

# Quality of Customer Service – Reason to complain

Fieldwork: January 2018

# Background and objectives

## 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. Pay TV was included in the first time in the 2016 wave of research. The 2018 research was conducted via a face to face omnibus among a representative sample of 6,377 UK adults, aged 16+. The fieldwork took place in January 2018. As such, the last 12 months refers to the 12 months prior to fieldwork (i.e. January 2017 – December 2017).

### 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/0021/111783/Reason-to-complain-data-tables.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0021/111783/Reason-to-complain-data-tables.pdf)

# The proportion of broadband and pay TV consumers with a reason to complain has increased since 2016

Proportion of customers who had a reason to complain in the past 12 months, whether or not they went on to make a complaint



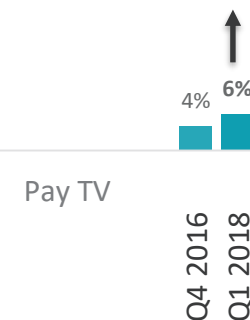
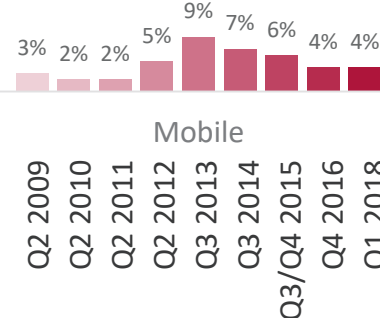
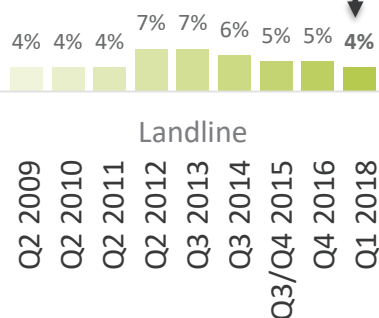
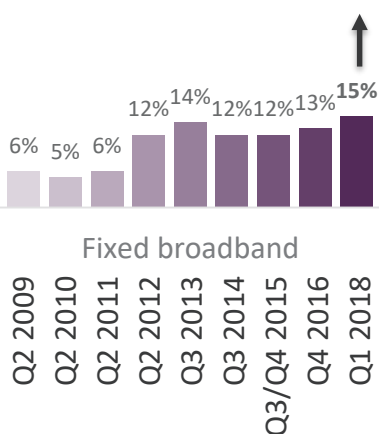
100%  
90%  
80%  
70%  
60%  
50%  
40%  
30%  
20%  
10%  
0%

Fixed broadband consumers were more likely to have had a reason to complain than landline, mobile or pay TV consumers and there has been an increase in the proportion with a reason to complain since 2016.

There has been a decrease in the proportion of landline consumers with a reason to complain since 2016.

The proportion of mobile consumers with a reason to complain has remained stable since 2016.

There has been an increase in the proportion of pay TV consumers with a reason to complain since 2016.



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

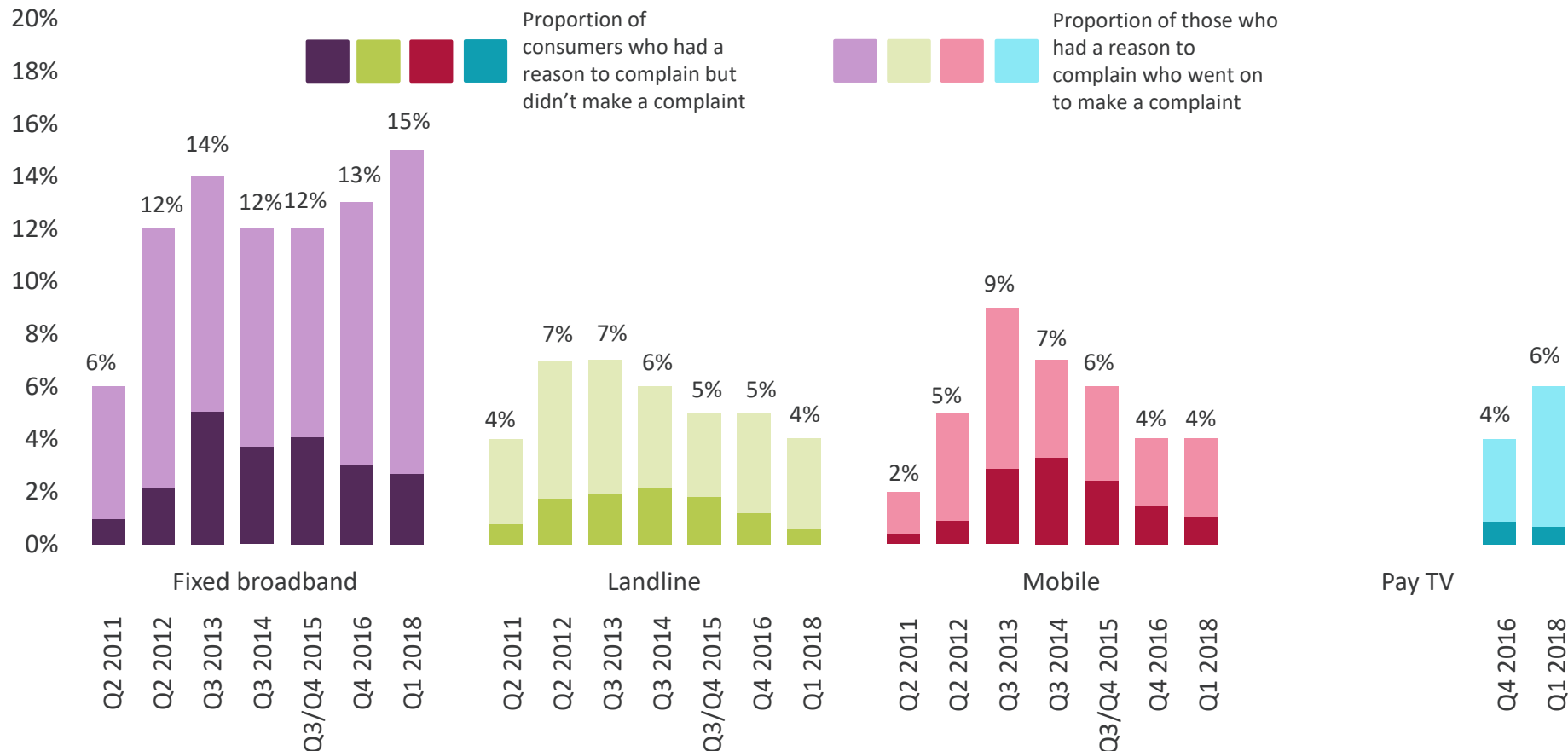
Base: : All UK households 16+ (n 2018: broadband = 5171, landline = 5227, mobile = 5584 and pay TV = 3243. n 2016: broadband = 5368, landline= 5391, mobile = 5875 and pay TV = 3623.

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?

Arrows represent a significant increase or decrease compared to 2016.

# In all markets, the majority of consumers with a reason to complain went on to make a complaint

Proportion of consumers with a reason to complain in the past 12 months and whether those who had a reason to complain went on to make a complaint



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

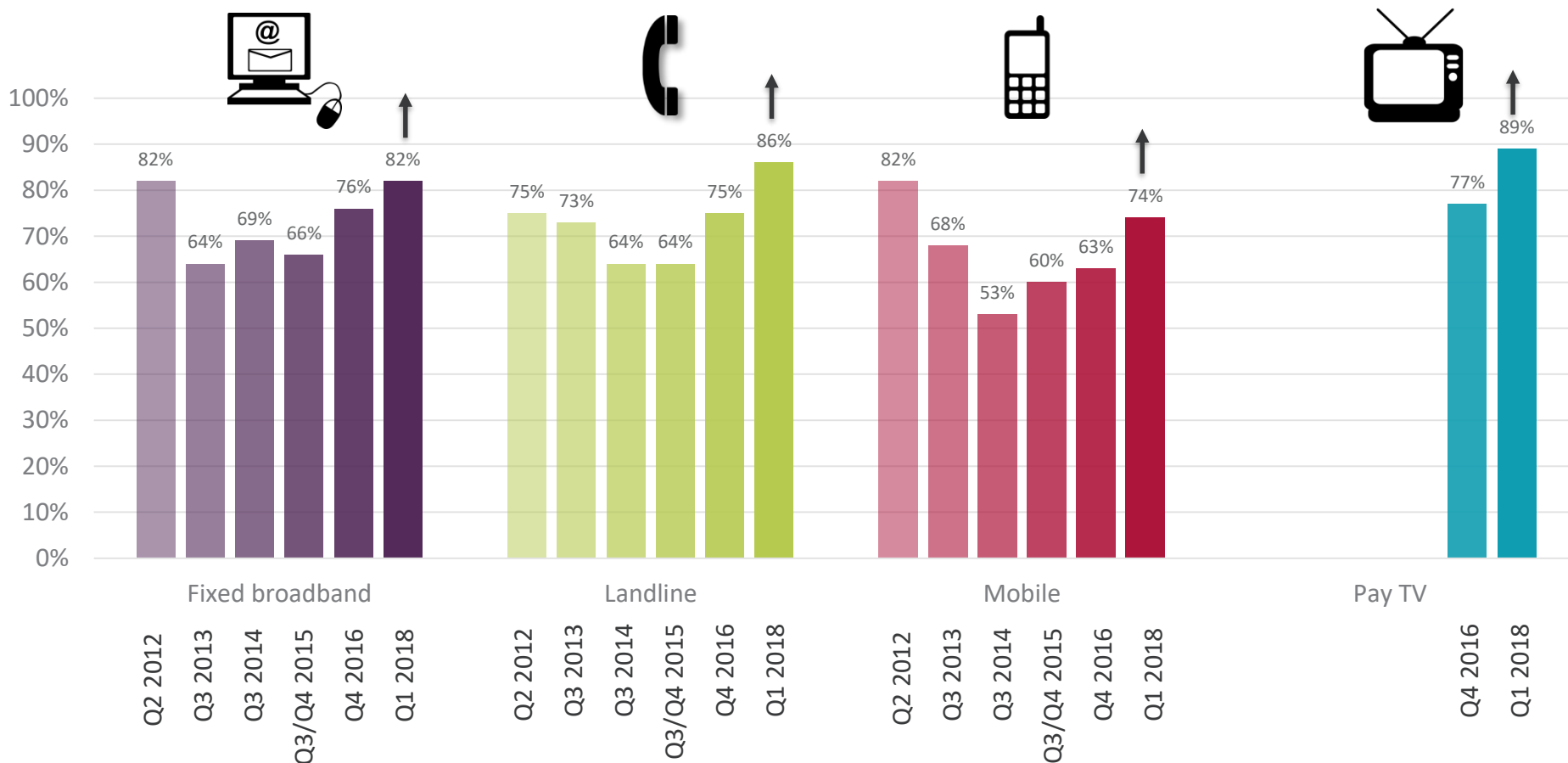
Base: : All UK households 16+ n 2018: broadband (5171), landline (5227), mobile (5584) and pay TV (3243). All UK households 16+ who had a reason to complain 2018; fixed broadband (757), landline (210), mobile (188) and pay TV (177).

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?

Q. And have you gone ahead and made a complaint about your landline/ broadband/ mobile/ pay TV service or supplier? If so, who did you complain to?

# The proportion of consumers with a reason to complain who went on to make a complaint has increased since 2016 in all markets

Proportion of customers who had a reason to complain in the past 12 months, who actually went on to make a complaint



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households 16+ who had a reason to complain; 2018 fixed broadband (757), landline (210), mobile (188) and pay TV (177). 2017 fixed broadband (684), landline (262), mobile (225) and pay TV provider (165).

Q. And have you gone ahead and made a complaint about your landline/ broadband/ mobile/ pay TV service or supplier? If so, who did you complain to?

Arrows represent a significant increase or decrease compared to 2016.

# 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

	Fixed broadband	Landline	Mobile	Pay TV
	A	B	C	D
<b>Complained</b>	82%	86%	74%	89%
	C	C		C
<b>Complained to provider</b>	81%	85%	72%	89%
<b>Complained to Ofcom</b>	1%	1%	-	1%

Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households 16+ who had a reason to complain; 2018 fixed broadband (757), landline (210), mobile (188) and pay TV (177).

Q. And have you gone ahead and made a complaint about your landline/ broadband/ mobile/ pay TV service or supplier? If so, who did you complain to?

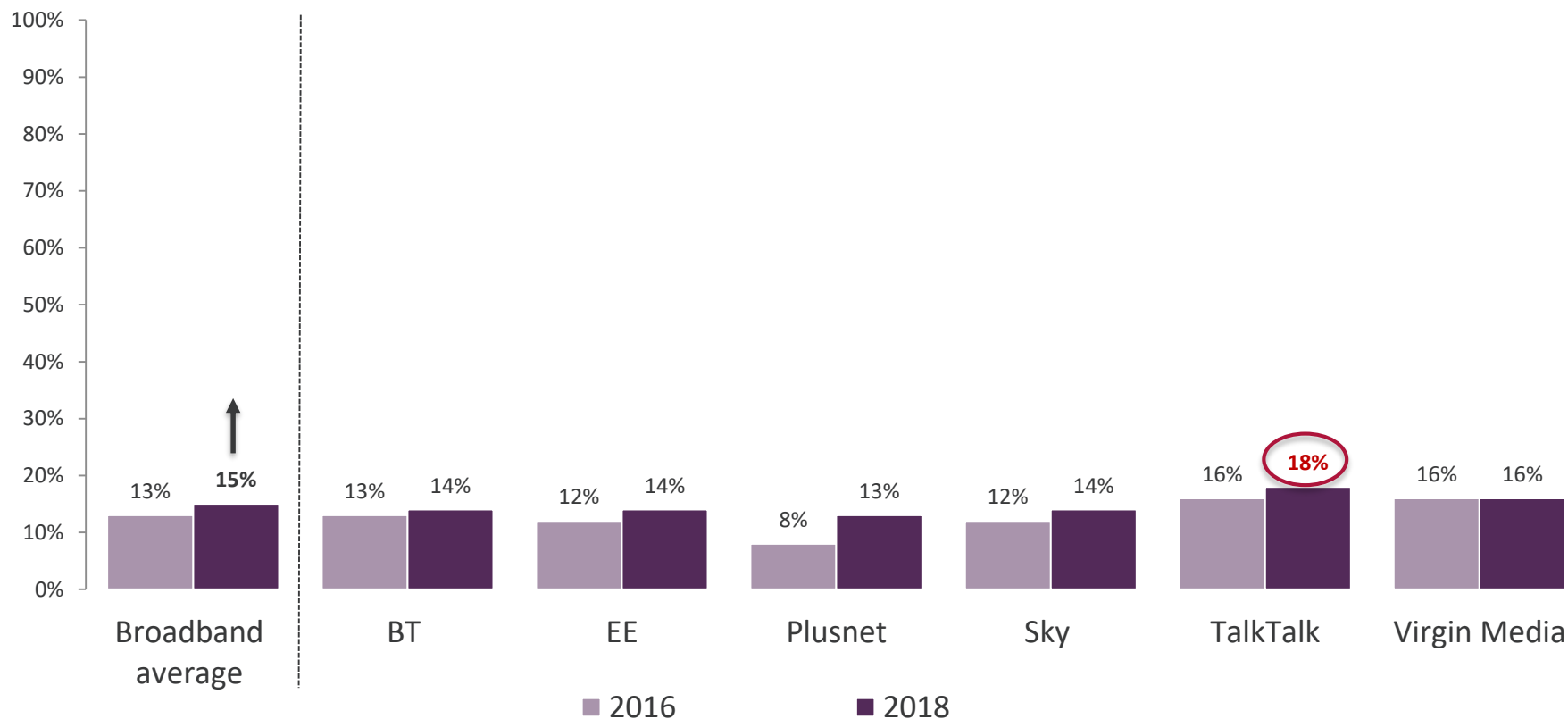
A/B/C/D shows significantly higher within category (95% level).

Note: Percentages may not add up due to rounding and 'complained to other' category not shown.



# TalkTalk consumers were more likely to have had a reason to complain about their fixed broadband compared to the average

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



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households with fixed broadband 16+; 2018 average broadband (5171), BT (5391), EE (214), Plusnet (175), Sky (1189), TalkTalk (659) and Virgin Media (1242). 2016 average broadband (5368), BT (1330), EE (241), Plusnet (173), Sky (1271), TalkTalk (624) and Virgin Media (1261).

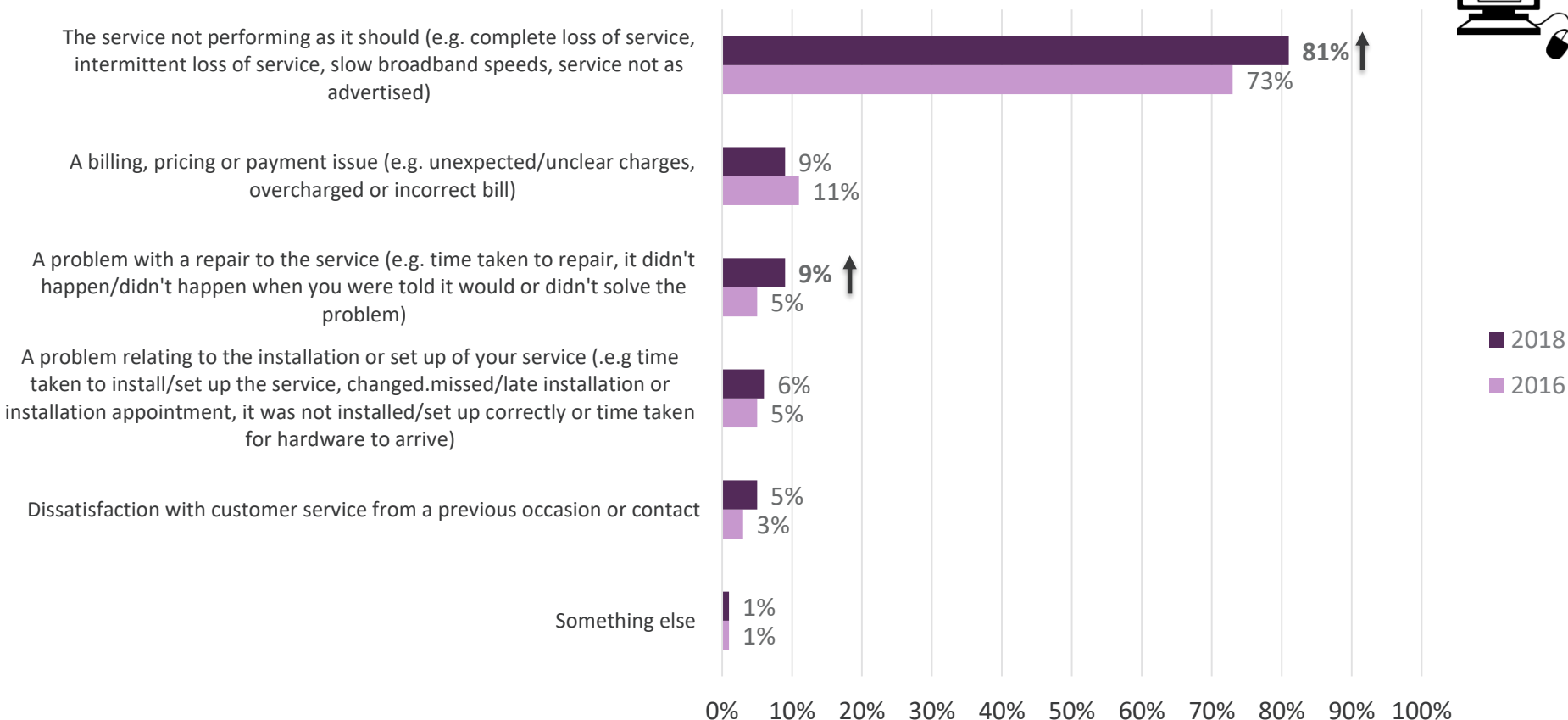
Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Arrows represent a significant increase or decrease compared to 2016. Red and green circles and text indicate the figure is higher or lower than the sector average.



# The most common reason to complain about fixed broadband was the service not performing as it should

## 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, January 2018.

Base: : All UK households 16+ who had a reason to complain about fixed broadband; 2018 (764) and 2016 (684).

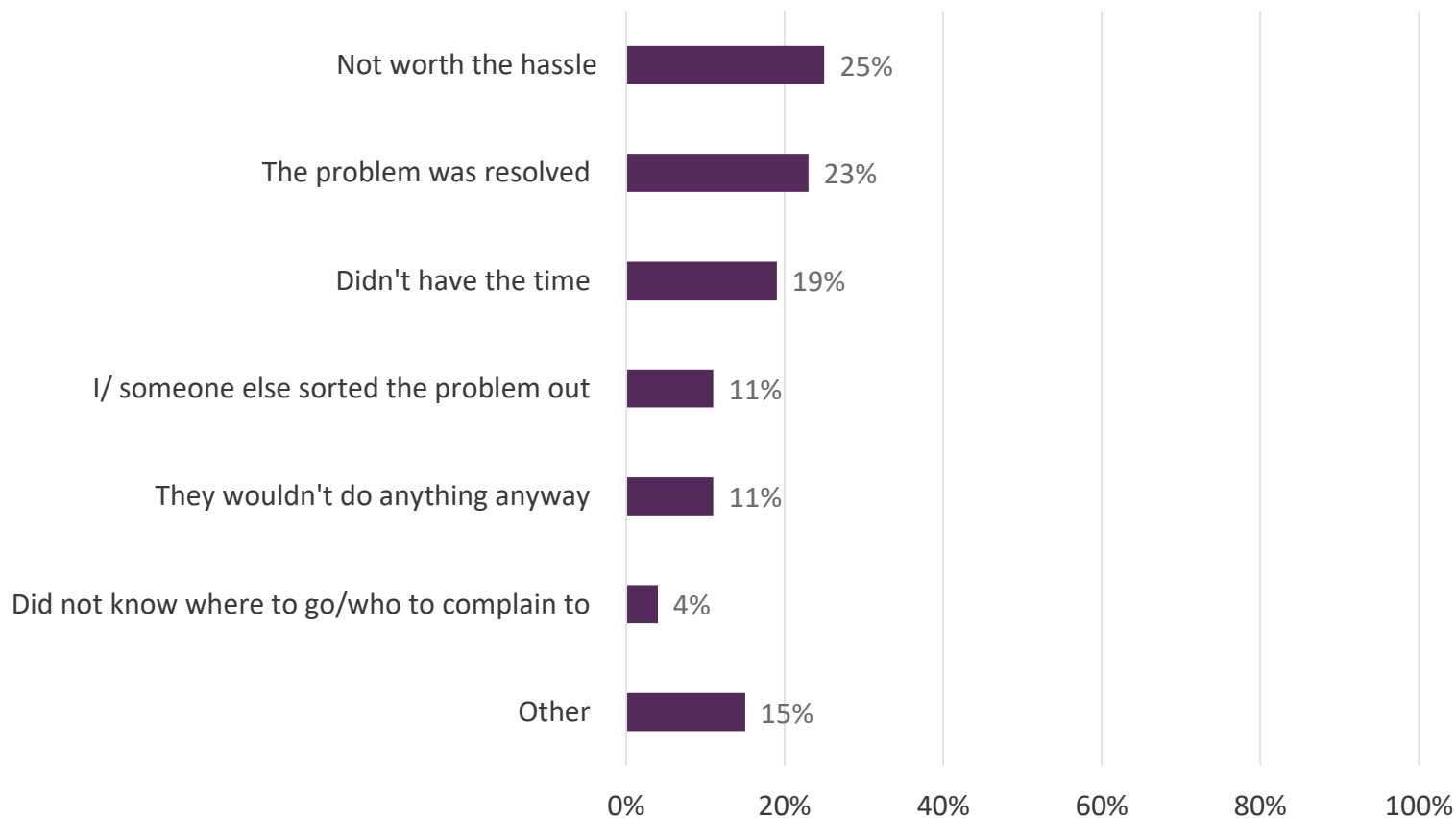
Q. What was the issue/s you had reason to complain about in connection with your fixed broadband internet?

Arrows represent a significant increase or decrease compared to 2016.



## There was a mix of reasons why broadband consumers with a reason to complain didn't go on to make a complaint

Reason for not making a complaint to fixed broadband provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

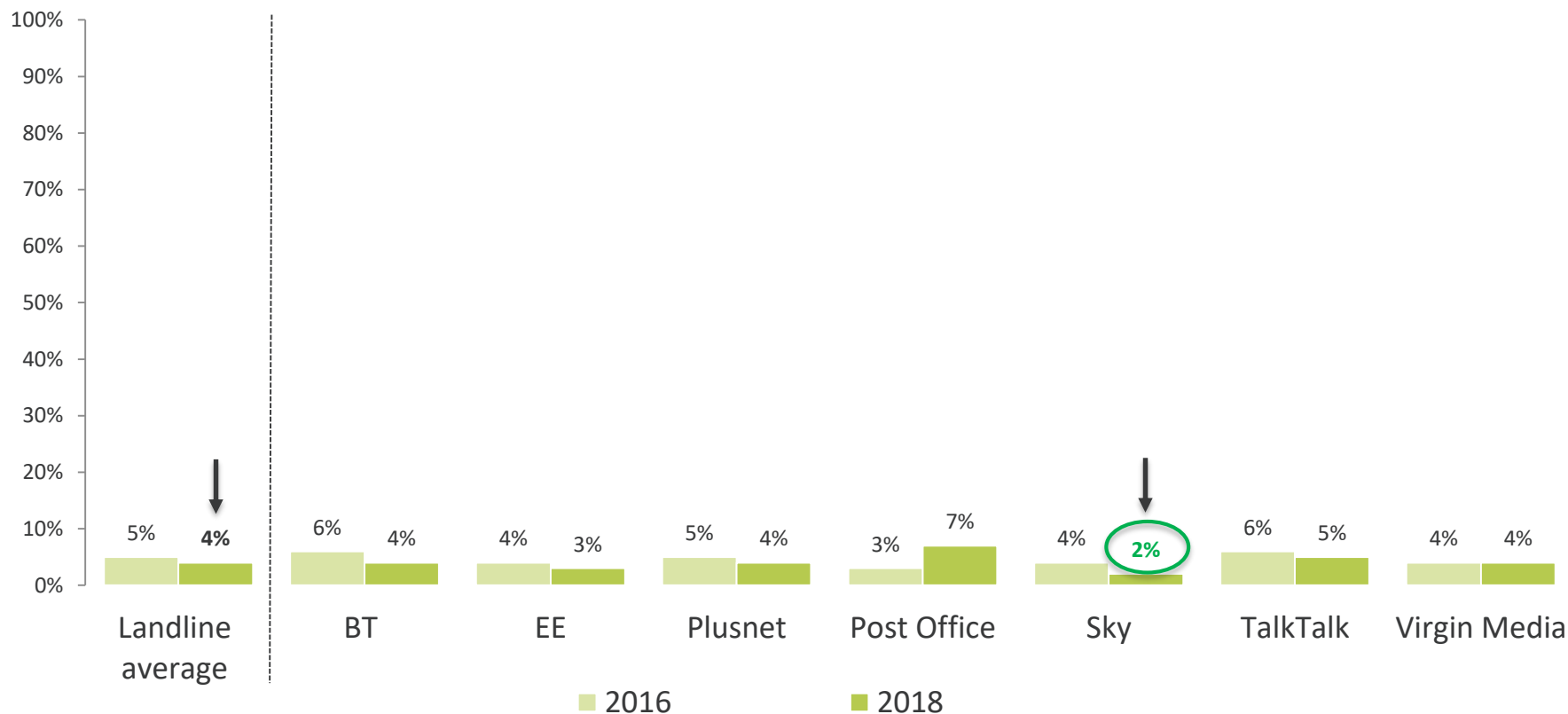
Base: : All UK households 16+ who did not complain about fixed broadband; 2018 (137).

Q. What was the issue/s you had reason to complain about in connection with your fixed broadband internet?



# Sky consumers were less likely to have had a reason to complain about their landline compared to the average

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



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households 16+ with a landline; 2018 average landline (5227), BT (2042), EE (181), Plusnet (132), Post Office (85), Sky (964), TalkTalk (607) and Virgin Media (1021). 2016 average landline (5391), BT (1965), EE (182), Plusnet (139), Post Office (109), Sky (1036), TalkTalk (590) and Virgin Media (960).

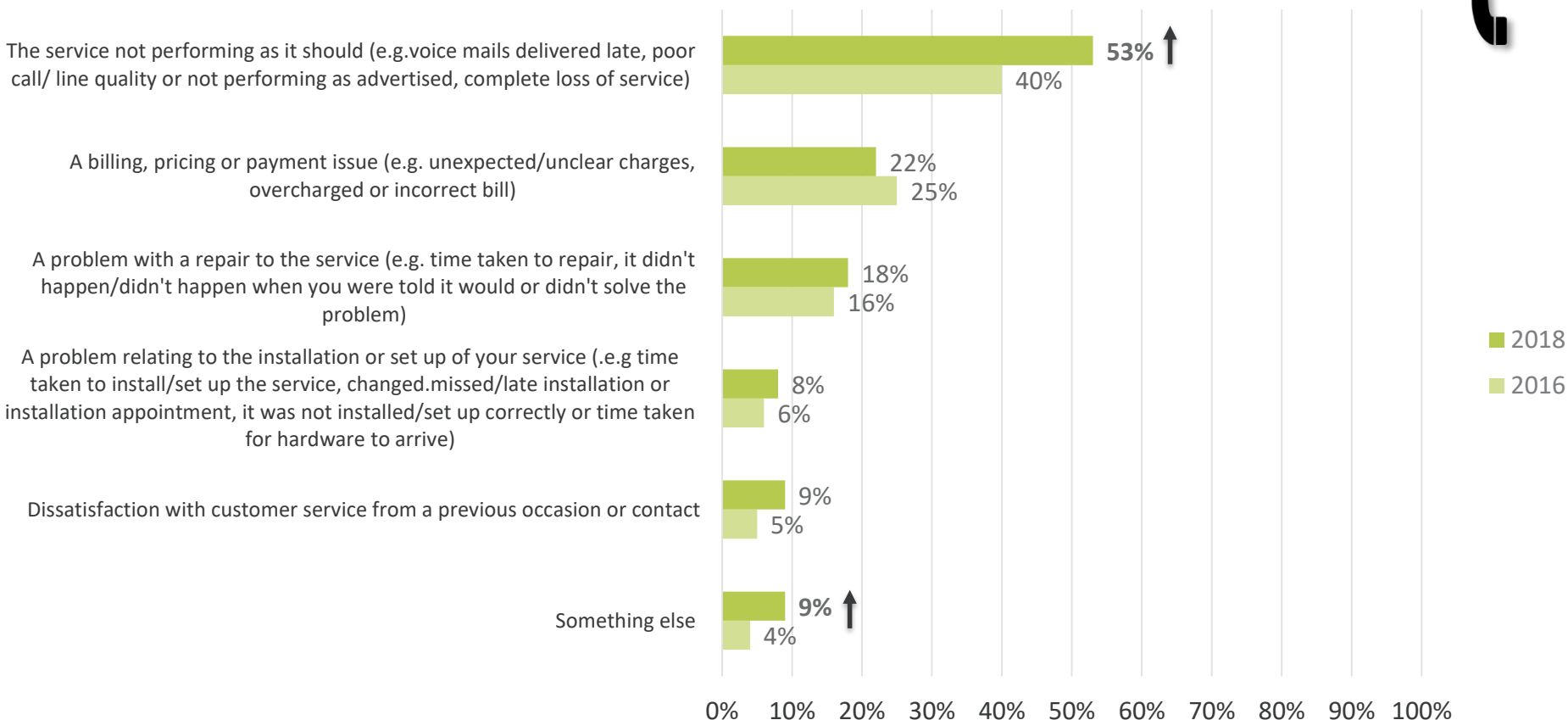
Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Arrows represent a significant increase or decrease compared to 2016. Red and green circles and text indicate the figure is higher or lower than the sector average.



# The most common reason to complain about landline was the service not performing as it should

## Reason to complain about landline service or provider



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households 16+ who had a reason to complain about landline; 2018 (210) and 2016 (262).

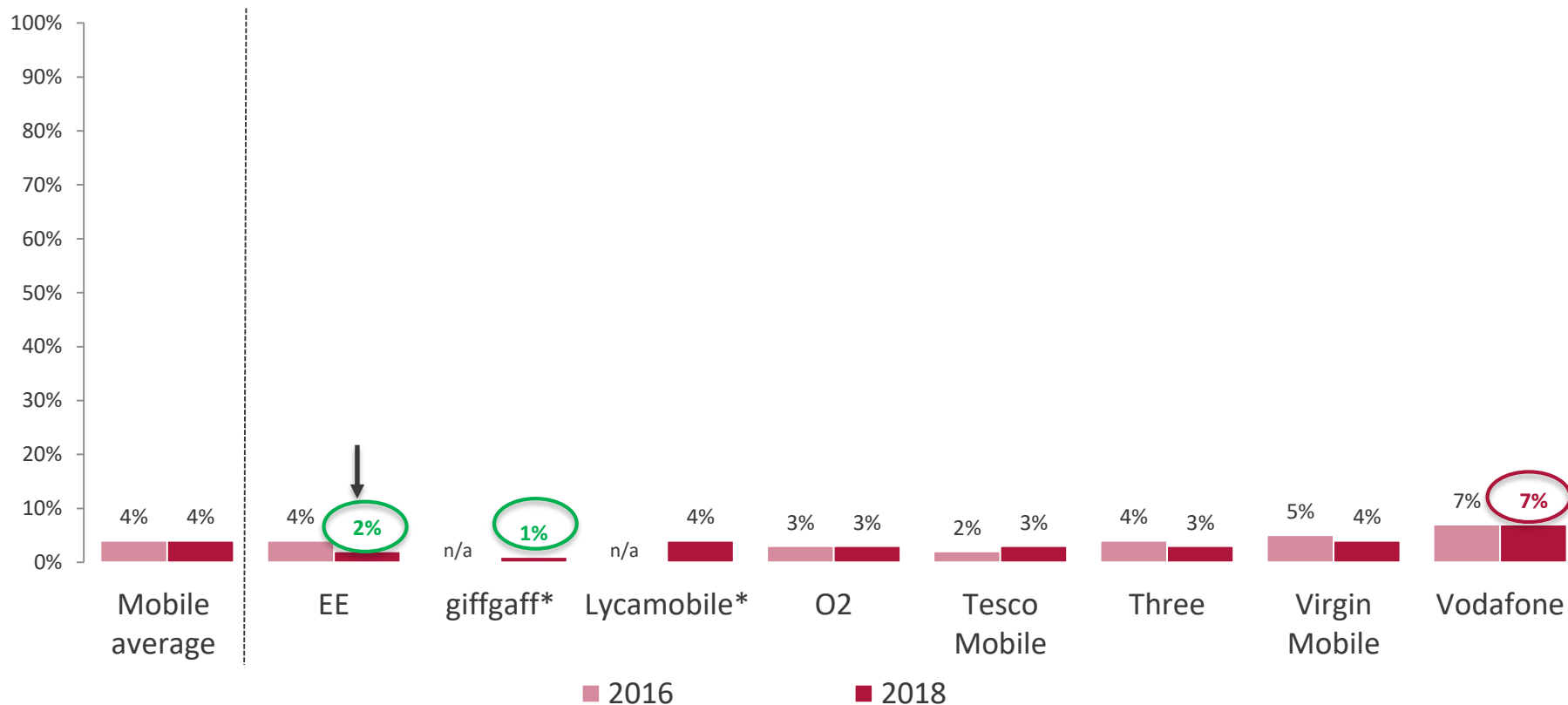
Q. What was the issue/s you had reason to complain about in connection with your landline?

Arrows represent a significant increase or decrease compared to 2016.



Compared to the average, EE and giffgaff consumers were less likely to have had a reason to complain about their mobile, while Vodafone consumers were more likely

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



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: All UK households 16+ with mobile; 2018 average mobile (5584), EE (1413), giffgaff (201), Lycamobile (57), O2 (1237), Tesco Mobile (491), Three (590), Virgin Mobile (387) and Vodafone (872). 2016 average mobile (5875), EE (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?

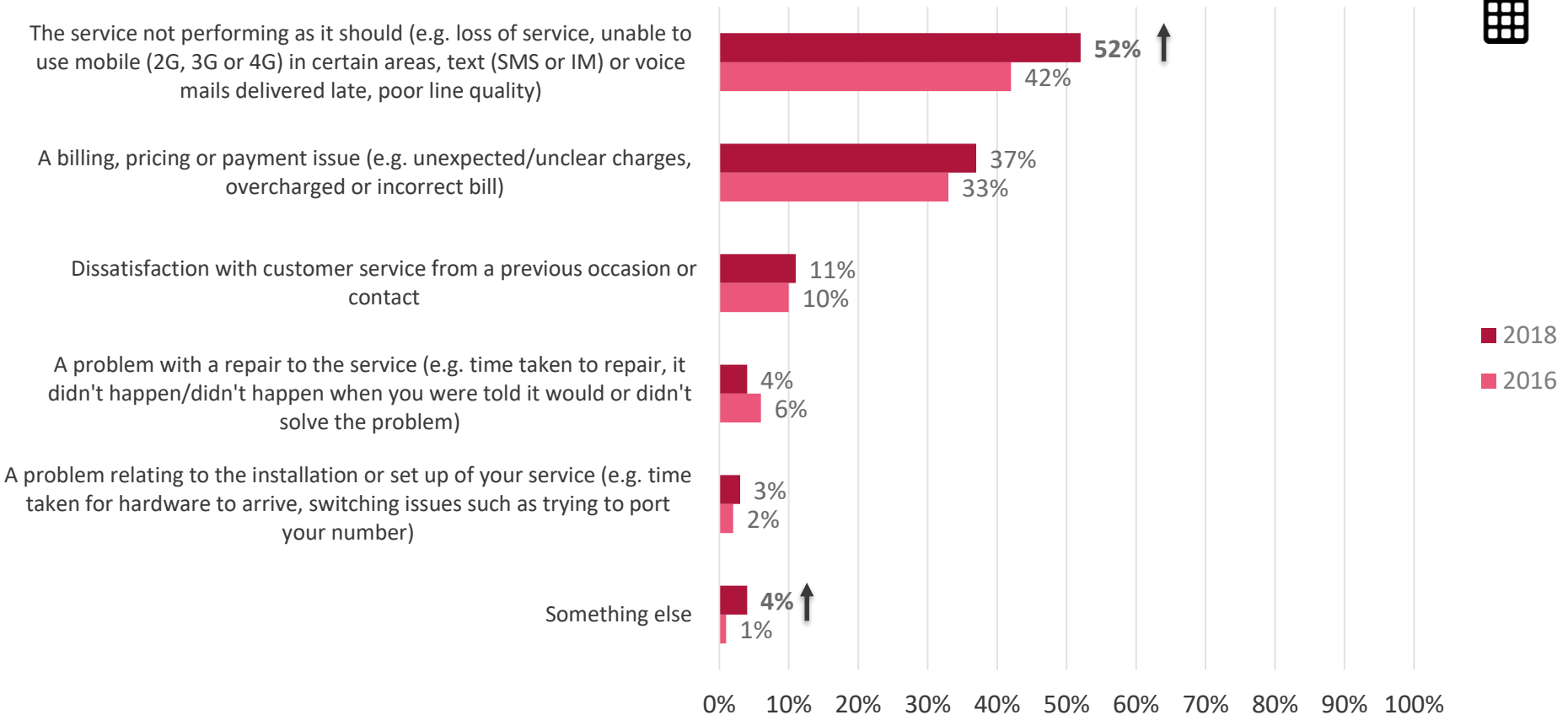
Arrows represent a significant increase or decrease compared to 2016. Red and green circles and text indicate the figure is higher or lower than the sector average.

\* 2016 data not available for giffgaff and Lycamobile individually as they were captured in an 'other' category.

# The most common reason to complain about mobile was 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, January 2018.

Base: : All UK households 16+ who had a reason to complain about mobile; 2018 (188) and 2016 (225).

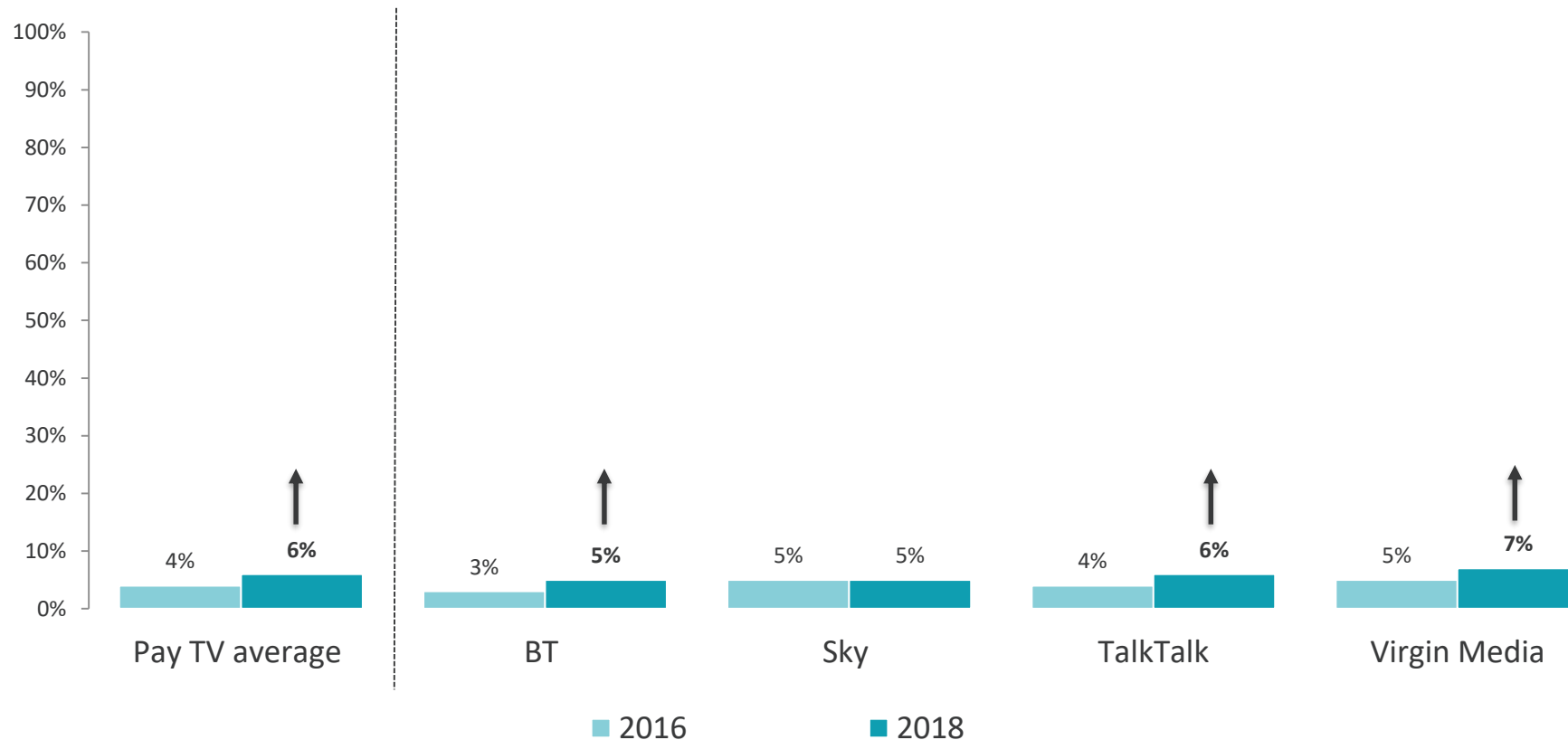
Q. What was the issue/s you had reason to complain about in connection with your mobile?

Arrows represent a significant increase or decrease compared to 2016.



## The proportion of pay TV consumers with a reason to complain in 2017 did not vary by provider

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



Source: Ofcom Quality of customer service research, face-to-face omnibus survey, fieldwork carried out by Kantar Media, January 2018.

Base: : All UK households with pay TV 16+; 2018 average pay TV (3243), BT (317), Sky (1783), TalkTalk (151) and Virgin Media (906). 2016 average pay TV (3623), BT (317), Sky (1878), TalkTalk (165) and Virgin Media (943).

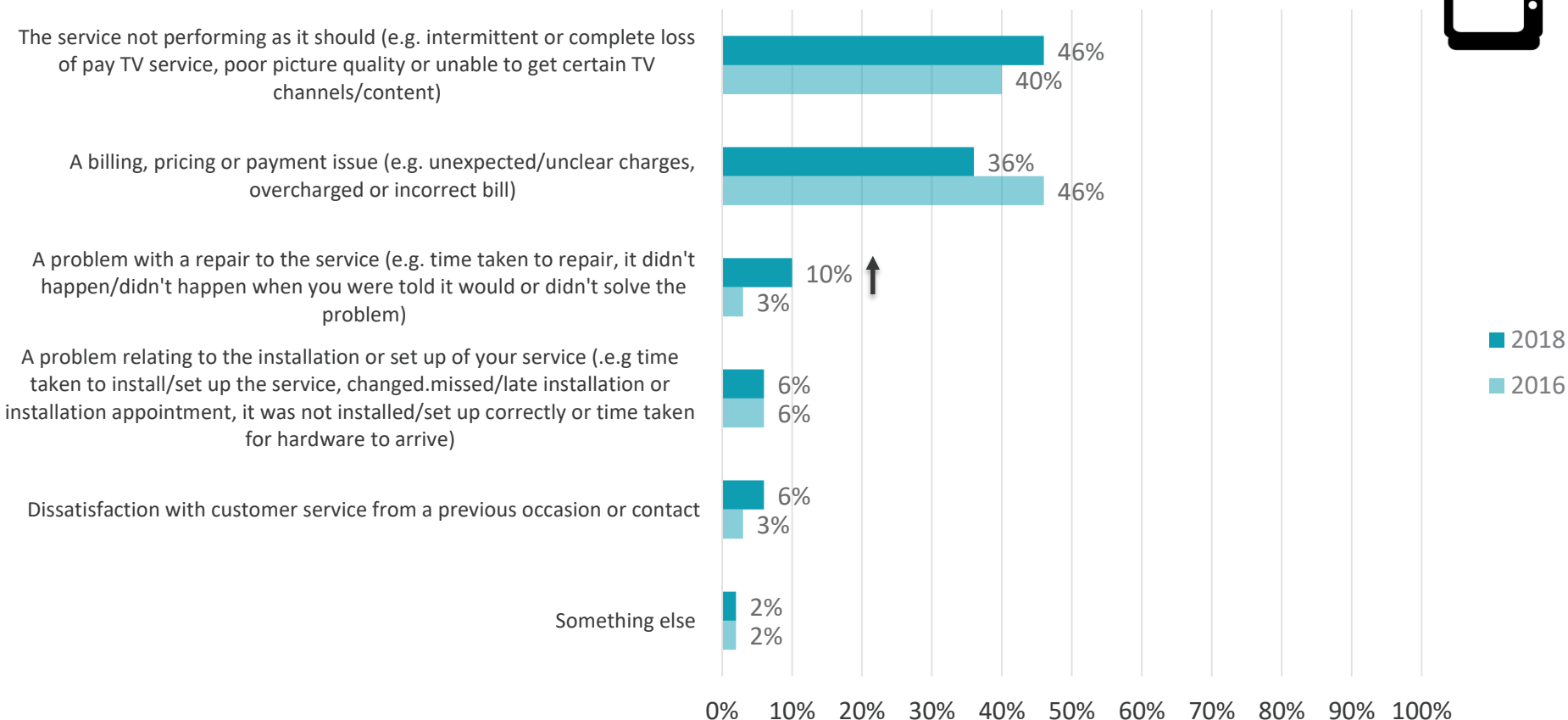
Q. Have you personally had a reason to complain about any of these services or suppliers in the last 12 months, whether or not you went on to make a complaint?

Arrows represent a significant increase or decrease compared to 2016. Red and green circles and text indicate the figure is higher or lower than the sector average.



# The most common reasons to complain about pay TV was the service not performing as it should or a billing, pricing or payment issue

## 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, January 2018.

Base: : All UK households 16+ who had a reason to complain about pay TV; 2018 (186) and 2016 (165).

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

Arrows represent a significant increase or decrease compared to 2016.