

Quality of Customer Service – Complaints

Produced by: BDRC Continental

Fieldwork: December 2016/January 2017

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Background

Communications providers in the research

Since 2009 Ofcom has conducted research to quantify levels of satisfaction with customer service for the main communications providers in the UK (defined as those with a 4% or more market share).

Following a review, in 2016 Ofcom has refocused the study to monitor customer satisfaction with complaints handling. Consequently this research monitors satisfaction with customer service provided to customers who have contacted their provider with a complaint in the six months prior to fieldwork. As such, the data is not directly comparable with previous quality of customer service research conducted by Ofcom.

As with the previous quality of customer service research, this research includes UK communications providers with a market share of 4% or more (Q3 2016.) The providers included in the research are listed below.

Fixed-line	Mobile	Broadband	Pay TV
BT	EE (including Orange/T-Mobile)	BT	BT
Sky	O2	EE (including Orange)	Sky
TalkTalk	Tesco Mobile	Sky	TalkTalk
Virgin Media	Three	TalkTalk	Virgin Media
	Virgin Media	Virgin Media	
	Vodafone		

Core objectives for this study:

- The core aim of this study is understand the level of satisfaction with customer service on a range of criteria across the main providers of fixed broadband, pay TV, mobile and fixed voice services among those who have contacted their provider with a complaint within the last six months.
- To report customer service satisfaction and consumer perceptions of provider performance by type of complaint (billing/ customer service, repairs/ installation and service issues) for each of the main providers in each sector.
- To gather an overall customer satisfaction measure for all providers per sector.

Methodology

Data collection

- The survey was conducted among an online panel sample
- Online research allowed a cost effective and efficient means to reach the low incidence audience Ofcom wished to consult
- Fieldwork took place from 8th December 2016 to 6th January 2017. Therefore the last six month time period refers to complaints to providers in the second half of 2016.

Sample

- The overall sample size is 6,733 interviews
- Targets were set by provider within sector in order to ensure that a minimum number of interviews per cell was achieved for the purposes of analysis
- See sample distribution slide for further details of cells included in the research

Data reporting

- Data is reported on a total sector level (i.e. the combined results of the providers included in the research for each sector) as well as split by provider within each sector
- The total has been weighted to represent complaints within each sector among the providers included, using market share and incidence of complaint data for each provider

Weighting

The data is presented at both a total sector level and at a provider level. We have weighted the total sector level data only, provider level data is unweighted.

Total sector level data has been weighted using market share and incidence of complaints for each provider, in order to report total sector figures that best represent the make up of complaints within each sector. This was done using market share data and the incidence of complaint for each supplier and each service which was calculated from the fieldwork data.

There were several reasons why we chose this approach:

- Weighting to market share alone, would not account for the differences in incidence of complaints by provider and, as such, may overweight the effects of some providers that have a larger market share.
- This approach is repeatable for subsequent waves and will be able to account for changes over time

The provider level data is unweighted and is therefore representative of customers of the provider **with a complaint in the 6 months prior to fieldwork** and who are **online**.

Complaints were grouped into three categories for reporting:

- *Billing and customer service* complaints, these could include; unexpected/unclear charges, overcharged or incorrect bill, dissatisfaction with customer service from a previous occasion or contact
- *Repairs and installation* complaints, these could include; a problem with a repair to the service, for example the time taken to repair, it didn't happen/didn't happen when you were told it would or didn't solve the problem. A problem relating to the installation or set up of your service for example the time taken to install/set up the service, changed/missed/late installation or installation appointment, it was not installed/set up correctly or time taken for hardware to arrive.
- *Service issues* complaints, could include; the service not performing as it should, for example loss of service, unable to use mobile (2G, 3G or 4G) in certain areas, text (SMS or IM) or voice mails delivered late, slow broadband speeds, poor call/line/picture quality or unable to get certain TV channels/content

Methodology

Sample distribution:

Provider	Sample sizes by sector			
	Fixed line	Fixed broadband	Mobile	Pay TV
BT	925	1017		507
EE		215	666	
O2			729	
Sky	489	660		796
TalkTalk	537	843		332
Tesco Mobile			327	
Three			500	
Virgin	517	823	258	578
Vodafone			509	

Average number of days calculation:

Some of the data is presented as an 'average number of days', i.e. the average number of days to completely resolve a complaint. We have calculated the average number of days based on a waking day (16 hours), and the figures for each response are as follows:

- Less than 1 hour (0.03)
- Several hours (0.09)
- 1 day (1)
- 2-4 days (3)
- 5-7 days (6)
- 8-14 days (11)
- 15-30 days (22.5)
- Over 30 days (31)

Data tables

Quality of customer service, complaints handling data tables:

Links to the data tables can be found at:

Total level weighted:


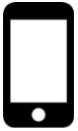


https://www.ofcom.org.uk/data/assets/pdf_file/0041/97898/22877/Ofcom_QoCS_Complaints_tables_wtd-total-market-crossbreaks2.pdf

Provider level, unweighted:

https://www.ofcom.org.uk/data/assets/pdf_file/0039/97896/22877/Ofcom_QoCS_Complaints_tables_unwtd.pdf

Executive summary

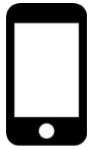
Executive summary: satisfaction with complaint handling

		Overall satisfaction with providers' handling of most recent complaint		
		Above market average	In line with market	Below market average
   	Landline		Sky, BT, Talk Talk, Virgin Media	
	Mobile	Tesco Mobile	O2, Virgin Mobile, Three, EE (including Orange and T-Mobile)	Vodafone
	Fixed broadband	Sky	BT, Virgin Media, EE/Orange	Talk Talk
	Pay TV	Talk Talk, BT	Sky, Virgin Media	

Executive summary: satisfaction with complaint handling



- **Nearly two thirds** (62%) of landline customers who contacted their provider with a complaint were satisfied with how the complaint was handled. There was no difference in levels of overall satisfaction between individual providers.



- **Just over half** (57%) of mobile customers who contacted their provider with a complaint were satisfied with how the complaint was handled; overall satisfaction with complaint handling was higher for **Tesco Mobile** customers (74% vs. 57%) and lower among **Vodafone** customers (46% vs. 57%), compared to the mobile market as a whole.



- **Just over half** (56%) of fixed broadband customers who contacted their provider with a complaint were satisfied with how the complaint was handled; overall satisfaction with complaint handling was higher for **Sky** customers (61% vs. 56%) and lower among **TalkTalk** customers (51% vs. 56%), compared to the broadband market as a whole.



- **Nearly two thirds** (64%) of pay TV customers who contacted their provider with a complaint were satisfied with how the complaint was handled; satisfaction among **TalkTalk** (72% vs. 64) and **BT** (69% vs. 64%) customers was higher than the pay TV market as a whole.

Executive summary – satisfaction with complaints handling, by provider

- BT** • For satisfaction overall, BT was in line with the market in the **landline** and **broadband** sectors; while in the **pay TV** sector it was above average.
- Sky** • For satisfaction overall, Sky was above average in the **broadband** sector and in line with the market in the **landline** and **pay TV** sectors.
- TalkTalk** • For satisfaction overall, TalkTalk was in line with the market for **landline**, below average for **broadband**, and above average for **pay TV**.
- EE** • For satisfaction overall, EE was in line with the market for both **broadband** and **mobile**.
- Virgin** • For satisfaction overall, Virgin was in line with the market for **landline**, **broadband**, **pay TV** and **mobile**.

Sector overview

Executive summary: sector overview

Overall satisfaction • Satisfaction with complaint handling was higher for **landline** (62%) and **pay TV** (64%) compared to **mobile** (57%) and **broadband** (56%).

Satisfaction by complaint type • Satisfaction with *service issues* complaint handling was lower for **broadband** (55%) compared to all other sectors; **pay TV** was higher than **mobile** for *repairs and installations* complaints and higher than **mobile** and **broadband** for complaints about *billing and customer service*.

Satisfaction with specific aspects • Satisfaction with specific aspects of complaints handling varied between markets, but was higher among **pay TV** customers for most measures.

Completely resolved • The proportion of complaints that were completely resolved was higher for **landline** (64%) and **pay TV** (64%) compared to **mobile** (57%) and **broadband** (57%).

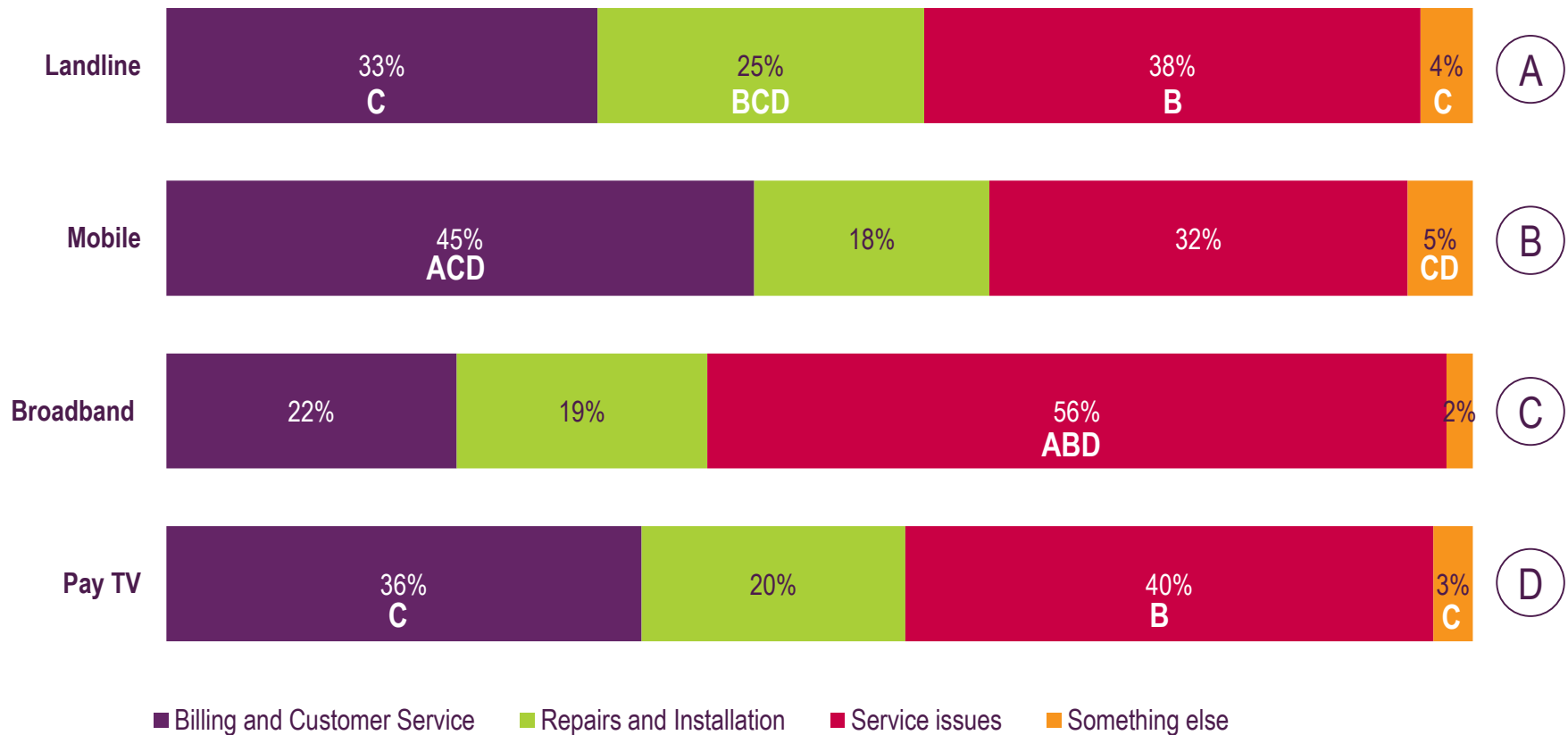
Number of contacts to completely resolve • **Landline** and **pay TV** complaints were more likely to be reported to be completely resolved in one contact, compared to **mobile** and **broadband** complaints.

Time taken to completely resolve • Time taken to completely resolve complaints was more likely to be reported within an hour for **pay TV** compared to the **mobile** and **broadband** sectors.

Service issues made up the largest proportion of complaints across sectors, with the exception of the mobile market where **billing and customer service** made up the largest proportion of complaints.

Complaint type

All sectors



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRG Continental, December 2016/January 2017

Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)

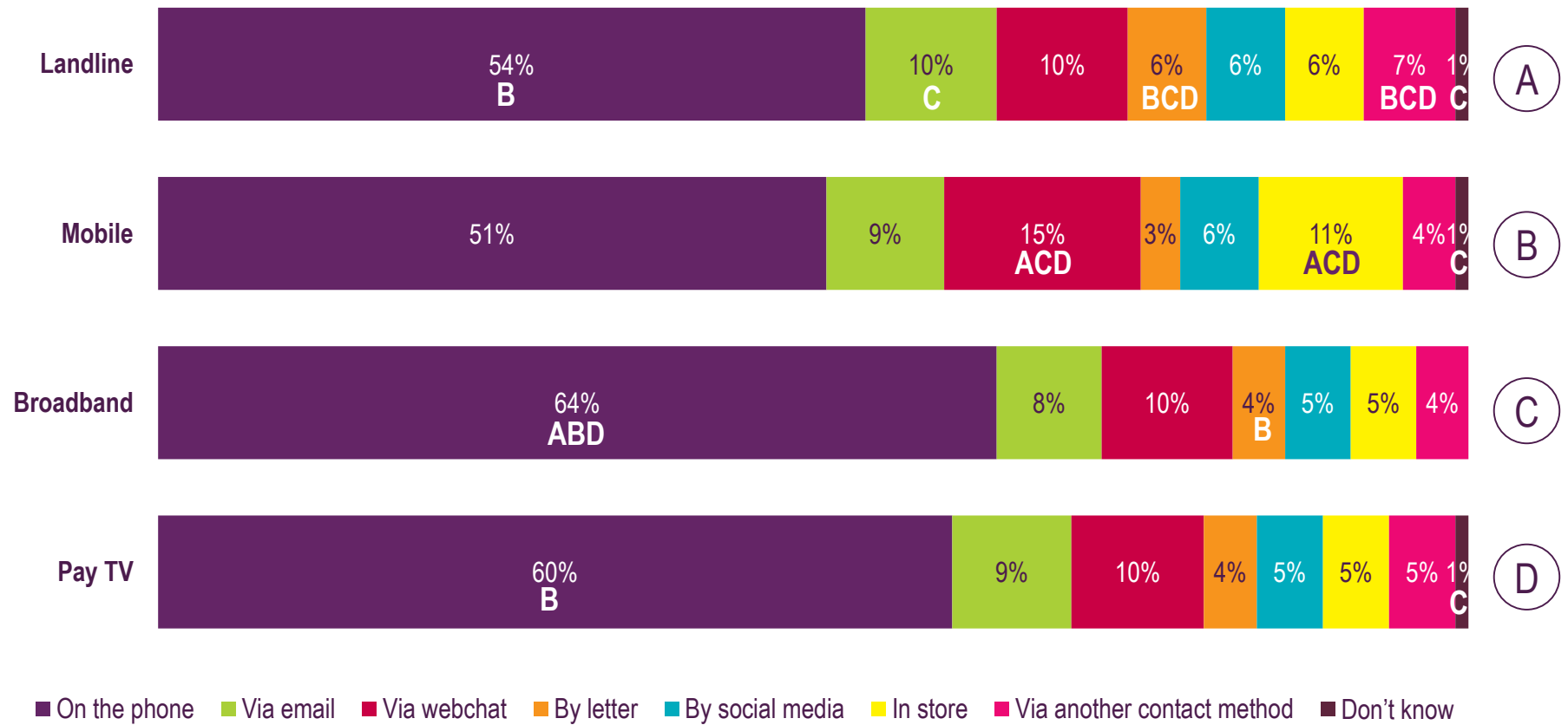
Q. And thinking of the most recent complaint you had to contact [company] about, which one of the following categories did the issue fall into? Was it to do with...

A/B/C/D shows significantly higher within category (95% level)

Phone was the dominant form of contacting to complain, this was lower for mobile than the other sectors.

Method of contact (Only / mainly)

All sectors



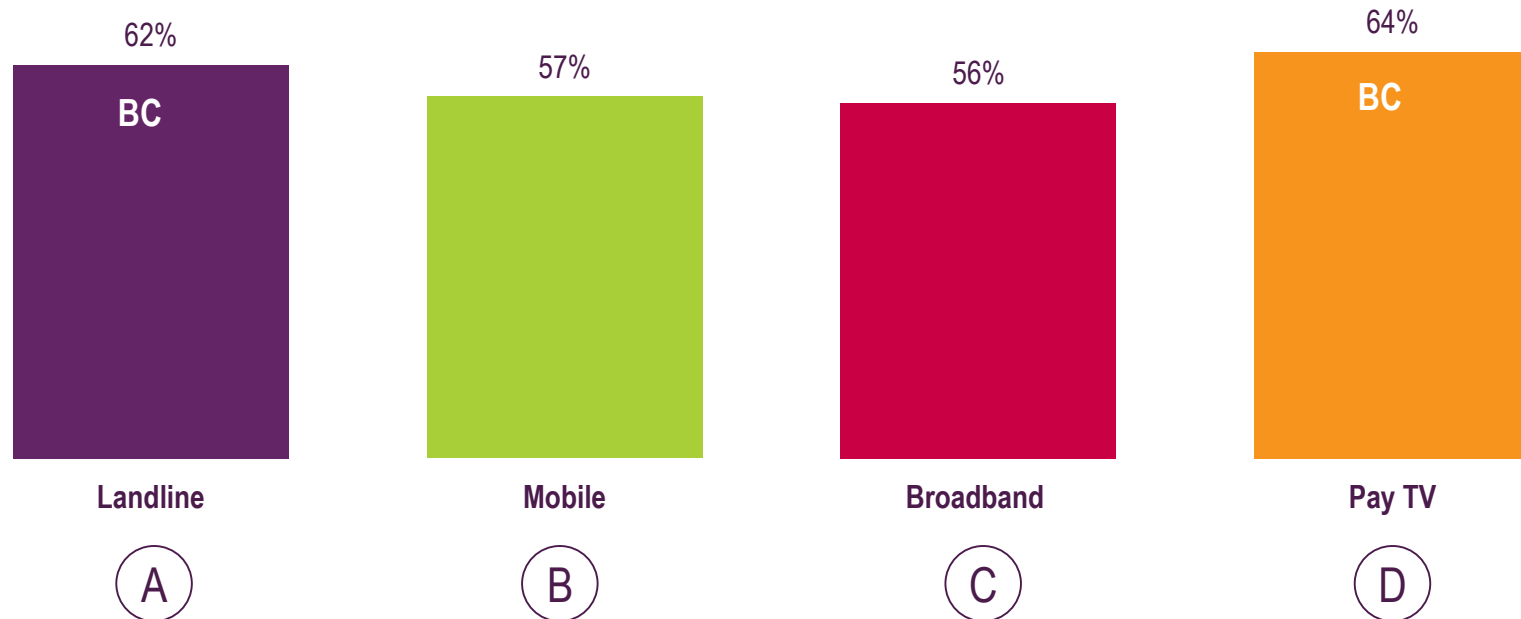
Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)
 Q. In dealing with [provider] about this complaint did you contact them...?
 A/B/C/D shows significantly higher within category (95% level)

Satisfaction with complaint handling was higher for landline and pay TV compared to mobile and broadband.

Overall satisfaction with provider's handling of most recent complaint

All sectors

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)

Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?

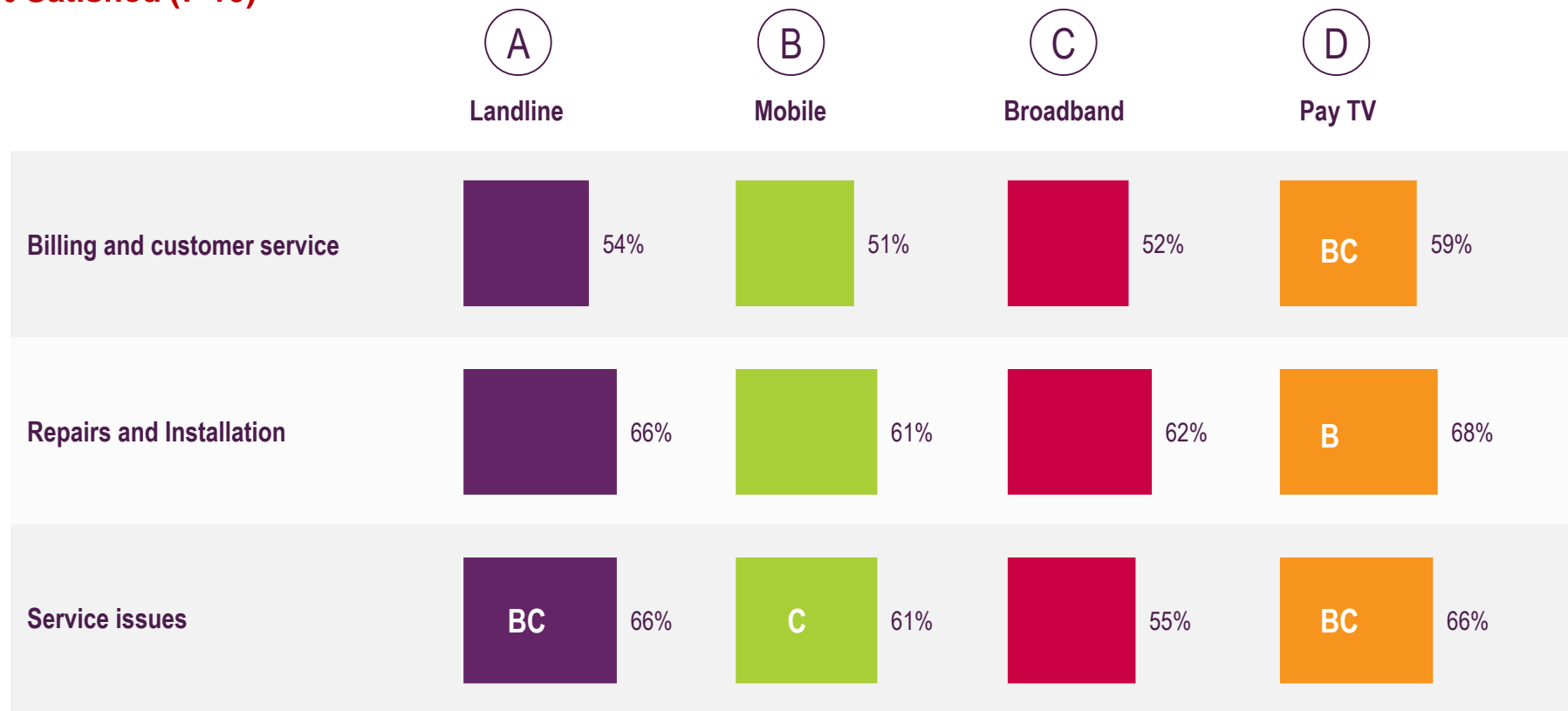
A/B/C/D shows significantly higher within category (95% level)

Between sectors there was variation in satisfaction by complaint type - satisfaction with *service issues* complaint handling was lower for broadband compared to all other sectors; pay TV was higher than mobile for repairs and installations complaints and higher than mobile and broadband for complaints about billing and customer services

Satisfaction by complaint type

All sectors

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRG Continental, December 2016/January 2017

Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)

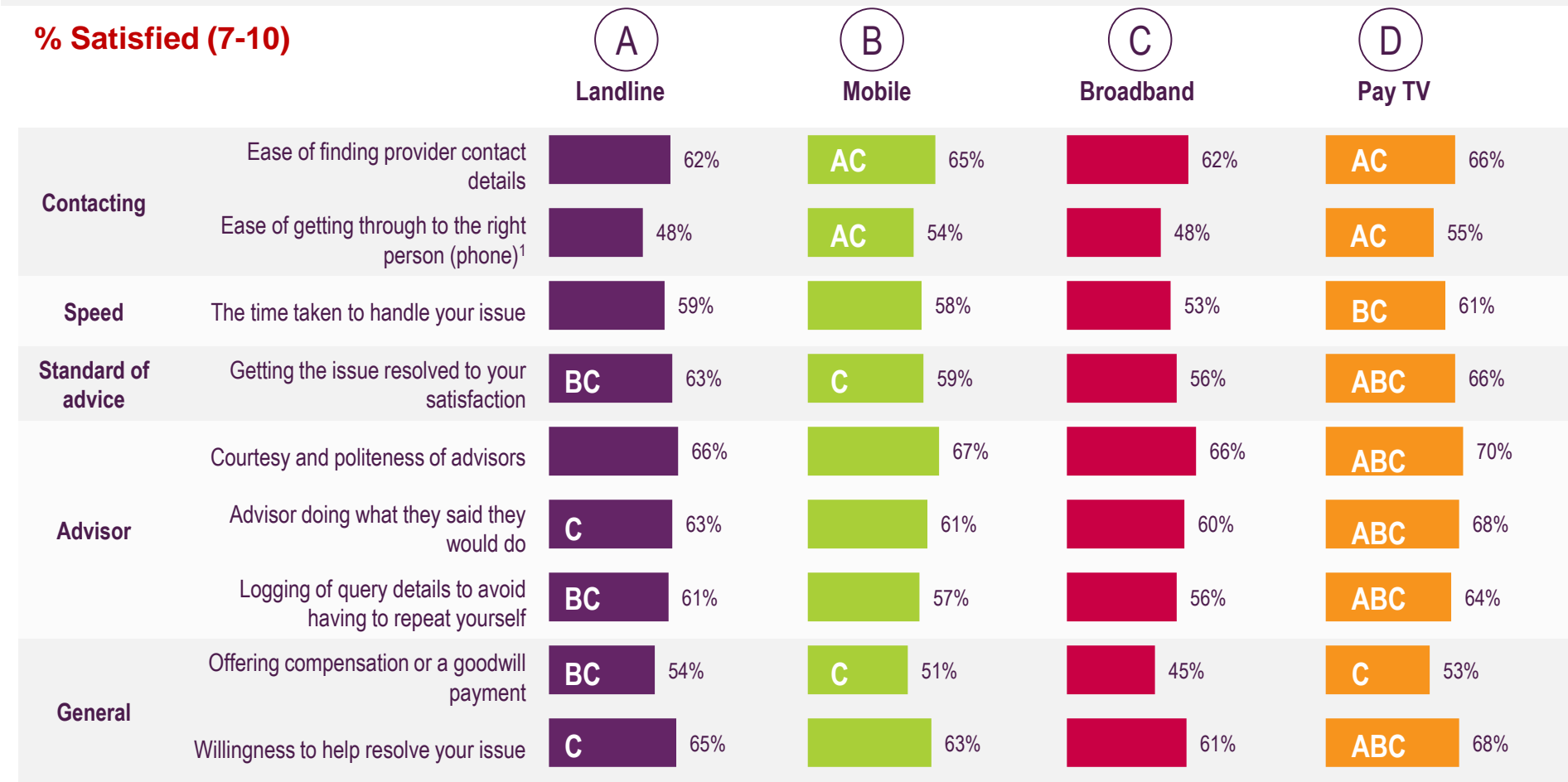
Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?

A/B/C/D shows significantly higher within category (95% level)

Satisfaction with specific aspects of complaints handling varied between markets. Those who made a complaint to their pay TV provider reported higher satisfaction levels than landline, mobile and broadband markets across most measures.

Satisfaction with specific aspects

All sectors



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

A/B/C/D shows significantly higher within category (95% level)

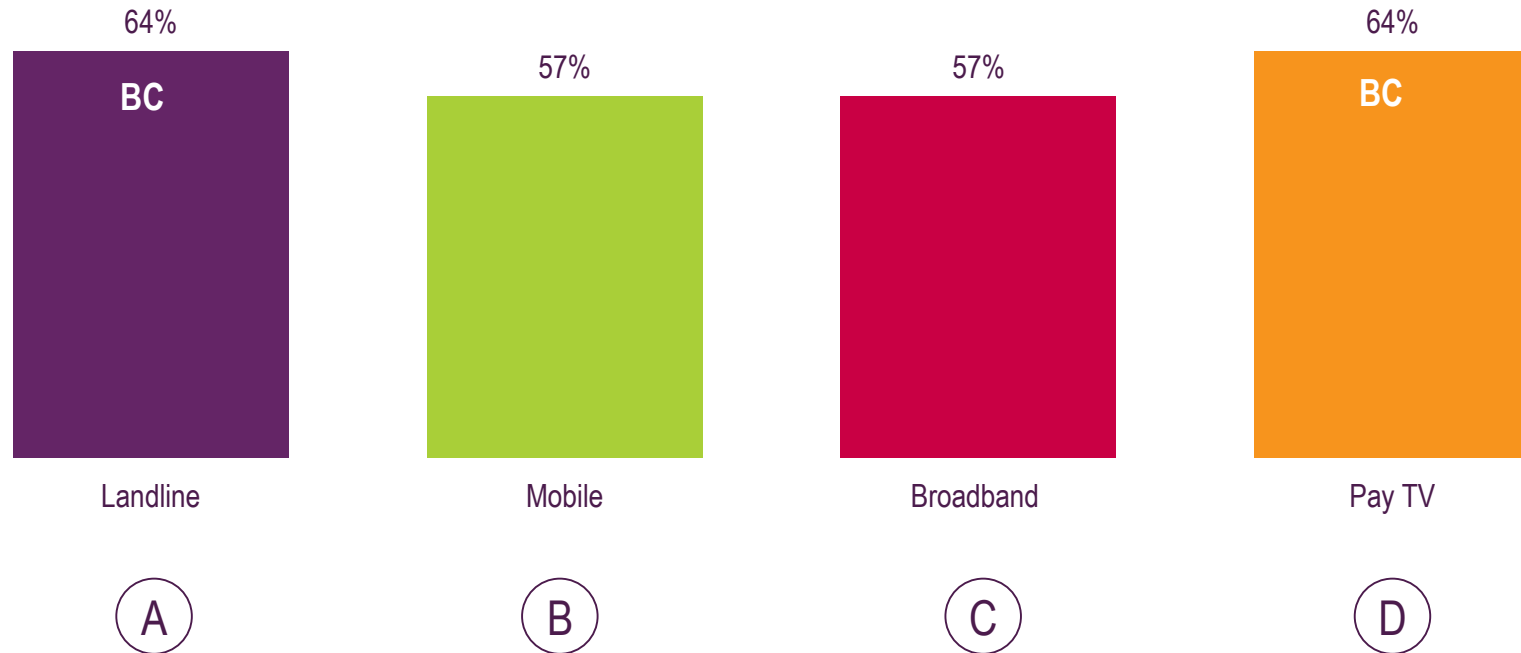
¹All contacting by phone (1341/1490/2290/1279)

The proportion of complaints that were completely resolved was higher for landline and pay TV compared to mobile and broadband.

Proportion whose most recent complaint was completely resolved

All sectors

% Completely Resolved



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Base: All who complained about each service in past 6 months: Landline (2468), Mobile (2989), Broadband (3558), Pay TV (2213)

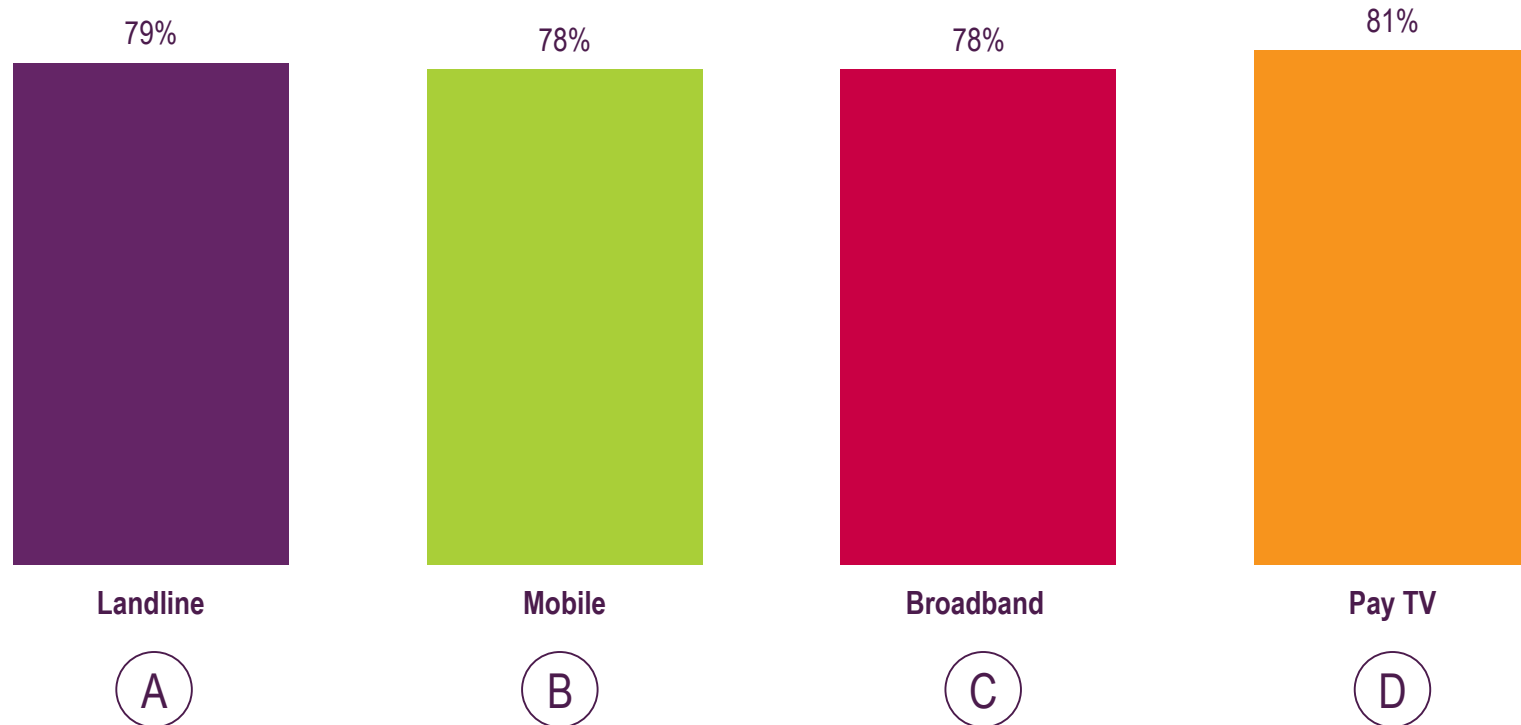
Q. In your opinion, was [provider] able to successfully resolve your complaint?

A/B/C/D shows significantly higher within category (95% level)

For all sectors, satisfaction with complaint handling was higher among those whose complaint was completely resolved than all complaints

Overall satisfaction with provider's handling of most recent complaint Among completely resolved complaints – All sectors

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

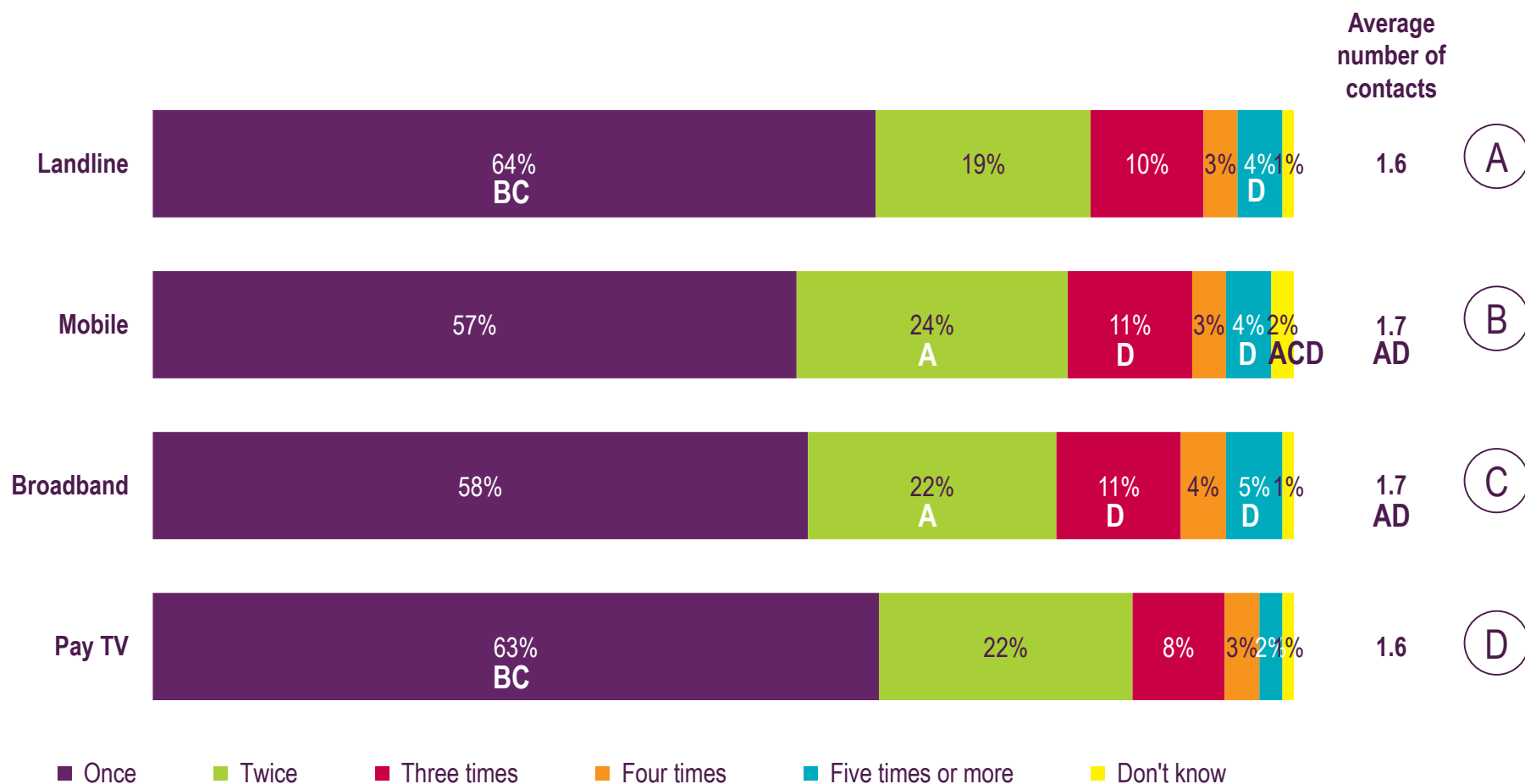
Base: All who complained about each service in past 6 months whose issue was completely resolved: Landline (1583), Mobile (1758), Broadband (2010), Pay TV (1467)

Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?

A/B/C/D shows significantly higher within category (95% level)

Landline and pay TV resolved complaints were more likely to be completely resolved in one contact, compared to mobile and broadband complaints.

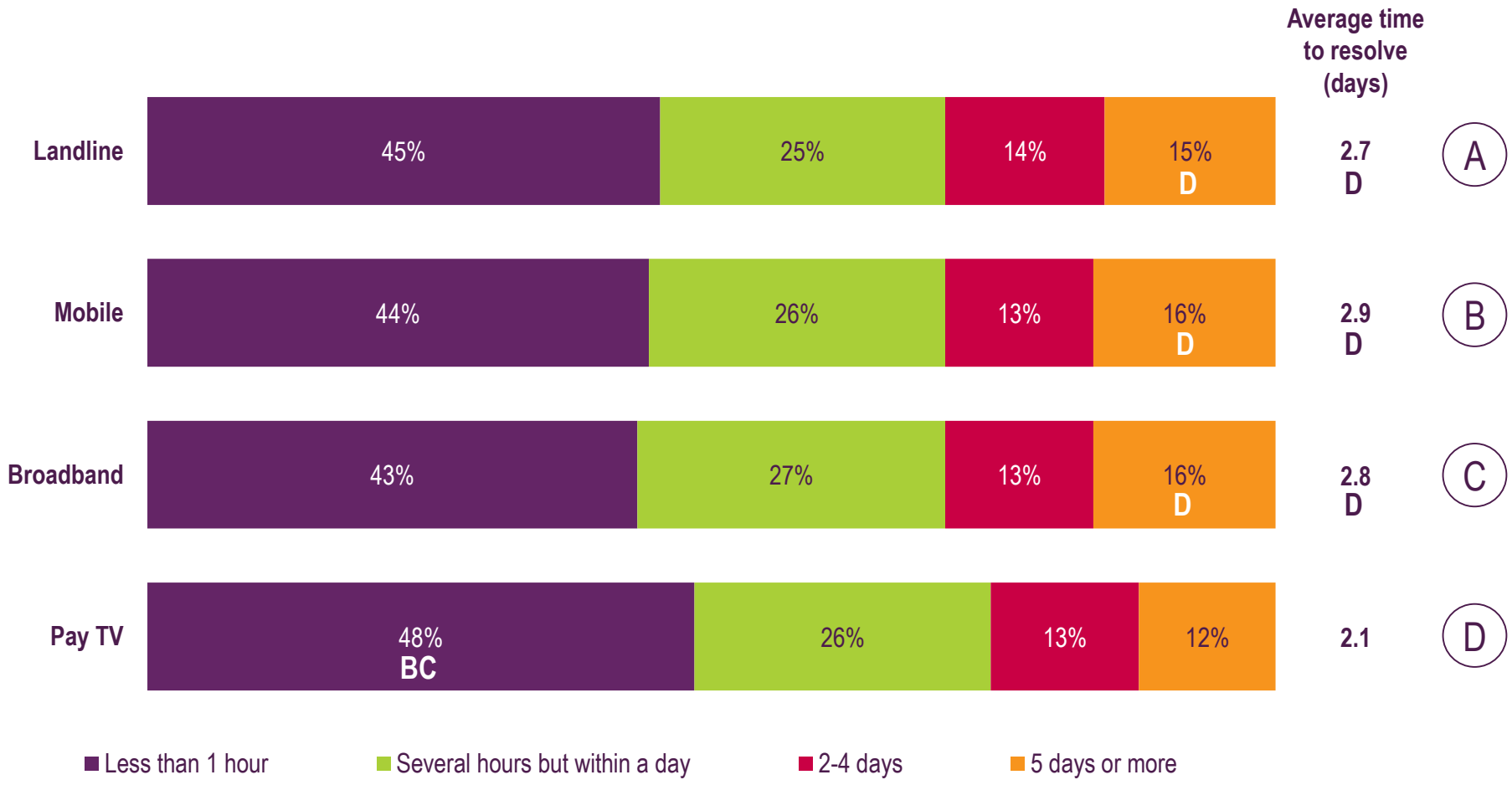
Number of contacts with provider to completely resolve the complaint Among completely resolved complaints – All sectors



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Base: All who complained about each service in past 6 months whose issue was completely resolved: Landline (1583), Mobile (1758), Broadband (2010), Pay TV (1467)
 Q. How many times have you been in contact with [provider] in relation to this particular complaint so far?
 A/B/C/D shows significantly higher within category (95% level)

Just under half of resolved complaints across all sectors were resolved in less than an hour. Time taken to resolve complaints was more likely to be within an hour for pay TV compared to the mobile and broadband sectors.

Time taken to completely resolve the complaint Among completely resolved complaints – All sectors



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Base: All who complained about each service in past 6 months whose issue was completely resolved: Landline (1583), Mobile (1758), Broadband (2010), Pay TV (1467)
 Q. How long did it take to resolve the issue with [provider]?
 A/B/C/D shows significantly higher within category (95% level)

Results by communications sector

Landline

Executive summary – landline

High level summary:

Overall satisfaction

- **Three in five** (62%) landline customers who contacted their provider with a complaint were satisfied with how the complaint was handled.

Satisfaction among completely resolved

- **Four in five** (79%) customers whose complaint was completely resolved were satisfied with complaint handling, there is no variation by provider.

Completely resolved

- Nearly two thirds (64%) of all landline complaints were completely resolved. Compared to all completely resolved landline complaints, **TalkTalk** completely resolved a higher proportion (70% vs. 64%), and **Virgin Media** a lower proportion (59% vs. 64%).

Satisfaction by complaint type

- Satisfaction with *billing/customer service* complaints was higher than average for **Sky**, *repairs/installation* lower for **TalkTalk** and *service issues* lower for **Virgin Media**.

Number of contacts to completely resolve

- Compared to all completely resolved landline complaints, **TalkTalk** and **BT** customers were more likely to report the complaint was resolved in one contact, and **Sky** and **Virgin** customers were less likely to do so.

Time taken to completely resolve

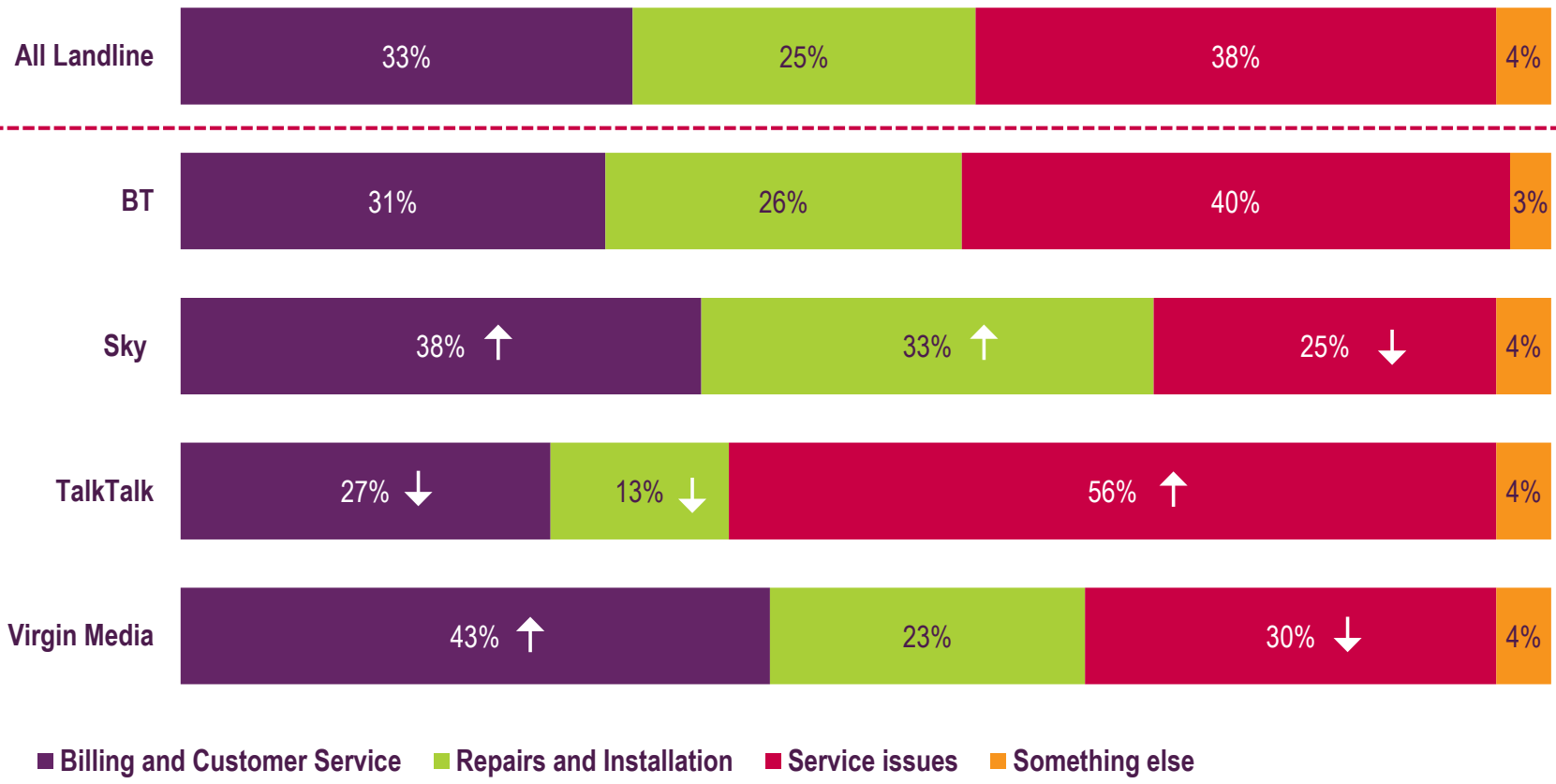
- Compared to all completely resolved landline complaints, TalkTalk customers were more likely to report the complaint was resolved within an hour and Sky and Virgin were less likely to resolve complaints within an hour.

Type of complaint varied by provider; compared to all landline complaints, Sky had a higher proportion of *billing and customer service* and repairs/installation complaints, Virgin Media a higher proportion of billing and customer service complaints and TalkTalk a higher proportion of complaints about service issues.



Complaint type

Landline complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. And thinking of the most recent **complaint** you had to contact [company] about, which one of the following categories did the issue fall into?
 Base: All who complained about the landline service in past 6 months (2468), BT (925), Sky (489), TalkTalk (537), Virgin Media (517)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

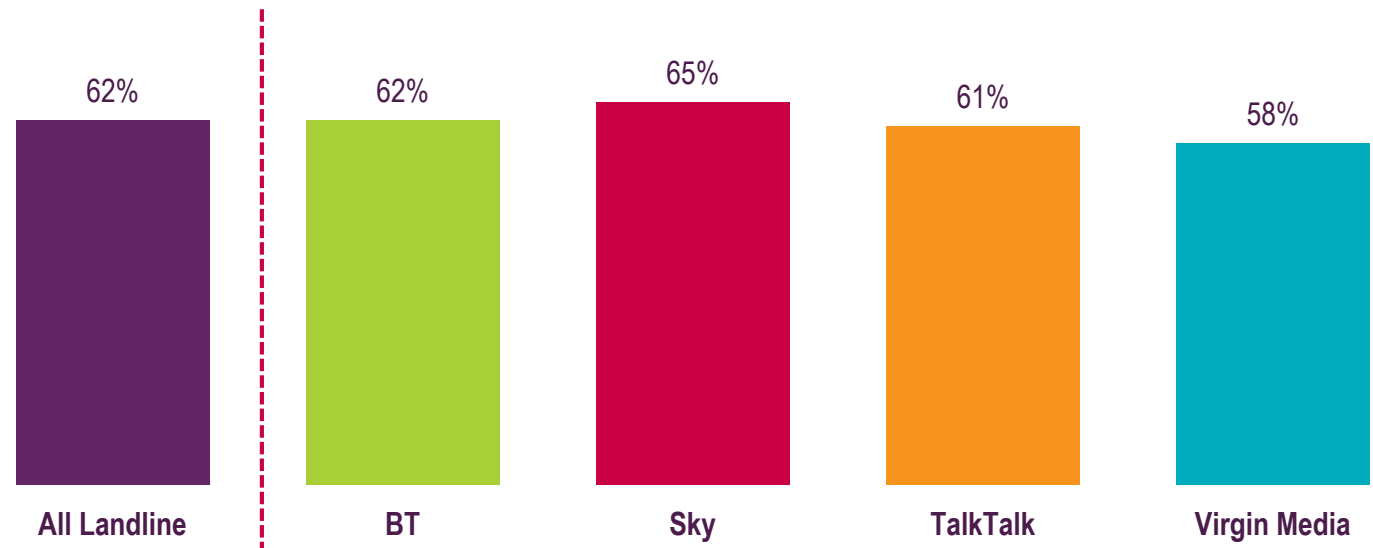
Overall, nearly two thirds of landline complaints were handled to customers' satisfaction. Satisfaction with *billing/customer service* complaints was higher than average for Sky, *repairs/installation* lower for TalkTalk and *service issues* lower for Virgin Media



Overall satisfaction with provider's handling of most recent complaint

Landline complaints

% Satisfied (7-10)



Billing/Customer Service	54%	51%	63%	45%	57%
Repairs/Installation	66%	65%	69%	53%*	71%
Service Issues	66%	68%	64%	71%	50%

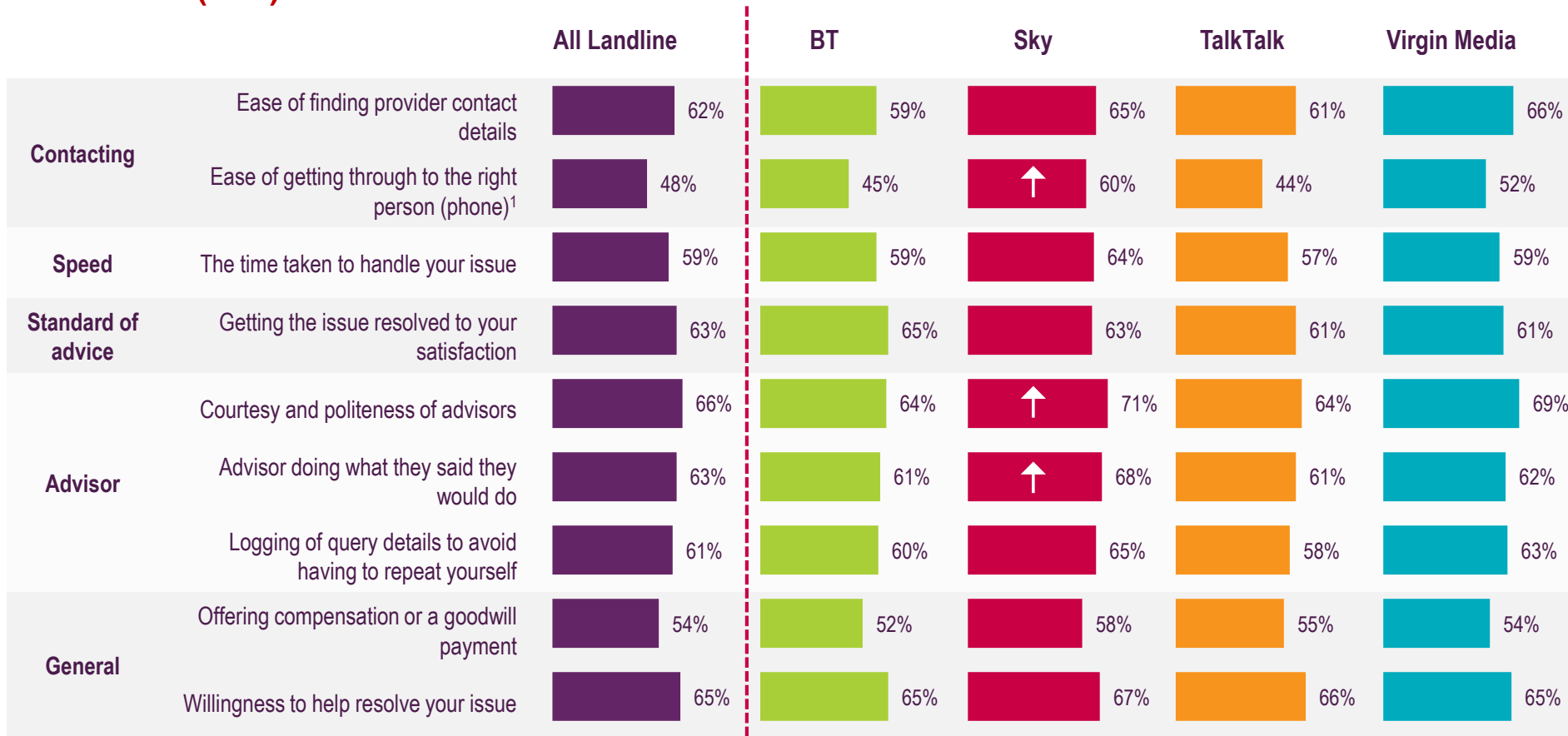
Sky was above average for satisfaction on three of the aspects of customer service measured. BT, TalkTalk and Virgin Media were in line with the market average for all aspects measured



Satisfaction with specific aspects

Landline complaints – All

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the landline service in past 6 months – All (2468), BT (925), Sky (489), TalkTalk (537), Virgin Media (517)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. ¹All contacting by phone (1341/501/240/278/322)



For satisfaction with customer service of *billing/customer service* complaints, Sky was above average for satisfaction on five measures and Virgin Media for one. TalkTalk was below average on three measures of specific aspects of customer service

Satisfaction with specific aspects

Landline complaints – Billing and Customer Service

% Satisfied (7-10)

		All Landline	BT	Sky	TalkTalk	Virgin Media
Contacting	Ease of finding provider contact details	57%	52%	63%	57%	64%
	Ease of getting through to the right person (phone) ¹	46%	38%	53%	45%	↑ 55%
Speed	The time taken to handle your issue	52%	47%	↑ 64%	↓ 41%	56%
Standard of advice	Getting the issue resolved to your satisfaction	55%	55%	61%	↓ 43%	57%
Advisor	Courtesy and politeness of advisors	64%	59%	↑ 71%	62%	68%
	Advisor doing what they said they would do	59%	54%	↑ 69%	53%	63%
	Logging of query details to avoid having to repeat yourself	53%	48%	↑ 64%	↓ 43%	56%
General	Offering compensation or a goodwill payment	44%	37%	56%	38%	50%
	Willingness to help resolve your issue	58%	53%	↑ 65%	55%	63%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the landline service in past 6 months – Billing and Customer Service (840), BT (285), Sky (188), TalkTalk (143), Virgin Media (224)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ¹All contacting by phone (503/164/88*/97*/154)



For satisfaction with customer service of *repairs/installation* complaints, Sky was above average on one measure and TalkTalk was below average on six.

Satisfaction with specific aspects

Landline complaints – Repairs and Installation



% Satisfied (7-10)

		All Landline	BT	Sky	TalkTalk*	Virgin Media
Contacting	Ease of finding provider contact details	65%	63%	69%	↓ 51%	73%
	Ease of getting through to the right person (phone) ¹	50%	42%	↑ 70%	**	50%
Speed	The time taken to handle your issue	63%	61%	69%	↓ 44%	71%
Standard of advice	Getting the issue resolved to your satisfaction	64%	62%	72%	↓ 47%	72%
Advisor	Courtesy and politeness of advisors	69%	70%	70%	↓ 49%	75%
	Advisor doing what they said they would do	66%	66%	69%	↓ 54%	71%
	Logging of query details to avoid having to repeat yourself	64%	61%	70%	↓ 49%	74%
General	Offering compensation or a goodwill payment	61%	58%	69%	53%	66%
	Willingness to help resolve your issue	67%	67%	70%	59%	70%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the landline service in past 6 months – Repairs and Installation (593), BT (244), Sky (162), TalkTalk (70*), Virgin Media (117)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

¹All contacting by phone (266/113/69*/34**/50*)

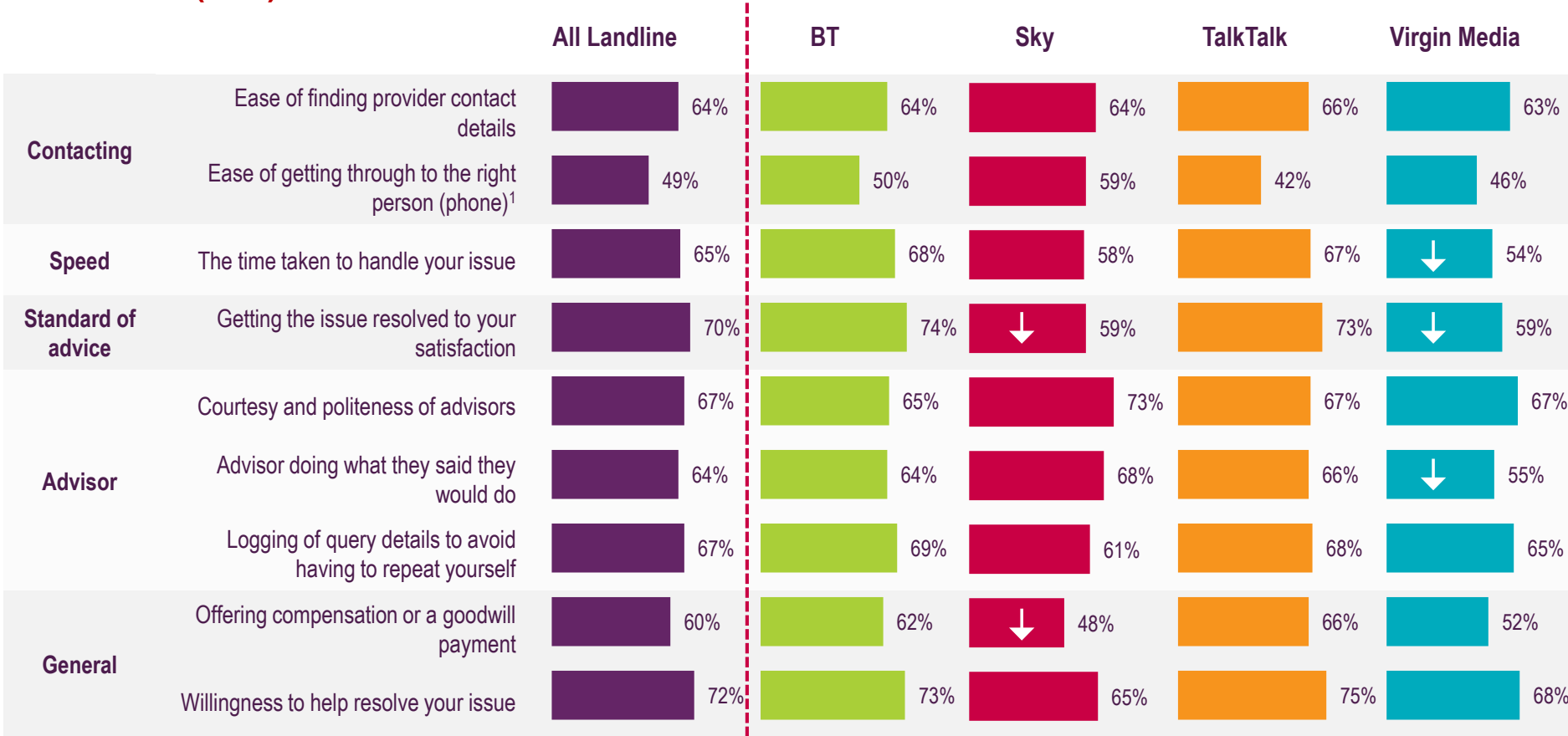
For satisfaction with customer service of *service issues* complaints, Sky was below average for two measures and Virgin Media for three.

Satisfaction with specific aspects

Landline complaints – Service Issues



% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the landline service in past 6 months – Service Issues (944), BT (367), Sky (120), TalkTalk (302), Virgin Media (155)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ¹All contacting by phone (511/202/74*/134/101)

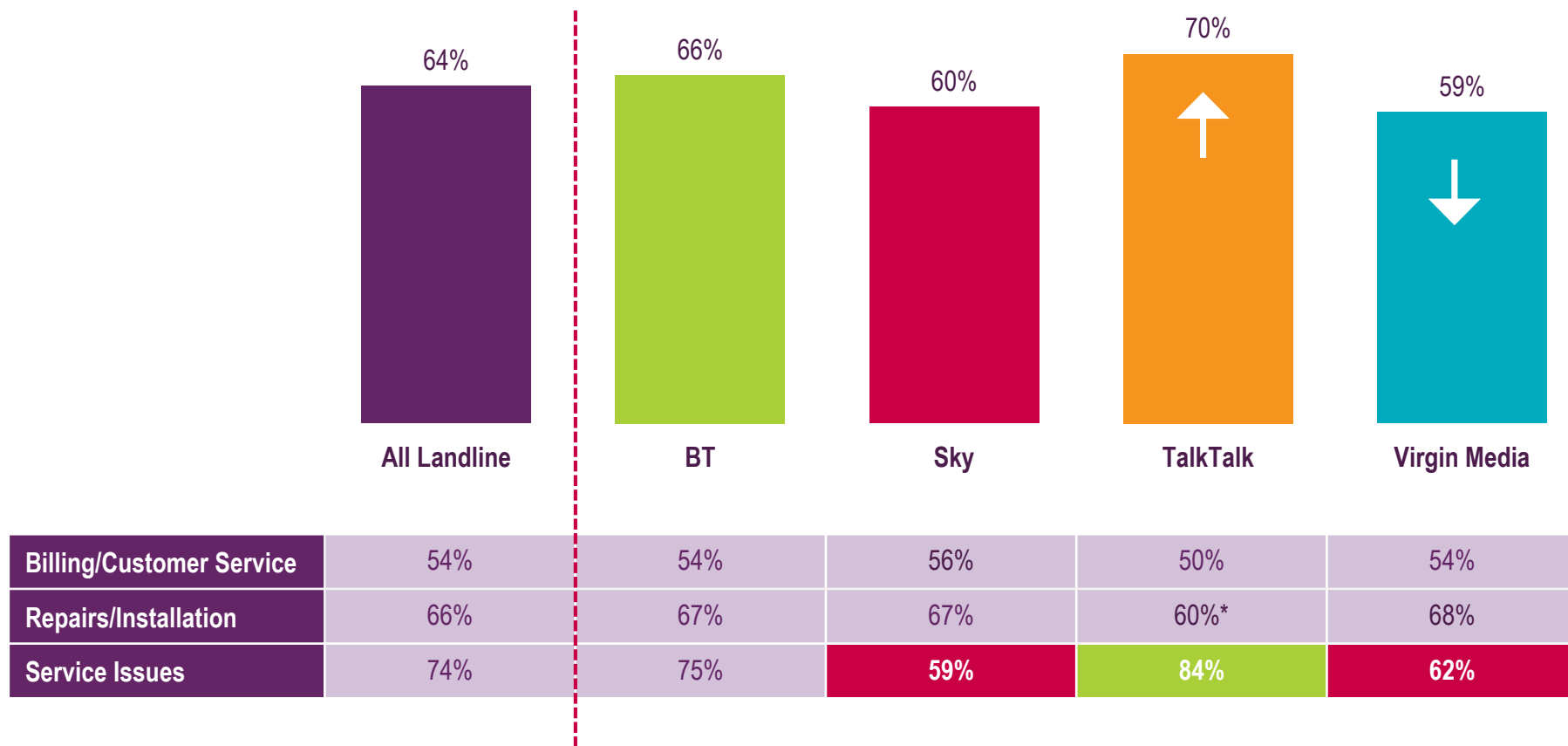
Two thirds of landline complaints were completely resolved. Compared to all landline complaints, TalkTalk completely resolved a higher and Virgin Media a lower proportion of complaints. For *service issues*, TalkTalk completely resolved a higher proportion of complaints, while Sky and Virgin Media a lower proportion.



Proportion whose most recent complaint was completely resolved

Landline complaints

% Completely Resolved



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. In your opinion, was [provider] able to successfully resolve your complaint?

Base: All who complained about the landline service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (2468/840/593/944), BT (925/285/244/367), Sky (489/188/162/120), TalkTalk (537/143/70*/302), Virgin Media (517/224/117/155)

↑ ↓ ■ ■ Indicates significantly higher/lower than the sector or complaint type average at the 95% confidence level.

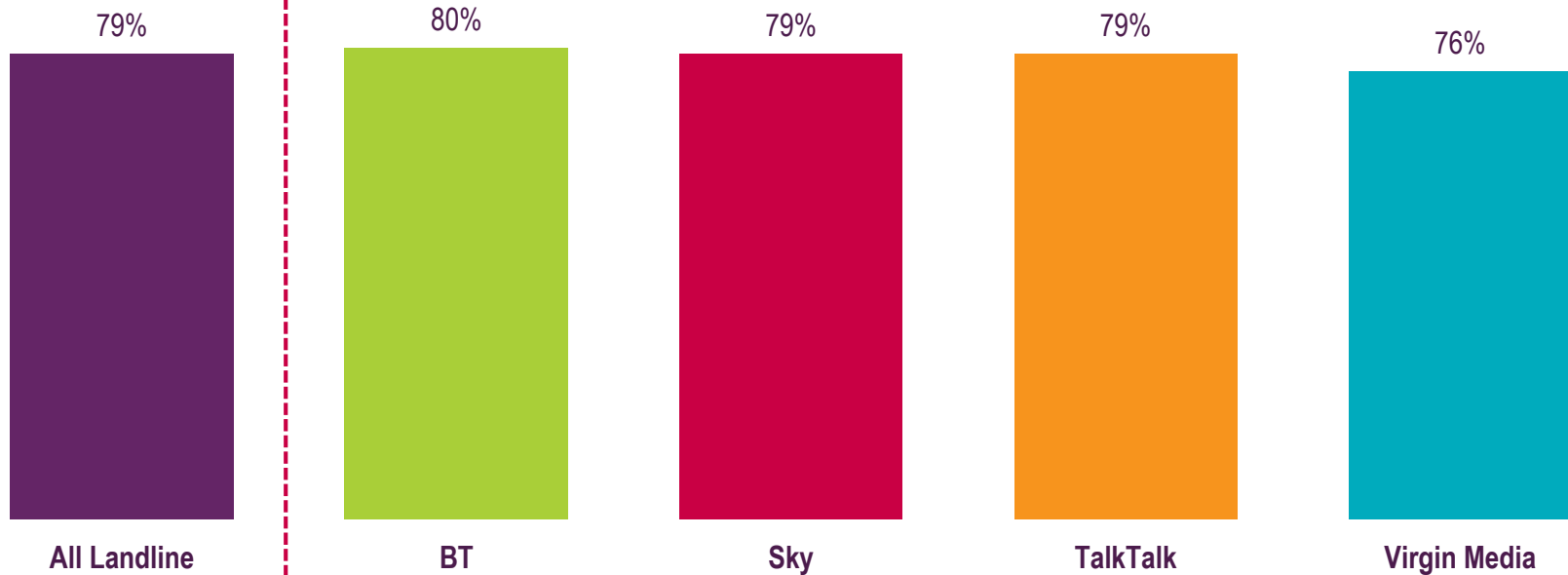
* Caution: small base

For all providers, satisfaction with complaint handling was higher among those whose complaint was completely resolved than all complaints

Proportion whose most recent complaint was completely resolved Among completely resolved landline complaints



% satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

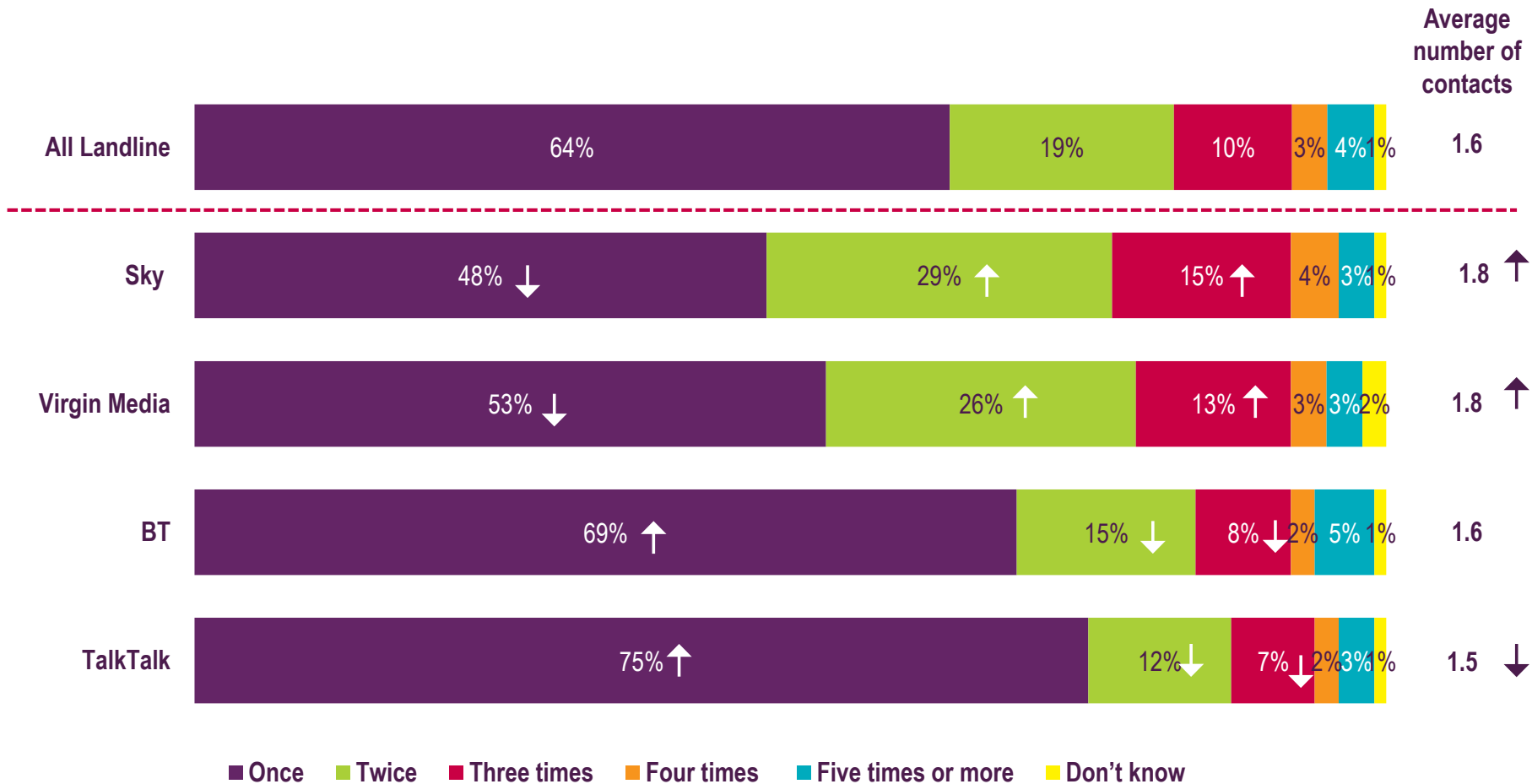
Q. In your opinion, was [provider] able to successfully resolve your complaint?

Base: All who complained about the landline service in past 6 months whose issue was completely resolved – All (1583), BT (606), Sky (293), TalkTalk (378), Virgin Media (306)

↑↓ Indicates significantly higher/lower than the sector or complaint type average at the 95% confidence level.

Compared to all resolved landline complaints, TalkTalk and BT were more likely to resolve the complaint in one contact and Sky and Virgin were less likely to resolve the complaint in one contact.

Number of contacts with provider to completely resolve the complaint Among completely resolved landline complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

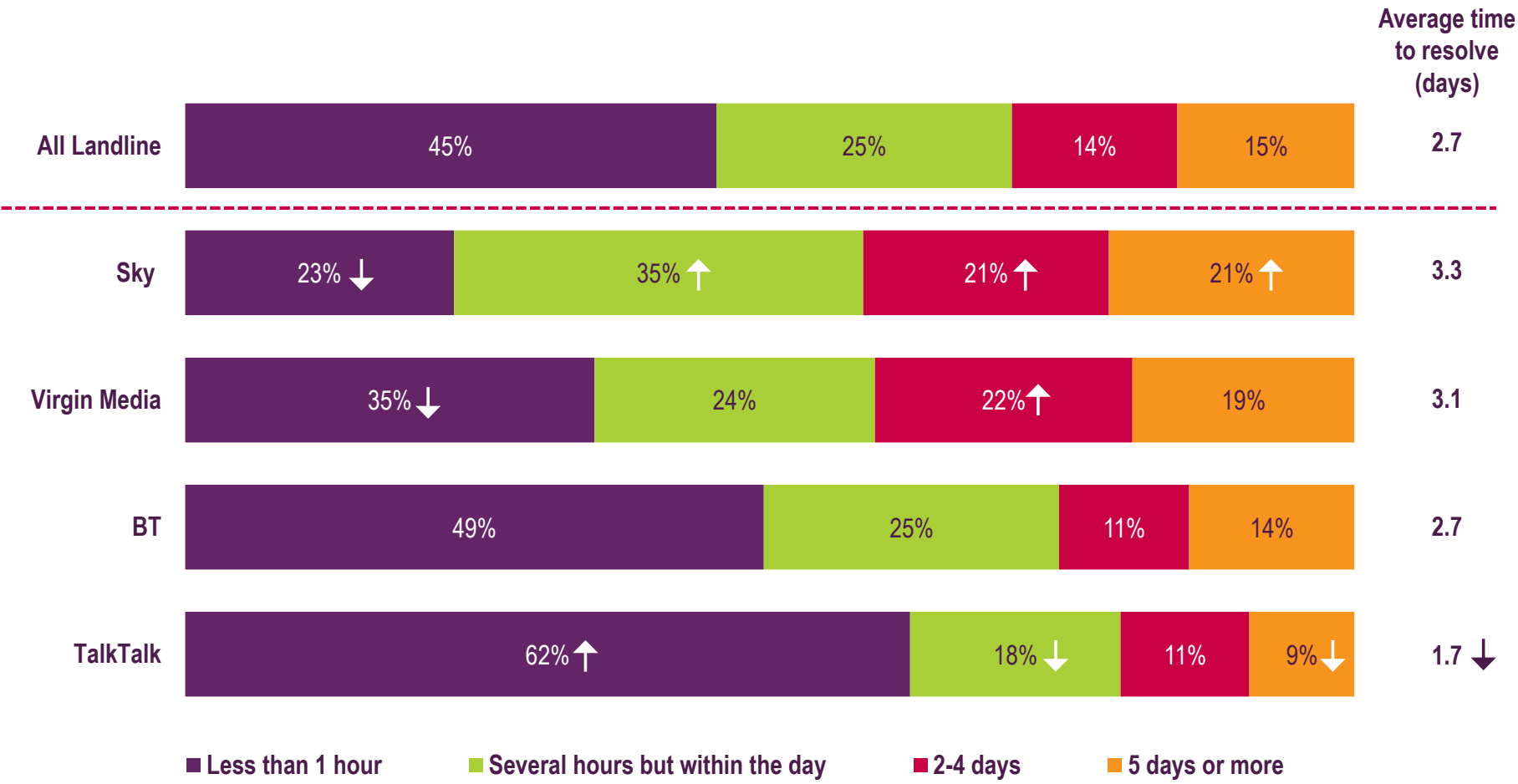
Q. How many times have you been in contact with [provider] in relation to this particular complaint so far?

Base: All who complained about the landline service in past 6 months whose issue was completely resolved – All (1583), BT (606), Sky (293), TalkTalk (378), Virgin Media (306)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Compared to all resolved landline complaints, TalkTalk was more likely to have resolved the complaint within an hour and Sky and Virgin were less likely to resolve the complaint within an hour.

Time taken to completely resolve the complaint Among completely resolved Landline complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How long did it take to resolve the issue with [provider]?
 Base: All who complained about the landline service in past 6 months whose issue was completely resolved – All (1583), BT (606), Sky (293), TalkTalk (378), Virgin Media (306)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Mobile

Executive summary – mobile

High level summary:

Overall satisfaction

- **Just over half** (57%) of mobile customers who contacted their provider with a complaint were satisfied with how the complaint was handled; overall satisfaction with complaint handling was higher for **Tesco Mobile** (74% vs. 57%) and lower for **Vodafone** (46% vs. 57%).

Satisfaction among completely resolved

- **Almost four in five** (78%) customers whose complaint was completely resolved were satisfied with complaint handling, this was lower among **Vodafone** customers (69%).

Completely resolved

- More than half (57%) of all mobile complaints were completely resolved. Compared to all completely resolved mobile complaints, **Tesco Mobile** (81%) and **O2** (63%) completely resolved a higher proportion and **Vodafone** a lower proportion (49%).

Satisfaction by complaint type

- Satisfaction with *billing/customer service and service issues* complaints was higher than average for **Tesco Mobile**, and lower for **Vodafone**.

Number of contacts to completely resolve

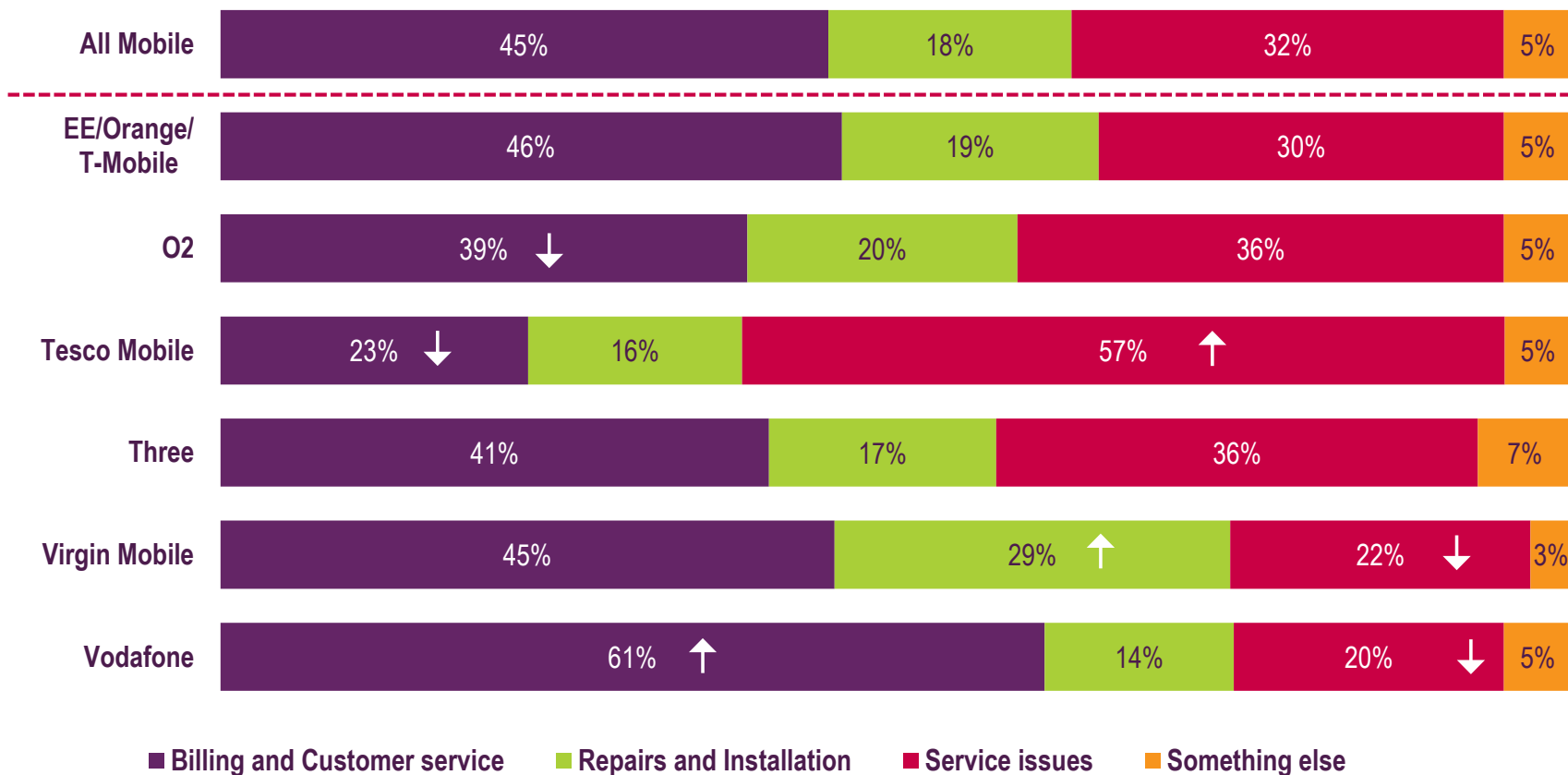
- Compared to all resolved mobile complaints, **Tesco Mobile** and **O2** were more likely to resolve the complaint in one contact while **Vodafone** and **Virgin Mobile** were less likely to do so in one contact.

Time taken to completely resolve

- Compared to all completely resolved mobile complaints, **Tesco Mobile** was more likely to resolve the complaint in under an hour, while **Vodafone** and **Virgin Media** were less likely to do so in under an hour.

Type of complaint varied by mobile provider; compared to all mobile complaints Vodafone had a higher proportion of billing and customer service complaints and Tesco Mobile had a higher proportion of complaints about service issues ⁴¹

Complaint type Mobile complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. And thinking of the most recent **complaint** you had to contact [company] about, which one of the following categories did the issue fall into? Was it to do with...
 Base: All who complained about mobile phone service in past 6 months (2989), EE/Orange/T-Mobile (666), O2 (729), Tesco Mobile (327), Three (500), Virgin Mobile (258), Vodafone (509)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

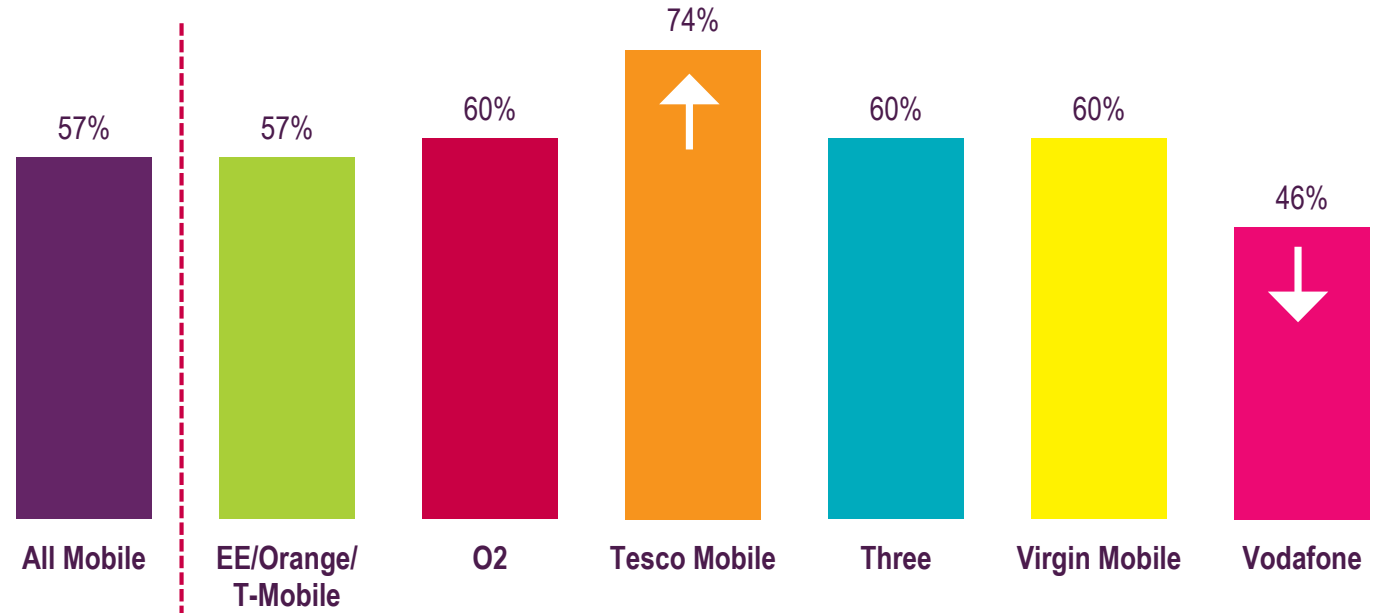
Overall, over half of all mobile complaints were handled to customers satisfaction; Tesco Mobile received higher than average satisfaction and Vodafone lower than average. Overall satisfaction varied by complaint type.

Overall satisfaction with provider's handling of most recent complaint

Mobile complaints



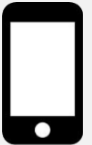
% Satisfied (7-10)



	All Mobile	EE/Orange/T-Mobile	O2	Tesco Mobile	Three	Virgin Mobile	Vodafone
Billing/Customer Service	51%	59%	52%	73%*	53%	47%	41%
Repairs/Installation	61%	54%	67%	67%*	62%*	76%*	60%*
Service Issues	61%	55%	63%	77%	65%	64%*	49%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?
 Base: All who complained about mobile phone service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (2989/1301/553/984), EE/Orange/T-Mobile (666/309/125/198), O2 (729/286/145/262), Tesco Mobile (327/74*/51*/186), Three (500/204/84*/179), Virgin Mobile (258/117/76*/56*), Vodafone (509/311/72*/103)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base

Tesco Mobile was above average for satisfaction on seven of the aspects of customer service measured, O2 for six, Virgin Mobile for three and Three for two. Vodafone was below average for all nine measures and EE/Orange/T-Mobile for one.



Satisfaction with specific aspects

Mobile complaints – All

% Satisfied (7-10)

	All Mobile	EE/Orange/ T-Mobile	O2	Tesco Mobile	Three	Virgin Mobile	Vodafone	
Contacting	Ease of finding provider contact details	65%	62%	67%	69%	70%	72%	60%
	Ease of getting through to the right person (phone) ¹	54%	55%	57%	66%	62%	50%	43%
Speed	The time taken to handle your issue	58%	58%	64%	78%	58%	62%	44%
Standard of advice	Getting the issue resolved to your satisfaction	59%	59%	66%	80%	59%	59%	45%
	Courtesy and politeness of advisors	67%	69%	69%	65%	65%	71%	61%
Advisor	Advisor doing what they said they would do	61%	63%	65%	67%	63%	64%	50%
	Logging of query details to avoid having to repeat yourself	57%	55%	64%	72%	58%	63%	45%
General	Offering compensation or a goodwill payment	51%	46%	57%	74%	49%	62%	42%
	Willingness to help resolve your issue	63%	62%	67%	81%	65%	65%	52%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

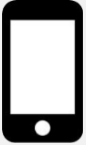
Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about mobile phone service in past 6 months – All (2989), EE/Orange/T-Mobile (666), O2 (729), Tesco Mobile (327), Three (500), Virgin Mobile (258), Vodafone (509)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

¹All contacting by phone (1490/373/295/128/270/139/285)

For satisfaction with customer service of *billing/customer service* complaints, Tesco Mobile was above average on seven measures, EE/Orange/T-Mobile for three and Three for two. Vodafone was below average on seven measures and Virgin for one.



Satisfaction with specific aspects

Mobile complaints – Billing and Customer Service

% Satisfied (7-10)

		All Mobile	EE/Orange/ T-Mobile	O2	Tesco Mobile*	Three	Virgin Mobile	Vodafone
Contacting	Ease of finding provider contact details	63%	62%	66%	70%	↑ 71%	62%	58%
	Ease of getting through to the right person (phone) ¹	51%	57%	52%	**	↑ 62%	↓ 37%	↓ 39%
Speed	The time taken to handle your issue	51%	↑ 60%	55%	↑ 70%	52%	46%	↓ 39%
Standard of advice	Getting the issue resolved to your satisfaction	52%	↑ 61%	57%	↑ 68%	52%	47%	↓ 40%
Advisor	Courtesy and politeness of advisors	64%	69%	67%	↑ 77%	63%	61%	59%
	Advisor doing what they said they would do	56%	↑ 63%	58%	↑ 69%	61%	50%	↓ 46%
	Logging of query details to avoid having to repeat yourself	51%	54%	55%	↑ 66%	54%	49%	↓ 41%
General	Offering compensation or a goodwill payment	44%	46%	45%	↑ 68%	47%	47%	↓ 38%
	Willingness to help resolve your issue	56%	63%	59%	↑ 74%	59%	51%	↓ 46%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about mobile phone service in past 6 months – Billing and Customer Service (1301), EE/Orange/T-Mobile (309), O2 (286), Tesco Mobile (74*), Three (204),

Virgin Mobile (117), Vodafone (311)

¹All contacting by phone (731/195/131/22**/129/75*/179)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report



For satisfaction with customer service of *repairs/installation* complaints, Virgin Mobile was above average for eight measures, O2 for one and Tesco Mobile for one. Three and EE/Orange/T-Mobile were below average on one measure.



Satisfaction with specific aspects

Mobile complaints – Repairs and Installation

% Satisfied (7-10)

		All Mobile	EE/Orange/ T-Mobile	O2	Tesco Mobile*	Three*	Virgin Mobile*	Vodafone*
Contacting	Ease of finding provider contact details	68%	65%	68%	78%	67%	87%	67%
	Ease of getting through to the right person (phone) ¹	59%	**	**	**	**	**	**
Speed	The time taken to handle your issue	64%	58%	69%	75%	58%	79%	63%
Standard of advice	Getting the issue resolved to your satisfaction	65%	58%	72%	73%	63%	79%	63%
Advisor	Courtesy and politeness of advisors	70%	64%	74%	75%	62%	80%	74%
	Advisor doing what they said they would do	66%	62%	72%	75%	60%	79%	63%
	Logging of query details to avoid having to repeat yourself	62%	51%	70%	76%	57%	80%	61%
General	Offering compensation or a goodwill payment	60%	52%	69%	71%	43%	79%	63%
	Willingness to help resolve your issue	68%	63%	72%	75%	64%	79%	69%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about mobile phone service in past 6 months – Repairs and Installation (553), EE/Orange/T-Mobile (125), O2 (145), Tesco Mobile (51*), Three (84*),

Virgin Mobile (76*), Vodafone (72*)

¹All contacting by phone (201/48**/47**/12**/34**/21**/39**)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report



For satisfaction with customer service of *service issues* complaints, Tesco Mobile was above average on five measures and O2 for four. Vodafone was below average on five measures, EE/Orange/T-Mobile for three and Tesco Mobile for one.



Satisfaction with specific aspects

Mobile complaints – Service Issues

% Satisfied (7-10)

	All Mobile	EE/Orange/ T-Mobile	O2	Tesco Mobile	Three	Virgin Mobile*	Vodafone	
Contacting	Ease of finding provider contact details	64%	59%	66%	65%	69%	75%	62%
	Ease of getting through to the right person (phone) ¹	56%	51%	59%	66%	**	65%	48%
Speed	The time taken to handle your issue	64%	↓ 55%	↑ 71%	↑ 82%	64%	70%	↓ 50%
Standard of advice	Getting the issue resolved to your satisfaction	65%	59%	↑ 73%	↑ 88%	64%	59%	↓ 47%
Advisor	Courtesy and politeness of advisors	66%	70%	68%	↓ 58%	67%	79%	58%
	Advisor doing what they said they would do	65%	65%	68%	65%	66%	73%	55%
	Logging of query details to avoid having to repeat yourself	63%	60%	↑ 71%	↑ 74%	63%	70%	↓ 47%
General	Offering compensation or a goodwill payment	56%	↓ 42%	↑ 65%	↑ 81%	55%	↑ 71%	↓ 46%
	Willingness to help resolve your issue	69%	↓ 61%	73%	↑ 86%	70%	75%	↓ 58%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about mobile phone service in past 6 months – Service Issues (984), EE/Orange/T-Mobile (198), O2 (262), Tesco Mobile (186), Three (179),

Virgin Mobile (56*), Vodafone (103)

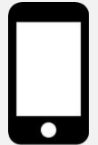
¹All contacting by phone (490/112/104/92*/92*/34**/56*)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

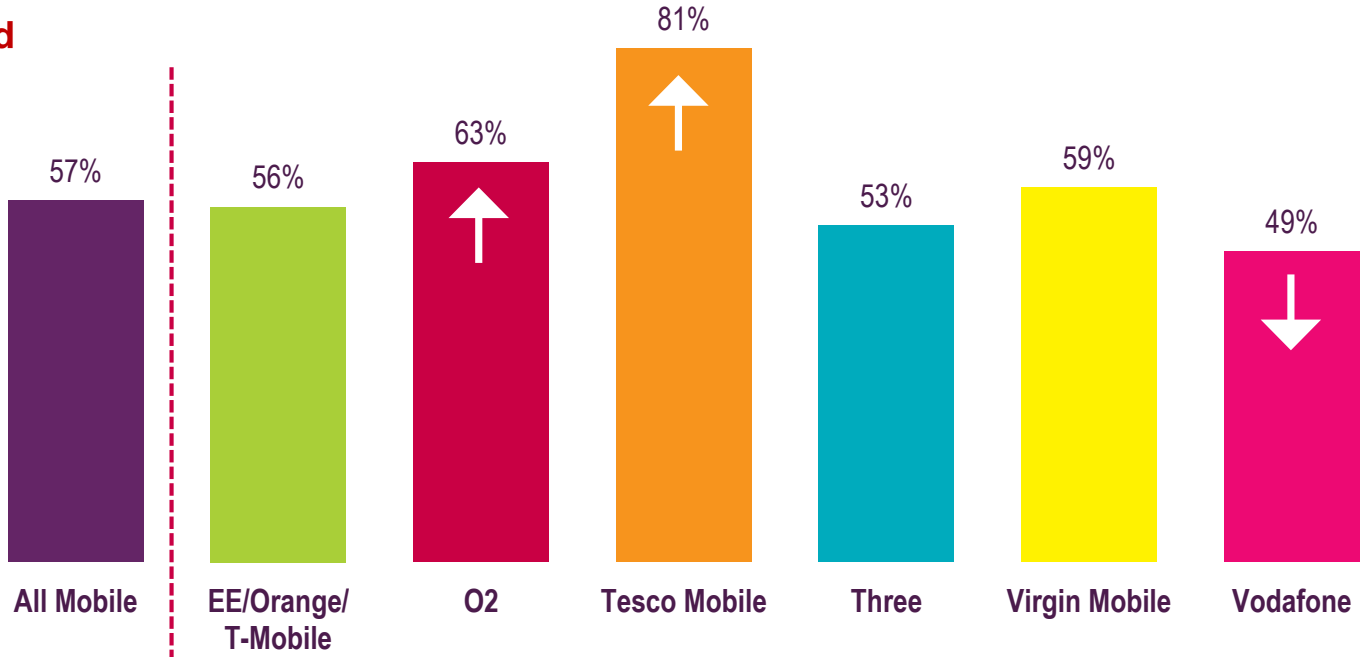
More than half of mobile complaints were completely resolved. Tesco Mobile and O2 resolved a higher proportion and Vodafone a lower proportion. The proportion of complaints completely resolved varied by complaint type.

Proportion whose most recent complaint was completely resolved

Mobile complaints



% Completely Resolved



Complaint Type	All Mobile	EE/Orange/T-Mobile	O2	Tesco Mobile	Three	Virgin Mobile	Vodafone
Billing/Customer Service	52%	56%	52%	76%*	50%	47%	48%
Repairs/Installation	61%	61%	60%	73%*	61%*	71%*	56%*
Service Issues	62%	53%	73%	87%	53%	66%*	46%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. In your opinion, was [provider] able to successfully resolve your complaint?

Base: All who complained about mobile phone service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (2989/1301/553/984), EE/Orange/T-Mobile

(666/309/125/198), O2 (729/286/145/262), Tesco Mobile (327/74*/51*/186), Three (500/204/84*/179), Virgin Mobile (258/117/76*/56*), Vodafone (509/311/72*/103)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

* Caution: small base

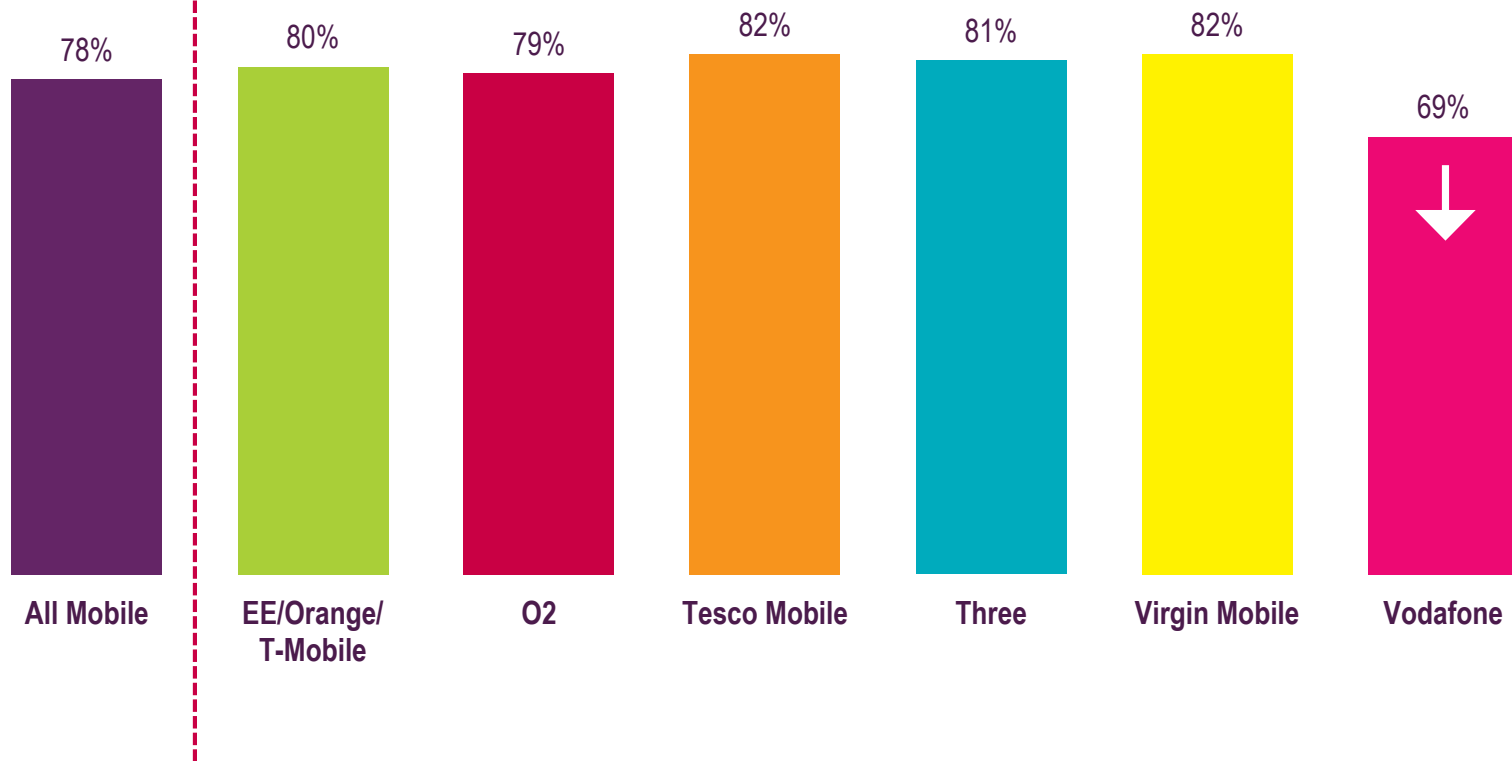


For all providers, satisfaction with complaint handling was higher among those whose complaint was completely resolved than all complaints. Satisfaction with complaint handling is lower than sector average among Vodafone customers with resolved complaints

Overall satisfaction with provider's handling of most recent complaint Among completely resolved mobile complaints



% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

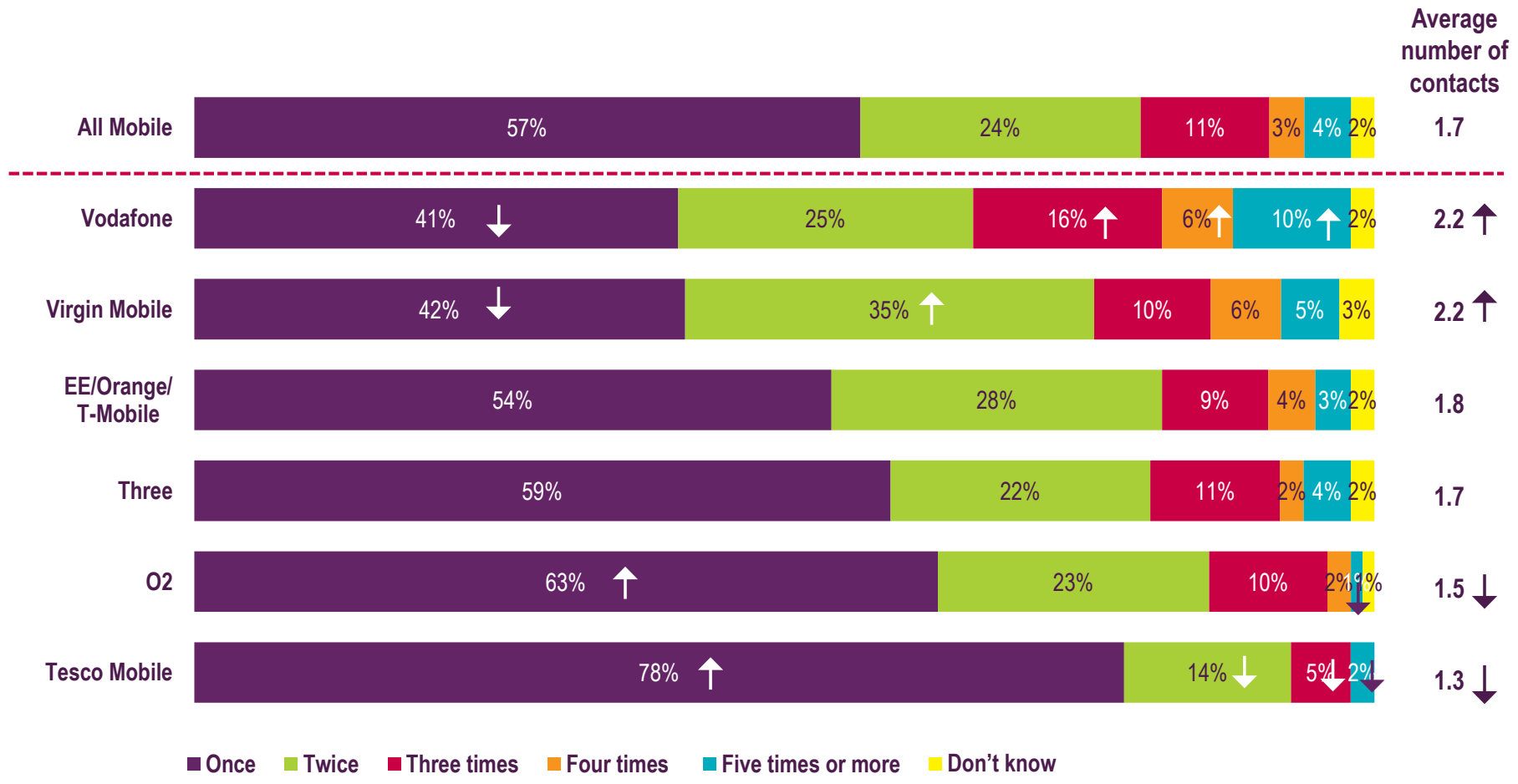
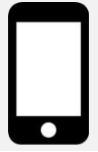
Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?

Base: All who complained about mobile phone service in past 6 months whose issue was completely resolved – All (1758), EE/Orange/T-Mobile (370), O2 (457), Tesco Mobile (264), Three (266), Virgin Media (153), Vodafone (248)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Compared to all resolved mobile complaints, Tesco Mobile and O2 were more likely to resolve the complaint on one contact while Vodafone and Virgin Mobile were less likely to resolve the complaint in one contact.

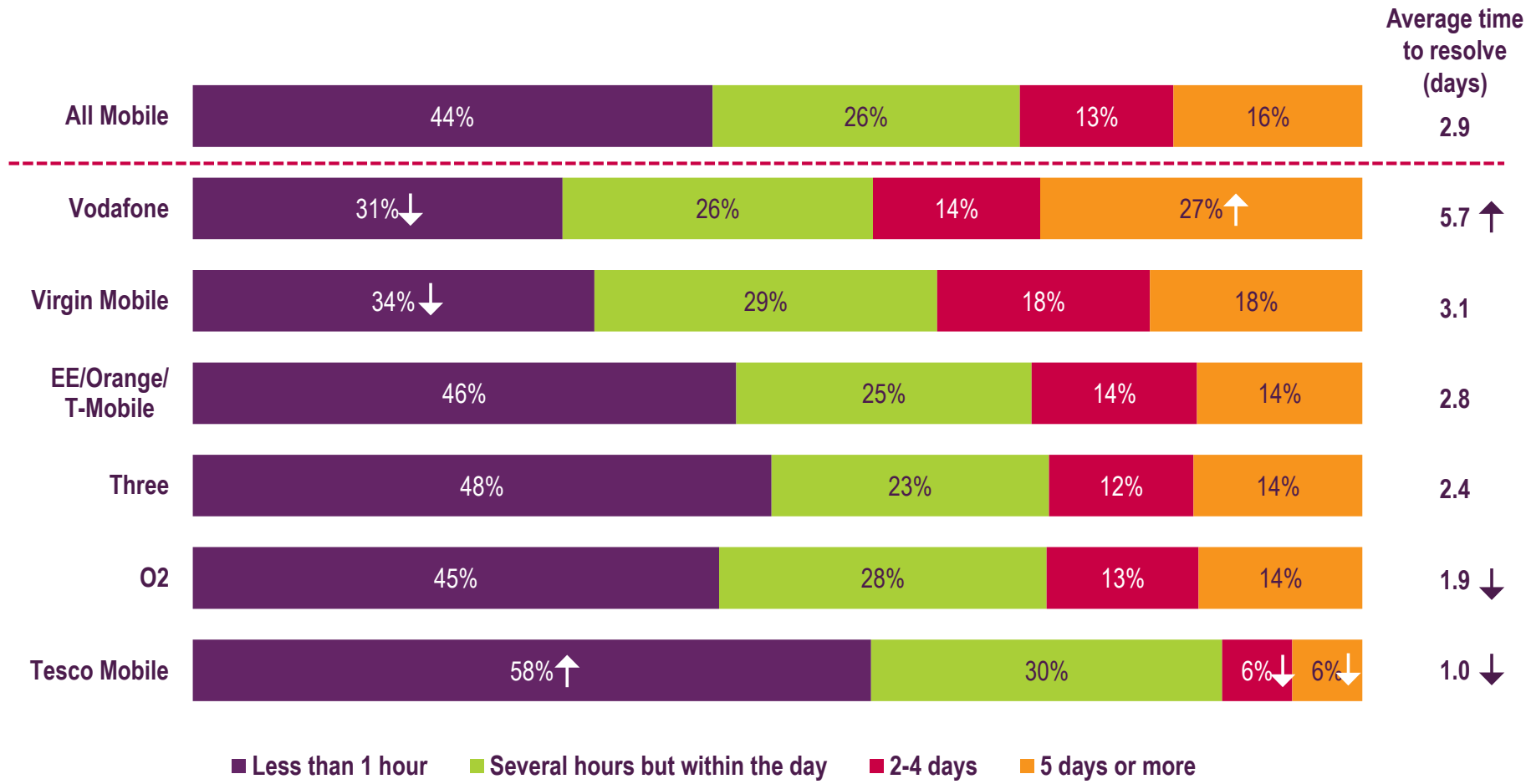
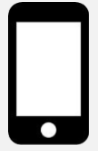
Number of contacts with provider to completely resolve the complaint Among completely resolved mobile complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How many times have you been in contact with [provider] in relation to this particular complaint so far?
 Base: All who complained about mobile phone service in past 6 months whose issue was completely resolved – All (1758), EE/Orange/T-Mobile (370), O2 (457), Tesco Mobile (264), Three (266), Virgin Media (153), Vodafone (248)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Compared to all completely resolved mobile complaints, Tesco Mobile was more likely to resolve the complaint within an hour, while Vodafone and Virgin Media were less likely to resolve the complaint within an hour.

Time taken to completely resolve the complaint Among completely resolved mobile complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How long did it take to resolve the issue with [provider]?
 Base: All who complained about mobile phone service in past 6 months whose issue was completely resolved – All (1758), EE/Orange/T-Mobile (370), O2 (457), Tesco Mobile (264), Three (266), Virgin Media (153), Vodafone (248)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Fixed broadband

Executive summary – fixed broadband

High level summary:

Overall satisfaction

- **Just over half** (56%) of fixed broadband customers who contacted their provider with a complaint were satisfied with how the complaint was handled; overall satisfaction with complaint handling was higher for **Sky** (61%) and lower for **TalkTalk** (51%).

Satisfaction among completely resolved

- **Almost four in five** (78%) customers whose complaint was completely resolved were satisfied with complaint handling, there was no variation by provider.

Completely resolved

- More than half (57%) of all broadband complaints were completely resolved. Compared to all completely resolved broadband complaints, **BT** resolved a higher proportion (61%).

Satisfaction by complaint type

- Satisfaction with *billing/customer service and service issues* complaints was higher than average for **Sky**, and lower for **TalkTalk**. Satisfaction with *repairs and installation* complaints was lower for **EE/Orange**.

Number of contacts to completely resolve

- Compared to all resolved broadband complaints, **BT** and **TalkTalk** customers were more likely to report the complaint was resolved in one contact, while **Virgin Media**, **Sky** and **EE/Orange** customers were less likely to report one contact resolution.

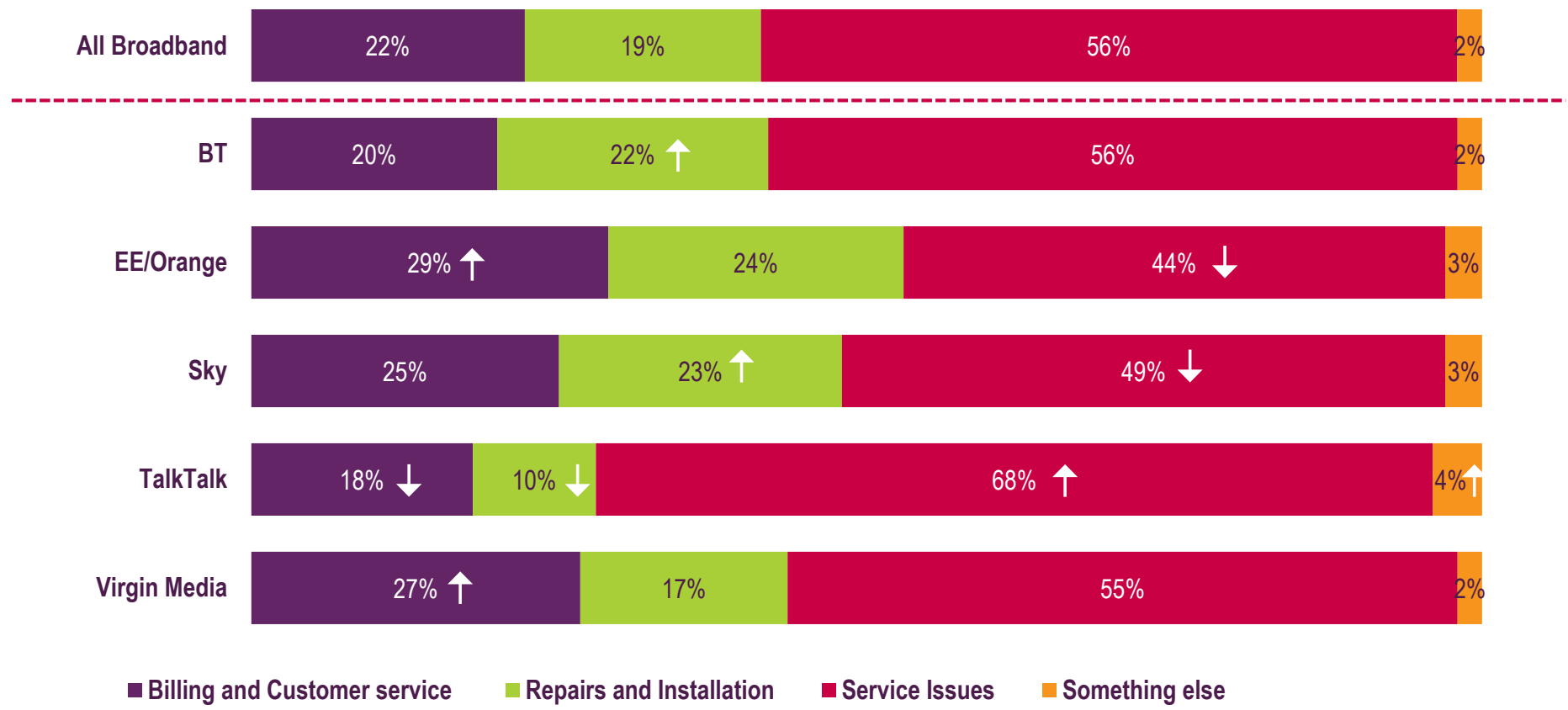
Time taken to completely resolve

- Compared to all resolved broadband complaints, **TalkTalk** and **BT** customers were more likely to report the complaint was resolved within an hour, while **EE/Orange** and **Sky** were less likely to report the complaint was resolved within an hour.

Compared to all broadband complaints; TalkTalk had a higher proportion of *service issues* complaints while EE/Orange and Sky had a lower proportion; EE/Orange and Virgin had a higher proportion of *billing/customer service* complaints; and Sky and BT had a higher proportion of *repairs/installation* complaints.

Complaint type


Broadband complaints



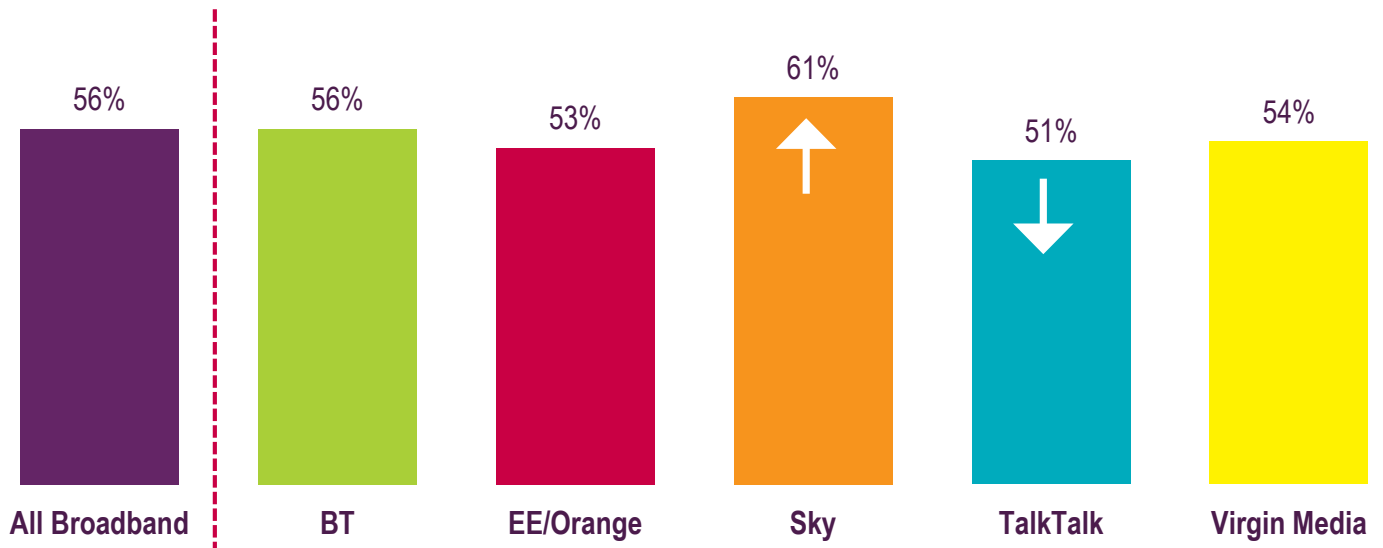
Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. And thinking of the most recent **complaint** you had to contact [company] about, which one of the following categories did the issue fall into? Was it to do with...
 Base: All who complained about the broadband service in past 6 months (3558), BT (1017), EE/Orange (215), Sky (660), TalkTalk (843), Virgin Media (823)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Overall, more than half of broadband complaints were handled to customers' satisfaction. Overall satisfaction for Sky was higher than average and TalkTalk below. Satisfaction with *billing/customer service* complaints was higher for Sky and lower for TalkTalk, *repairs/installation* complaints was lower for EE/Orange.



Overall satisfaction with provider's handling of most recent complaint
Broadband complaints




% Satisfied (7-10)



Billing/Customer Service	52%	48%	60%*	62%	41%	52%
Repairs/Installation	62%	62%	44%*	69%	52%*	66%
Service Issues	55%	56%	52%*	58%	54%	52%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?
 Base: All who complained about the broadband service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (3558/797/657/2017), BT (1017/200/227/571), EE/Orange (215/62*/52*/95*), Sky (660/165/152/326), TalkTalk (843/149/88*/575), Virgin Media (823/221/138/450)
 ↑ ↓   Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base



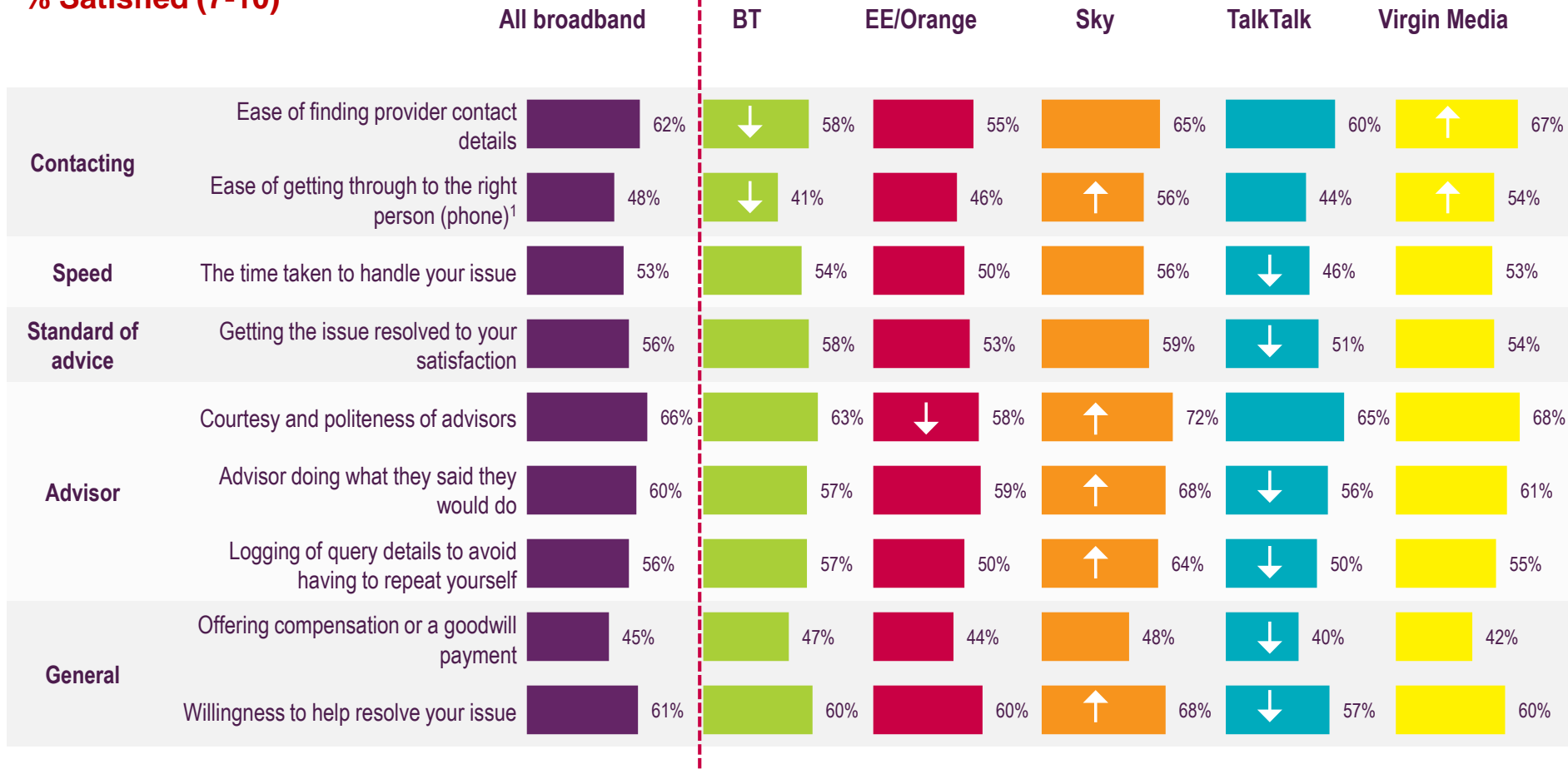
Sky was above average for satisfaction on five specific aspects of customer service measured and Virgin Media for two. TalkTalk was below average for satisfaction on six, BT for two and EE/Orange for one.



Satisfaction with specific aspects

Broadband complaints – All

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about the broadband service in past 6 months – All (3558), BT (1017), EE/Orange (215), Sky (660), TalkTalk (843), Virgin Media (823)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. ¹All contacting by phone (2290/583/134/459/515/599)

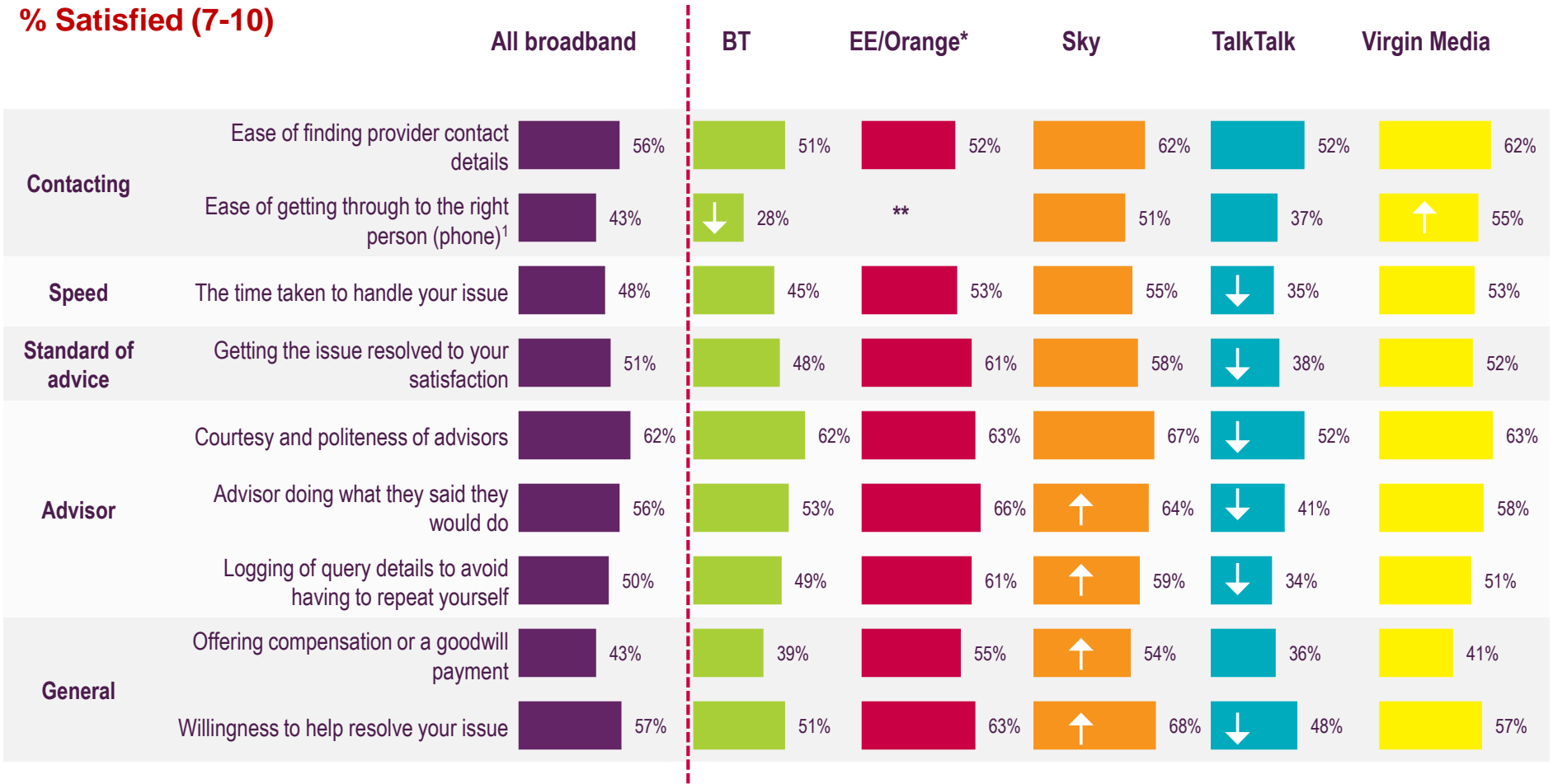
For **billing/customer service** complaints, Sky was above average for four of the specific aspects of customer service measured and Virgin Media for one. TalkTalk was below average for six and BT for one.



Satisfaction with specific aspects

Broadband complaints – Billing and Customer Service

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the broadband service in past 6 months – Billing and Customer Service (797), BT (200), EE/Orange (62*), Sky (165), TalkTalk (149), Virgin Media (221)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

¹All contacting by phone (489/106/37**/100/90*/156)

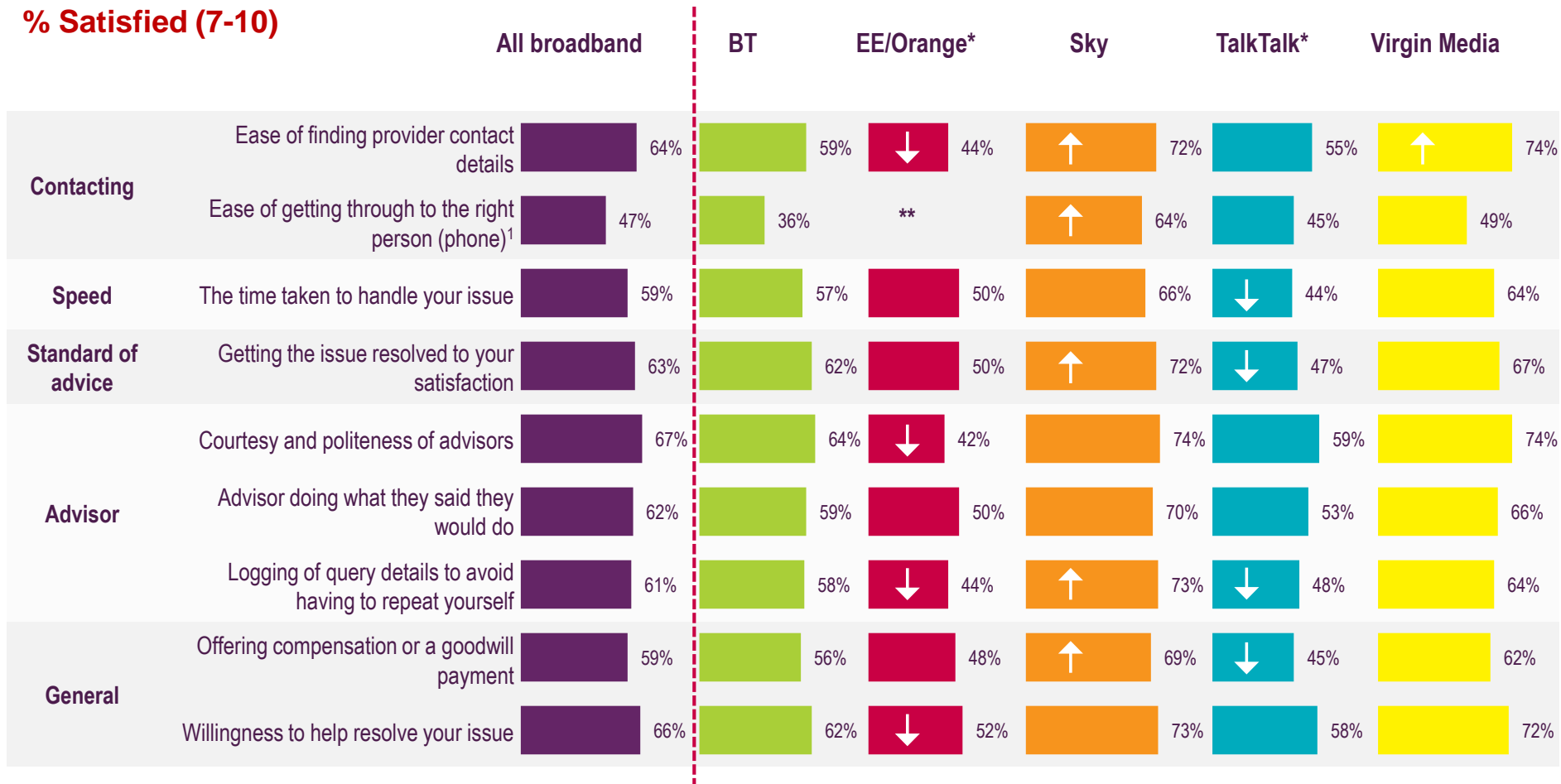
For repairs/installation complaints, Sky was above average for four of the specific aspects of customer service measured and Virgin Media for one. TalkTalk and EE/Orange were below average for four.



Satisfaction with specific aspects

Broadband complaints – Repairs and Installation

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about the broadband service in past 6 months – Repairs and Installation (657), BT (227), EE/Orange (52*), Sky (152), TalkTalk (88*), Virgin Media (138)

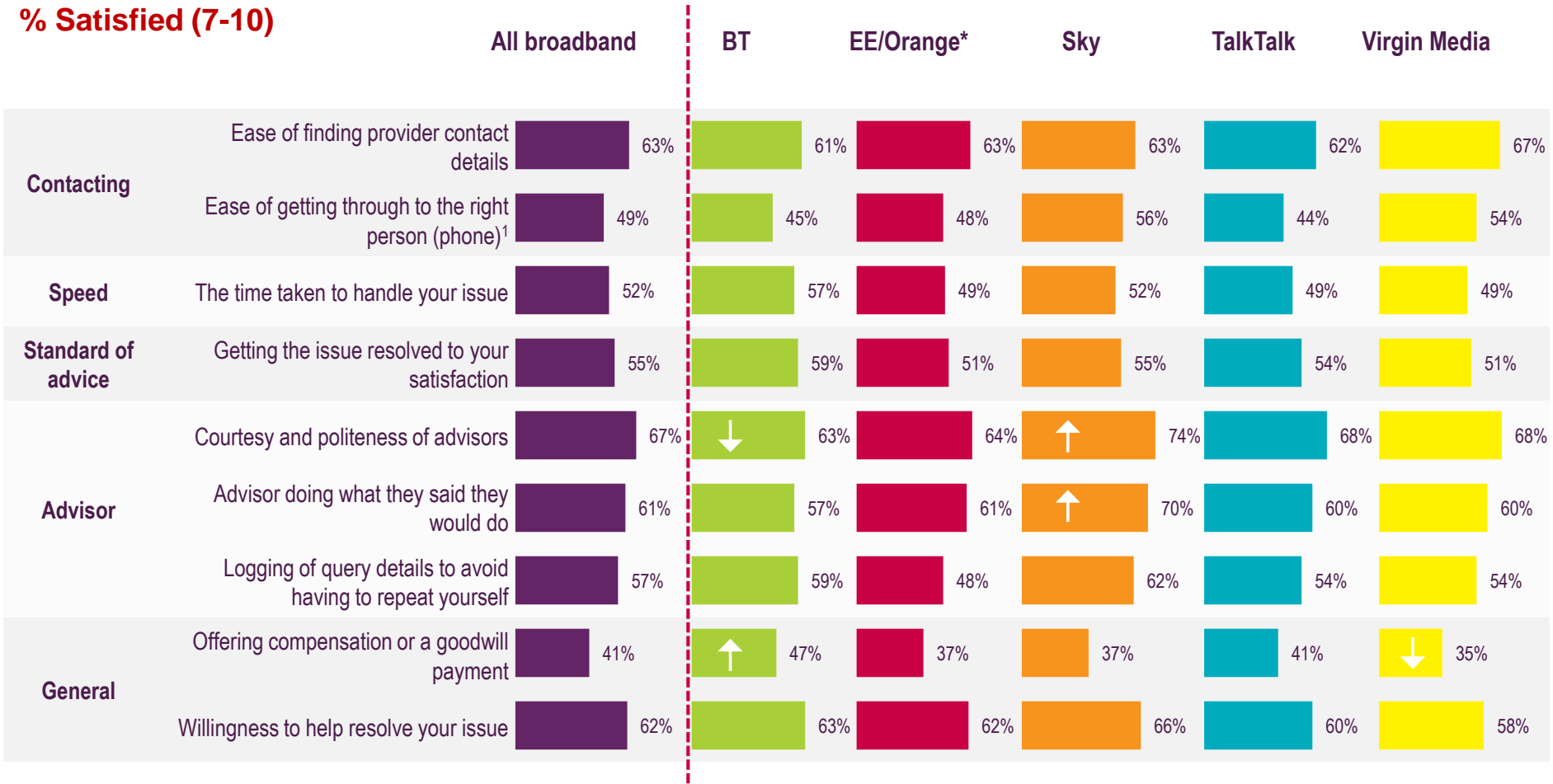
↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

¹All contacting by phone (349/107/25**/92*/52*/73*)

For *service issues* complaints, Sky was above average for two of the specific aspects of customer service measured. BT was below average for two and Virgin media for one.

Satisfaction with specific aspects

Broadband complaints – Service Issues



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]’s customer service?

Base: All who complained about the broadband service in past 6 months – Service Issues (2017), BT (571), EE/Orange (95*), Sky (326), TalkTalk (575), Virgin Media (450)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base

¹All contacting by phone (1392/357/69*/259/350/357)

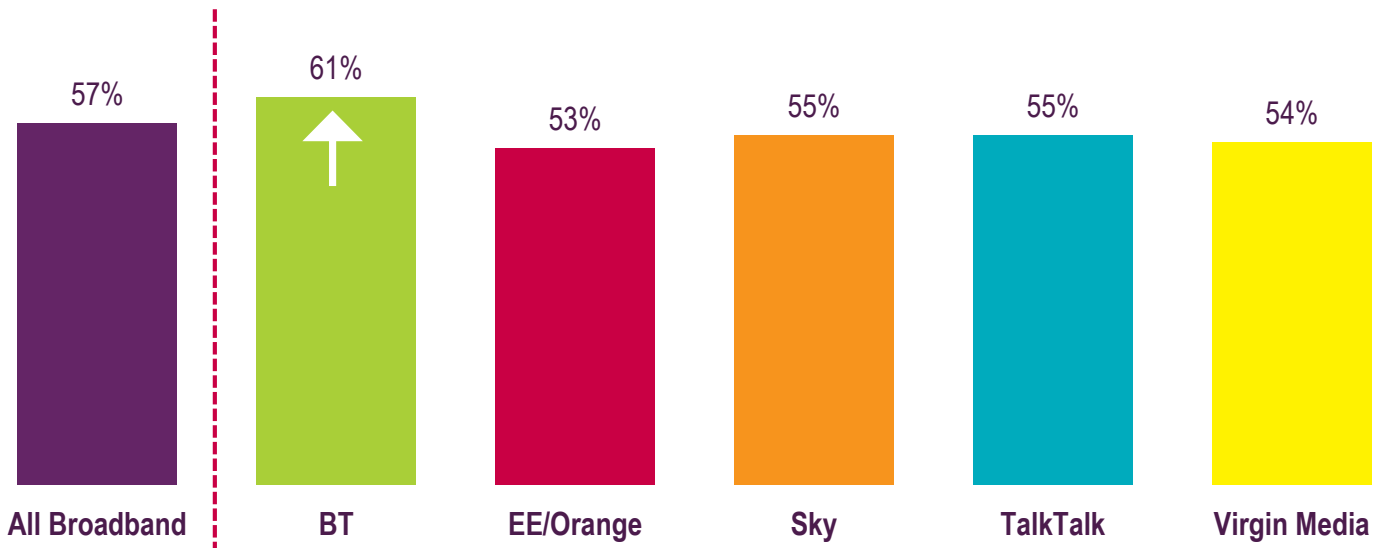
More than half of broadband complaints were completely resolved. Compared to all broadband complaints, BT completely resolved a higher proportion. For *repairs/installation* EE/Orange completely resolved a lower proportion and for *service issues* Virgin completely resolved a lower proportion.



Proportion whose most recent complaint was completely resolved

Broadband complaints

% Completely Resolved



Billing/Customer Service	53%	54%	56%*	53%	46%	53%
Repairs/Installation	66%	70%	48%*	65%	60%*	68%
Service Issues	56%	61%	55%*	50%	57%	51%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. In your opinion, was [provider] able to successfully resolve your complaint?
 Base: All who complained about the broadband service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (3558/797/657/2017), BT (1017/200/227/571), EE/Orange (215/62*/52*/95*), Sky (660/165/152/326), TalkTalk (843/149/88*/575), Virgin Media (823/221/138/450)

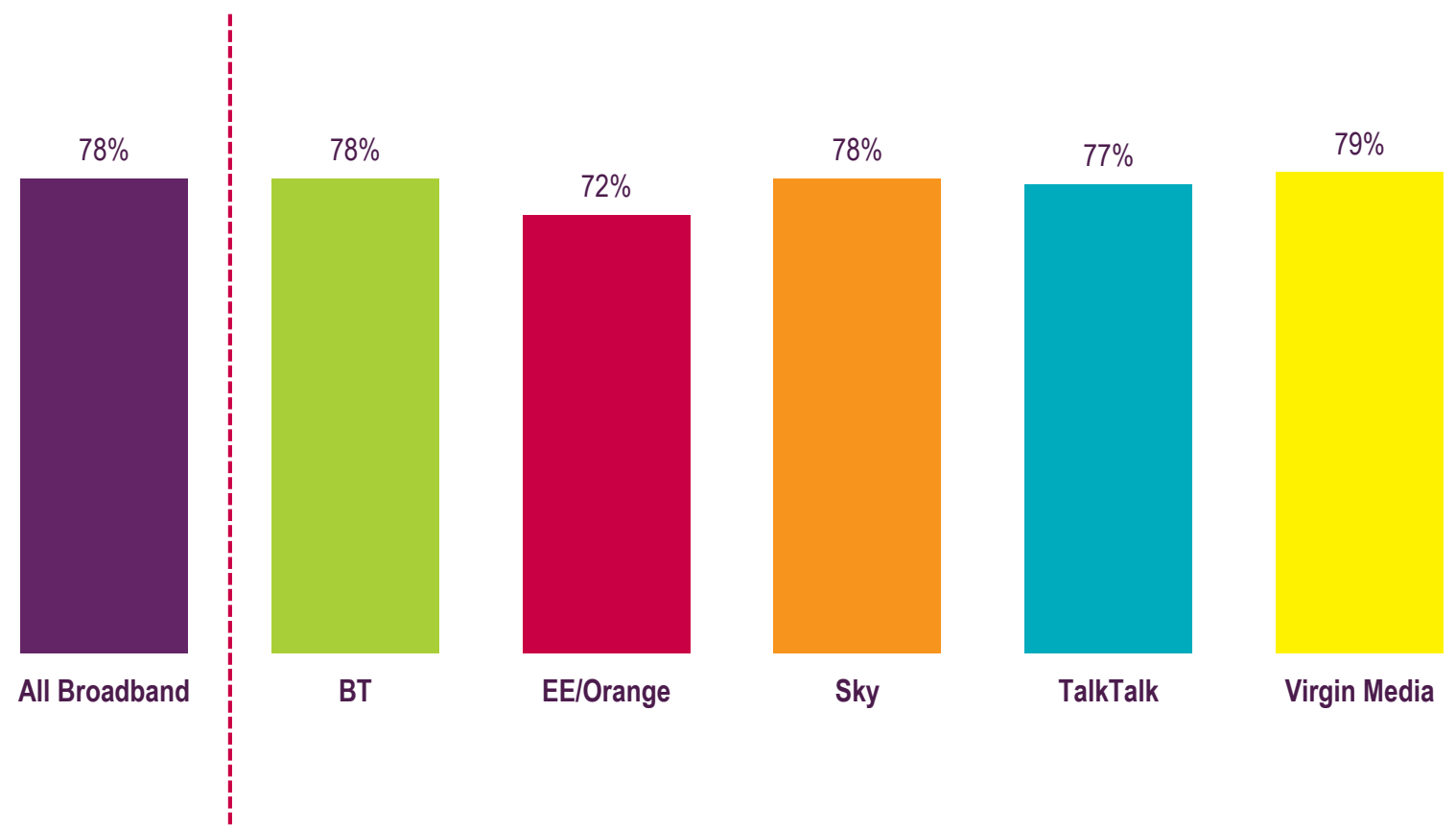
↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base

For all providers, satisfaction with complaint handling was higher among those whose complaint was completely resolved than all complaints.

Overall satisfaction with provider's handling of most recent complaint Among completely resolved fixed broadband complaints



% Satisfied (7-10)



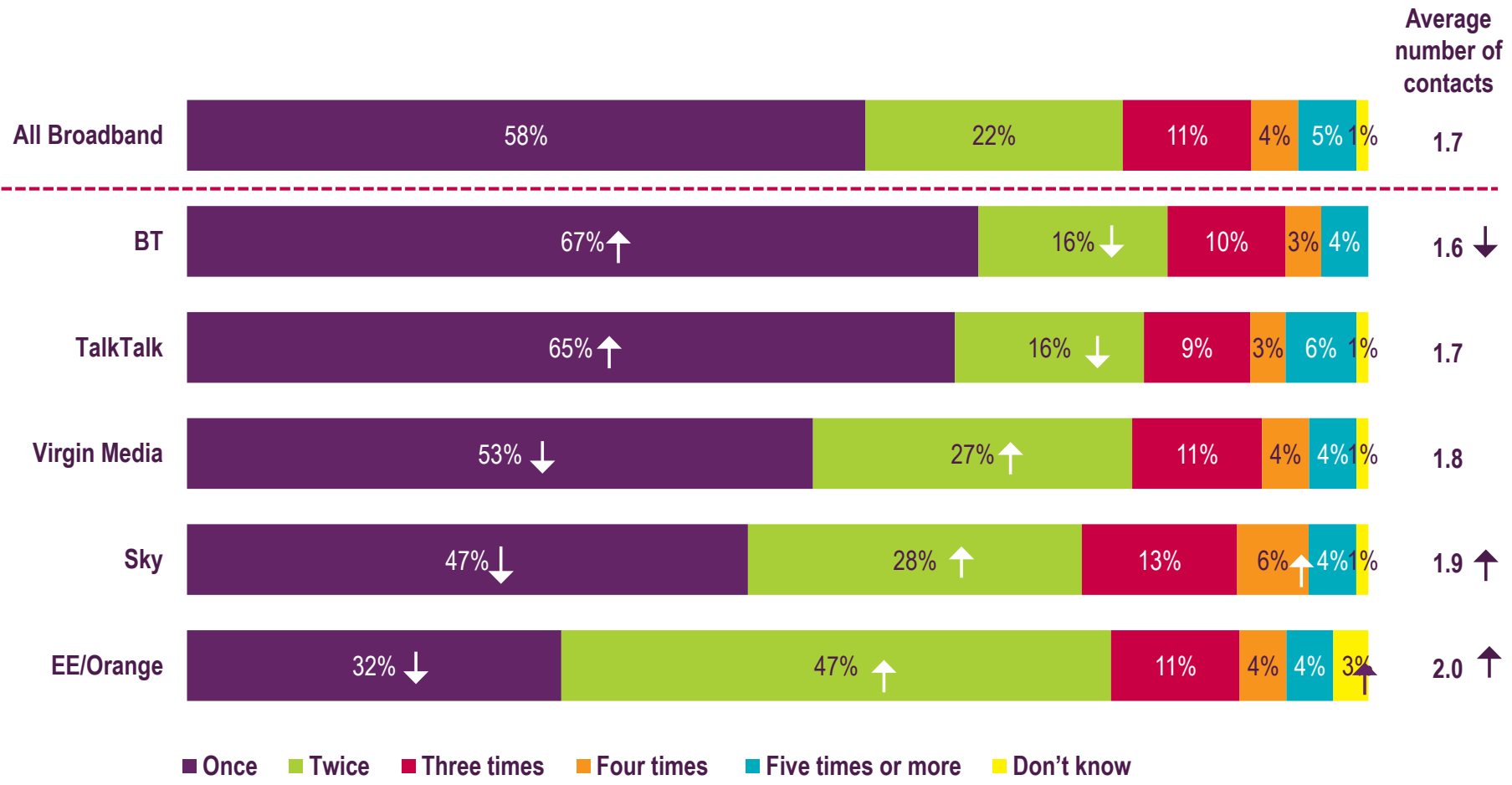
Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?
 Base: All who complained about broadband service in past 6 months whose issue was completely resolved – All (2010), BT (622), EE/Orange (114), Sky (361), TalkTalk (466), Virgin Media (447)
 ↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.



Compared to all resolved broadband complaints, BT and TalkTalk were more likely to resolve the complaint in one contact, while Virgin Media, Sky and EE/Orange were less likely to resolve the complaint in one contact.




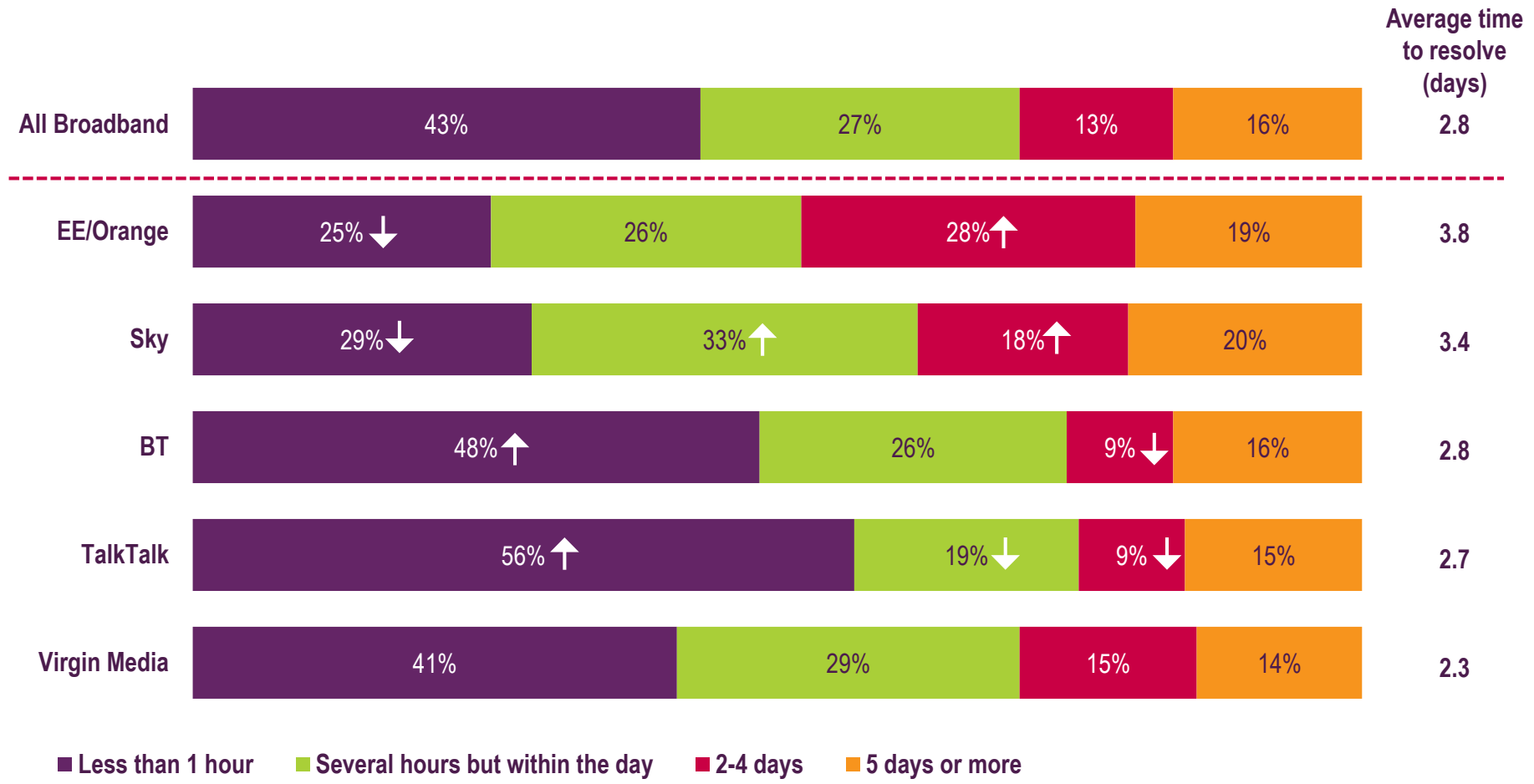
Number of contacts with provider to completely resolve the complaint Among completely resolved fixed broadband complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How many times have you been in contact with [provider] in relation to this particular complaint so far?
 Base: All who complained about broadband service in past 6 months whose issue was completely resolved – All (2010), BT (622), EE/Orange (114), Sky (361), TalkTalk (466), Virgin Media (447)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Compared to all resolved broadband complaints, TalkTalk and BT were more likely to resolve the complaint within an hour, while EE/Orange and Sky were less likely to resolve the complaint within an hour.


Time taken to completely resolve the complaint Among completely resolved broadband complaints

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How long did it take to resolve the issue with [provider]?

Base: All who complained about broadband service in past 6 months whose issue was completely resolved – All (2010), BT (622), EE/Orange (114), Sky (361), TalkTalk (466), Virgin Media (447)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.



Pay TV

Executive summary – pay TV

High level summary:

Overall satisfaction • Nearly two thirds (64%) of pay TV customers who contacted their provider with a complaint were satisfied with how the complaint was handled; overall satisfaction with complaint handling was higher for **TalkTalk** (72%) and **BT** (69%).

Satisfaction among completely resolved • **Over four in five** (81%) customers whose complaint was completely resolved were satisfied with complaint handling, there was no variation by provider.

Completely resolved • Nearly two thirds (64%) of pay TV complaints were completely resolved. Compared to all completely resolved pay TV complaints, **TalkTalk** (81%) and **BT** (79%) completely resolved a higher proportion while **Sky** and **Virgin** a lower proportion (both 58%).

Satisfaction by complaint type • Satisfaction with *service issues* complaints was higher than average for **TalkTalk**.

Number of contacts to completely resolve • Compared to all resolved pay TV complaints, **TalkTalk** and **BT** customers were more likely to report the complaint was resolved in one contact and **Sky** customers less likely to do so.

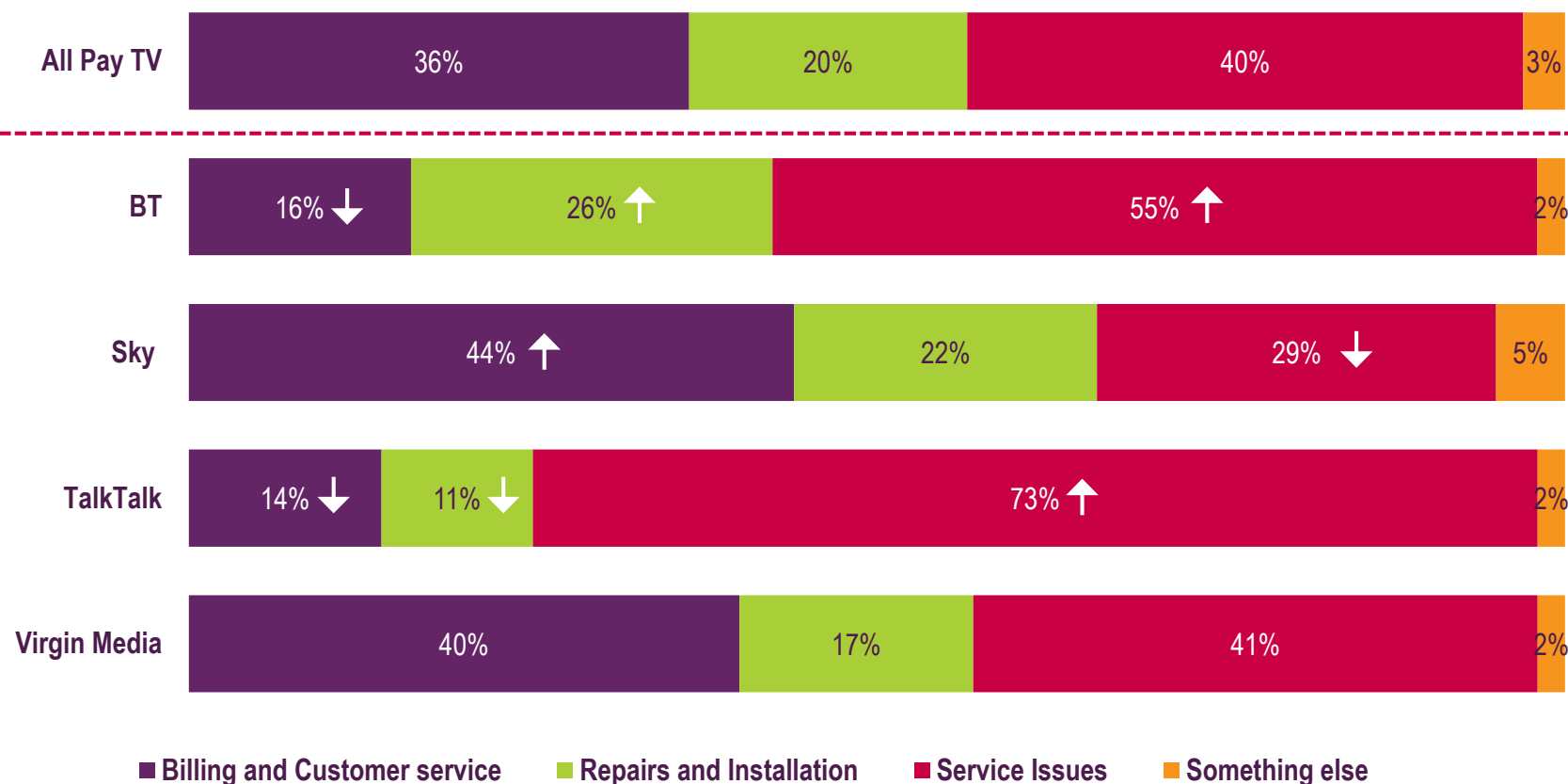
Time taken to completely resolve • Compared to all resolved pay TV complaints, **BT** and **TalkTalk** customers were more likely to report the complaint was resolved within an hour, while **Sky** customers were less likely to report .

Type of complaint varied by provider; compared to all headline complaints, TalkTalk and BT had a higher proportion of *service issues* complaints and Sky a lower proportion, Sky had a higher proportion of *billing and customer service* complaints and BT and TalkTalk a lower proportion.



Complaint type

Pay TV complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. And thinking of the most recent **complaint** you had to contact [company] about, which one of the following categories did the issue fall into? Was it to do with...
 Base: All who complained about cable, satellite or any other pay TV service in past 6 months (2213), BT (507), Sky (796), TalkTalk (332), Virgin Media (578)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

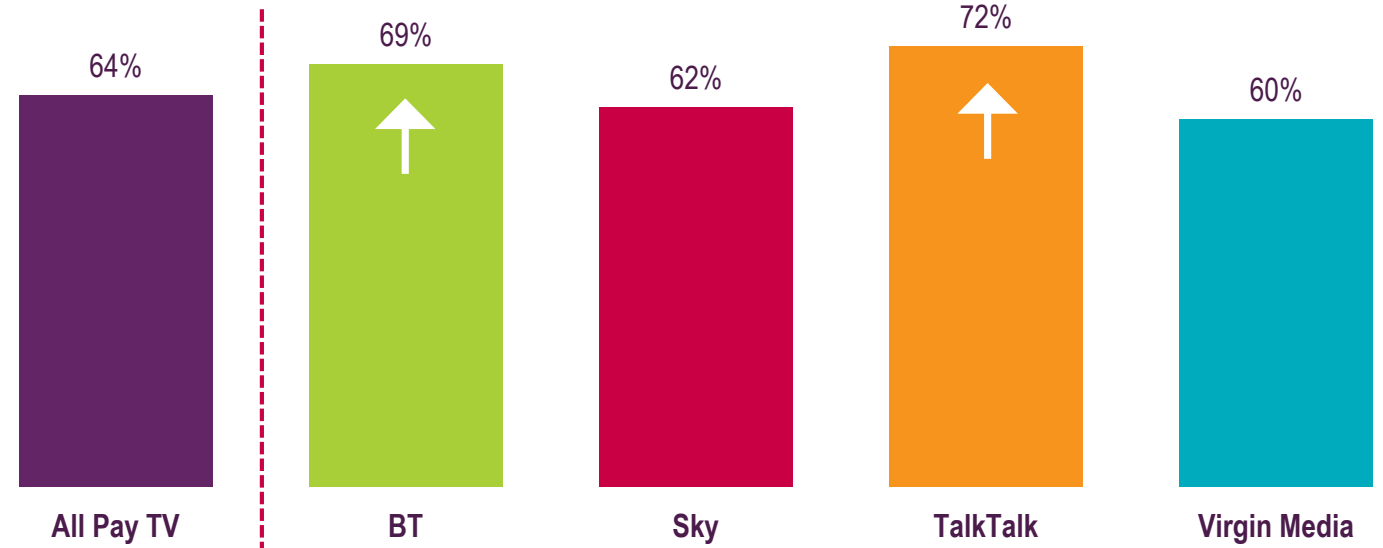
Overall, nearly two thirds of pay TV complaints were handled to customers' satisfaction. BT and TalkTalk had higher levels of complaint handling satisfaction overall. Satisfaction with *service issues* complaints was higher for TalkTalk.



Overall satisfaction with provider's handling of most recent complaint

Pay TV complaints

% Satisfied (7-10)



Billing/Customer Service	59%	56%*	64%	**	56%
Repairs/Installation	68%	71%	66%	**	70%*
Service Issues	66%	72%	60%	78%	60%

Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?
 Base: All who complained about cable, satellite or any other pay TV service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (2213/713/442/990), BT (507/82*/133/281), Sky (796/354/178/228), TalkTalk (332/45**/35**/244), Virgin Media (578/232/96*/237)

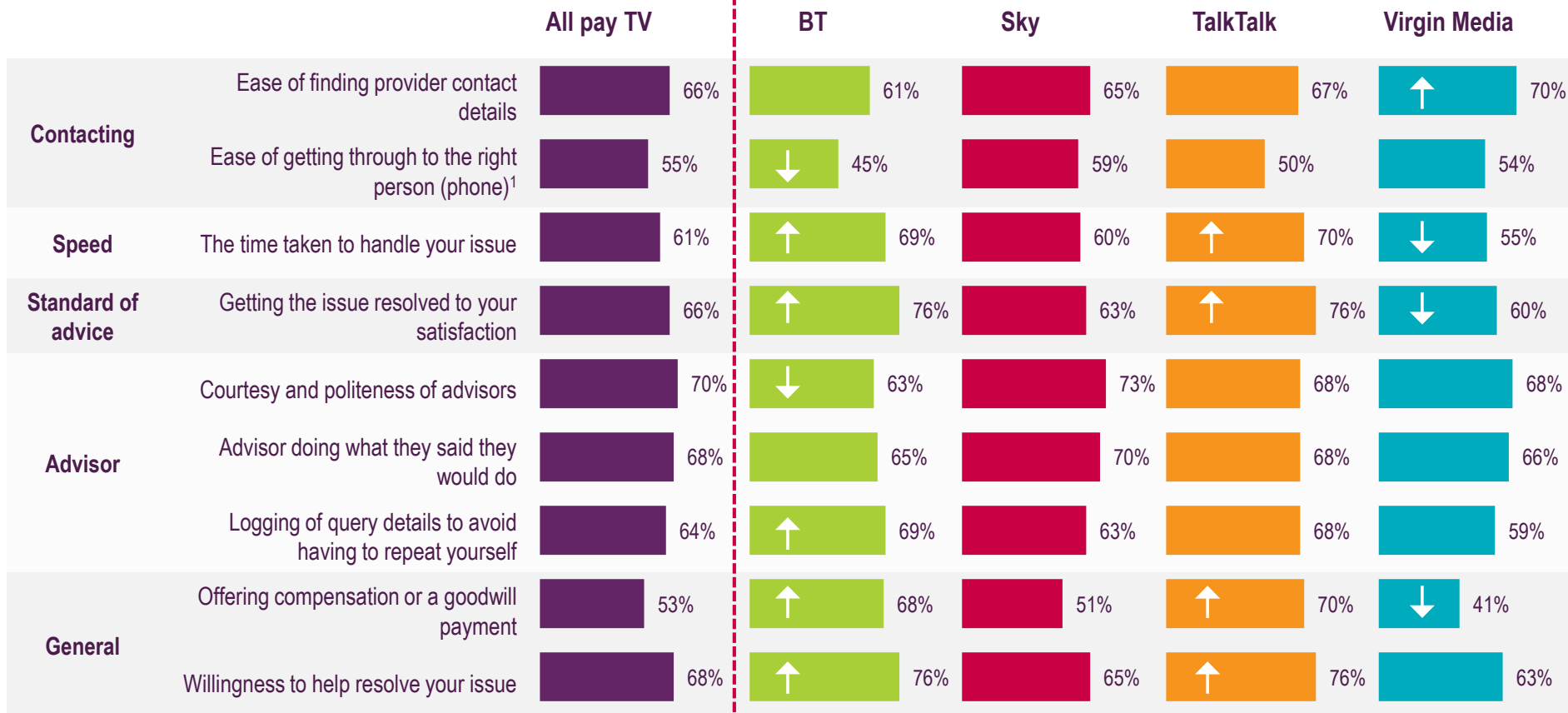
BT was above average for satisfaction on five measures of specific aspects of customer service, TalkTalk for four and Virgin Media for one. BT and Virgin Media were below average for satisfaction with two specific aspects.



Satisfaction with specific aspects

Pay TV complaints – All

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about cable, satellite or any other pay TV service in past 6 months – All (2213), BT (507), Sky (796), TalkTalk (332), Virgin Media (578)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base

¹All contacting by phone (1279/214/521/131/413)

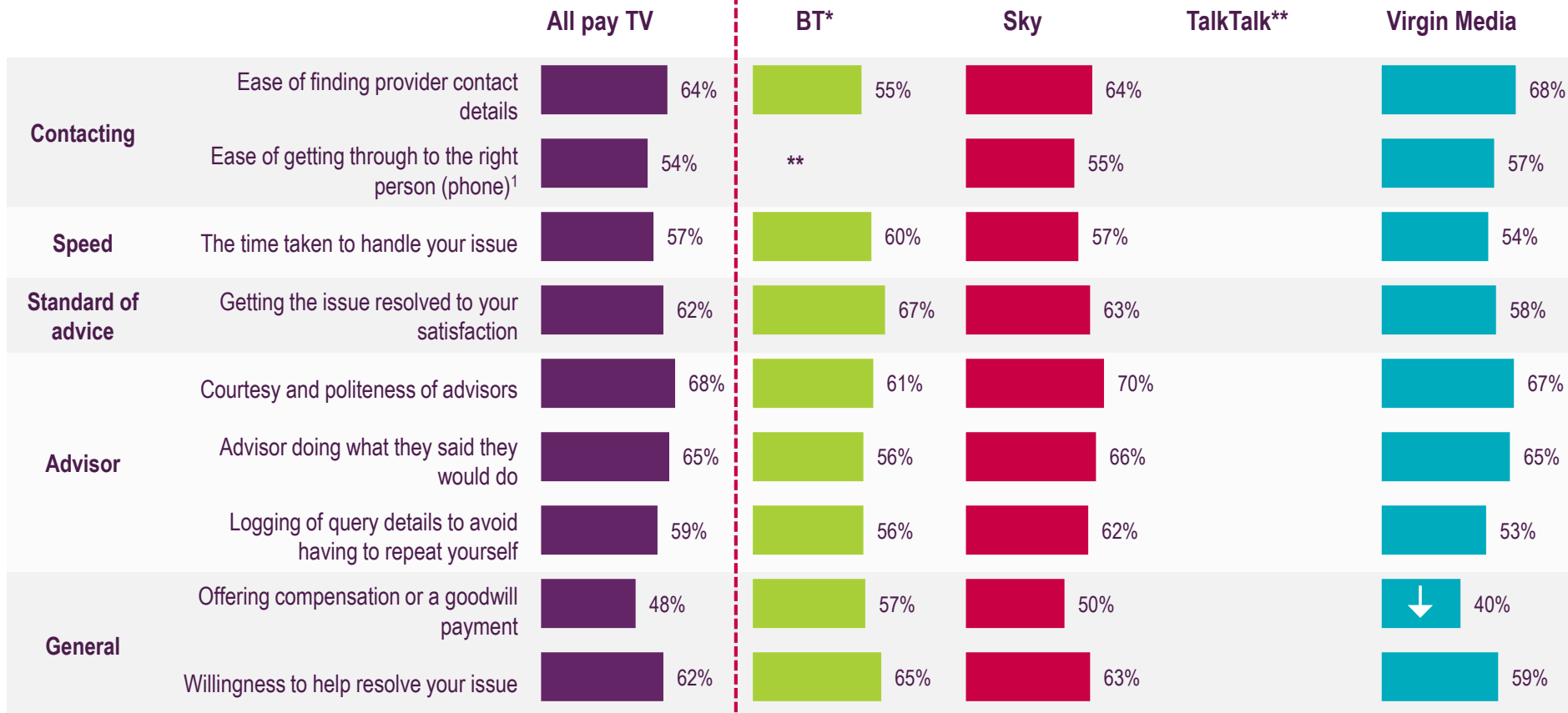
For satisfaction with customer service of *billing/customer service* complaints, BT, Sky and Virgin Media were in line with the sector for all measures, apart from satisfaction on one measure for which Virgin Media was below average.



Satisfaction with specific aspects

Pay TV complaints – Billing and Customer Service

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about cable, satellite or any other pay TV service in past 6 months – Billing and Customer Service (713), BT (82*), Sky (354), TalkTalk (45**), Virgin Media (232)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

¹All contacting by phone (472/33**/234/23**/182)

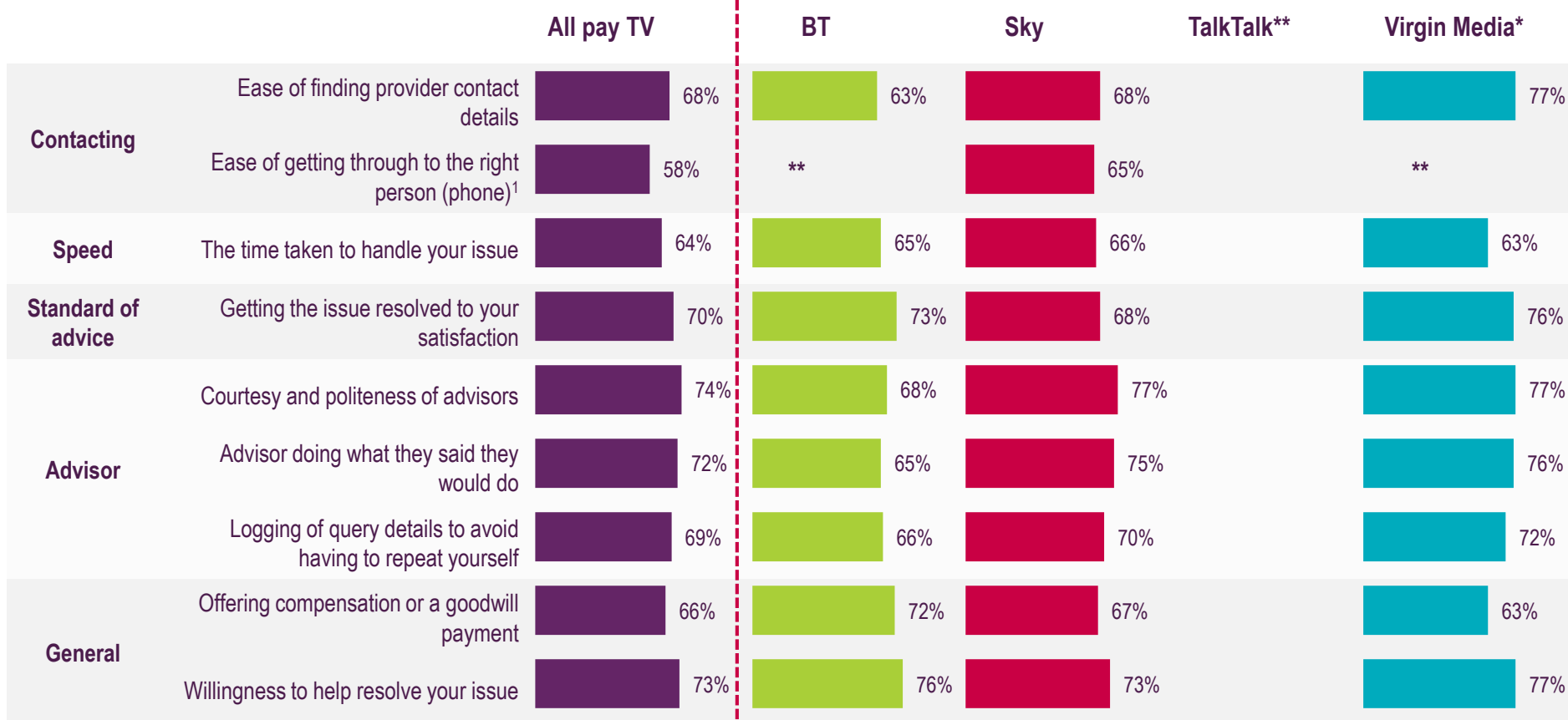
For satisfaction with *repairs/installation* complaints, BT, Sky and Virgin were in line with the sector average for all measures.



Satisfaction with specific aspects

Pay TV complaints – Repairs and Installation

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about cable, satellite or any other pay TV service in past 6 months – Repairs and Installation (442), BT (133), Sky (178), TalkTalk (35**), Virgin Media (96*)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

¹All contacting by phone (201/45**/106/9**/41**)

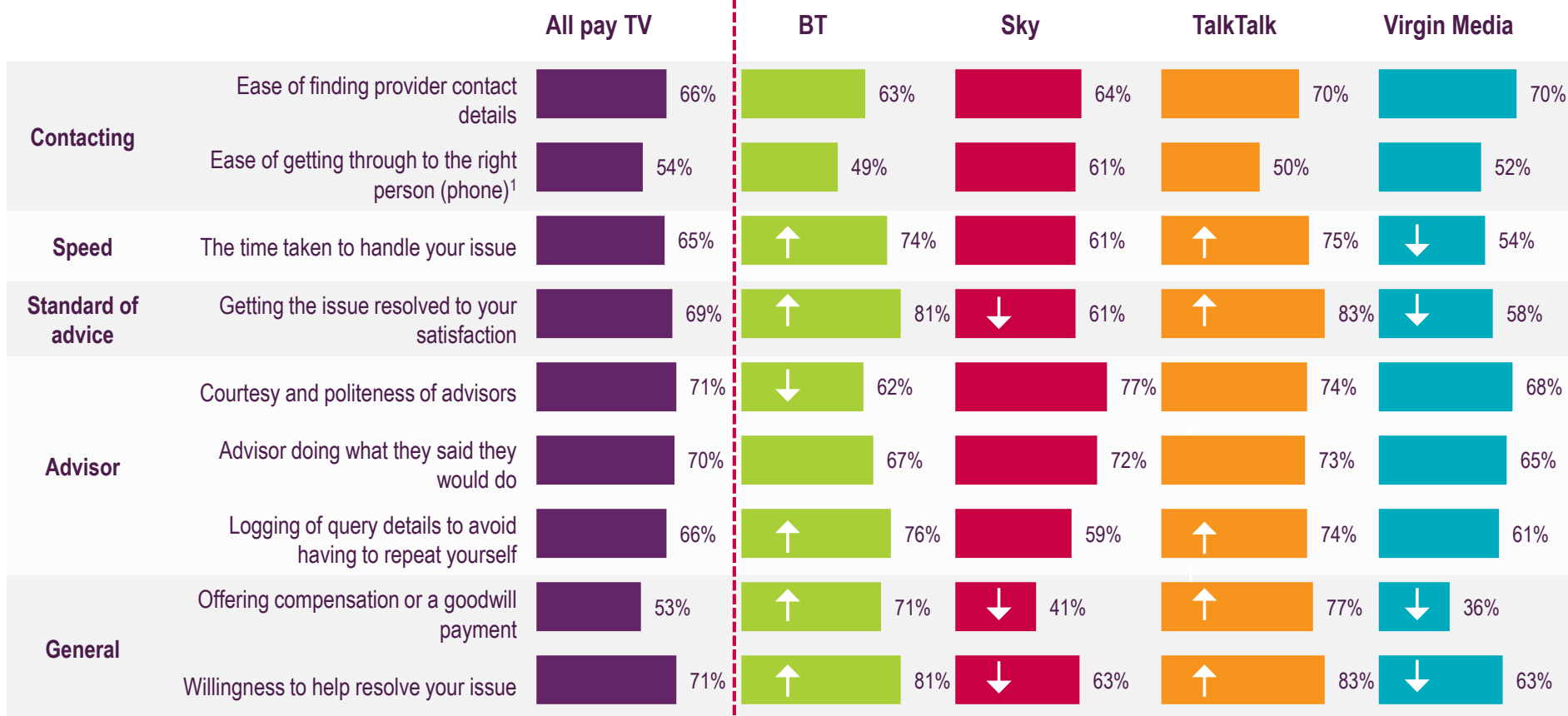
For satisfaction with *service issues* complaints, BT and TalkTalk were above average for satisfaction on five measures. Virgin Media was below average for satisfaction on four measures, Sky for three and BT for one.



Satisfaction with specific aspects

Pay TV complaints – Service Issues

% Satisfied (7-10)



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. And how satisfied were you with the following aspects of [provider]'s customer service?

Base: All who complained about cable, satellite or any other pay TV service in past 6 months – Service Issues (990), BT (281), Sky (228), TalkTalk (244), Virgin Media (237)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base

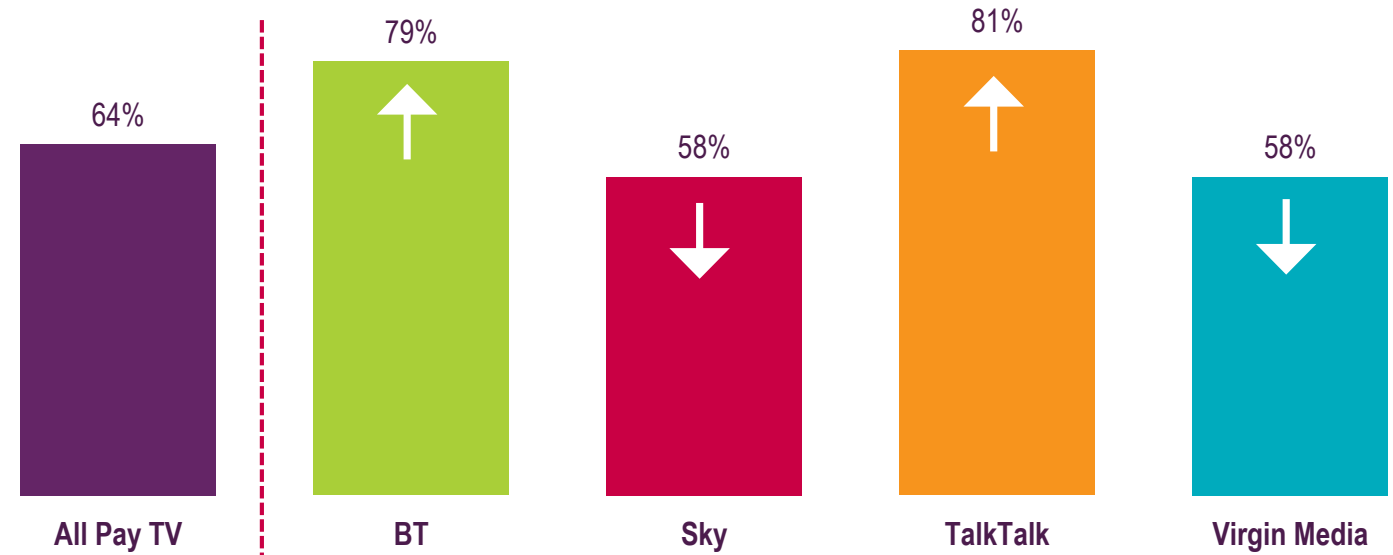
¹All contacting by phone (569/131/164/96*/178)

Two thirds of pay TV complaints were completely resolved. Compared to all pay TV complaints, BT and TalkTalk completely resolved a higher proportion and Sky and Virgin a lower proportion. For *service issues*, BT and TalkTalk completely resolved a higher proportion while Sky and Virgin Media completely resolved a lower proportion.



Proportion whose most recent complaint was completely resolved
Pay TV complaints

% Completely Resolved



	All Pay TV	BT	Sky	TalkTalk	Virgin Media
Billing/Customer Service	57%	61%*	57%	**	54%
Repairs/Installation	66%	80%	62%	**	70*
Service Issues	70%	84%	56%	91%	59%

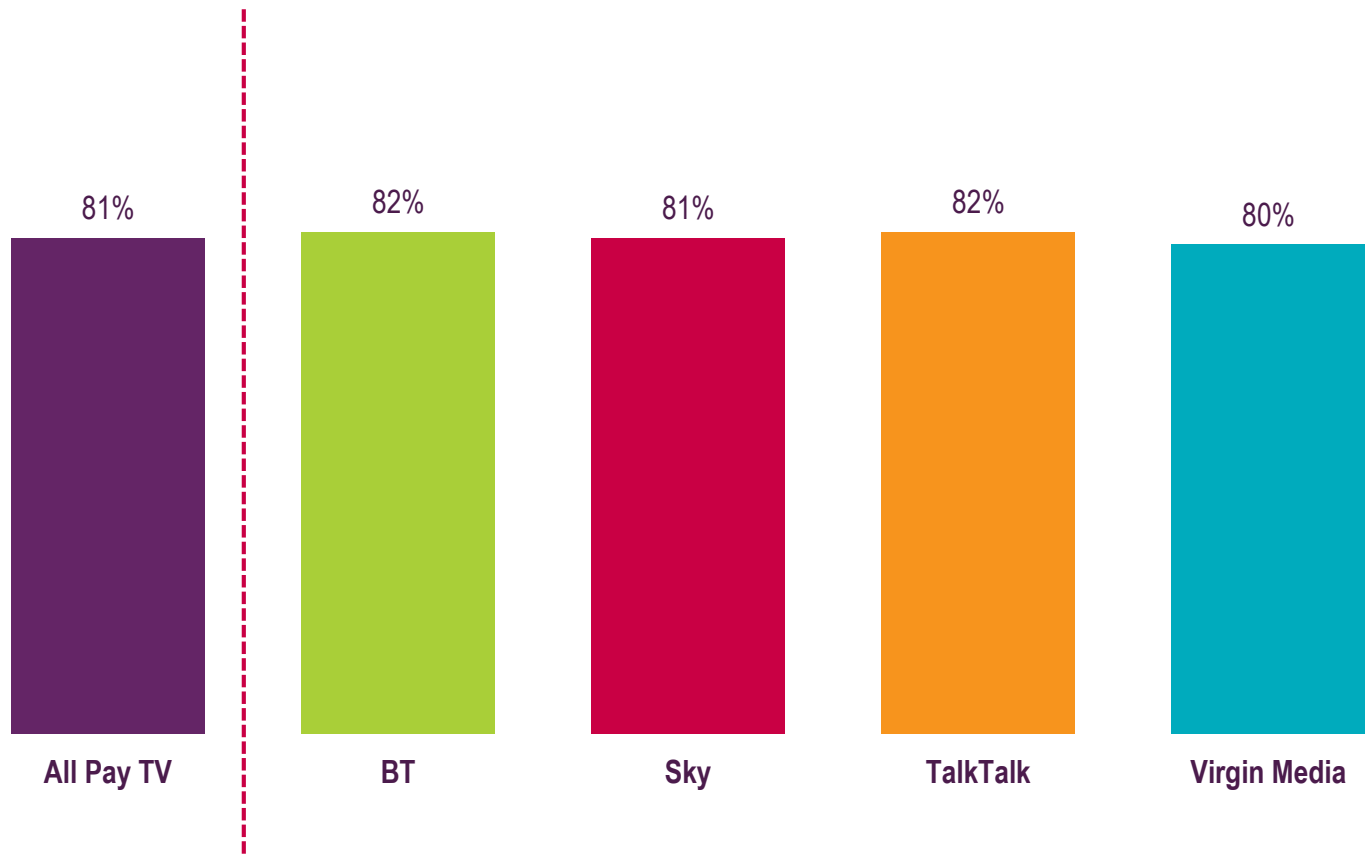
Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. In your opinion, was [provider] able to successfully resolve your complaint?
 Base: All who complained about cable, satellite or any other pay TV service in past 6 months: All / Billing/Customer Service / Repairs/Installation / Service Issues (2213/713/442/990), BT (507/82*/133/281), Sky (796/354/178/228), TalkTalk (332/45**/35**/244), Virgin Media (578/232/96*/237)
 ↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level. * Caution: small base ** Base too small to report

For all providers, satisfaction with complaint handling was higher among those whose complaint was completely resolved than all complaints.

Overall satisfaction with provider's handling of most recent complaint Among completely resolved pay TV complaints



% Satisfied (7-10)



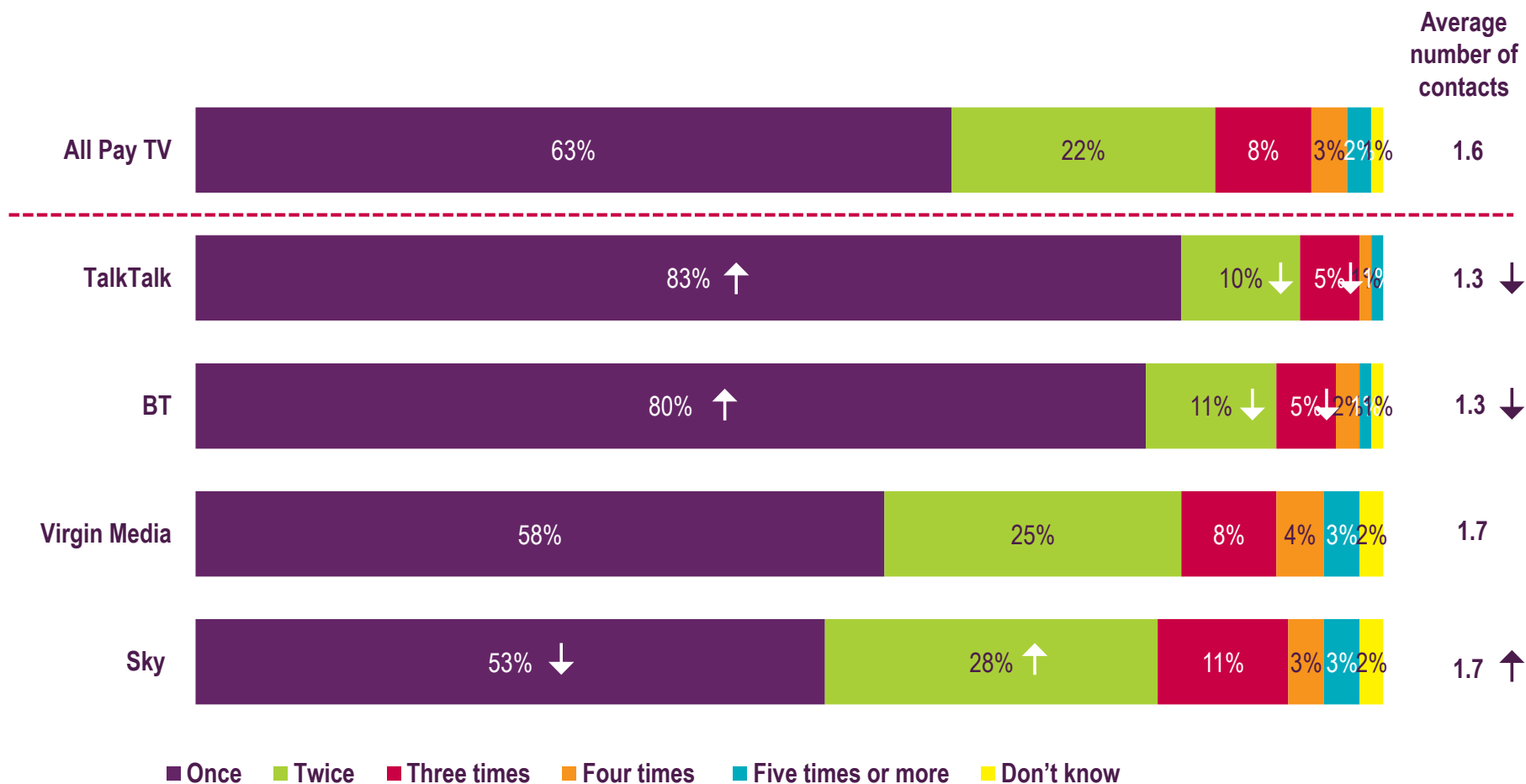
Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?
 Base: All who complained about cable, satellite or any other pay TV service in past 6 months whose issue was completely resolved – All (1467), BT (399), Sky (462), TalkTalk (269), Virgin Media (337)

↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Over six in ten pay TV complaints were resolved in one contact. Compared to all resolved pay TV complaints, TalkTalk and BT were more likely to resolve the complaint in one contact and Sky was less likely to do so.



Number of contacts with provider to completely resolve complaint Among completely resolved pay TV complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017

Q. How many times have you been in contact with [provider] in relation to this particular complaint so far?

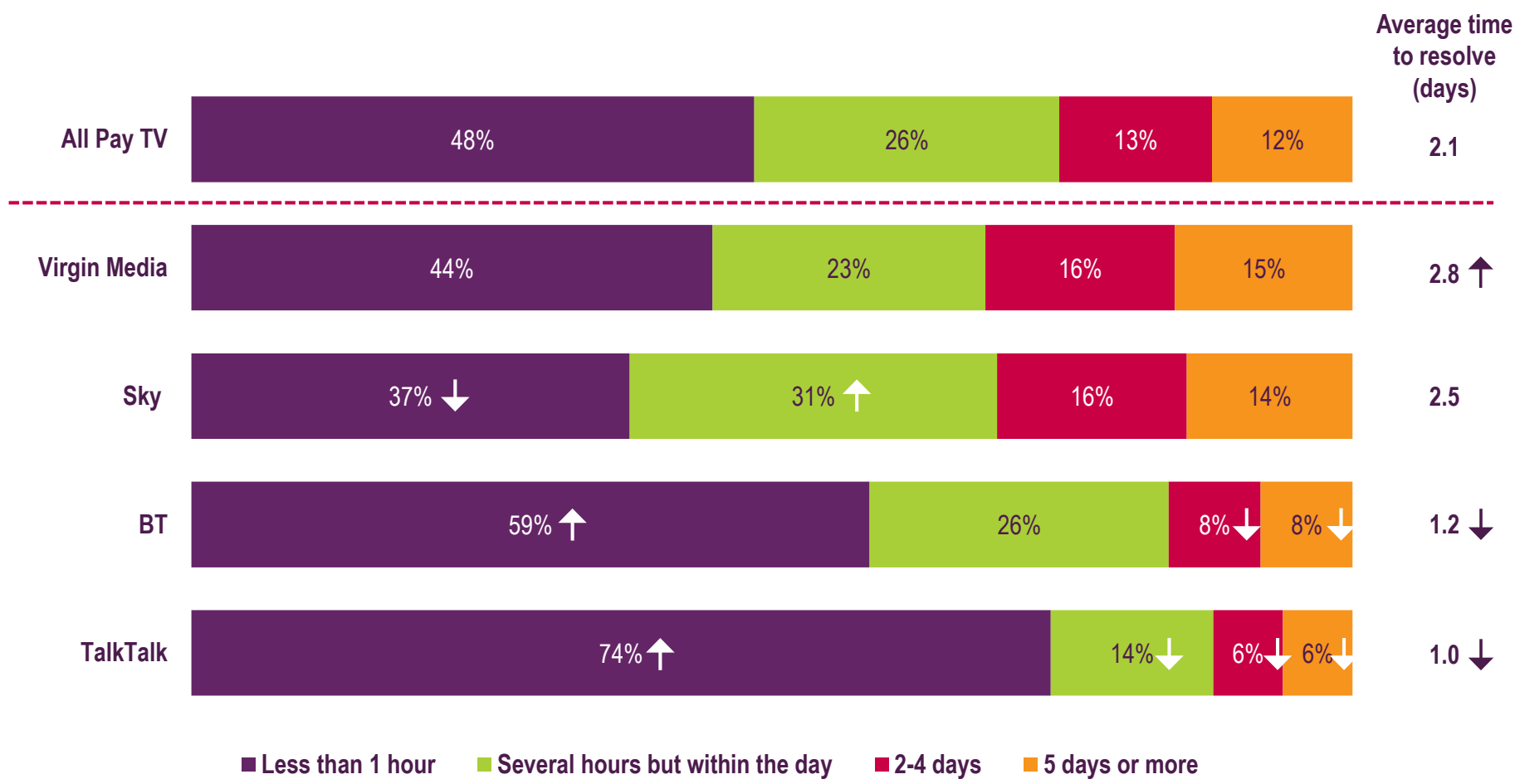
Base: All who complained about cable, satellite or any other pay TV service in past 6 months whose issue was completely resolved – All (1467), BT (399), Sky (462), TalkTalk (269), Virgin Media (337)

↑ ↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.

Compared to all resolved pay TV complaints, BT and TalkTalk were more likely to resolve the complaint within an hour and Sky was less likely to resolve the complaint within an hour.



Time taken to completely resolve the complaint Among completely resolved pay TV complaints



Source: Ofcom Quality of customer service – complaints research, online survey, fieldwork carried out by BDRC Continental, December 2016/January 2017
 Q. How long did it take to resolve the issue with [provider]?
 Base: All who complained about cable, satellite or any other pay TV service in past 6 months whose issue was completely resolved – All (1467), BT (399), Sky (462), TalkTalk (269), Virgin Media (337)
 ↑↓ Indicates significantly higher/lower than the sector average at the 95% confidence level.