

Reason to complain research

Fieldwork: December 2016

Reason to complain

Background

Since 2009, Ofcom has been tracking the proportion of customers using a landline, broadband and mobile service who say they have had reason to complain about their provider in the previous 12 months. In order to continue tracking any changes in levels and reasons to complain to providers, Ofcom commissioned Kantar to run a face to face omnibus among a representative sample of 6,000 UK adults, aged 16+. The fieldwork took place in December 2016. In this wave of research Pay TV was included for the first time.

Objectives

The specific objectives are:

- To explore whether consumers have had reason to complain about their landline, fixed broadband, mobile and/or pay TV provider in the last 12 months, and if so, what was the reason for the complaint.
- To explore whether customers with a reason to complain actually went on to make a complaint. If they did, who did they complain to, and if they did not go on to make a complaint, why not.
- Where sample size allows, to split information within each sector by communications provider.

Data tables

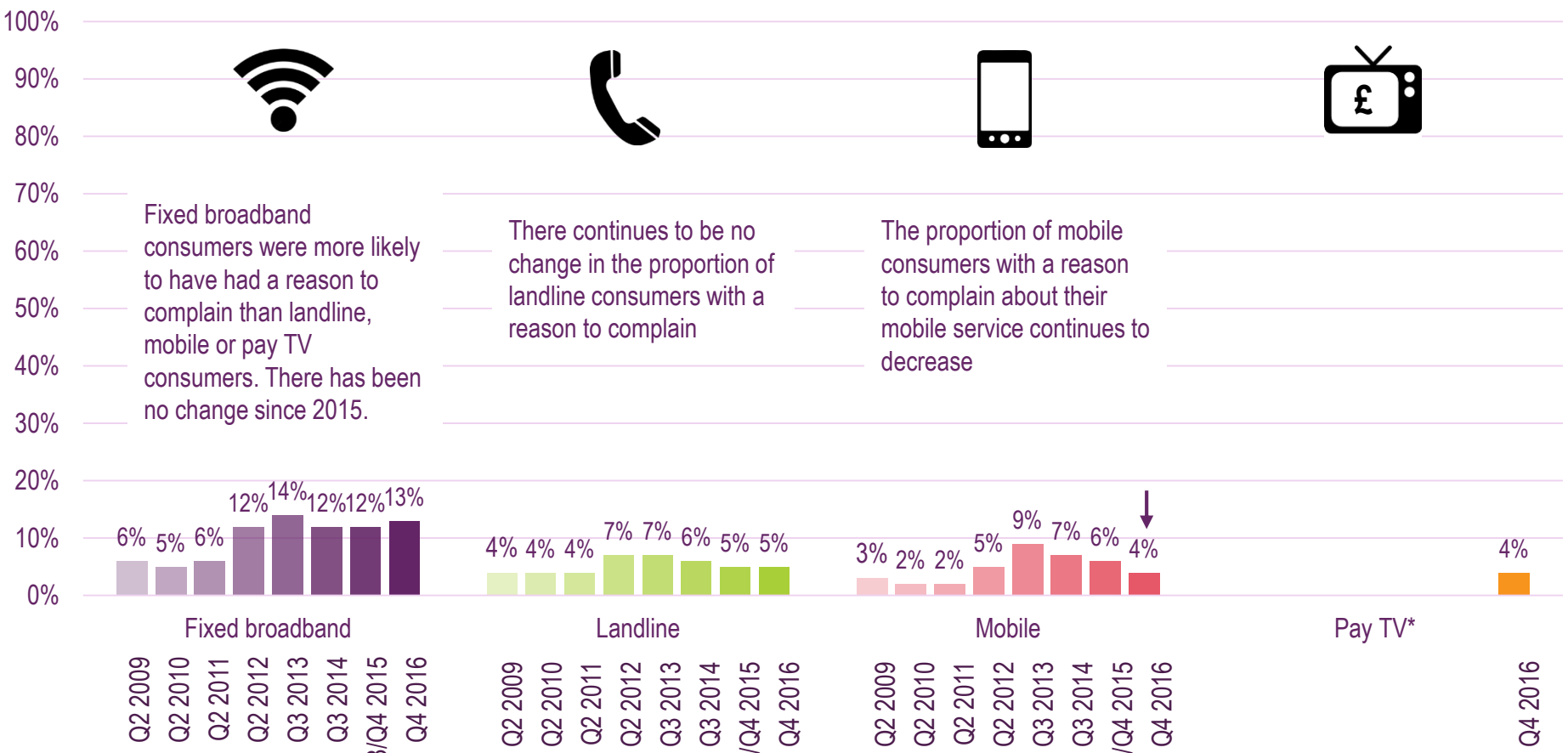
Quality of customer service, reason to complain data tables:

Links to the data tables can be found at:

https://www.ofcom.org.uk/data/assets/pdf_file/0025/97900/Reason-to-Complain_F2F_Data-tables-FOR-PUBLICATION.pdf

The proportion of mobile consumers with a reason to complain about their mobile provider has continued to fall

Proportion of customers who had a reason to make a complaint in the past 12 months, whether or not they went on to make a complaint; fixed broadband, landline, mobile and pay TV



Fixed broadband consumers were more likely to have had a reason to complain than landline, mobile or pay TV consumers. There has been no change since 2015.

There continues to be no change in the proportion of landline consumers with a reason to complain

The proportion of mobile consumers with a reason to complain about their mobile service continues to decrease

* No data on pay TV 2009 - 2015

Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016. Ofcom research, omnibus survey, fieldwork carried out by Saville Rossiter-Base in August, September and November 2015.

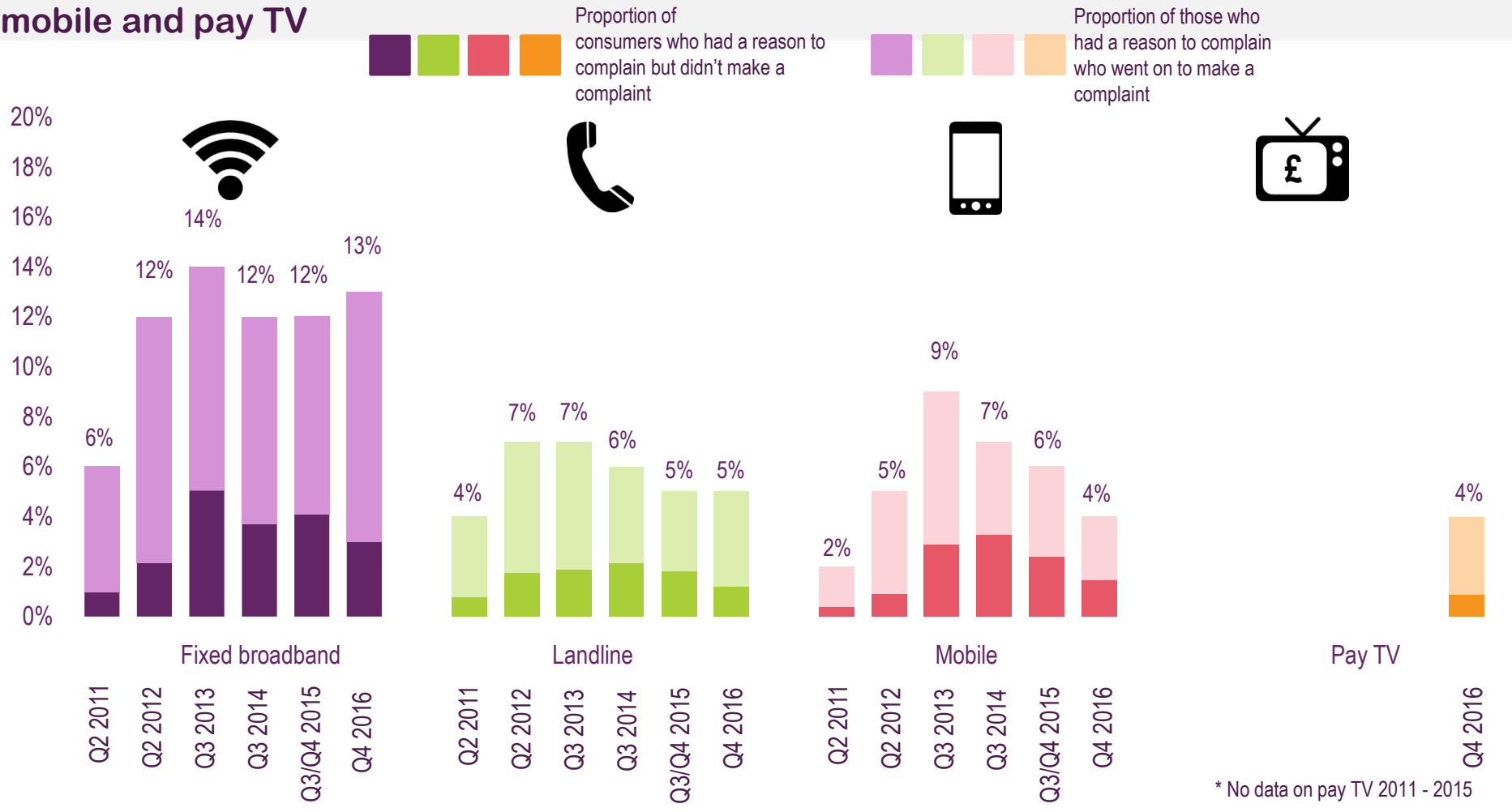
Base: Base: All UK households 16+ (n 2016: broadband = 5368, landline= 5391, mobile = 5875 and pay TV = 3623. n 2015: fixed broadband = 2669, landline = 2925, mobile phone = 3033., 1827 Pay TV).

Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

↓ ↑ Represent a significant increase or decrease since 2015.

Mobile customers with cause to complain are least likely to go on and actually make a complaint

Reason to complain about a service or supplier in the last 12 months and whether those who had a reason to complain went on to make a complaint; fixed broadband, landline, mobile and pay TV



* No data on pay TV 2011 - 2015

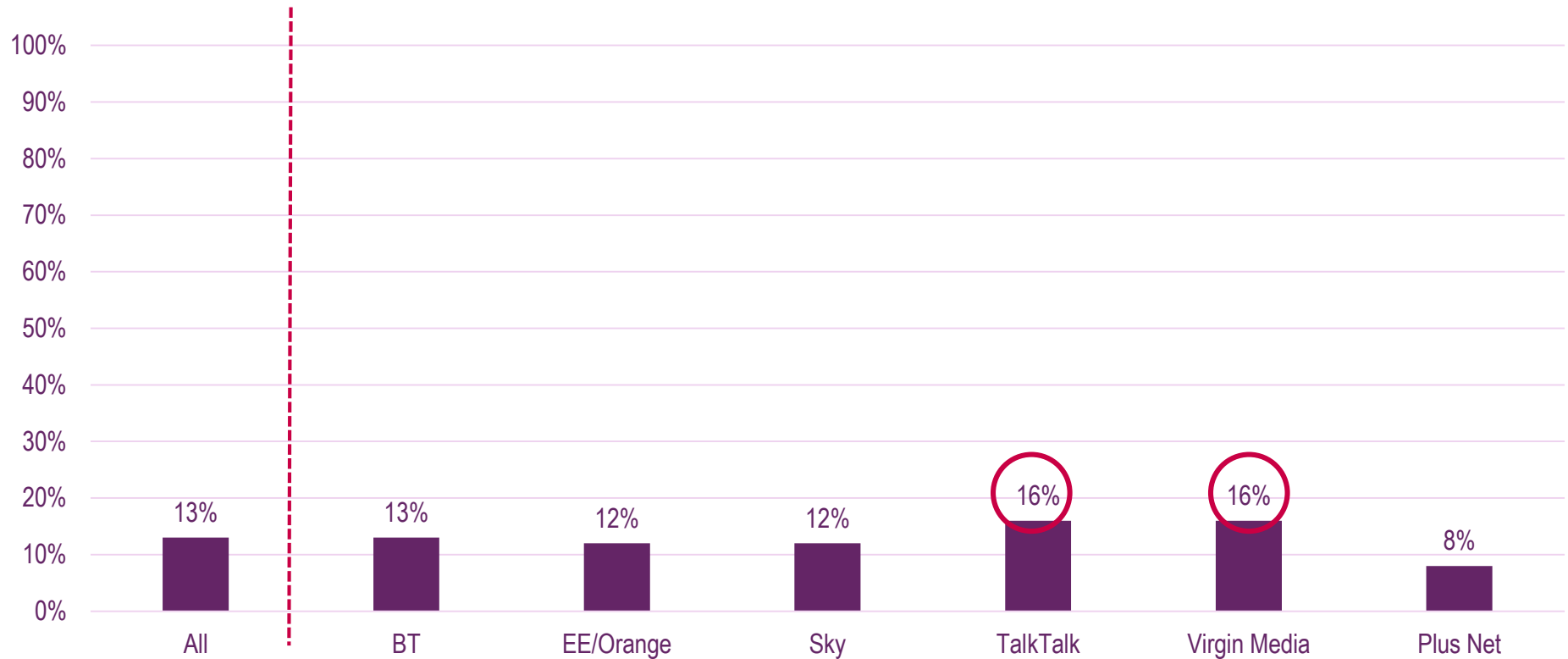
Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016. Ofcom research, omnibus survey, fieldwork carried out by Saville Rossiter-Base in August, September and November 2015.

Base: Base: All UK households 16+ (n 2016: broadband = 5368, landline = 5391, mobile = 5875 and pay TV = 3623. n 2015: fixed broadband = 2669, landline = 2925, mobile phone = 3033., 1827 Pay TV).

Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Virgin Media and Talk Talk consumers were more likely to have had a reason to complain about their fixed broadband service than broadband consumers as a whole

Fixed broadband: Reason to complain in the last 12 months, by fixed broadband provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

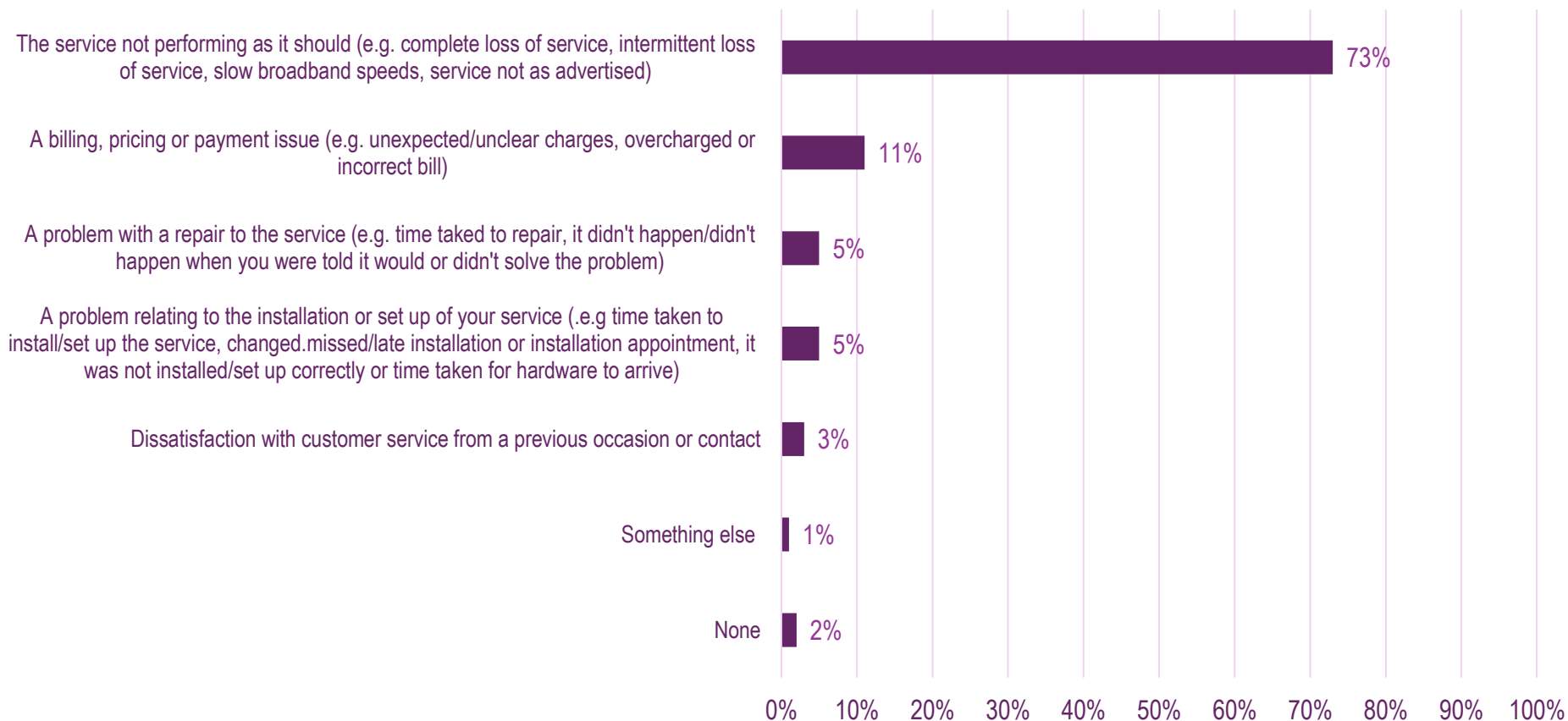
Base: All UK households using broadband 16+ (5368), BT (1330), EE/ Orange (241), Sky (1271), TalkTalk (624), Virgin Media (1261), Plus Net (173).

Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Red circles indicate a figure that is significantly higher than the market as a whole.

Most complaints to fixed broadband providers were relating to the service not performing as it should

Fixed broadband: Reason to complain about fixed broadband service or provider



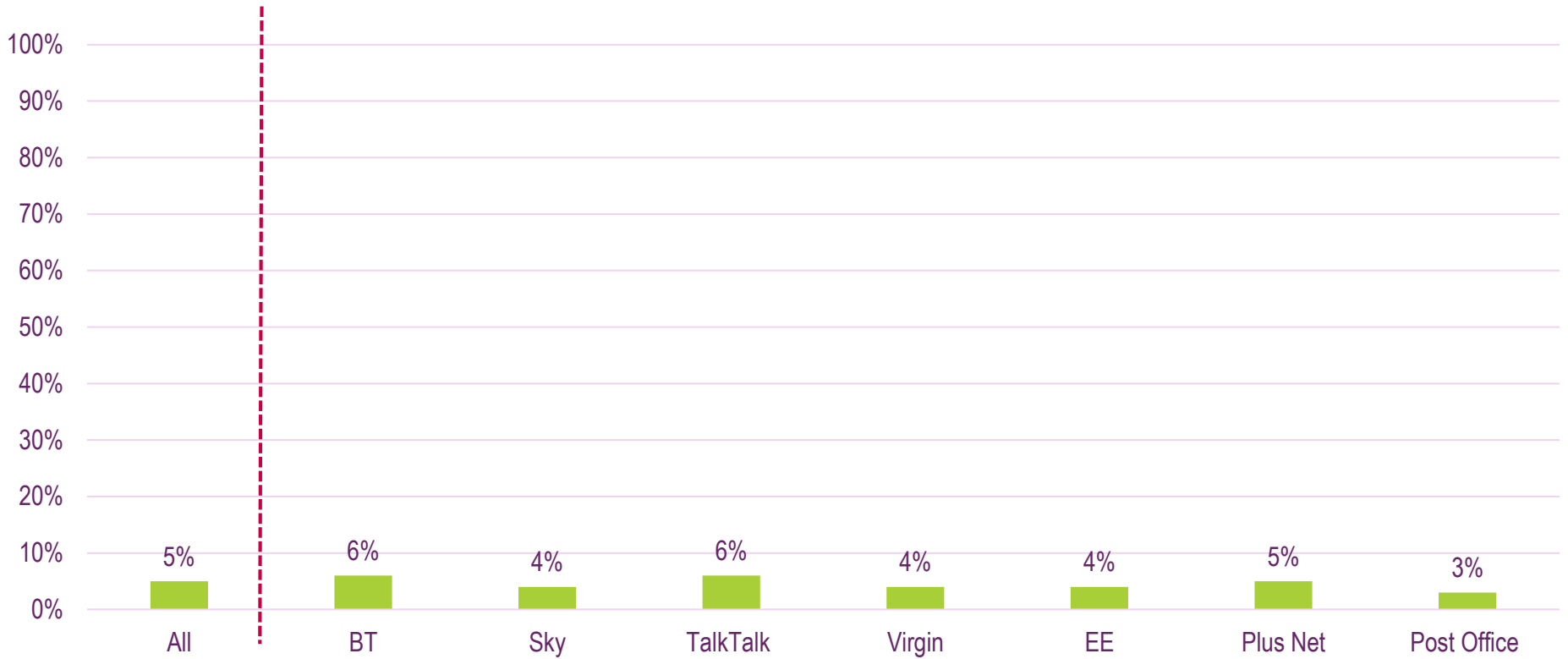
Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

Base: All who had a reason to complain about fixed broadband provider (684)

Q. What was the most recent issue you had reason to complain about in connection with your fixed broadband?

The proportion of customers with a reason to complain about their fixed-line service, in the last 12 months, does not vary by provider

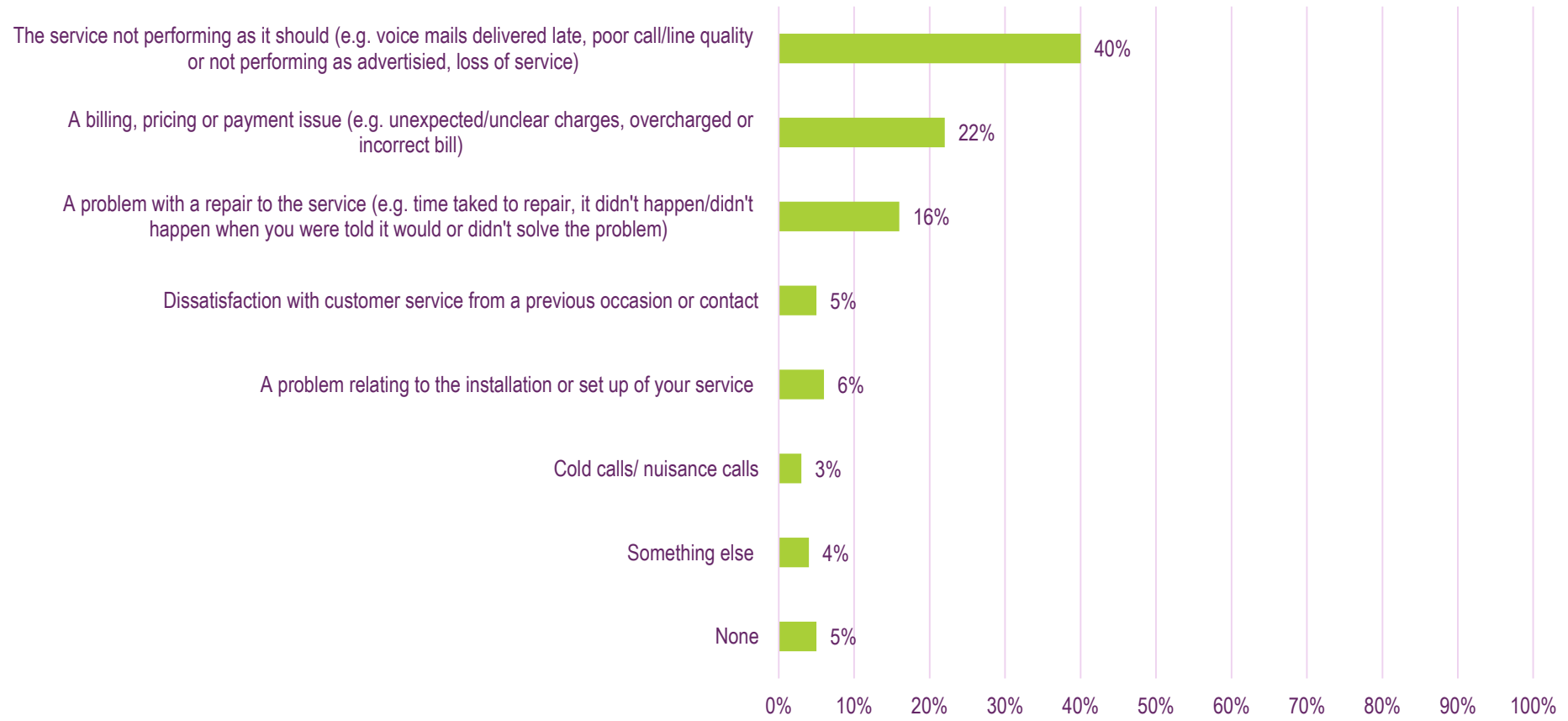
Landline: Reason to complain in the last 12 months, by fixed-line provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016
Base: All UK households using a landline phone 16+ (5391), BT (1965), Sky (1036), TalkTalk (590), Virgin (960), EE (182), Plus Net (139), Post Office (109)
Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Most complaints to landline providers were relating to the service not performing as it should

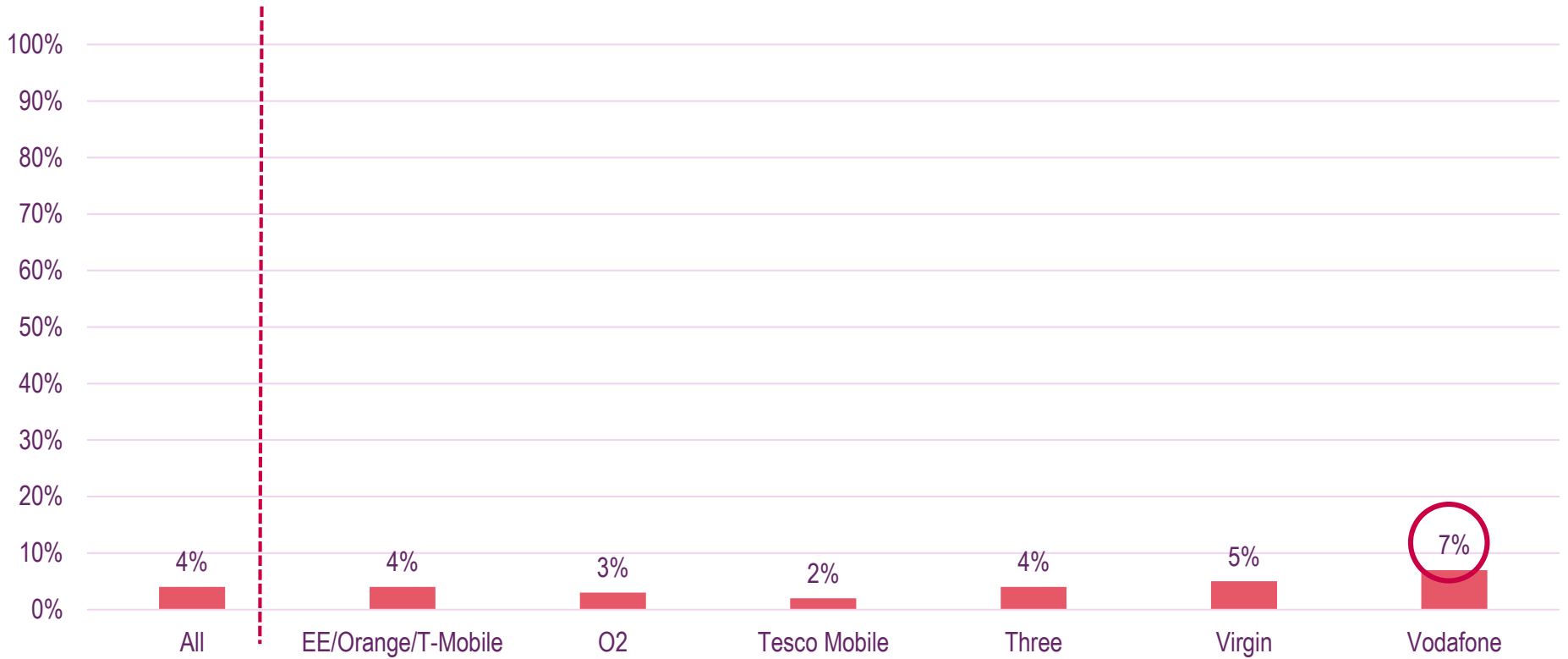
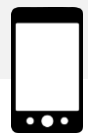
landline: Reason to complain about fixed-line service or provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016
Base: All who had a reason to complain about their landline phone (262)
Q. What was the most recent issue you had reason to complain about in connection with your home landline?

Vodafone consumers were more likely to have had a reason to complain about their mobile service than mobile consumers as a whole

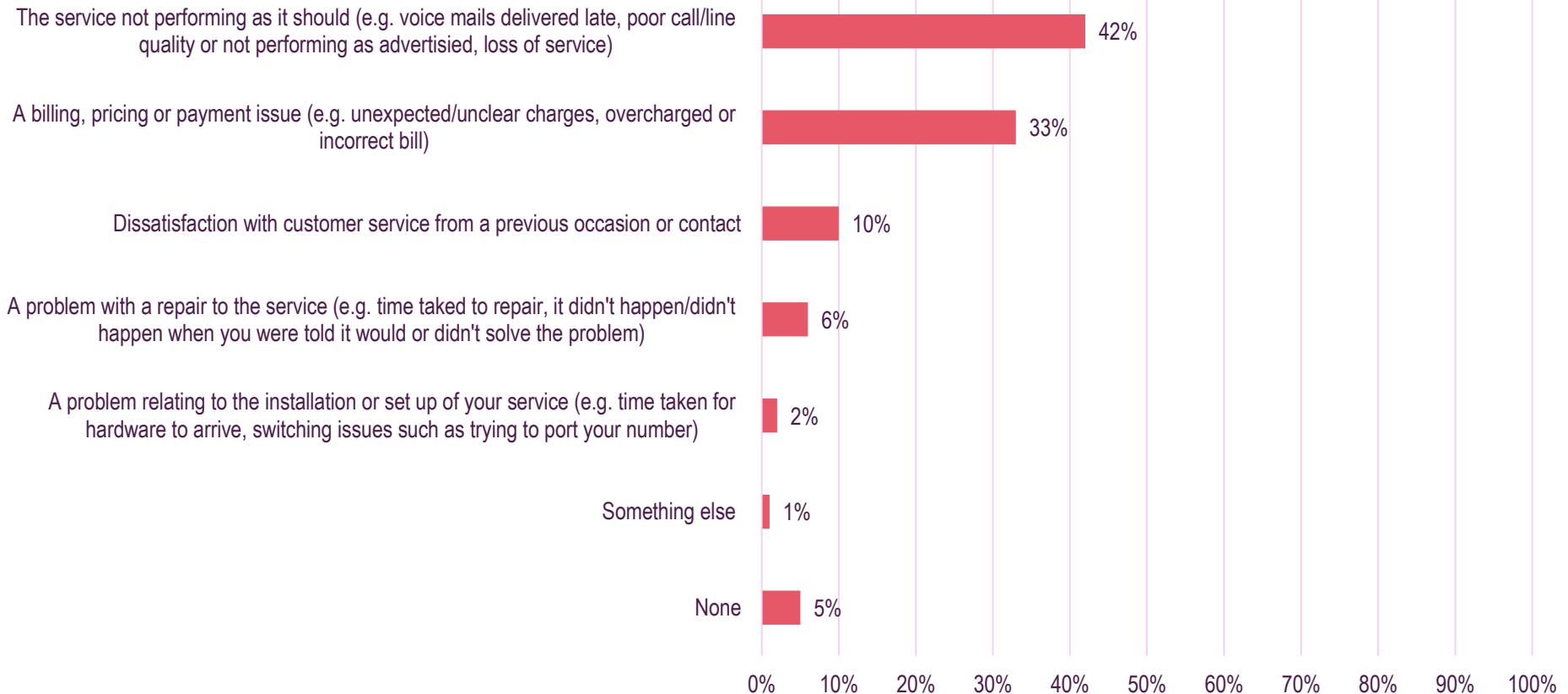
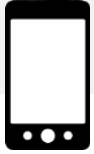
Mobile: Reason to complain in the last 12 months, by mobile provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016
Base: All UK households using a mobile phone 16+ (5875), EE/Orange/T-Mobile (1517), O2 (1349), Tesco Mobile (464), Three (624), Virgin (360), Vodafone (859)
Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?
Red circles indicate a figure that is significantly higher than the market as a whole.

Most complaints to mobile providers were relating to the service not performing as it should

Reason to complain about mobile service or provider



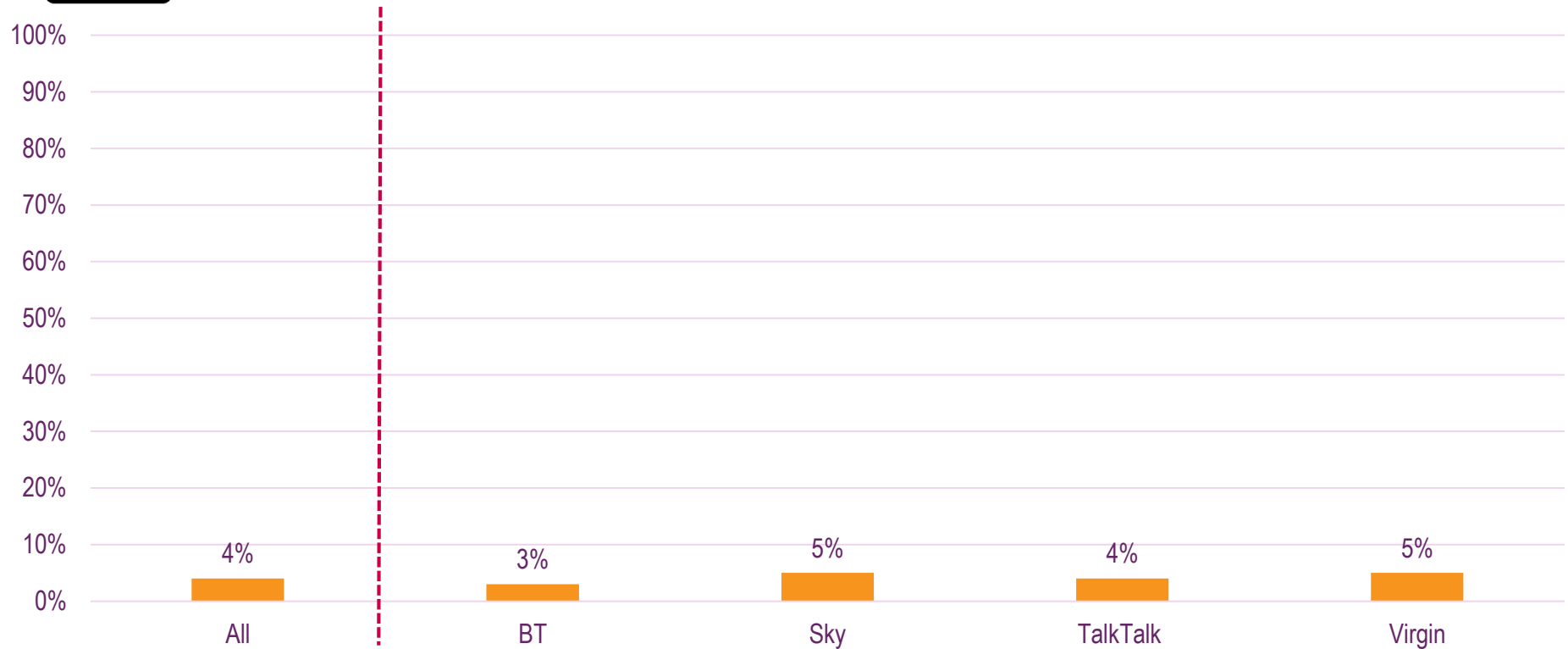
Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

Base: All who had a reason to complain about their mobile phone (225)

Q. What was the most recent issue you had reason to complain about in connection with your mobile phone?

The proportion of customers with a reason to complain about their pay TV service, in the last 12 months, does not vary by provider

Pay TV: Reason to complain in the last 12 months, by pay TV provider



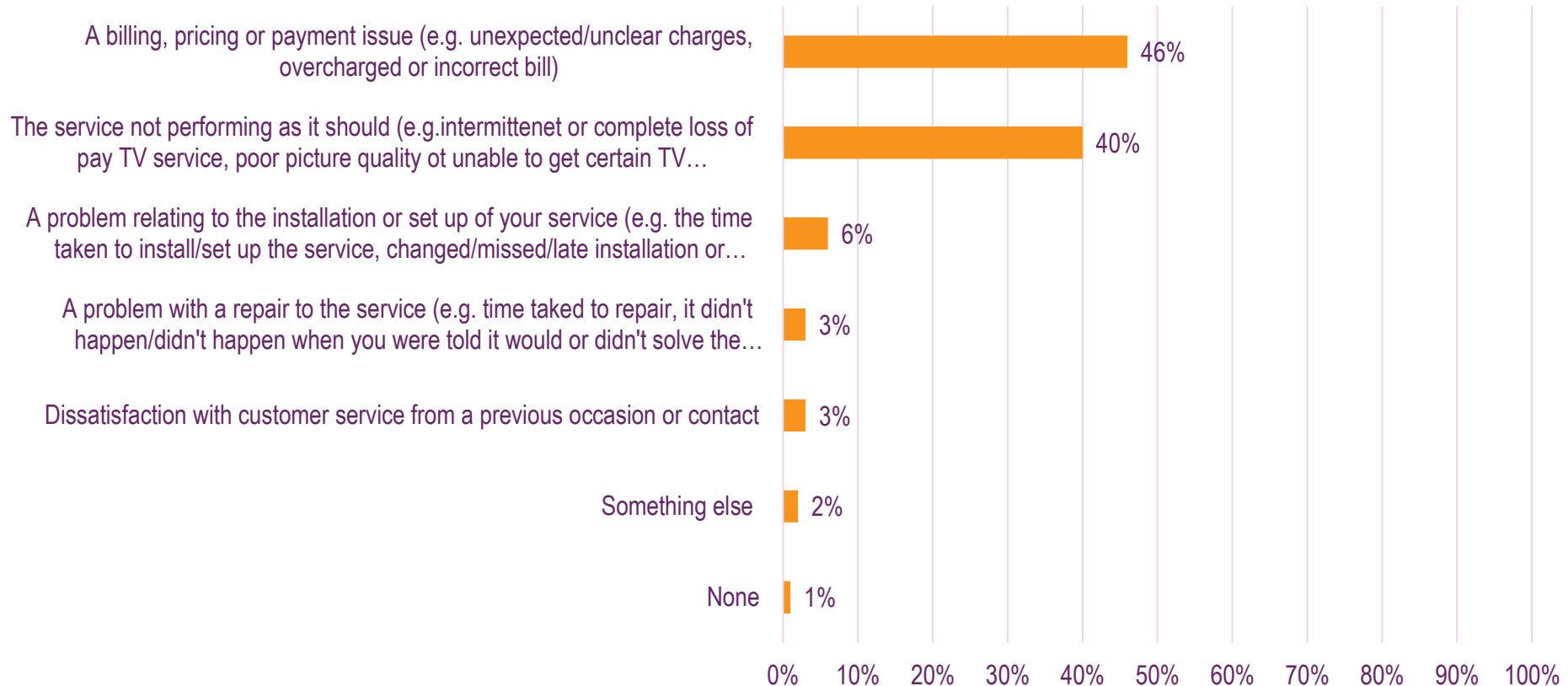
Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

Base: All UK households with a pay TV service 16+ (3623)

Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Most complaints to pay TV providers were relating to either a billing, pricing or payment issue or the service not performing as it should

Pay TV: Reason to complain about pay TV service or provider



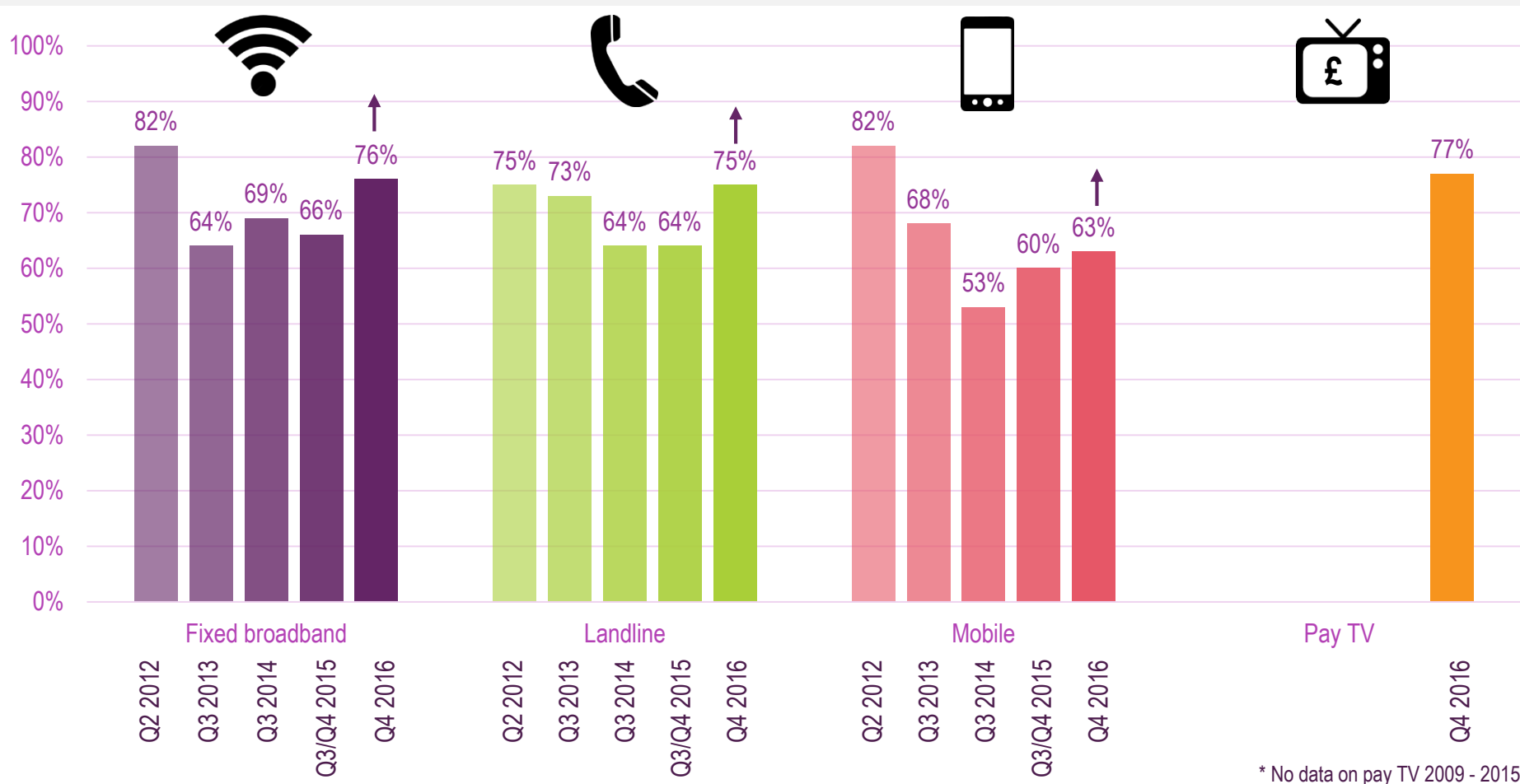
Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

Base: All who had a reason to complain about their pay TV provider (165)

Q. What was the most recent issue you had reason to complain about in connection with your pay TV?

Since 2015 there has been an increase in the proportion of consumers with cause to complain who went on to make a complaint in the fixed broadband, fixed-line and mobile markets¹⁴

Proportion of consumers with a reason to complain, who actually went on to make a complaint to their provider; fixed broadband, fixed line, mobile and pay TV



* No data on pay TV 2009 - 2015

Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016
 Base: All who had a reason to complain about their landline (262), fixed broadband (684), mobile (225) and pay TV provider (165)
 Q. And have you gone ahead and made a complaint about your fixed-line/fixed broadband/mobile/pay TV service or supplier?
 ↓ ↑ Represent a significant increase or decrease since 2015.

The proportion of mobile consumers with a reason to complain, who actually went on to make a complaint is lower than all other markets

Proportion of consumers with a reason to complain who actually went on to make a complaint and to whom



	landline	Fixed broadband	Mobile	Pay TV
Base	262	684	225	165
Complained	76%	77%	64%	78%
Complained to provider	75%	76%	63%	77%
Complained to Ofcom	3%	1%	2%	1%

Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

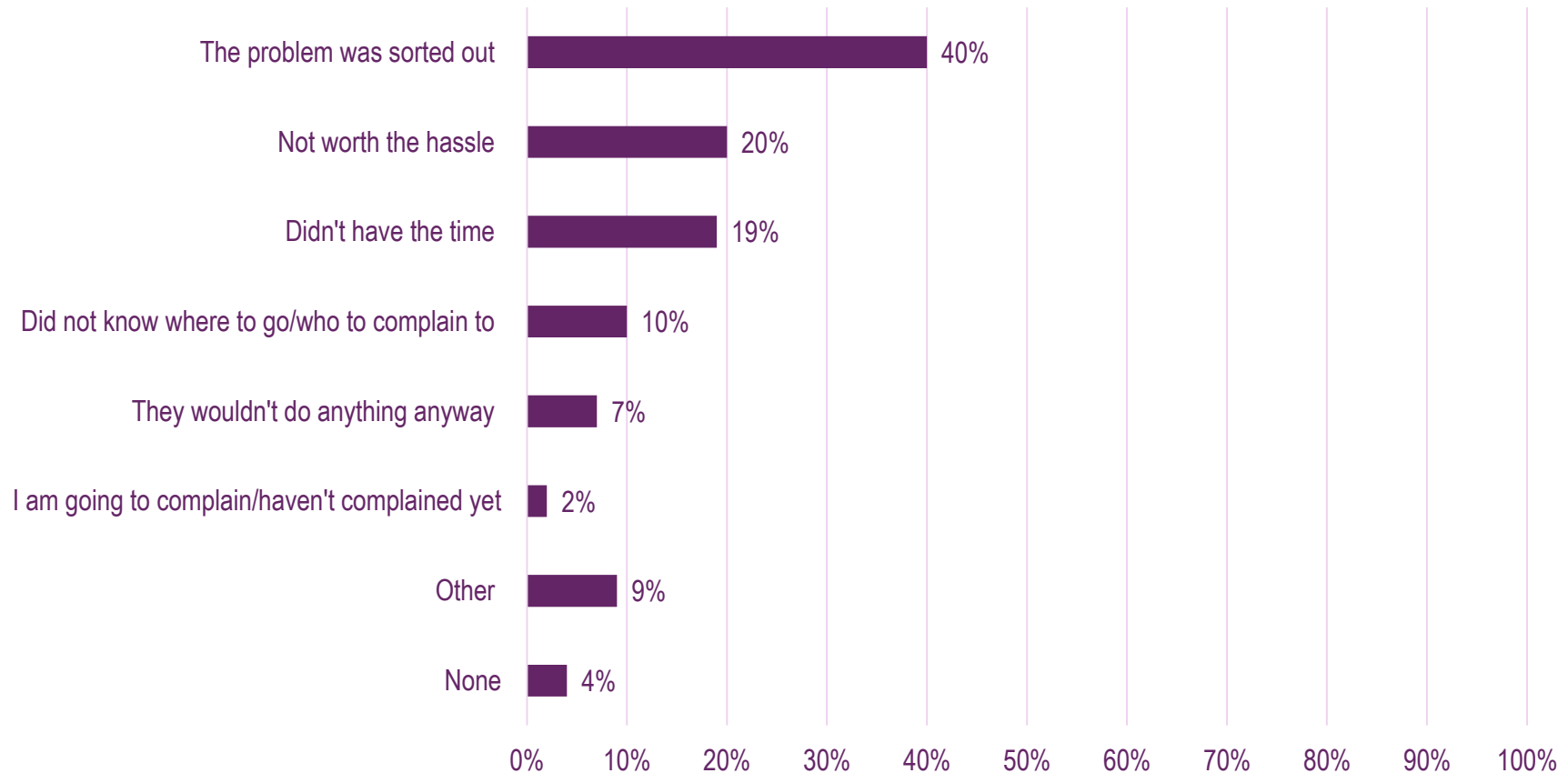
Base: All who had a reason to complain about their landline (262), fixed broadband (684), mobile (225) and pay TV provider (165)

Q. And have you gone ahead and made a complaint about your fixed-line/fixed broadband/mobile/pay TV service or supplier?

Red circle represents a figure that is significantly lower than the other markets.

The most common reason why those who had reason to complain about their fixed broadband service did not go on to make a complaint was because the problem was sorted out

Fixed broadband: Reason for not making complaint to fixed broadband provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

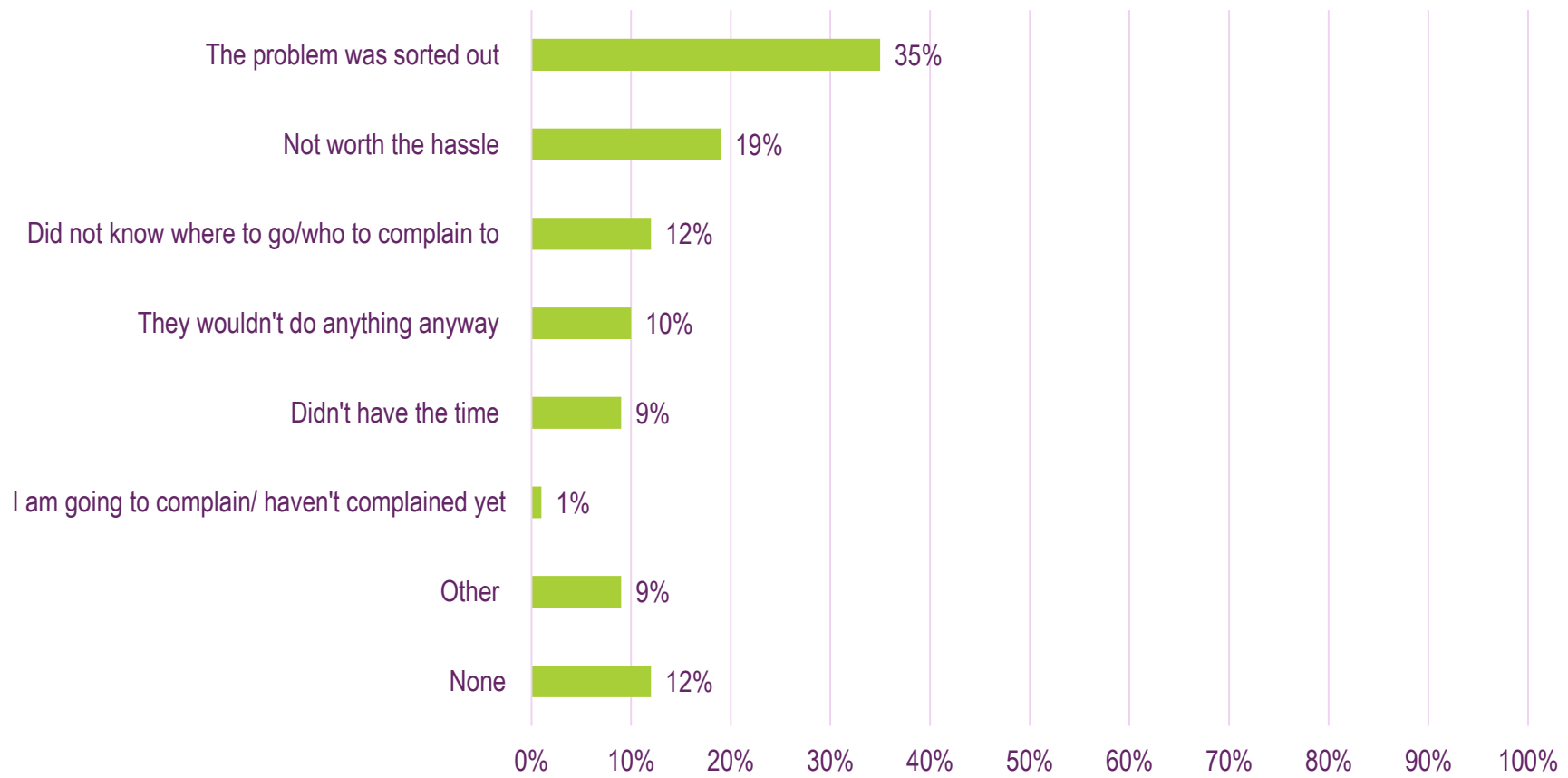
Base: All who have not made a complaint about fixed broadband issues (157)

Q. Why didn't you make a complaint about your fixed broadband service or supplier?

The most common reason why those who had reason to complain about their fixed line service did not go on to make a complaint was because the problem was sorted out

Fixed line: Reason for not making complaint to fixed line provider

Note: Base size low (under 100) so treat as indicative only

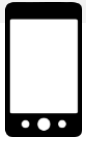


Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016
Base: All who have not made a complaint about landline issues (64)
Q. Why didn't you make a complaint about your landline service or supplier?
Note: Low base size, treat as indicative only

Various reasons were given for not making a complaint among mobile customers

Mobile: Reason for not making complaint to mobile provider

Note: Base size low (under 100) so treat as indicative only



Did not know where to go/who to complain to

28%

The problem was sorted out

26%

Not worth the hassle

24%

Didn't have the time

16%

They wouldn't do anything anyway

13%

Other

9%

None

4%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, December 2016

Base: All who have not made a complaint about mobile phone issues (79)

Q. Why didn't you make a complaint about your mobile service or supplier?

Note: Low base size, treat as indicative only