

Friday, 14 September 2018

Optus on track to win 'Home Phone Provider of the Year' for 2018

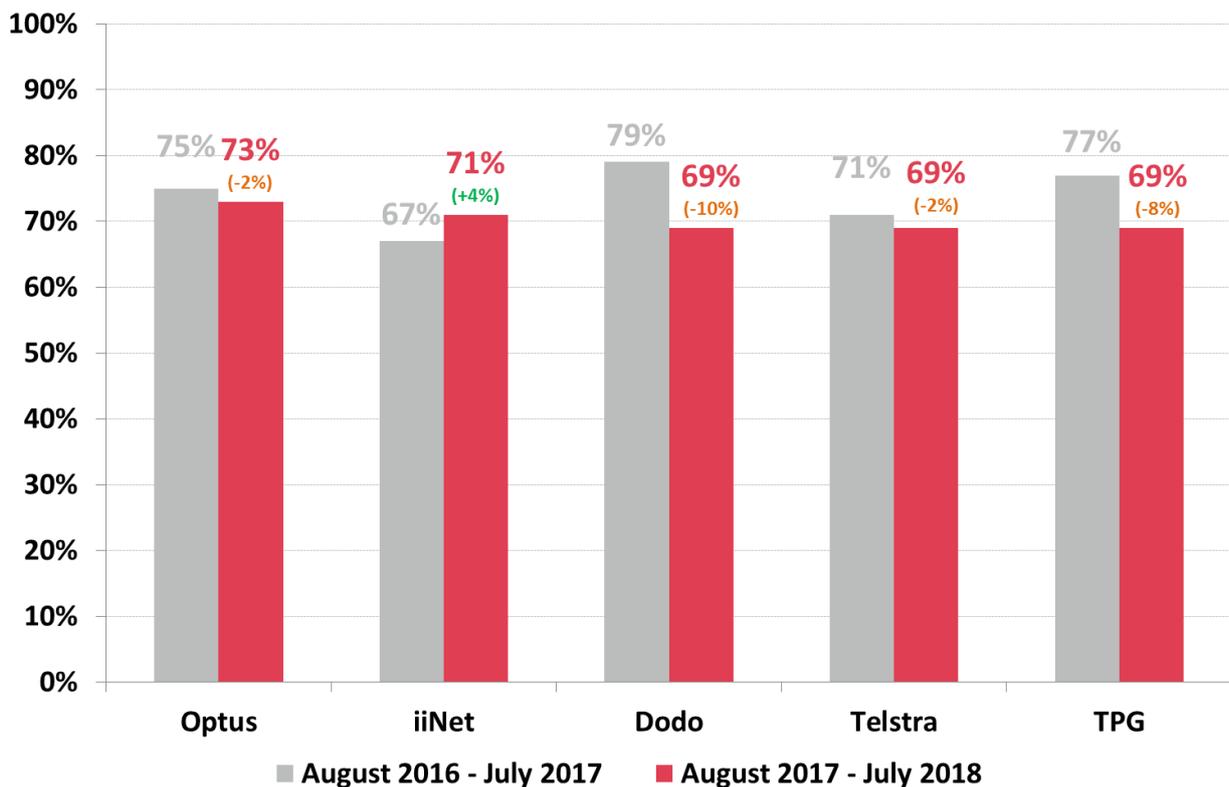
Optus has won the Roy Morgan Home Phone Provider Customer Satisfaction Monthly Award for July with a customer satisfaction rating of 73% just ahead of iiNet on 71%.

Optus' win builds on victories earlier in 2018 and has the telco in a strong position to take out the Roy Morgan Home Phone Provider Customer Satisfaction Annual Award in 2018 for the first time.

The victory for Optus in July was despite a small decline in customer satisfaction from a year ago, down 2% to 73%, while iiNet closed the gap by improving customer satisfaction by 4% to 71%. iiNet was the only top 5 leading telco for customer satisfaction to improve their home phone provider customer satisfaction year-over-year.

There was a three way tie for third spot between Telstra, TPG and Dodo which all had a customer satisfaction rating of 69% in July. 2017 Annual winner Southern Phone dropped out of the top 5 leading home phone service providers in July indicating the high level of competition in the market.

Top 5 for Home Phone Provider Customer Satisfaction July 2018 vs July 2017



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

Michele Levine, CEO, Roy Morgan, says Optus' string of victories for Home Phone Provider Customer Satisfaction has the telco in prime position to take out the Annual Award in the category for the first time:

"Optus has won the Roy Morgan Home Phone Provider Customer Satisfaction Monthly Award in July with a customer satisfaction rating of 73% just ahead of iiNet on 71% and a three-way tie between Telstra, TPG and Dodo on 69%.

“Optus has now won a string of monthly awards in the category and is best placed to take out the annual award for the first time with its main competition coming from July runner-up iiNet.

“iiNet is the only rival telco to win a monthly award in the category so far in 2018 and is also the only top 5 leading telco to improve their customer satisfaction over the last year, up by 4% to 71% in July. iiNet last won the Annual award in the Home Phone Provider category in 2011-12.

“The narrow win for Optus over iiNet in the Home Phone Provider category reverses the results released last week for Home Broadband Service Provider Customer Satisfaction for July which showed iiNet (76%) just ahead of Optus (73%). [These results are covered extensively here.](#)

For comments or more information about Roy Morgan’s [Fixed Line/ Home Phone Provider Customer Profiles](#) and customer satisfaction and customer profiles for leading Australian fixed line/home phone services providers including Optus, iiNet, Telstra, Southern Phone, Dodo, TPG 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 |

