fixed or the repair was of good quality (60 per cent)
 - short time taken to repair the fault (42 per cent).

DISSATISFIED CUSTOMERS

- The main reasons nominated were:
- the long time to repair the fault (48 per cent)
 - the fault was not fixed or repair was poor quality (33 per cent)
 - the long wait for an appointment (23 per cent).

PHONE TRANSFER, CONNECTION OF SERVICE

2005 sample	Residential customers	Small business
76% satisfied (82% in 2004) 15% dissatisfied (14% in 2004)	79% satisfied 14% dissatisfied	66% satisfied 20% dissatisfied

SATISFIED CUSTOMERS

- The main reasons nominated were:
- no problems—it works (62 per cent)
 - the short time to connect/transfer the phone (30 per cent).

DISSATISFIED CUSTOMERS

- The main reasons nominated were:
- connection/transfer was incorrect, faulty or not as requested (51 per cent)
 - the long time to connect/transfer the phone (36 per cent)
 - The poor provision of information regarding the connection/transfer (18 per cent).

Telecommunications performance data

ACMA has released its first telecommunications performance data results, for the September 2005 quarter, with data on the customer service guarantee, priority assistance and payphone services and the network reliability framework.

The data will also provide the basis for other occasional and special ACMA reports analysing carriers' performance in more detail.

ACMA is continuing to publish *Telecommunications Performance Data* on a quarterly basis on the internet, but has discontinued the quarterly *Telecommunications Performance Monitoring Bulletin*.

These bulletins included the existing performance data categories and related analysis. The use of occasional and special reports will allow more analysis to be undertaken and will be more useful for readers.

Telecommunications Performance Data, September 2005 Quarter, is available on www.acma.gov.au (go to ACMA > Publications > Industry > Telecomms Performance Reporting > Performance Bulletins), or telephone 1300 850 115.