

# **Detailed loss of service Quantitative research**

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## Background to research

Ofcom wishes to have a better understanding of 'loss of service'

Ofcom wishes to understand the impact a loss of fixed broadband, landline or pay TV has on consumers, and their experiences of this.

This follows quantitative and qualitative research into switching providers which identified loss of service as being an issue for some

Research will provide understanding of the impact of loss on residential consumers

Understand the reasons for loss of service

Determine the impact resulting from loss of service

Quantify the cost of loss of service to consumers (e.g. in terms of time spent, use of other services, inconvenience...)

Understand how loss of service is resolved

Explore how much consumers would pay to avoid a loss in service

Assess what is considered a reasonable daily compensation for loss

# Data collection and sample

## Data collection



- The survey was conducted among an online panel sample
- Online research provided an effective and efficient means to reach the audience Ofcom wished to consult
- Fieldwork took place from 21<sup>st</sup> May to 6<sup>th</sup> June 2016
- The overall sample size is 318 interviews however our sample of all with an UNWANTED loss is 272

## Sample



- All respondents in the research had a loss of service of either their fixed landline, fixed broadband or pay TV service
- Loss of service could be wanted or unwanted. In this report all data is based on those with an unwanted loss of service (any) or of a specific service if this is what is being reported
- There are two main groups:
  - Loss as a result of a switch n=126
  - Loss at another time n=146
- As the research concentrates on understanding the experience of a specific group of people, it is therefore not statistically 'representative' of the entire universe of this group

In this report we are only showing data where the results are based on more than 50 interviews. Results based on an interview range of 50 to 99 are flagged with an \* as this is considered to be low and therefore results to be thought of as indicative only.

Charts show the following where base sizes permit

Total:  
All with unwanted loss

All with switch related loss

All with non-switch related loss

# Sample composition

Any unwanted loss (n=272)



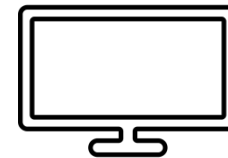
n=136  
(50%)

Experienced unwanted loss of fixed landline (FLL) service in the last 2 years



N=230  
(85%)

Experienced unwanted loss of fixed broadband service (FBB) in the last 2 years



N=61  
(22%)

Experienced unwanted loss of Pay TV service (PTV) in the last 2 years

## Impact of loss of fixed landline (FLL) (unprompted)



	All with FLL loss %	Switch related FLL loss %	Non switch related FLL loss %*
General inconvenience: Annoyance/ anger/frustration/ No internet access	26	Base too low	37
Increased mobile bill (including mobile data, text or calls)	7		4
Affected contact with family/friends	6		5
Safety/Safe-guarding issues E.G. I'm disabled/unable to contact anyone in an emergency etc.	4		5
Negative impact on work related activities	3		4
Took time to resolve loss of service . i.e. webchat /phone calls	-		-
Had to use a different location i.e. café, friends. Houses	1		-
Caused unhappiness or arguments within my household	1		2
Other	2		4
Losing service did not affect my household	7		7
No impact	40		30
Don't know	6		5

QA5. Thinking back to when you experienced a loss of Fixed Landline service, how did this affect you and the people in your household?

Base: All who had an unwanted loss of service for their LL (140) / All with a switch related FLL loss (n=83\*), All with a non-switch related FLL loss (n=57\*) \*Low base treat as indicative only

## Impact of loss of fixed broadband (FBB) (unprompted)

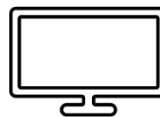


	All with FBB loss %	Switch related FBB loss %	Non switch related FBB loss %
General inconvenience: Annoyance/ anger/frustration/ No internet access	38	32	43
Negative impact on work related activities	12	9	15
Unable to complete household tasks (e.g. internet shopping, online banking, booking tickets)	7	7	7
Could not access emails /send/receive emails	6	4	8
Negative impact on study/homework related activities	3	2	4
Affected contact with family/friends	3	2	3
Had to use a different location i.e. café, friends. Houses	2	3	2
Increased mobile bill (including mobile data, text or calls)	2	4	1
Caused unhappiness or arguments within my household	2	3	2
Had to buy mobile dongle	1	3	-
Took time to resolve loss of service . i.e. webchat /phone calls	1	-	2
Safety/Safe-guarding issues eg: I'm disabled/unable to contact anyone in an emergency etc.	1	1	2
Missed TV shows/ catch up	1	2	-
Increased landline bill	*	-	1
Incurred bank charges/ late payment charges	*	1	-
Paid for engineer to fix	-	-	-
Other	5	4	6
Losing service did not affect my household	2	5	-
No impact	23	28	18
Don't know	3	4	3

QA5. Thinking back to when you experienced a loss of Fixed Landline service, how did this affect you and the people in your household?

Base: All who had an unwanted loss of service for their FBB (231) / All with a switch related FBB loss (n=110), All with a non-switch related FBB loss (n=121)

## Impact of loss of pay TV (unprompted)



	All with Pay TV loss %*
Missed TV shows/ Catch up	27
General inconvenience: Annoyance/ Anger/ Frustration	17
Caused unhappiness or arguments within my household	3
Took time to resolve loss of service i.e. webchat/ phone calls	2
Other	6
Losing service did not affect my household	5
No impact	40
Don't know	6

QA5. Thinking back to when you experienced a loss of Fixed Landline service, how did this affect you and the people in your household?  
Base: All who had an unwanted loss of service for their Pay TV (63\*) Low base treat as indicative only

## Impact of loss – all services (prompted only)

	TOTAL (%)	Switch related loss (%)	Not switch related loss (%)
Unable to complete household tasks (e.g. internet shopping, online banking, booking tickets)	41	40	42
People were unable to contact us / we were unable to contact them	37	37	38
Increased anxiety and stress	37	32	42
Had to stay in to wait for an engineer	36	39	34
Took time to resolve loss of service - i.e. webchat /phone calls	34	29	39
Missed TV shows/ catch up	24	27	22
Increased mobile bill (including mobile data, text or calls)	22	30	14
Caused unhappiness or arguments within my household	21	25	18
Negative impact on work related activities	19	18	21
Negative impact on study/homework related activities	16	13	18
Had to use a different location i.e. cafe, friends' houses	16	17	15
Losing service did not affect my household	12	17	8
Missed/Rearranged gatherings/appointments (e.g. medical appointments)	7	6	8
Paid for engineer to fix	6	4	8
Missed specific sporting events	6	6	5
Increased landline bill	5	5	5
Had to buy mobile dongle	3	4	3
Incurred bank charges/late payment charges	3	3	3

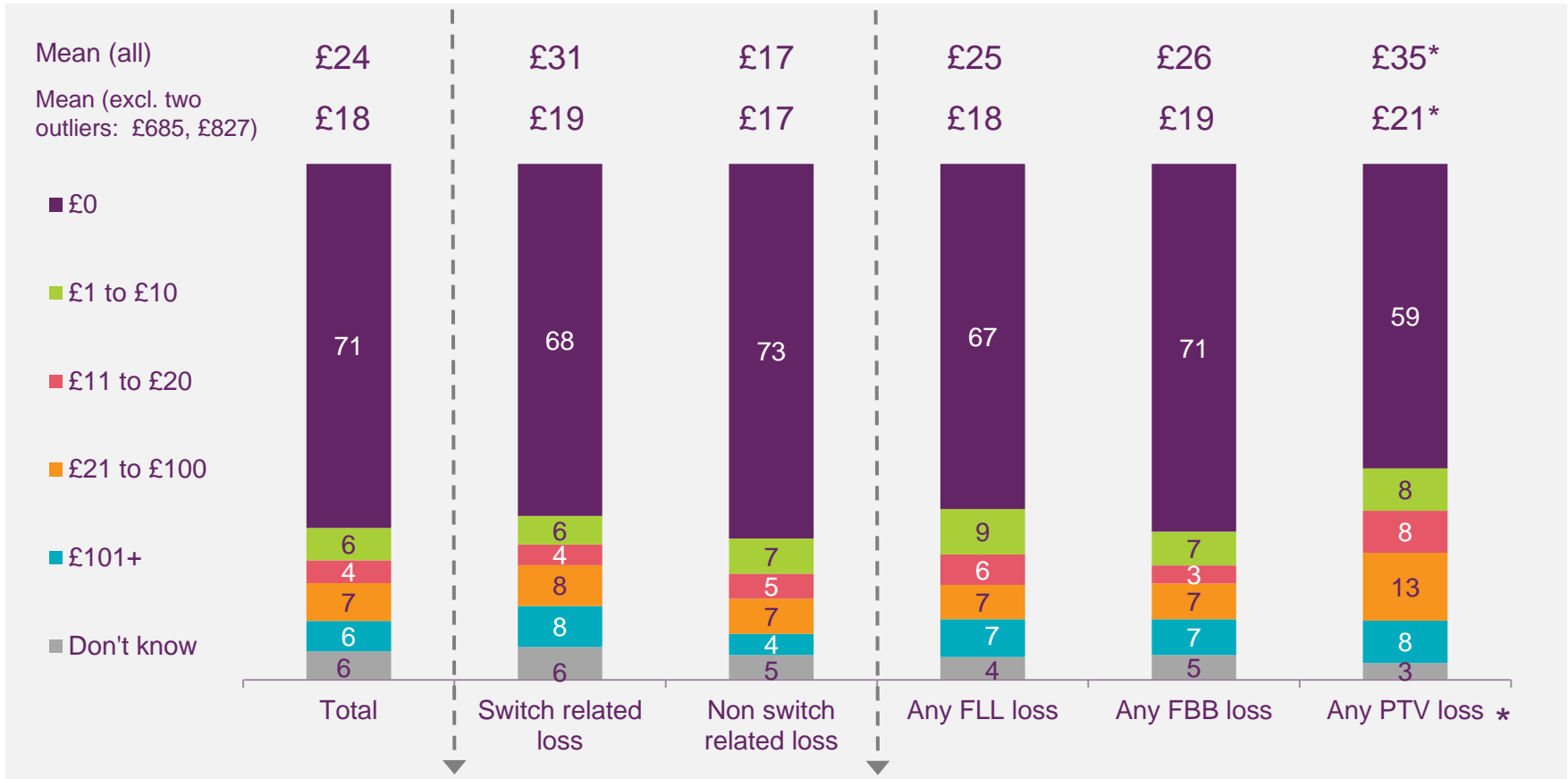
Other: 2%, DK: 1%

QA6. Which, if any, of the following would you say applied to your [[NON SWITCHERS] most recent]] loss of [Fixed landline; Fixed Broadband; Pay TV] service(s) [[SWITCHERS] when you switched your INSERT SERVICES FROM 'MOST RECENT SWITCH ALLOCATION']]?

Base: All who had an unwanted loss of service for their LL, FBB, PTV): (n=272), All with a switch related loss (n=126), All with a non-switch related loss (n=146)



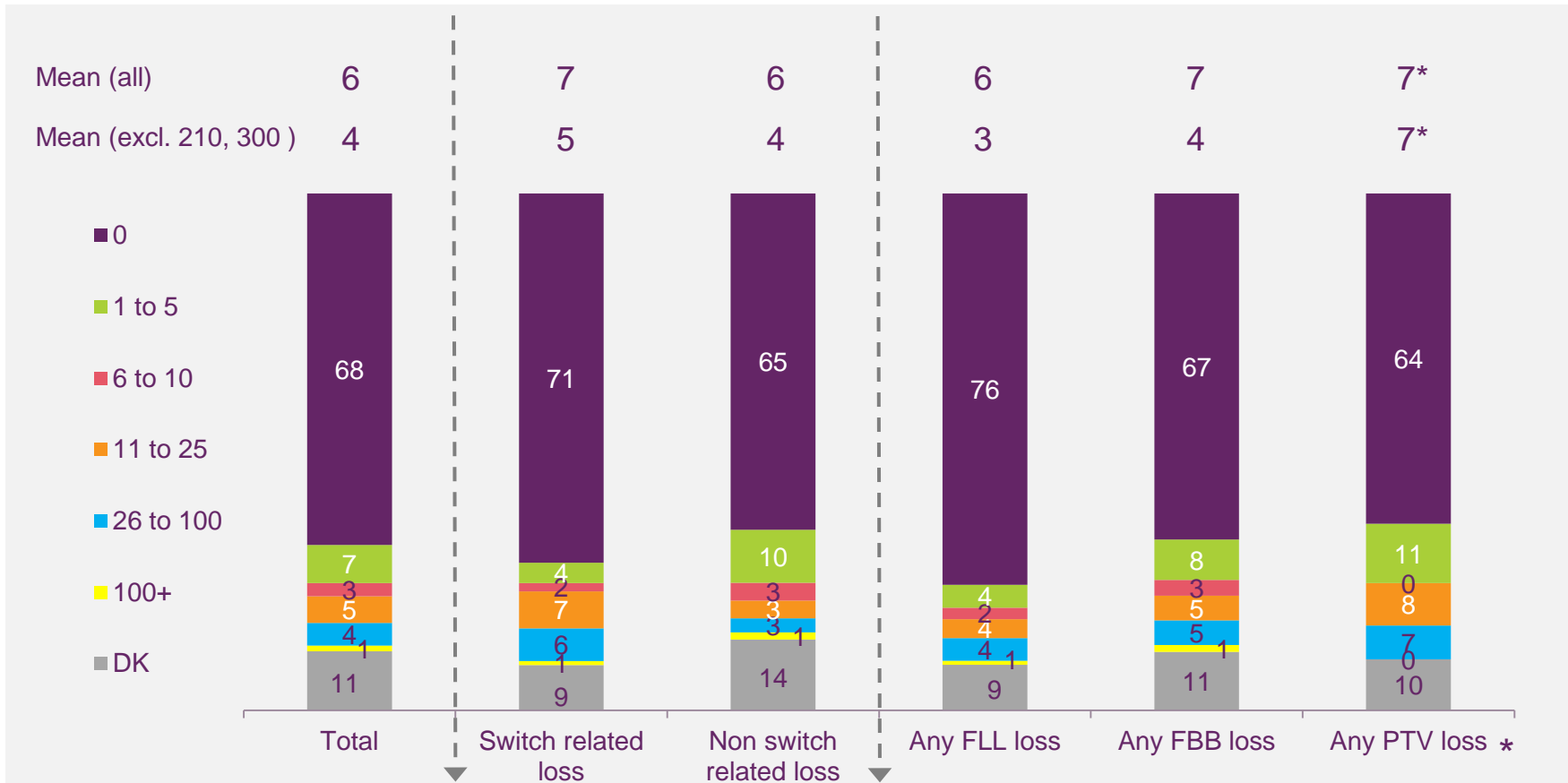
# Direct financial loss



QA7/A7A/A7B. Thinking about the factors you mentioned, what were the direct financial costs to you and the people in your household for all of the following because of your [[NON SWITCHERS] most recent] loss of [Fixed landline; Fixed Broadband; Pay TV] service(s) [[SWITCHERS] when you switched your INSERT SERVICES FROM 'MOST RECENT SWITCH ALLOCATION']? / Still thinking about the direct financial costs to you and the people in your household because of your [[NON SWITCHERS] most recent] loss of service, if there were any other direct financial costs not included in the factors mentioned previously, could you please indicate the amount of these costs below? / Overall what were the direct financial costs to you and the people in your household because of your [[NON SWITCHERS] most recent] loss of service [[SWITCHERS] when you switched]?

Base: All who had an unwanted loss of service for their LL, FBB, PTV: (n=272), All with a switch related loss (n=126), All with a non-switch related loss (n=146), All with a FLL loss (n=136), All with a FBB loss (n=230), All with a PTV loss (n=61). Excl. DKs (for mean): All who had an unwanted loss of service for their LL, FBB, PTV: (n=257), All with a switch related loss (n=126), All with a non-switch related loss (n=146), All with a FLL loss (n=117), All with a FBB loss (n=197), All with a PTV loss (n=59\*).

# Number of hours work missed

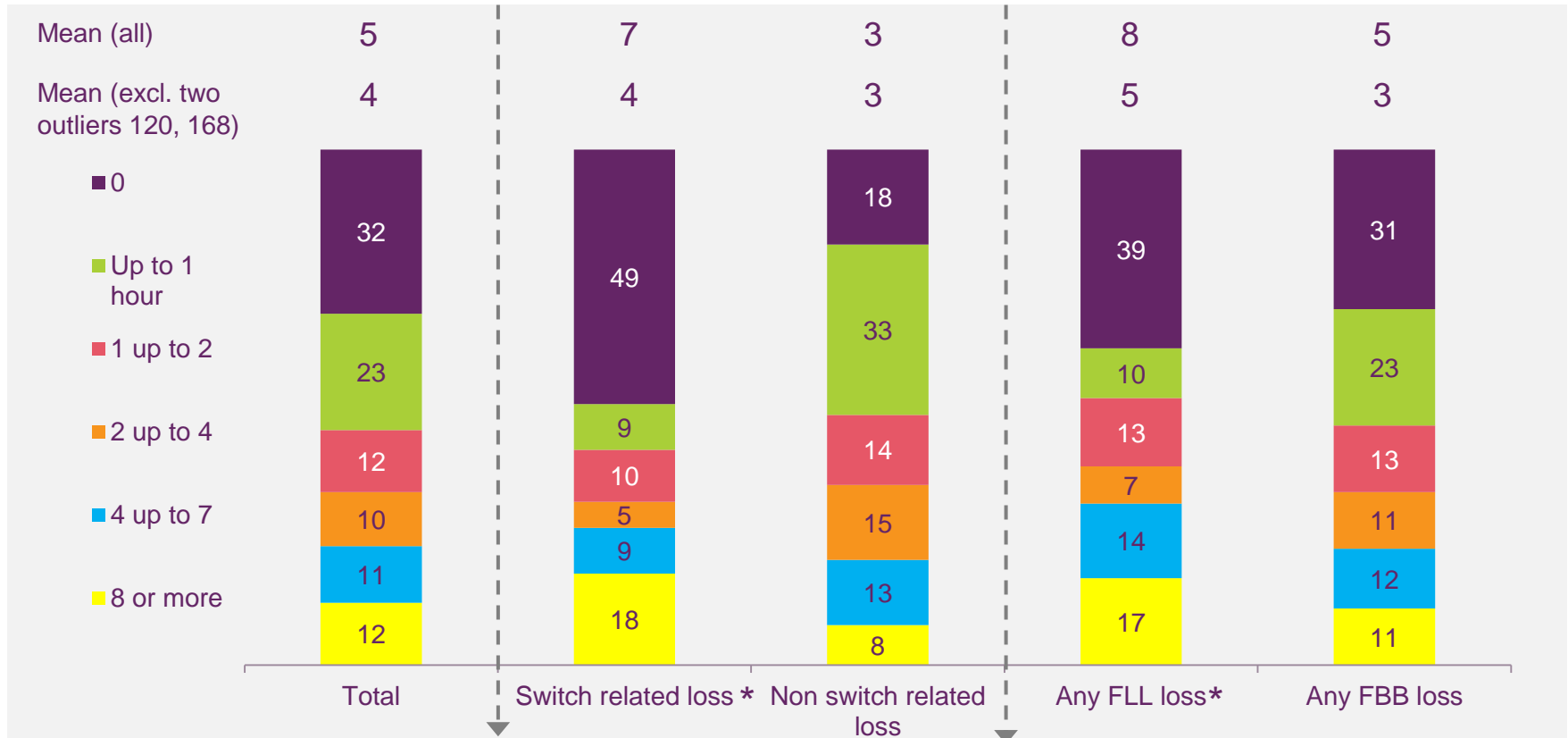


QA8B. As a result of your [[NON SWITCHERS] most recent]] loss of [Fixed landline; Fixed Broadband; Pay TV] service [[SWITCHERS] when switching your INSERT SERVICES FROM 'MOST RECENT SWITCH ALLOCATION']] were you prevented from working for any length of time?

If you were, then please type in the number in hours you were prevented from working.

Base: All who had an unwanted loss of service for their LL, FBB, PTV: (n=272), All with a switch related loss (n=126), All with a non-switch related loss (n=146), All with a FLL loss (n=136), All with a FBB loss (n=230), All with a PTV loss (n=61). Excl. DKs (for mean): All who had an unwanted loss of service for their LL, FBB, PTV: (n=257), All with a switch related loss (n=126), All with a non-switch related loss (n=146), All with a FLL loss (n=117), All with a FBB loss (n=197), All with a PTV loss (n=59\*).

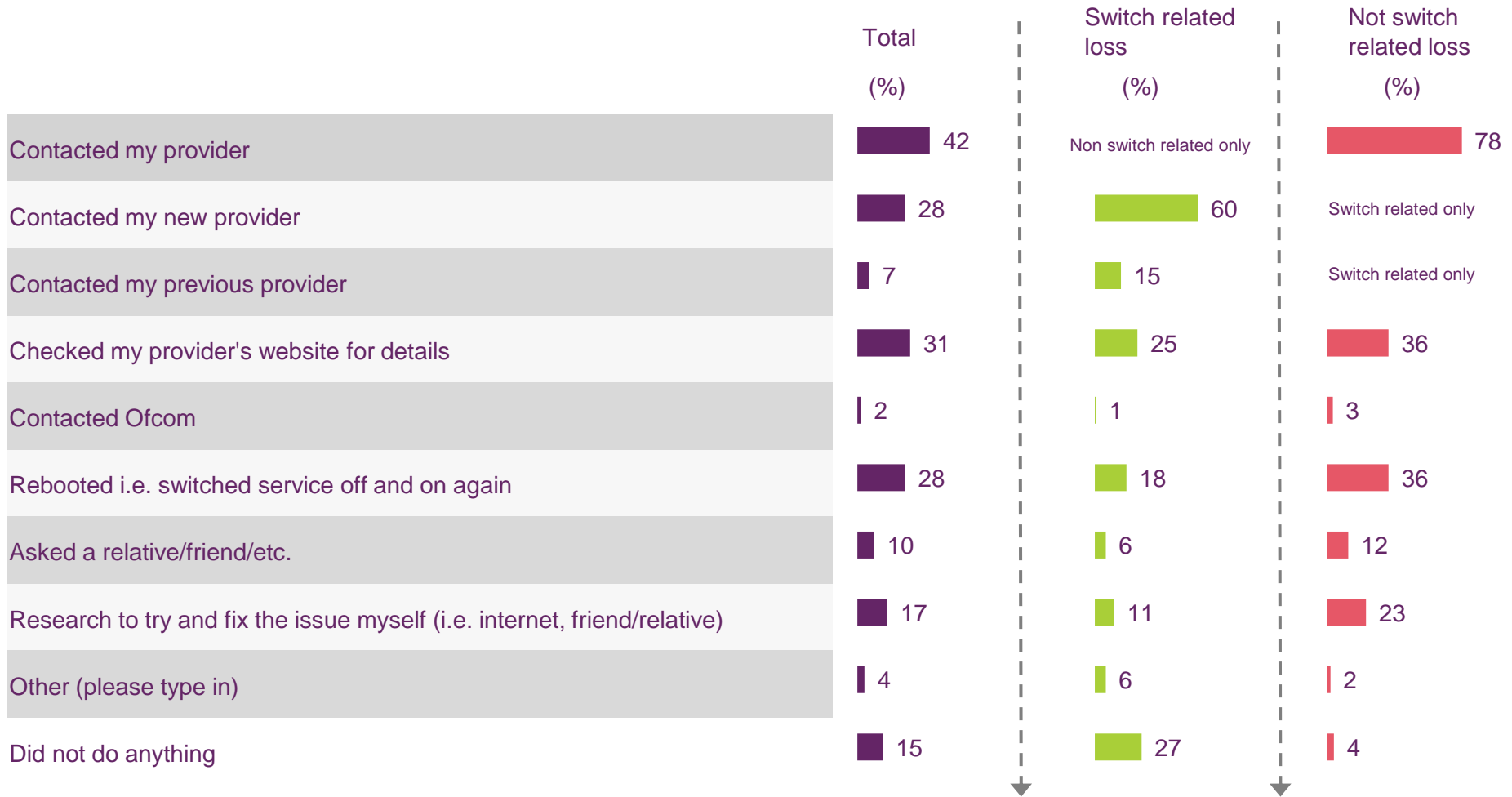
# Time spent resolving loss – open numeric responses only (hours)



QA10. How much time did you and other people in your household spend trying to get your FIXED LL, FBB, PTV services fixed. Please think about all the things you and others in your household spent time on to resolve the loss from the point at which the loss occurred until you had service again. If you spent time staying in to wait for an engineer visit(s) please include this time in your answer.

Base: All who had an unwanted loss of service for their LL, FBB, PTV and gave a numeric answer: (n=182), All with a switch related loss (n=79\*), All with a non-switch related loss (n=103, All with a FLL loss (n=83, All with a FBB loss (n=155) Excl. DKs (for mean): All who had an unwanted loss of service for their LL, FBB, PTV and gave a numeric answer (n=180), All with a switch related loss (n=79), All with a non-switch related loss (n=103), All with a FLL loss (n=83\*), All with a FBB loss (n=155) \*CAUTION, LOW BASE

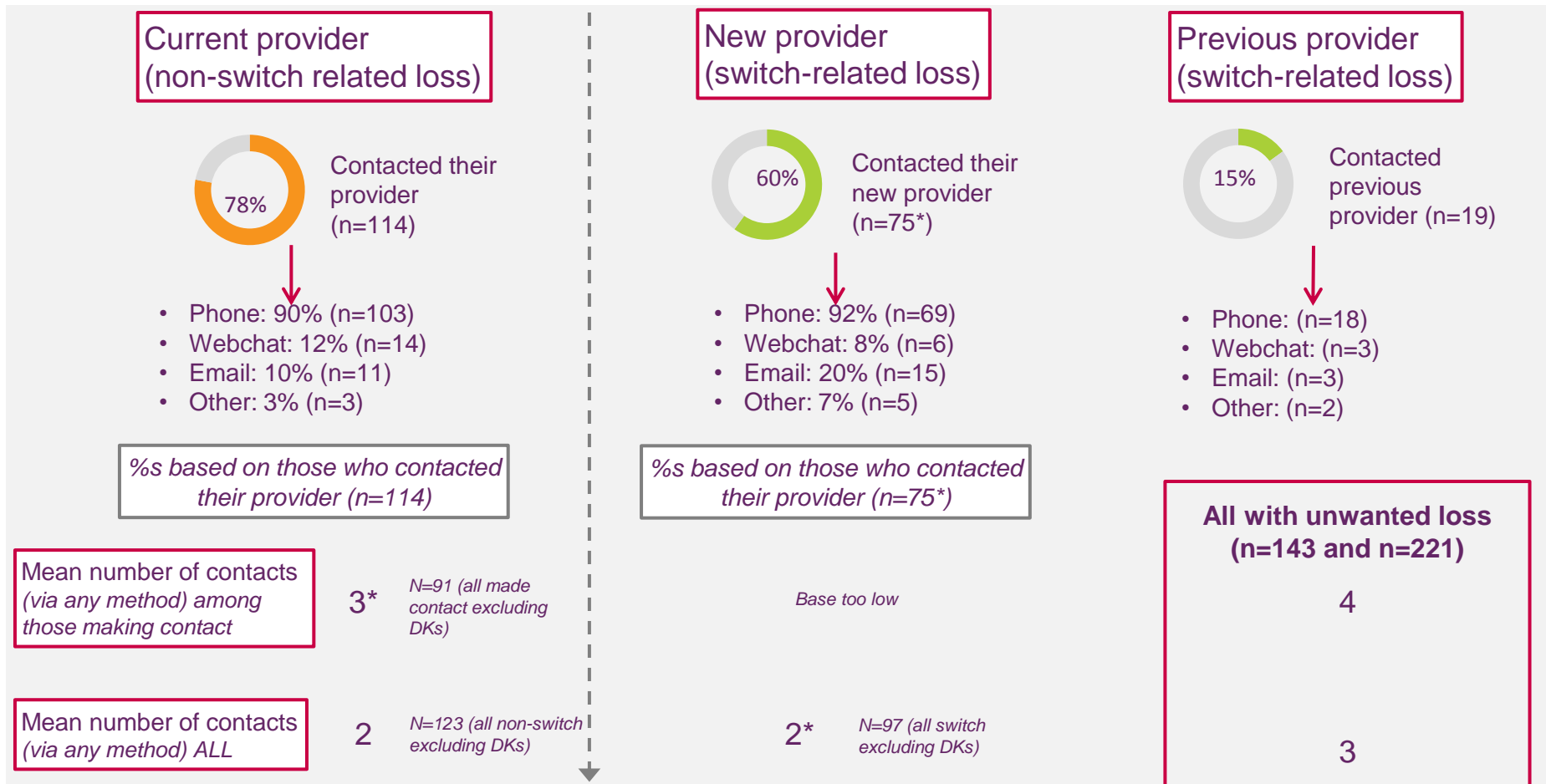
# Actions taken (to fix/restore lost service)



QA9. Which of the following actions did you or other people in your household take to fix/restore your service(s)?

Base: All who had an unwanted loss of service for their LL, FBB, PTV): (n=272), All with a switch related loss (n=126), All with a non-switch related loss (n=146)

## Contact method and number of times contacted



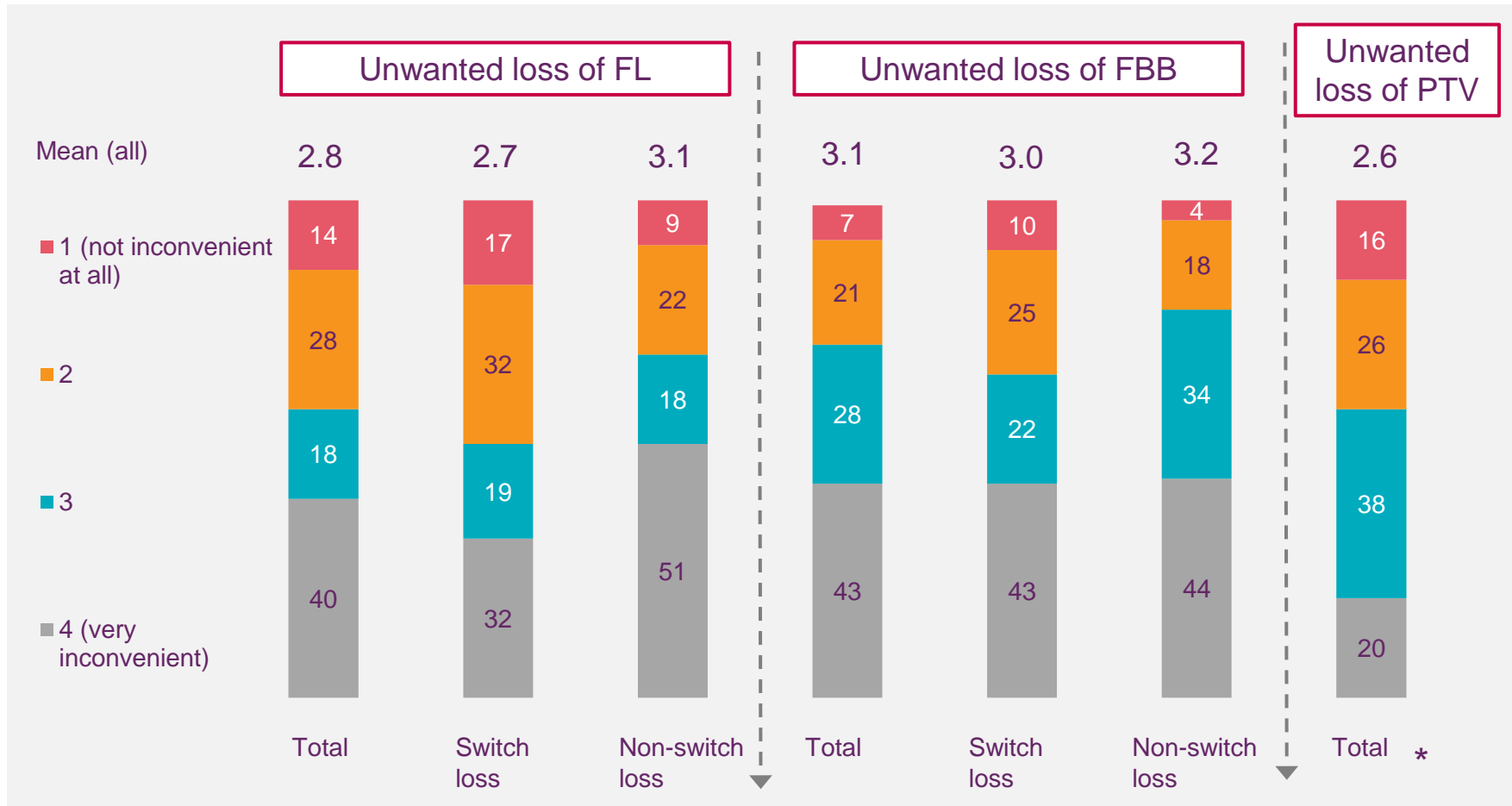
QA9. Which of the following actions did you or other people in your household take to fix/restore your service(s)?/ A9A : How did you contact your new/ previous/ current provider?

Base: All who had an unwanted loss of service for their LL, FBB, PTV): All with a switch related loss (n=126), All with a non-switch related loss (n=146)

Base: All who contacted their current provider (for mean number of contacts): Switch related loss (n=75\*), All with a non-switch related loss (n=114)

\* low base treat as indicative only

## Impact (expressed as 'inconvenience')



QA11A. Which of the following best describes the impact of the [[NON SWITCHERS] most recent]] loss of your [Fixed landline; Fixed Broadband; Pay TV] service [[SWITCHERS] when switching your INSERT SERVICES FROM 'MOST RECENT SWITCH ALLOCATION']] on your household where 4 is very inconvenient and 1 is not inconvenient at all?  
 Base: All who had an unwanted loss of service for their FLL: (n=136), All with a switch related FLL loss (n=81), All with a non-switch related FLL loss (n=55), All who had an unwanted loss of service for their FBB: (n=230), All with a switch related FBB loss (n=110), All with a non-switch related FBB loss (n=120), All who had an unwanted loss of service for their PTV: (n=61\*).