

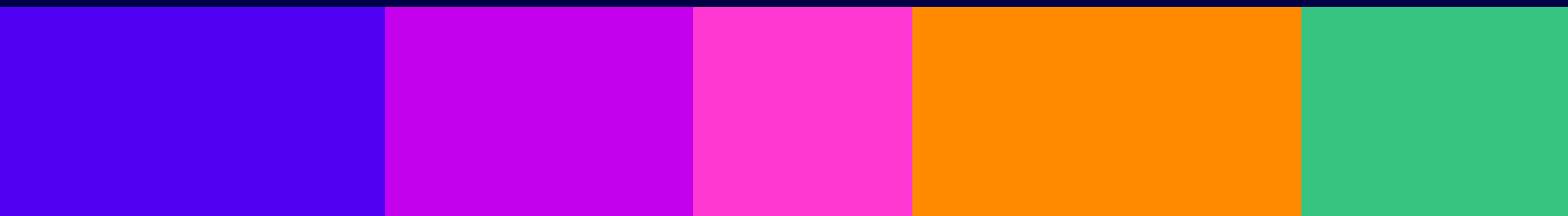


Comparing customer service:

Mobile, home broadband and landline

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Overview

This is Ofcom's eighth report on how customer service levels for residential customers compare across the telecoms industry. We publish it to help people make informed decisions about which provider is best for them and to incentivise the UK's main mobile, home broadband and landline providers to improve their levels of customer service.

This report was reissued on 18 September 2026. In April 2026, EE resubmitted certain information requested by Ofcom under our formal powers for use in the 2025 Comparing Customer Service report, after identifying a discrepancy in EE's broadband and landline faults data for 2024. As a result, some of the EE faults data, and associated industry averages, on pages 5, 28 and 31 to 32 have been reissued.

This report covers customer service levels and experiences for residential telecoms customers in 2024, and compares them with levels in 2022 and/or 2023.

The quality of service a customer expects to receive upon purchasing a mobile, home broadband and/or landline service is only one of several factors that drive customer purchasing decisions. The availability of services, and the price, can also influence both the type of service purchased and the provider chosen. Ofcom has [accredited several online price comparison sites](#) which provide information on prices for mobile, home broadband and landline products. We plan to relaunch our mobile coverage checker in the summer, using new and improved data to better reflect the real-world mobile experience that people expect.

The findings in this report are accompanied by an [interactive report](#), which contains further information on how providers compare across all the datasets collected for this report. Data tables for the three market research trackers that the report uses can be found in the [Ofcom Statistical Release Calendar 2025](#).

What we have found – in brief

Most mobile, broadband and landline customers were satisfied with their service in 2024, with only a small minority dissatisfied, and overall satisfaction remained high and consistent with 2022

- Mobile customers were the most likely to be satisfied with their overall service from their provider, with 88% saying they were satisfied and only 4% saying they were dissatisfied. In comparison, 84% of broadband customers and 73% of landline customers were satisfied with their service, with dissatisfaction levels at 7% and 6% respectively.
- giffgaff and Tesco Mobile customers had higher than average satisfaction with their mobile service overall (both 94%), while O2 and Vodafone customers had lower than average satisfaction (85% and 84% respectively).
- Plusnet customers had higher than average satisfaction for both broadband and landline services (91% and 83% respectively). TalkTalk customers had lower than average satisfaction for broadband (77%). As in 2022, Virgin Media customers had lower than average satisfaction with their landline service (67%).
- When comparing overall satisfaction with communications services with the banking and energy sectors, mobile customers' satisfaction was in line with that of banking customers when asked

about their main bank account (both at 88%) and was higher than broadband (84%), electricity (80%), gas (79%) and landline (73%).

Overall satisfaction with complaints handling increased significantly among mobile, broadband and landline customers in 2024 compared to 2022

- Satisfaction with complaints handling for mobile (61%), broadband (58%) and landline (60%) were all significantly higher in 2024 than in 2022, when satisfaction levels were just over 50% for all three services. While providers need to continue improving, this is encouraging. Ofcom has previously called for providers to improve their performance and put customers at the heart of their business and has engaged with providers where issues have been identified through our monitoring and compliance work to drive better consumer outcomes.
- Increased satisfaction levels with broadband and landline complaints handling between 2022 and 2024 were driven by a lower proportion of customers reporting having a 'neutral' experience, while for mobile services it was also driven by the proportion of customers dissatisfied with their complaints handling experience falling from 13% to 11%.
- Tesco Mobile and Lebara for mobile (both 68%), EE for broadband (66%) and Vodafone for landline (67%) had the highest overall levels of satisfaction with complaints handling, while Three for mobile (51%), Virgin Media for broadband (53%) and TalkTalk for landline (55%) had the lowest satisfaction scores for complaints handling.
- Encouragingly, the proportion of respondents whose complaint was completely resolved upon first contact with their provider has increased compared to 2022 across all sectors, up from around 40% in 2022 to 44% for fixed broadband, 48% for landline and 50% for mobile in 2024.

However, the proportion of customers saying they had a reason to complain was higher in 2024 than in 2022 for mobile and home broadband customers

- Fourteen per cent of mobile customers and 23% of broadband customers said they had a reason to complain about their service or provider in 2024, both figures higher than in 2022 (12% and 20% respectively). Seven per cent of landline customers said they had a reason to complain in 2024, in line with 2022.

Average call waiting times for mobile, home broadband and landline customers were about two minutes in 2024, with telephone still the most popular channel used to contact providers

- Making a phone call remains the most popular way for mobile, home broadband and landline customers to contact their provider, accounting for 78% of contacts made by mobile customers and 86% of contacts by broadband and landline customers in 2024.
- The average call waiting time for mobile customers decreased in 2024, from 2min 24s in 2023 to 1min 52s in 2024. Of the mobile providers in our analysis, Lebara had the shortest average call waiting time in 2024 at 15s while O2's was the longest, at 3min 27s.
- The average call waiting time for broadband and landline customers increased from 1min 48s to 2min 1s between 2023 and 2024. Across the broadband and landline providers in our analysis, Vodafone had the shortest average call waiting time in 2024 at 25s, while KCOM had the longest, at 7min 9s.

Although call abandonment rates for most providers improved in 2024, they still vary considerably across providers and there remains room for improvement in many cases

- In 2024, 6% of calls to mobile providers were abandoned before the customer spoke to a customer service advisor, two percentage points (pp) lower than in 2023, while 7% of calls to broadband and landline providers were abandoned, up by 3pp since 2023.
- Across broadband and landline providers, NOW Broadband, Sky and Vodafone had the lowest call abandonment rate at 2%, while BT, EE and KCOM had the highest with rates of 10% or higher.

The average number of complaints made to Ofcom fell in 2024 across most mobile, home broadband and landline providers

- EE (for landline), NOW Broadband (for fixed broadband) and O2 (for mobile) had the highest average number of complaints made to Ofcom per 100,000 customers in 2024.
- Tesco Mobile (mobile), Sky (fixed broadband) and Utility Warehouse (landline) had the fewest average number of complaints per 100,000 customers in 2024.

There were mixed results relating to broadband and landline fault metrics in 2024 and we consider there is more that some providers can do to improve their performance

- Providers took an average of one day to fix broadband and landline faults that resulted in a total loss of service, in line with 2023, while 90% of total loss of service faults were resolved within a week, down from 91% in 2023. Virgin Media was the quickest to resolve total-loss-of-service faults, on average doing so in less than a day, while EE took the longest, taking an average of four days to resolve a total-loss-of-service fault.
- In 2024 there were, on average, 44 faults of any kind per month per 1,000 customers, a slight decrease from 47 in 2023. EE was the only broadband and landline provider which had an increase in the number of faults per 1,000 customers per month in 2024; all the other providers included in our analysis had an improvement in their levels of faults per 1,000 customers.
- However, the proportion of repeat total-loss-of-service faults within 48 hours increased in 2024, to 10%. BT had the highest proportion of such faults, with 18% of customers having to re-contact about their fault within 48 hours. Plusnet had the lowest proportion of repeat total-loss-of-service faults, at 2%.

In 2024, signatories to the automatic compensation scheme paid over £63m to customers when things went wrong with their broadband and/or landline

- It is encouraging to see a decrease in the volume of payments made across all three service issues, indicating fewer instances where things have gone wrong for customers.
- As of December 2024, 97% of landline and 91% of broadband customers were covered by the automatic compensation scheme.

Notes on our reporting

Our last *Comparing Customer Service* report was published in 2023; after this, we moved to biennial reporting. Following consultation, we also reduced the frequency of the three customer research trackers used in the report to every two years. Therefore, following the 2022 wave of our customer research trackers, the next fieldwork was in Q4 2024.

This report covers customers' experiences in 2024. For our three customer research trackers, which look at customers' satisfaction levels, their reasons to complain about their provider and their

satisfaction with complaints-handling processes across the telecoms sector, we compare data from the two most recent waves (2022 and 2024).

As in previous years, we have also collected data from major residential mobile, home broadband and landline providers using our formal powers; when analysing this data, we have focused on performance in 2024, and compared it to 2023.

In line with previous years, the metrics from our customer research trackers and for our complaints per 100,000 customers analysis cover mobile, broadband and landline services separately. The metrics for call waiting times, call abandonment rates and broadband and landline faults, provisioning and missed appointments are calculated for landline and broadband services together.

In this report, we added Lebara as a mobile provider across all three of our customer research trackers and our average call waiting time and abandonment rate analysis, as Lebara now has sufficient customers to merit inclusion and achieve a robust sample size. Further information on the methodologies for our customer research trackers and provider data can be found in [Annex 2](#) and [Annex 3](#) respectively.

Mobile customer service

	Average mobile	EE	giffgaff	iD mobile	LEBARA	Lyca Mobile	O ₂	sky	TESCO mobile	3	vodafone
Satisfaction with service overall	88%	90%	94%	N/A	91%	N/A	85%	87%	94%	87%	84%
Satisfaction with reception or signal strength ¹	80%	83%	85%	N/A	81%	N/A	73%	85%	88%	70%	76%
Satisfaction with value for money	83%	82%	94%	N/A	95%	N/A	75%	86%*	95%	78%	77%
Customers with a reason to complain	14%↑	14%	8%	11%	13%	N/A	14%↑	19%	6%	18%	17%
Overall satisfaction with complaint handling	61%↑	61%↑	65%↑	N/A	68%	N/A	63%↑	65%↑	68%↑	51%	62%↑
Complaints to Ofcom per 100,000 subscribers**	12↓	7↓	N/A	11↓	N/A	N/A	23↑	6↓	4↓	12↓	8↓
Average call waiting time (mm:ss)**	1:52↓	2:03↓	N/A	1:33↑	0:15↓	2:56↓	3:27↑	1:12↓	0:20↑	0:46↓	0:29↓
Call abandonment rate**	6%↓	7%↓	N/A	7%↑	2%	N/A	N/A	3%↓	N/A	N/A	2%↓

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous wave (2022) at the 99% confidence level for the Customer Satisfaction Tracker and the Reasons to Complain Tracker, and at the 95% confidence level for the Complaints Handling Tracker. Arrows indicate whether the figure is higher or lower than the previous year (2023) for provider data.

¹ Please note: some providers use the same network: for example, giffgaff, Sky Mobile and Tesco Mobile use O2's network, Lyca Mobile use EE's network, iD Mobile uses Three's network and Lebara uses Vodafone's network. This metric reflects customers' perceptions of reception and signal strength, which in some cases may be determined by factors other than actual network performance, such as user expectations, how people use their phones and user demographics.

Results are marked 'N/A' where a provider was not included in the research trackers or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes and significance testing. For the abandonment rate, only the following providers with comparable data were included in the average abandonment rate: EE, iD Mobile, Lebara, Sky Mobile and Vodafone. Providers marked with 'N/A' were unable to provide comparable data about the percentage of calls that ended before contact with an advisor. See Annex 3 for complaints to Ofcom and average call waiting time methodologies.

Lebara was included as a mobile provider in our research trackers for the first time in this wave, therefore comparisons to 2022 are not available for this provider. See Annex 2 for more detail.

* Satisfaction with value for money: Sky Mobile had a low base size for this measure (64); treat as indicative only.

** Sector average is not comparable with previous Comparing Customer Service reports due to changes in the mix of the providers included in the analysis.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, in the mobile sector this applies to the measure of satisfaction with complaints handling among Lebara's customers. The findings for Lebara have a wider margin of error when compared to Tesco Mobile, as Lebara has a lower base size than Tesco Mobile. So, the result for Lebara, while the same as that for Tesco Mobile, is not marked as significantly different to the average.

Customer satisfaction

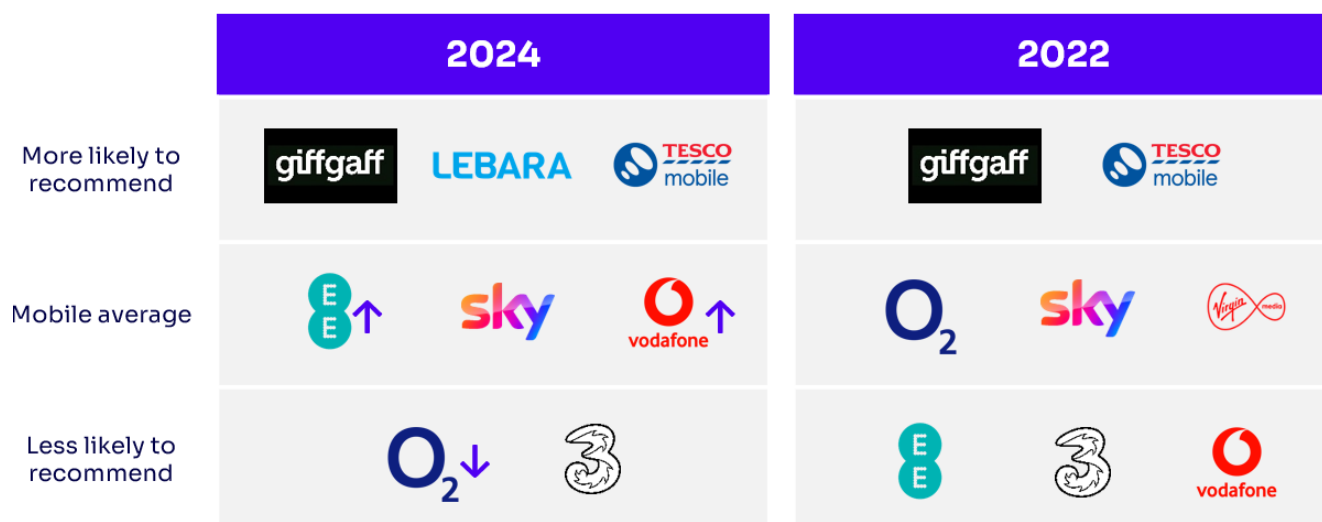
- **Eighty-eight per cent of mobile customers were satisfied with their service overall in 2024, unchanged compared to 2022.** As in 2022, giffgaff and Tesco Mobile customers were more likely than average to be satisfied with their overall service (both 94%). In 2024, O2² (85%) and Vodafone customers (84%) were less likely than average to be satisfied with their service overall. Satisfaction levels were in line with the average for all other providers.
- **In line with 2022, 4% of mobile customers said they were dissatisfied with their service overall.** Over a third (36%) of these customers said poor reception or coverage was the main reason for their dissatisfaction, followed by about a quarter (23%) mentioning poor customer service.³
- **Tesco Mobile customers were more likely to be satisfied with their mobile reception or signal strength (88% vs 80%).** O2 customers (73%) and Three customers (70%) were less likely than average to be satisfied. Satisfaction on this measure for all other providers was in line with the average. However, it should be noted that Tesco Mobile uses the O2 mobile network. This metric reflects customers' perceptions of reception and signal strength, which in some cases may be determined by factors other than actual network performance, such as user expectations, how people use their phones and user demographics.
- **Eighty-three per cent of standalone mobile customers were satisfied with the value for money of their mobile service, consistent with 2022.** Lebara (95%), Tesco Mobile (95%) and giffgaff (94%) customers were more likely than average (83%) to be satisfied with this aspect of their mobile service, while O2 (75%) and Vodafone (77%) customers were less likely to be satisfied. All other providers were in line with the average.

² Virgin Mobile customers were migrated to O2 during 2023.

³ Please note there is a low base for mobile customers dissatisfied with their service; treat as indicative only.

- giffgaff, Lebara and Tesco Mobile customers were more likely than average to recommend their provider to a friend in 2024,⁴ while O2 and Three customers were less likely than average to do so. In 2022, O2 was in line with the average and EE and Vodafone had a lower than average 'recommend to a friend' score. EE and Vodafone therefore improved their positions in 2024, while O2's⁵ worsened.

Figure 1: Recommend to a friend (mobile providers)



Source: [Ofcom Customer Satisfaction Tracker 2024](#).

↑ ↓ Arrows indicate whether a provider's relative position has changed from the previous wave (2022).

Complaints⁶ and complaints handling⁷

- Fourteen per cent of mobile customers said they had a reason to complain⁸ about their mobile service or provider in 2024, an increase compared with 2022 (12%). Sky Mobile (19%), Three (18%) and Vodafone (17%) customers were more likely than average to say they had a reason to complain, while Tesco Mobile (6%) and giffgaff (8%) customers were less likely. O2 customers were more likely to have had a reason to complain in 2024 (14%) than in 2022 (9%).
- Of the 14% of mobile customers who said that they had a reason to complain about their mobile service, 71% went on to make a complaint, in line with 2022.
- Where mobile customers had a reason to complain, the most common reason given was that their service was not performing as it should (49%), for example, because of poor connection quality or a loss of service. We plan to relaunch our mobile coverage checker in the summer, using new and improved data to better reflect the real-world mobile experience that people expect. The next most common reasons given were billing, pricing or

⁴ Net Promoter Score™ (NPS™). See Annex 2 for more detail on how this metric is calculated. Full results can be found in the data tables: [Ofcom Customer Satisfaction Tracker 2024](#).

⁵ Virgin Mobile customers were migrated to O2 during 2023.

⁶ Source: [Ofcom Reasons to Complain Tracker 2024](#).

⁷ Source: [Ofcom Complaints Handling Tracker 2024](#).

⁸ 'Reason to complain' is defined as respondents who said that they had a reason to complain in the last 12 months, irrespective of whether they went on to make a complaint.

payment issues (38%), and dissatisfaction with customer service from a previous occasion or contact (17%). The top three reasons were the same as in 2022.

- **Overall satisfaction with complaints handling among mobile customers (61%) increased in 2024 compared to 2022 (53%).** Tesco Mobile customers (68%) were more likely than the sector average to be satisfied with the service they received during their complaints handling experience, while Three customers (51%) were less likely to be satisfied. Apart from Three, for which there was no change compared with 2022, overall satisfaction with complaints handling had improved for all mobile providers where trend data was available.⁹
- **Overall dissatisfaction with complaints handling among mobile customers (11%) decreased in 2024 compared to 2022 (13%).** giffgaff customers (5%) were less likely than the sector average to be dissatisfied with the service they received during their complaints-handling experience, and Three customers (15%) were more likely than the sector average to be dissatisfied. Apart from giffgaff, for which overall dissatisfaction had decreased since 2022 (11%), the proportion of customers who were dissatisfied with complaints handling remained the same for all providers since the previous wave of research (where trend data was available).
- **The overall proportion of respondents whose mobile complaint was completely resolved upon first contact with their provider increased from 43% in 2022 to 50% in 2024.** Tesco Mobile customers (57%) were more likely than average to have had their complaint resolved when they first made contact and Three customers (45%) were less likely. The proportion of mobile complaints completely resolved upon first contact has increased since 2022 for O2 (50%), Tesco Mobile (57%) and Vodafone (54%).

⁹ Lebara is included as a mobile provider in our research trackers for the first time in this wave, therefore comparisons to 2022 are not available for this provider. Please see Annex 2 for more detail.

Figure 2: Handling of mobile complaints

	Average mobile	EE	giffgaff	LEBARA	O ₂	sky	TESCO mobile	3	vodafone
Overall satisfaction with complaints handling	61% ↑	61% ↑	65% ↑	68%	63% ↑	65% ↑	68% ↑	51%	62% ↑
Overall dissatisfaction with complaints handling*	11% ↓	11%	5% ↓	8%	13%	8%	11%	15%	11%
Complaints completely resolved on first contact	50% ↑	48%	49%	56%	50% ↑	55%	57% ↑	45%	54% ↑

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous wave (2022) at the 95% confidence level for the Complaints Handling Tracker.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error.

Lebara was included as a mobile provider in our research trackers for the first time in this wave, therefore comparisons to 2022 are not available for this provider. Please see Annex 2 for more detail.

*The remaining 27% of complainants were neutral.

Source: [Ofcom Complaints Handling Tracker 2024](#). (see notes F & G in Annex 1 for more information)

Complaints to Ofcom¹⁰

- In 2024, Tesco Mobile generated four complaints per 100,000 pay-monthly mobile customers, the fewest among the providers included in our analysis. O2 generated the most complaints per 100,000 customers in 2024, at 23, up from 18 in 2023.
- Across the providers included in our analysis, the average number of mobile complaints received per 100,000 customers was 12 in 2024, down from 13 in 2023.

¹⁰ Ofcom is unable to investigate individual complaints but does provide advice to consumers who report issues. A consumer can take a complaint to an alternative dispute resolution scheme if they have already raised it with their communications provider and it remains unresolved after eight weeks or earlier if it has reached 'deadlock'. As such, complaints received by Ofcom are only a small proportion of the complaints that consumers make, but nevertheless the number of complaints received provides insight into the relative performance of different providers, as do the trends over time in the number of complaints.

- Except for O2, all providers generated fewer complaints per 100,000 customers in 2024 than in 2023.

Figure 3: Pay-monthly mobile complaints per 100,000 subscribers

Pay-monthly mobile: Complaints per 100,000

	2024	2023
Fewest complaints		
Tesco Mobile	4	11
Sky Mobile	6	8
EE	7	9
Vodafone	8	11
iD Mobile	11	15
Industry average	12	13
Three	12	14
O2	23	18
Most complaints		

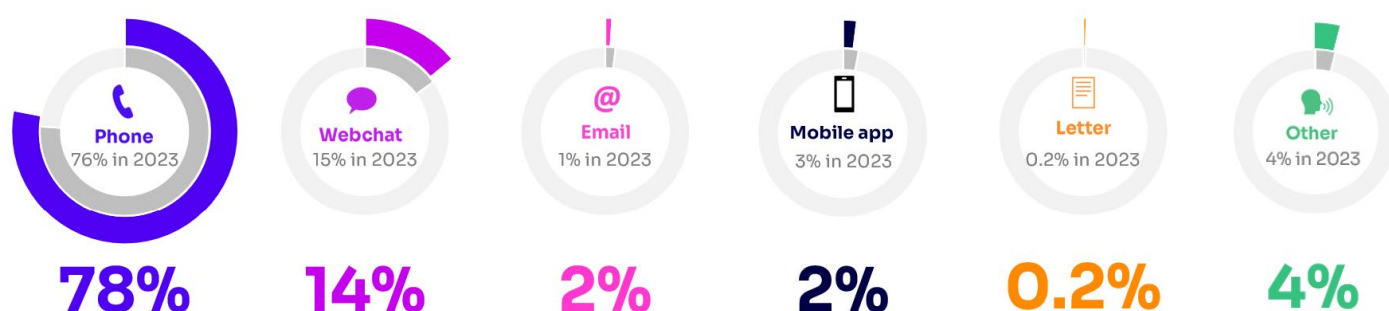
Source: Ofcom / provider data, 2024 and 2023.

Notes: All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. Rounded annual figures are reached by summing the exact figures from each quarter, so may differ slightly from the published quarterly figures. The actual measurable difference between the following providers' pay-monthly complaints per 100,000 customers is less than one, so their results should be considered comparable. In 2024 this was: 1. EE and Sky Mobile, and 2. Industry average, iD Mobile and Three. In 2023 this was: 1. Tesco Mobile and Vodafone; and 2. iD Mobile and Three.

Customer contacts

- Making a phone call was the most popular way for mobile customers to contact their provider in 2024, making up 78% of contacts, up from 76% in 2023. After the phone, webchat was the next most popular at 14%, down by 1pp year on year, followed by email and mobile apps, which accounted for 2% of mobile customer contacts respectively.

Figure 4: Customer contacts with mobile providers, by channel

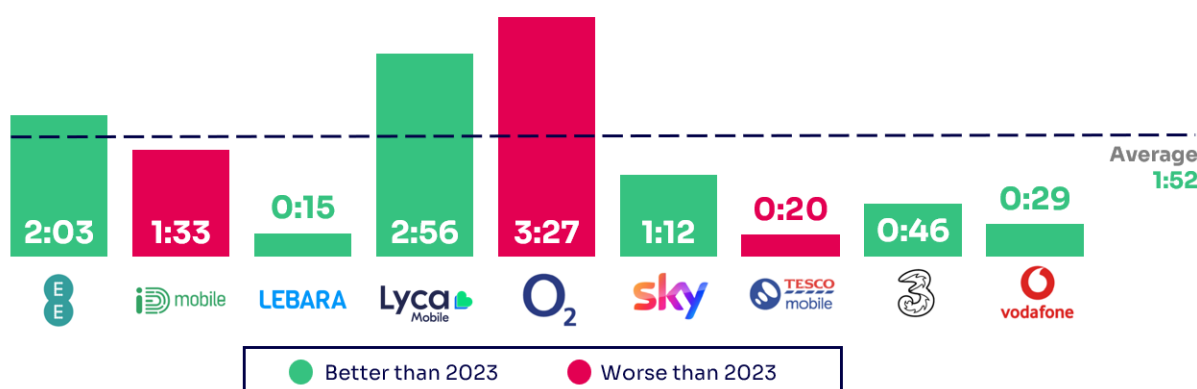


Source: Ofcom / provider data, 2024 and 2023. Notes: Due to changes in the providers included in the analysis, these data are not comparable with previous Comparing Customer Service reports. One provider was unable to split out a relatively small number of contacts related to its home broadband and dedicated mobile broadband products. Other includes contacts via SMS and over-the-top messaging platforms, and other digital messages for which one provider could not be determined the platform used.

Call waiting time and abandonment rate

- The average call waiting time for mobile customers fell in 2024, down from 2min 24s in 2023 to 1min 52s in 2024.
- Six of the nine mobile providers in our analysis reduced their average call waiting times between 2023 and 2024. Of those whose average call waiting times increased in 2024, iD Mobile had the biggest increase, up by 33s from 1min 0s in 2023 to 1min 33s in 2024. The year-on-year increases for O2 and Tesco Mobile were both less than 5s.
- Of the providers included in our analysis, O2 had the longest average call waiting time for mobile customers in 2024, at 3min 27s. Lebara had the shortest average call waiting time, at 15s.

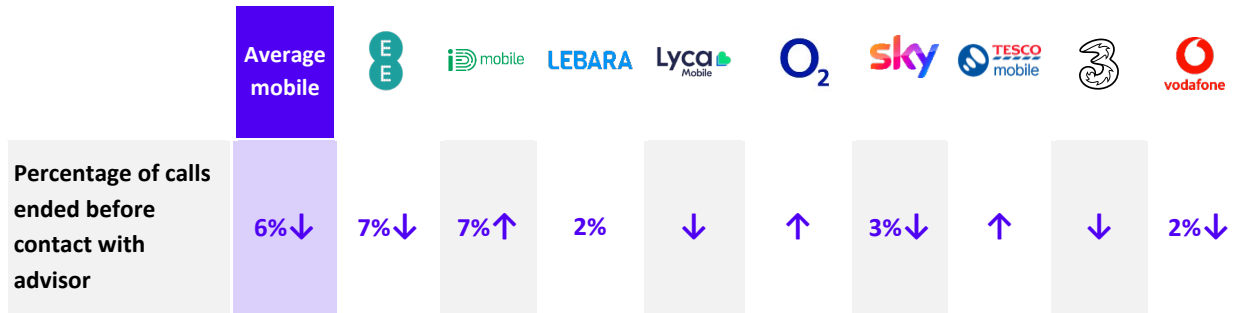
Figure 5: Average call waiting times, by mobile provider



Source: Ofcom / provider data, 2024 and 2023. Notes: Due to changes in the providers included in the analysis, the industry average is not comparable with previous Comparing Customer Service reports. One provider was unable to split out a relatively small number of inbound calls relating to their home broadband and dedicated mobile broadband products.

- In 2024, 6% of calls were abandoned before the customer spoke to a customer service advisor, lower than in 2023 (8%). Among the providers for which comparable data was available, Vodafone and Lebara had the lowest call abandonment rates in 2024 (both 2%) while EE and iD Mobile had the highest, at 7%.

Figure 6: Average abandonment rates, by mobile provider



↑ ↓ Arrows indicate that the figure is higher or lower than the previous year (2023) for provider data.

Source: Ofcom / provider data, 2023 and 2024. Notes: Lyca Mobile, O2, Tesco Mobile and Three were unable to provide comparable data about the percentage of calls that ended before contact with an advisor, so only information about their performance compared to the previous year has been included. Due to changes in the providers included in the analysis, the industry average is not comparable with previous Comparing Customer Service reports. Call abandonment rates are rounded to the nearest whole percentage. See Annex 3 for methodology.

Broadband customer service

	Average broadband	BT	E	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin	vodafone
Satisfaction with service overall	84%	85%	87%	N/A	N/A	91%	84%	77%	83%	86%
Satisfaction with speed of service ¹¹	83%	85%	86%	N/A	N/A	84%	82%	75%	82%	87%
Satisfaction with reliability of service ¹²	83%	87%	89%	N/A	N/A	88%	84%	77%	80%	87%
Customers with a reason to complain	23%↑	20%	23%↑	N/A	N/A	17%	26%↑	23%	26%	24%
Overall satisfaction with complaint handling	58%↑	55%	66%↑	N/A	N/A	65%↑	63%↑	54%↑	53%↑	63%↑
Complaints to Ofcom per 100,000 subscribers**	41↓	39↓	52↑	N/A	65↑	28↓	21↑	48↓	56↓	50↓
Average call waiting time (mm:ss)**	2:01↑	3:33↑	2:53↑	7:09↑	0:46↓	0:50↓	0:46↓	1:08↑	2:17↓	0:25↓
Call abandonment rate**	7%↑	14%↑	10%↑	12%↓	2%↓	3%↓	2%↓	N/A	N/A	2%↓

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous wave (2022) at the 99% confidence level for the Customer Satisfaction Tracker and the Reasons to Complain Tracker, and at the 95% confidence level for the Complaints Handling Tracker. Arrows indicate whether the figure is higher or lower than the previous year (2023) for provider data.

Results are marked 'N/A' where a provider was not included in the research trackers or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes and significance testing. Call waiting times are calculated for landline and broadband service together. For abandonment rates, TalkTalk and Virgin Media are marked 'N/A' as they were unable to provide comparable data about the percentage of calls that ended before contact with an advisor. Abandonment rates are

¹¹ Please note that this metric reflects customers' perceptions of the speed of their broadband service and does not necessarily reflect actual broadband speeds.

¹² Please note that this metric reflects customers' perceptions of reliability and does not necessarily reflect actual reliability of service.

calculated for landline and broadband service together. See Annex 3 for complaints to Ofcom, average call waiting time and abandonment rate methodologies.

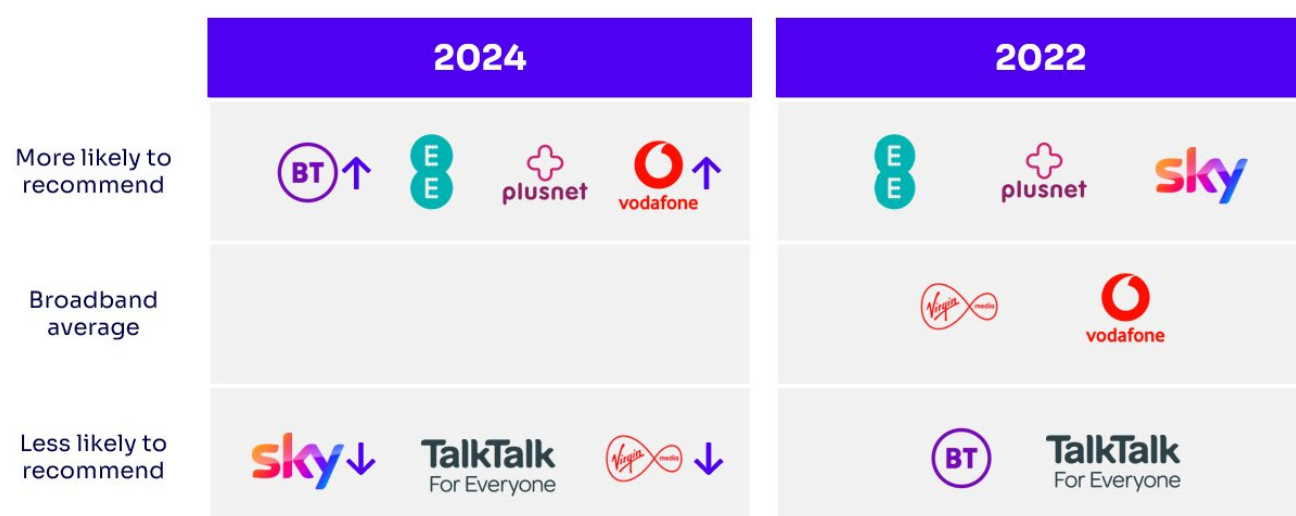
*** Sector average is not comparable with previous Comparing Customer Service reports due to changes in the providers included in the analysis.*

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, in the broadband sector this applies to the measure of satisfaction with complaints handling among Vodafone's customers. The findings for Vodafone have a wider margin of error when compared to Sky, as Vodafone has a lower base size than Sky. Hence the result for Vodafone, while the same as that for Sky, is not marked as significantly different to the average.

Customer satisfaction

- **In 2024, 84% of broadband customers were satisfied with their service overall**, unchanged compared to 2022. Plusnet customers were more likely than average to be satisfied with their overall service (91%), while TalkTalk customers were less likely than average (77%). Satisfaction levels were in line with the average for all other providers.
- **Seven per cent of broadband customers said they were dissatisfied with their service overall**. The main reason for dissatisfaction among these broadband customers was unreliable connection (cited by 45% of dissatisfied users, down from 64% in 2022), followed by their connection speed not being as advertised (30%).
- **More than four in five broadband customers (83%) were satisfied with the reliability of their service**, in line with 2022. TalkTalk (77%) and Virgin Media (80%) customers were less likely than average to be satisfied with the reliability of their service. Satisfaction levels were in line with the average for all other providers.
- **Eighty-three per cent of broadband customers were satisfied with the speed of their broadband service**. TalkTalk (75%) customers were less likely than average to be satisfied with the speed of their broadband service. Satisfaction levels were in line with the average for all other providers.
- **Seventy-three per cent of standalone broadband customers were satisfied with the value for money of their broadband service**, up from 62% in 2022.
- **BT, EE, Plusnet and Vodafone customers were more likely than average to recommend their broadband provider to a friend**, while Sky, TalkTalk and Virgin Media customers were less likely than average to do so. In 2022, Sky customers were more likely than average to recommend their broadband provider, BT customers were less likely, and Vodafone and Virgin Media customers were in line with the average. In 2024, BT and Vodafone had improved their relative positions, while Sky and Virgin Media had worsened.

Figure 7: Recommend to a friend (broadband providers)



Source: [Ofcom Customer Satisfaction Tracker 2024](#).

↑ ↓ Arrows indicate whether a provider's relative position has changed from the previous wave (2022).

Complaints¹³ and complaints handling¹⁴

- **Twenty-three per cent of broadband customers said they had a reason to complain in 2024, an increase compared to 2022 (20%).** In 2024, Virgin Media and Sky customers (both at 26%) were more likely than average to have had a reason to complain about their broadband service, while Plusnet (17%) and BT (20%) customers were less likely than average.
- **Of the 23% of broadband customers who said they had had a reason to complain about their broadband service, 77% went on to make a complaint,** in line with 2022.
- **The most common reason for customers to have a reason to complain about their broadband in 2024 was a service issue such as slow connection speeds or an intermittent or total loss of service (63%), in line with 2022.** This was followed by billing, pricing or payments issues (26%) and dissatisfaction with customer service (14%).
- **Overall satisfaction with complaints handling among broadband customers (58%) increased in 2024 compared to 2022 (51%).** EE (66%), Plusnet (65%) and Sky customers (63%) were more likely to be satisfied with the service they received during their complaints-handling experience than the sector average, while TalkTalk (54%) and Virgin Media (53%) customers were less likely to be satisfied. Apart from BT, whose results were unchanged since 2022, overall satisfaction with complaints handling increased for all broadband providers.
- **Overall dissatisfaction with complaints handling among broadband customers (14%) was unchanged in 2024 compared to 2022;** EE (9%) and Sky customers (11%) were less likely than the average to be dissatisfied with the service they received during their complaints-handling experience and Virgin Media customers (17%) were more likely to be dissatisfied.

¹³ Source: [Ofcom Reasons to Complain Tracker 2024](#).

¹⁴ Source: [Ofcom Complaints Handling Tracker 2024](#).

Apart from TalkTalk (16%) and Vodafone (12%), where overall dissatisfaction had decreased since 2022, the proportion of customers who were dissatisfied with complaints handling was in line with 2022 for all providers.

- **The overall proportion of respondents whose broadband complaint to their provider was completely resolved upon first contact increased from 39% in 2022 to 44% in 2024.** EE (50%), Sky (49%) and Vodafone (51%) customers were more likely than the sector average to have their complaint resolved when they first made the complaint, while TalkTalk (40%) and Virgin Media (38%) customers were less likely. The proportion of broadband complaints that were completely resolved upon first contact had increased for all providers compared to 2022, apart from BT customers, among which it was changed.

Figure 8: Handling of broadband complaints

	Average broadband	BT	EE	plusnet	sky	TalkTalk For Everyone	Virgin media	vodafone
Overall satisfaction with complaints handling	58%↑	55%	66%↑	65%↑	63%↑	54%↑	53%↑	63%↑
Overall dissatisfaction with complaints handling*	14%	14%	9%	13%	11%	16%↓	17%	12%↓
Complaints completely resolved on first contact	44%↑	44%	50%↑	48%↑	49%↑	40%↑	38%↑	51%↑

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous wave (2022) at the 95% confidence level for the Complaints Handling Tracker.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, in the broadband sector this applies to the measure of satisfaction with complaints handling among Vodafone's customers. The findings for Vodafone have a wider margin of error when compared to Sky, as Vodafone has a lower base size than Sky. Therefore the result for Vodafone, while the same as that for Sky, is not marked as significantly different to the average.

*The remaining 28% of complainants were neutral.

Source: [Ofcom Complaints Handling Tracker 2024](#). (see Note M & N in Annex 1 for more information)

Complaints to Ofcom¹⁵

- In 2024, Sky generated the fewest fixed broadband complaints to Ofcom per 100,000 customers (21). Of the providers included in our analysis, NOW Broadband generated the most complaints per 100,000 customers in 2024, at 65. Virgin Media generated the second highest number of fixed broadband complaints per 100,000 customers, at 56, and EE was the third most complained-about broadband provider, with 52 complaints per 100,000 customers.
- Across the providers included in our analysis, the average number of complaints received, per 100,000 customers, was 41, down from 51 in 2023.
- Five of the eight providers in our analysis generated fewer complaints per 100,000 customers in 2024 than in 2023.

Figure 9: Broadband complaints per 100,000 subscribers

Fixed broadband: Complaints per 100,000

Fewest complaints	2024	2023
Sky	21	20
Plusnet	28	43
BT	39	46
Industry average	41	51
TalkTalk	48	66
Vodafone	50	70
EE	52	32
Virgin Media	56	82
NOW Broadband	65	57
Most complaints		

Source: Ofcom, 2023 and 2024.

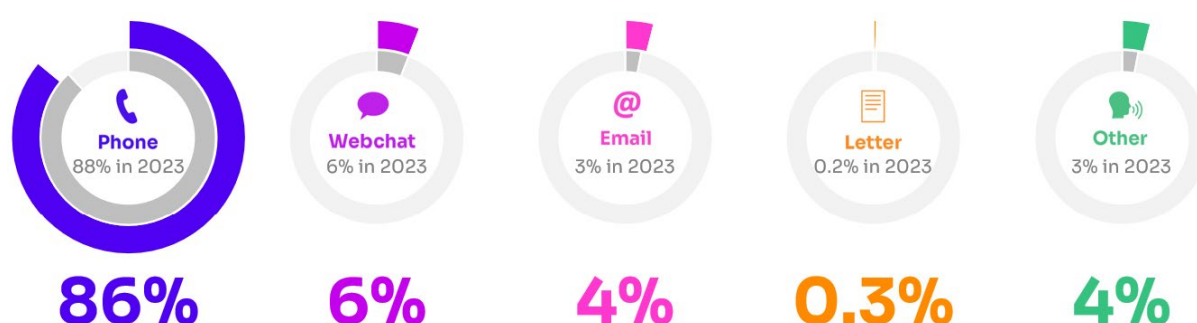
Notes: All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. Rounded annual figures are reached by summing the exact figures from each quarter, so may differ slightly from the published quarterly figures.

¹⁵ Ofcom is unable to investigate individual complaints but does provide advice to consumers who report issues. A consumer can take a complaint to an alternative dispute resolution scheme if they have already raised it with their communications provider and it remains unresolved after 8 weeks or earlier if it has reached 'deadlock'. As such, complaints received by Ofcom are only a small proportion of the complaints that consumers make, but nevertheless the number of complaints received provides insight about the relative performance of different providers, as do the trends over time in the number of complaints.

Customer contacts

- **Eighty-six per cent of contacts by broadband and landline customers to their providers were over the telephone in 2024**, a decrease of 2pp since 2023. Webchat was the second-largest contact channel by share of contacts, accounting for 6% of contacts in 2024. Email and other channels each accounted for 4% of customer contacts respectively in 2024; both accounted for 3% of contacts in 2023 respectively.

Figure 10: Customer contacts with broadband and landline providers, by channel



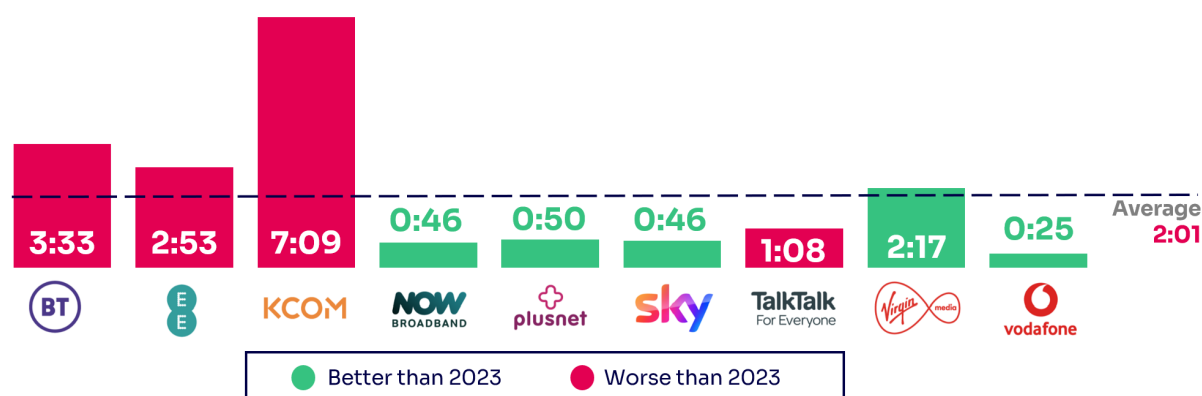
Source: Ofcom / provider data, 2023 and 2024.

Notes: Due to changes in the providers included in the analysis, these data are not comparable with previous Comparing Customer Service reports. Webchat data for 2023 and January-June 2024 includes a relatively small number of over-the-top messaging volumes, as one provider was unable to distinguish between webchat and over-the-top messaging volumes during this period. Email includes contacts by online contact form. Other includes contacts via SMS and over-the-top messaging platforms, and digital messages for which one provider was unable to determine the platform.

Call waiting time and abandonment rate

- **The industry average call waiting time for broadband and landline providers was 2min 1s in 2024**, up by 13s from the 1min 48s average in 2023.
- **The average call waiting time for five of the nine broadband and landline providers included in our analysis decreased in 2024**. NOW Broadband had the largest decrease in average call waiting time in 2024, down by 2min 36s, while BT had the largest increase, up by 2min 34s.
- **Vodafone customers had the shortest average call waiting time in 2024** at 25s, while KCOM had the longest average call waiting time, at 7min 9s.

Figure 11: Average call waiting times, by broadband and landline provider

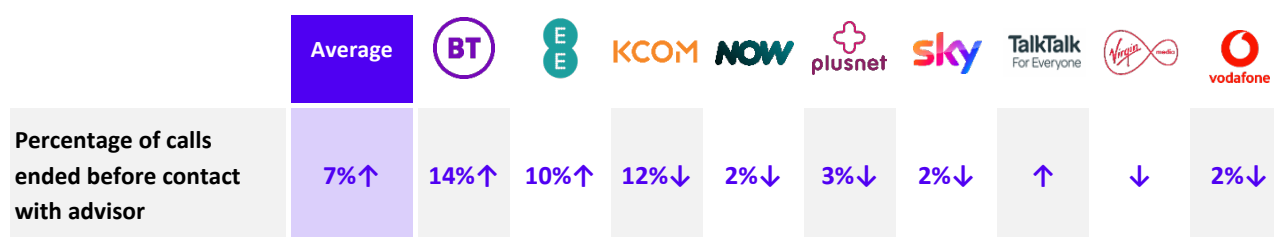


Source: Ofcom / provider data, 2024 and 2023.

Notes: Due to changes in the providers included in the analysis, the industry average is not comparable with previous Comparing Customer Service reports. See Annex 3 for methodology.

- **Seven per cent of calls were abandoned before the customer spoke to a customer service advisor in 2024, an increase of 3pp since 2023.** Of the providers which submitted comparable data, BT had the highest call abandonment rate (14%) while NOW Broadband, Sky and Vodafone had the lowest abandonment rates (all 2%).

Figure 12: Average abandonment rates, by broadband and landline provider



↑ ↓ Arrows indicate that the figure is higher or lower than the previous year (2023).

Source: Ofcom / provider data, 2024 and 2023. Notes: TalkTalk and Virgin Media were unable to provide comparable data about the percentage of calls that ended before contact with an advisor, so only information about their performance compared to the previous year has been included. Abandonment rates are rounded to the nearest whole number. When the actual measurable difference between providers is less than one, their results should be considered comparable. Due to changes in the providers included in the analysis, the industry average is not comparable with previous Comparing Customer Service reports. See Annex 3 for methodology.

Landline customer service

	Average landline										
Satisfaction with service overall	73%	78%	78%↓	N/A	N/A	83%	73%	69%	N/A	67%	79%
Satisfaction with reliability of service ¹⁶	81%	86%	88%	N/A	N/A	86%	81%	77%	N/A	77%	78%
Customers with a reason to complain	7%	10%↑	9%	N/A	N/A	4%	6%	6%	N/A	6%	8%
Overall satisfaction with complaint handling	60%↑	57%↑	58%	N/A	N/A	N/A	65%↑	55%↑	N/A	58%↑	67%↑
Complaints to Ofcom per 100,000 subscribers ^{17**}	21	25↓	42↑	N/A	39↑	19↓	8↓	29↓	2	31↓	15↓
Average call waiting time (mm:ss) ^{18**}	2:01↑	3:33↑	2:53↑	7:09↑	0:46↓	0:50↓	0:46↓	1:08↑	N/A	2:17↓	0:25↓
Abandonment rate**	7%↑	14%↑	10%↑	12%↓	2%↓	3%↓	2%↓	N/A	N/A	N/A	2%↓

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous year (2022) at the 99% confidence level for the Customer Satisfaction Tracker and the Reasons to Complain Tracker, and at the 95% confidence level for the Complaints Handling Tracker. Arrows indicate whether the figure is higher or lower than the previous year (2023) for provider data.

Results are marked 'N/A' if a provider was not included in the research trackers or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes

¹⁶ Please note: this metric reflects customers' perceptions of reliability and does not necessarily reflect actual reliability of service.

¹⁷ Due to a change of providers included in the analysis (namely the inclusion of Utility Warehouse in our analysis for 2024), the industry average in 2024 is not comparable with 2023.

¹⁸ Call waiting times are calculated for landline and broadband services together. Please see the broadband section for further details on landline providers' average call waiting times and call abandonment rates.

and significance testing. For abandonment rates, TalkTalk and Virgin Media are marked 'N/A' as they were unable to provide comparable data about the percentage of calls that ended before contact with an advisor, so only information about their performance compared to the previous year has been included. Abandonment rates are calculated for landline and broadband service together. See Annex 3 for complaints to Ofcom, abandonment rate and average call waiting times methodologies.

****** Sector average is not comparable with previous Comparing Customer Service reports due to changes in the providers included in the analysis.

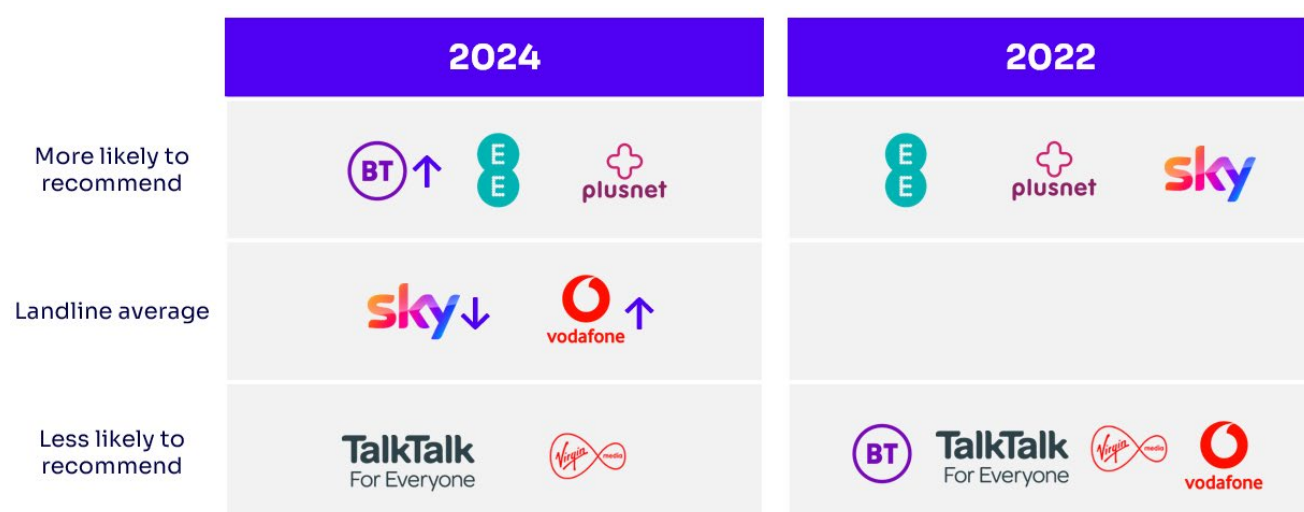
Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error.

Customer satisfaction

- **In 2024, three-quarters of landline customers (73%) were satisfied with their overall service**, in line with 2022. Plusnet customers were more likely than average to be satisfied (83%), while Virgin Media customers were less likely than average to be satisfied (67%). EE (78%) customers were less likely to be satisfied than in 2022 (90%).
- **Six per cent of landline customers said they were dissatisfied with their service overall.** The main reason given for dissatisfaction among these landline customers was that their service was poor or unreliable (48%).¹⁹
- **Four in five landline customers were satisfied with the reliability of their service (81%).** BT customers were more likely than average to be satisfied with the reliability of their landline (86%). Satisfaction levels were not significantly different to the average for all other providers.
- **Sixty-five per cent of standalone landline customers were satisfied with the value for money of their landline service in 2024**, in line with 2022 (68%).
- **BT, EE and Plusnet customers were more likely than average to recommend their landline provider to a friend in 2024, while TalkTalk and Virgin Media customers were less likely than average to do so.** In 2022, EE, Plusnet and Sky had been more likely than average, and BT, TalkTalk, Virgin Media and Vodafone less likely than average, on this measure. BT and Vodafone's relative positions have improved, while Sky's has worsened.

¹⁹ There is a low base size for landline customers dissatisfied with their service overall; treat as indicative only.

Figure 13: Recommend to a friend (landline providers)



Source: [Ofcom Customer Satisfaction Tracker 2024](#).

↑ ↓ Arrows indicate whether a provider's relative position has changed from the previous wave (2022).

Complaints²⁰ and complaints handling²¹

- **Seven per cent of landline customers said they had a reason to complain in 2024, in line with 2022.** BT customers (10%) were more likely than average to have had a reason to complain, and also more likely than in 2022 (7%) to have had a reason to complain.
- **Of the 7% of customers who said that they had a reason to complain about their landline service, 74% went on to make a complaint.** The most common cause for landline customers to have had a reason to complain about their service or provider related to a service issue such as poor call/line quality or loss of service (49%). This was also the top reason in 2022. The proportion of landline customers with a reason to complain, and whose complaint was about a problem with a repair to their service, fell from 33% to 23% in 2024.
- **Landline customers' overall satisfaction with complaints handling (60%) increased in 2024 compared to 2022 (51%).** Sky (65%) and Vodafone customers (67%) were more likely than the sector average to be satisfied with their experience during the complaints-handling process. Apart from EE, whose results are unchanged since 2022, overall satisfaction with complaints handling has increased since the previous wave of research for all the landline providers for which we have data.
- **Overall dissatisfaction with complaints handling among landline customers (13%) was unchanged between 2022 and 2024.** EE (8%), Sky (9%) and Vodafone customers (6%) were less likely than the sector average to be dissatisfied with the service they received during their complaints-handling experience, and BT (15%) and TalkTalk customers (18%) were more likely to be dissatisfied. Overall dissatisfaction decreased for Sky and Vodafone customers between 2022 and 2024, while the proportion of customers who were dissatisfied with complaints handling remained the same for all other providers over this period.

²⁰ Source: [Ofcom Reasons to Complain Tracker 2024](#).

²¹ Source: [Ofcom Complaints Handling Tracker 2024](#).

- The overall proportion of respondents whose landline complaint was completely resolved upon first contact with their provider increased from 42% in 2022 to 48% in 2024. Sky customers (55%) were more likely than the sector average to have their landline complaint completely resolved upon first contact, while BT and Virgin Media customers (both 44%) were less likely. The proportion of landline complaints that were completely resolved upon first contact has increased for Sky and Vodafone since 2022 and decreased for EE.

Figure 14: Handling of landline complaints

	Average landline	BT	EE	plusnet	sky	TalkTalk For Everyone	Virgin Media	vodafone
Overall satisfaction with complaints handling	60%↑	57%↑	58%	N/A	65%↑	55%↑	58%↑	67%↑
Overall dissatisfaction with complaints handling**	13%	15%	8%	N/A	9%↓	18%	15%	6%↓
Complaints completely resolved on first contact	48%↑	44%	43%↓	N/A	55%↑	44%	44%	54%↑

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous wave (2022) at the 95% confidence level.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result being the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error.

Source: [Ofcom Complaints Handling Tracker 2024](#).

Complaints to Ofcom²²

- Of the nine providers included in our analysis in 2024, Utility Warehouse generated the fewest landline complaints per 100,000 customers (2). EE generated the most complaints per 100,000 customers, at 42. NOW Broadband generated the second-highest number of landline complaints per 100,000, with 39, and Virgin Media was the third most complained-about landline provider, with 31 complaints per 100,000.

²² Ofcom is unable to investigate individual complaints but does provide advice to consumers who report issues. A consumer can take a complaint to an alternative dispute resolution scheme if they have already raised it with their communications provider and it remains unresolved after eight weeks or earlier if it has reached 'deadlock'. As such, complaints received by Ofcom are only a small proportion of the complaints that consumers make, but nevertheless the number of complaints received provides insight into the relative performance of different providers, as do the trends over time in the number of complaints.

- Across the providers included in our analysis, the average number of complaints per 100,000 customers in 2024 was 21.
- All providers for which we had comparable data, except EE and NOW Broadband, generated fewer complaints per 100,000 customers in 2024 than in 2023.²³

Figure 15: Landline complaints per 100,000 subscribers

Landline: Complaints per 100,000

Fewest complaints	2024	2023
Utility Warehouse	2	N/A
Sky	8	10
Vodafone	15	26
Plusnet	19	27
Industry average	21	N/A
BT	25	29
TalkTalk	29	41
Virgin Media	31	51
NOW Broadband	39	35
EE	42	19
Most complaints		

Source: Ofcom / provider data, 2023 and 2024.

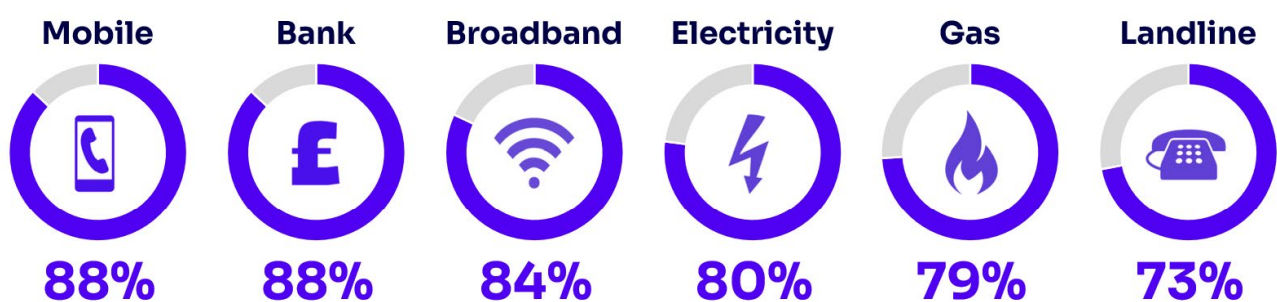
Notes: All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. Rounded annual figures are reached by summing the exact figures from each quarter, so may differ slightly from the published quarterly figures. Due to a change of providers included in the analysis (namely the inclusion of Utility Warehouse in 2024), the industry average in 2024 is not comparable with 2023. Utility Warehouse was not included in our analysis for 2023 as it did not meet our market share threshold: see Annex 3 for more information. The actual measurable difference between the following providers' pay-monthly complaints per 100,000 customers is less than one, so their results should be considered comparable: in 2023, this was Vodafone and Plusnet.

²³ Utility Warehouse was not included in the analysis for 2023 as it did not meet our market share threshold. See Annex 3 for more information.

Comparison with other sectors

Mobile customers' satisfaction with their overall mobile service was in line with banking customers' satisfaction when asked about their main bank account (both 88%), and higher than satisfaction among broadband (84%), electricity (80%), gas (79%) and landline (73%) customers. Broadband customers were more likely than electricity, gas and landline customers to be satisfied with their overall service.

Figure 16: Overall satisfaction with services from communications providers, compared to bank account and energy providers



Source: [Ofcom Customer Satisfaction Tracker 2024](#). (see Note A in Annex 1 for more details).

Broadband and landline: provisioning and repair

	Average									
Average days to complete an order (all provisions)	11↑	11↑	12↓	9	13↓	12↓	14	16	4↑*	18↑
Average days to switch to a new provider*	14	14↓	15	19↑	14	15↓	14	15↑	8*	17↓^
Average days to deliver a change of service (same provider)	5	9↑	4	8	3↑	5↓	14	20↓	0*	20↑
Average days to deliver a home move (same provider)	13↓	14	14↓	8↓	11↓	16	14	13	9	N/A^
Average days to deliver a full-fibre service ²⁴	14↓	11↓	14↑	10↑	N/A	15↓	15↓	17↓	13	19↓
Proportion of orders completed by date agreed	73%↓	69%↓	69%↓	86%↓	91%↓	87%↑	95%↑	93%↑	79%	60%↑
Faults per 1000 customers per month: 2024	44↓	51↓	51↑	16↓	19↓	↓**	27↓	47↓	51↓	56↓
Average time to repair a total loss of service (days)	1	1↓	4	2↓	2	3	1	3↑	0↓	1
Proportion of re-contacts	10%↑	18%	9%↓	3%	3%↑	2%	5%	12%↑	3%	5%↑
Proportion of appointments missed	3%↑	1%	1%	1%	2%	2%	5%↑	3%	1%	2%

²⁴ Full fibre is only one of several technologies providers may offer, and the time taken to deliver services over other technologies may differ.

Source: Ofcom / provider data, 2024 and 2023. See Annex 3 for methodology.

↑ ↓ Higher or lower than the previous year (2023). 2023 data can be viewed in the [interactive report](#).

* For most of 2024, switches between providers using the Openreach or KCOM copper networks (including fibre-to-the-cabinet) followed a process which included a minimum lead time of at least ten working days. This was to give time for customers to stop the switch if they had not agreed to it or changed their mind (e.g. if they were told they would need to pay an early termination charge). The new One Touch Switch process, which all providers need to follow, was introduced in late 2024 and does not include a minimum lead time. Switches to or from Virgin Media did not have a mandated minimum lead time, unlike switches between providers using the Openreach copper networks, which may explain the difference in timescales between it and other providers.

** Plusnet was unable to provide comparable data about the total number of faults, so only information about its performance compared to 2023 has been included.

^ Vodafone's 'average days to deliver a home move' figures are included in the 'average days to switch to a new provider' figure. This is because Vodafone handles and records these by cancelling a moving customer's service at the customer's outgoing address and providing a new service at the incoming address.

NOW Broadband did not offer full-fibre services during 2023 and 2024 and therefore no data is listed for NOW Broadband for the 'average days to install a full fibre service' metric.

Getting a new service

- **Across all provision types, broadband and landline orders took an average of 11 days to complete, an increase of one day since 2023.** Changes to an existing service with the same provider took an average of five days to complete, while home moves took 13 days on average and change of service to a new provider took 14 days.
- **Overall, providers reported that 73% of all broadband and landline orders were delivered by the date agreed in 2024,** down from 80% in 2023.
- **Vodafone completed the lowest proportion of orders by the date agreed,** at 60%. BT and EE each completed 69% of orders by the date agreed in 2024. Sky, TalkTalk and NOW Broadband all completed more than 90% of orders in 2024 by the date agreed.
- **Virgin Media was the quickest both to provide a service overall (four days) and to provide a new service to a new customer (eight days).**²⁵ BT, Plusnet and Vodafone all provided a new service to a new customer more quickly in 2024 than in 2023, while KCOM (which took the longest on average to provide a new service to a new customer in 2024, at 19 days) and TalkTalk both took longer on average to provide a new service to a new customer in 2024 than in 2023.

²⁵ For most of 2024, switches between providers using the Openreach or KCOM copper networks (including fibre-to-the-cabinet) followed a process which included a minimum lead time of at least ten working days. This was to give time for customers to stop the switch if they had not agreed to it or changed their mind (e.g. if they were told they would need to pay an early termination charge). The new One Touch Switch process, which all providers need to follow, was introduced in late 2024 and does not include a minimum lead time. Switches to or from Virgin Media did not have a mandatory minimum lead time, unlike switches between providers using the Openreach copper network, which may explain the difference in timescales between it and other providers.

- **ADSL services were installed most quickly, taking an average of 11 days to complete.** Fibre-to-the-cabinet services, also known as ‘part fibre’, took an average of 13 days to complete, down from 15 days in 2023. Fibre-to-the-premises services, also known as ‘full fibre’, took 14 days to complete on average, one day quicker than in 2023. Across all providers and provision types, full-fibre installations were completed most quickly by KCOM, which took on average ten days. Despite improving since the previous year, Vodafone was the slowest to complete a full-fibre installation in 2024, at 19 days.

Fault repair

Number of faults

- **Across the major broadband and landline providers, in 2024 there were, on average, 44 faults of any kind a month per 1,000 customers, down from 47 in 2023.** This includes any broadband or landline fault that took place among the providers included in our analysis during 2024 and 2023, not just those which resulted in a total loss of service.
- **KCOM had the lowest average number of monthly faults per 1,000 customers among the providers included in our analysis in 2024**, at 16 faults per month.
- **Vodafone had 56 faults per 1,000 customers per month in 2024, the highest among the providers included in our analysis.** EE was the only provider in our analysis whose faults per 1,000 customers per month increased in 2024 since the previous year; all other providers had fewer.

The number of broadband and landline faults a provider’s customers experience will be partly determined by the technologies used to provide these services. For example, providers with a higher proportion of customers with a copper-based broadband service (rather than full-fibre broadband) are likely to have a higher number of faults due to the lower reliability of copper-based services.²⁶ Similarly, providers with a higher proportion of landline customers using the legacy public switched telephone network (PSTN) rather than voice over internet protocol or ‘emulated PSTN’ may have a higher number of faults.

²⁶ We examined the reliability of access networks as part of our [Connected Nations 2023 report](#), where we found that the fault rate (per 1,000 connections) on KCOM’s copper access network (ADSL) and Openreach’s copper access networks (ADSL / VDSL) was around 50% higher than the fault rate (per 1,000 connections) on their respective FTTP networks. Additionally, we found that Virgin Media’s cable access network, based on coaxial cable, appears to have similar, but marginally higher, fault rates when compared to its FTTP network.

Figure 17: Number of faults per 1,000 customers per month

	Average	BT	EE	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin Media	vodafone
Faults per 1,000 customers per month: 2023	47	56	44	18	20	-	29	52	53	66
Faults per 1,000 customers per month: 2024	44↓	51↓	51↑	16↓	19↓	↓	27↓	47↓	51↓	56↓

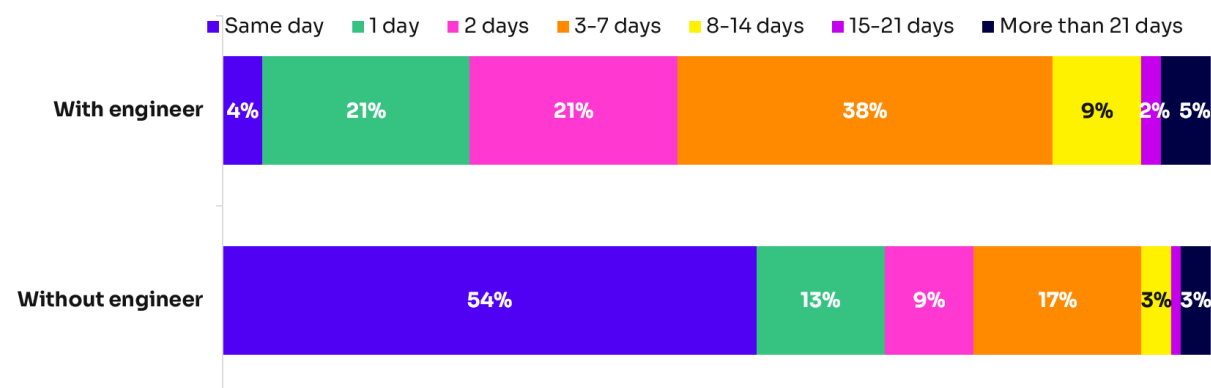
↑ ↓ Higher or lower than the previous year (2023)

Source: Ofcom / provider data, 2024 and 2023. Note: Plusnet did not provide comparable data about the total number of faults, so only information about their performance compared to 2023 has been included. See Annex 3 for methodology.

Fault repair times

- **Providers took an average of one day to fix faults in cases of a total loss of service.** Virgin Media was the quickest to resolve a total-loss-of-service fault; on average, doing so on the same day. EE had the longest average time to resolve a total loss of service fault in 2024, at four days. TalkTalk was the only provider to take longer to resolve a total-loss-of-service fault in 2024 than in 2023.
- **Whether or not an engineer is required can affect the time taken to repair a broadband or landline fault.** Where an engineer was required, it typically took on average three days longer to resolve a fault than if an engineer was not needed. Long repair times can be a result of the broadband or landline provider requiring access to a building, or permission to dig up a street to repair cables.

Figure 18: Distribution of repair times with / without an engineer visit

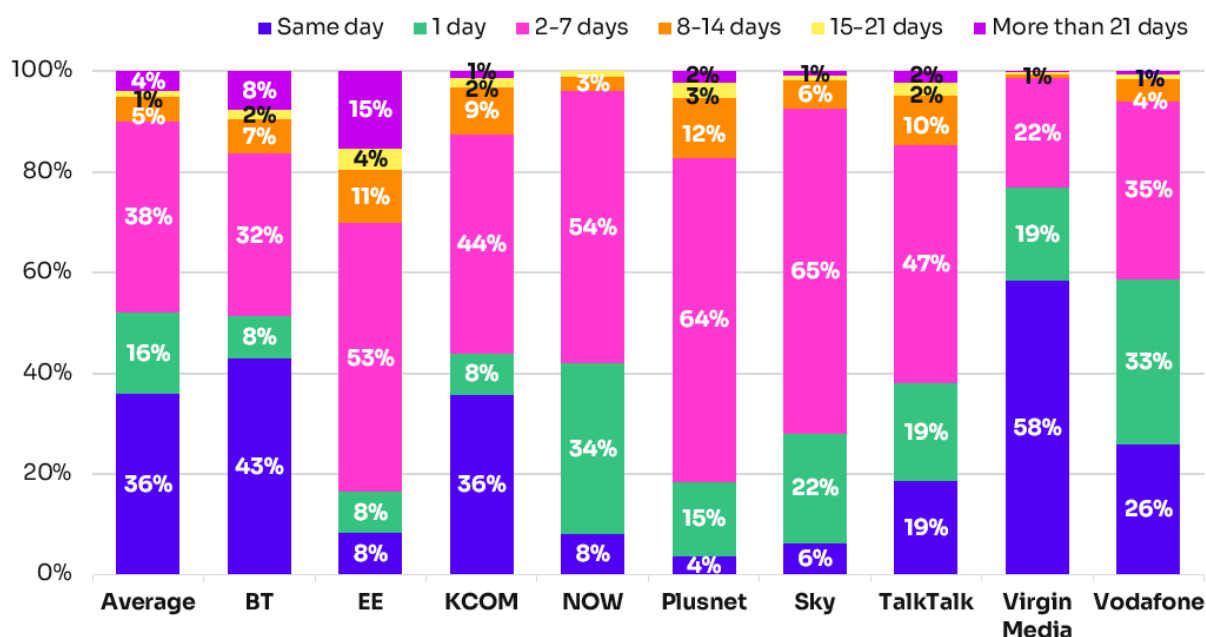


Source: Ofcom / provider data, 2024. See Annex 3 for methodology.

- **Ninety per cent of total loss of service faults were resolved within a week.** Virgin Media resolved the highest proportion of total-loss-of-service faults within a week, at 99%.

- In 2024, EE resolved the lowest proportion of total-loss-of-service faults within a week, at 69%, with 15% of its total-loss-of-service faults taking longer than three weeks to resolve.
- The proportion of re-contacts within 48 hours, also known as repeat total-loss-of-service faults, increased to 10% in 2024. BT had the highest proportion of repeat total-loss-of-service faults, with 18% of customers having to re-contact the provider about their fault. Plusnet had the lowest proportion of repeat total-loss-of-service faults, at 2%.

Figure 19: Distribution of repair times, by provider



Source: Ofcom / provider data, 2024. See Annex 3 for methodology.

Missed appointments²⁷

- Three per cent of all appointments were missed in 2024, an increase of 1pp since 2023. Sky had the highest proportion of missed appointments, at 5%, while BT, EE, KCOM and Virgin Media had the lowest proportions, at 1%.
- One per cent of provision appointments were missed in 2024. Sky and TalkTalk missed the highest proportion of provision appointments in 2024 (3%), while KCOM missed the lowest proportion, at less than 1%.
- Three per cent of repair appointments were missed in 2024, an increase of 1pp since 2023. Sky missed 8% of repair appointments in 2024, the highest proportion among the providers

²⁷ There is a difference between the providers we collect data from for the provisioning, repair and missed appointments sections of this report, using our formal powers, and the providers who are signatories to the automatic compensation scheme. For instance, KCOM, which we collect data from for the provisioning, repair and missed appointments section, is not currently a signatory to the automatic compensation scheme. Additionally, we did not collect data for our provisioning, repair and missed appointments section from three signatories to the automatic compensation scheme: Hyperoptic, Utility Warehouse and Zen Internet. Therefore, the missed appointments data in the broadband and landline provisioning, repair and missed appointments section are not directly comparable to the data in the automatic compensation scheme section.

in our analysis, while EE and Virgin Media had the lowest proportion of missed repair appointments, at 1%.

Figure 20: Proportion of appointments missed, by provider

	Average	BT	EE	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin Media	vodafone
Proportion of appointments missed	3%↑	1%	1%↓	1%	2%	2%	5%↑	3%	1%	2%
Proportion of provision appointments missed	1%	1%	1%↓	0%	1%	2%↑	3%↑	3%	1%	1%↓
Proportion of repair appointments missed	3%↑	2%	1%	2%	3%↑	3%	8%↑	3%	1%	2%

Source: Ofcom / provider data, 2023 and 2024. See Annex 3 for methodology. Note: All figures are rounded to the nearest whole number. When the actual measurable difference between providers is less than one, their results should be considered comparable.

↑ ↓ Higher or lower than the previous year (2023). 2023 data can be viewed in the [interactive report](#).

Automatic compensation scheme

The automatic compensation scheme requires that signatory providers pay compensation to landline and broadband customers, without the customer having to ask for it, in the event of: delayed repairs following a total loss of service which is not resolved within two full working days; a missed repair or provisioning appointment; and/or delays to the start of a new service.

At the end of 2024, there were ten providers signed up to the scheme covering 97% of landline and 91% of broadband customers.^{28 29}

The compensation amounts paid out under the scheme increase each year on 1 April, in line with the Consumer Price Index (CPI) as of 31 October the previous year. The increase in compensation levels applies to any new service issues occurring from 1 April onwards.³⁰

In 2023, over £67m was paid in automatic compensation across the signatories with approximately 1.2 million payments made across the three service issues. In 2024, over £63m was paid in automatic compensation across the signatories with approximately one million payments made across the service issues.³¹ This does not include compensation paid outside the scheme.

The largest proportion of automatic compensation paid in both 2023 and 2024 was for delays to the start of new services, while the largest volume of payments related to delayed repairs following a total loss of service.

²⁸ The following providers are signed up to the automatic compensation scheme (and differ slightly from the providers we report on in the provisioning and repair section): BT (April 2019), EE (May 2021), Hyperoptic (October 2019), Plusnet (May 2022), Sky (April 2019; includes NOW Broadband), TalkTalk (April 2019), Utility Warehouse (February 2020), Virgin Media (April 2019), Vodafone (November 2021) and Zen Internet (April 2019). In 2024, customers with a broadband and/or landline contract with Shell Energy Broadband were migrated to TalkTalk. Following the migration, these customers will now be eligible for automatic compensation from TalkTalk when things go wrong with their service.

²⁹ These market shares include TalkTalk and Vodafone customers whose services run on CityFibre's network and for which some restrictions on automatic compensation payments apply.

³⁰ On 1 April 2023, automatic compensation levels increased by 11.1% from £8.40 to £9.33 per day for delayed repair, £26.24 to £29.15 per missed appointment and from £5.25 to £5.83 per day for delayed provision. On 1 April 2024, automatic compensation levels increased by 4.2% from £9.33 to £9.76 per day for delayed repair, from £29.15 to £30.49 per missed appointment and from £5.83 to £6.10 per day for delayed provision.

³¹ BT Group (affecting BT, EE and Plusnet brands) has advised Ofcom that there is a shortfall in the reporting of automatic compensation data it provided to us for 2024 due to two separate incidents that occurred with automatic payments. BT Group has assured Ofcom that both issues are now fixed and remedial work is taking place. Ofcom are confident that the shortfall does not affect the overall trend in automatic compensation figures for 2024. 2023 automatic compensation data is unaffected.

Figure 21: Total value of automatic compensation payments: 2023 and 2024 (£m)

Service Issue	2023 (£m)	2024 (£m)	Year-on-year change	
			£m	%
Delayed repair following a total loss of service	21.0	19.2	-1.8	-9%
Missed appointments	4.7	4.4	-0.3	-6%
Delayed provisioning of a new service	41.6	38.8	-2.8	-7%

Source: Ofcom / provider data, 2023 and 2024. See Annex 3 for methodology.

It is encouraging to see fewer incidents of things going wrong for customers, demonstrated by the continuing decrease in the volume of payments made by signatories across all service issues. The overall number of missed appointments and delayed provision incidents have reduced considerably year on year (both by 13.2%).

Figure 22: Number of automatic compensation payments made: 2023 and 2024 (000s)

Service Issue	2023 (000s)	2024 (000s)	Year-on-year change	
			000s	%
Delayed repair following a total loss of service	503	461	-42	-8%
Missed appointments	167	145	-22	-13%
Delayed provisioning of a new service	491	426	-65	-13%

Source: Ofcom / provider data, 2023 and 2024. See Annex 3 for methodology.

Ofcom has recently updated [the automatic compensation Code of Practice](#) ('the Code') to ensure that the Code remains relevant six years after its launch. No changes have been made to the functionality of the Code, but, we have included additional examples and clarifications in certain areas of the Code to enhance stakeholder understanding.

Ofcom remains confident that the automatic compensation scheme is effective for customers, providing automatic redress when things go wrong with their broadband and landline services. Ofcom continues to encourage all providers who are not already part of the scheme to sign up.

Annex 1: Customer research source details³²

Mobile

Note A

M2: In terms of your mobile phone service, how satisfied are you with the overall service provided by (MOBILE PHONE SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2863), receiving their service from EE (510), giffgaff (290), O2(406), Sky (177), Tesco Mobile (231), Three (222), Virgin Mobile (196), Vodafone (310), on a contract (2261), on pre-pay (585). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2481), receiving their service from EE (497), giffgaff (161), O2(489), Tesco Mobile (214), Three (192), Vodafone (258), Sky (235), Lebara (139), on a contract (2075), on pre-pay (396). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base. Note: Virgin Mobile Customers have been moved to O2.

Note B

M3: And how satisfied are you with the overall value for money of your service from (MOBILE PHONE SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker who express an opinion on

their mobile phone service where it is held as a standalone service/ not taken with another service from the same provider (2195), receiving their service from EE (368), giffgaff (287), O2(405), Tesco Mobile (231), Three (216), Vodafone (249), on a contract (1668), on pre-pay (516). NB. Base size for Sky (46) is too low to report on. Base size for Virgin Mobile (74) is low, so treat as indicative only.

Base for 2024: All adults aged 16+ who are the decision maker and who express an opinion on their mobile phone service where it is held as a standalone service/ not taken with another service from the same provider (2047), receiving their service from EE (366), giffgaff (161), O2 (486), Tesco Mobile (214), Three (187), Vodafone (196), Lebara (136), on a contract (1704), on pre-pay (336). Base size for Sky (64) is low; treat as indicative only. Note: Virgin mobile customers have been moved to O2.

Note C

M4: And how satisfied are you overall with the reception or signal strength that you get on your mobile phone service from (MOBILE PHONE SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2863), receiving their service from EE (510), giffgaff (290), O2(406), Sky (177), Tesco Mobile (231), Three (222), Virgin Mobile (196), Vodafone (310), on a contract (2261), on prepay (585). Providers used by fewer than 100 respondents are not

³² Base sizes for all questions can be found in the data tables for our three research trackers: [Ofcom Customer Satisfaction Tracker 2024](#), [Ofcom Reasons to Complain Tracker 2024](#) and [Ofcom Complaints Handling Tracker 2024](#). Further information on the methodologies for our customer research trackers and provider data can be found in [Annex 2](#) and [Annex 3](#) respectively.

shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2481), receiving their service from EE (497), giffgaff (161), O2 (489), Tesco Mobile (214), Three (192), Vodafone (258), Sky (235), Lebara (139) on a contract (2075), on pre-pay (396). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base. Note: Virgin Mobile Customers have been moved to O2.

Note D

QN2: Based on your overall experience of (MOBILE PHONE SERVICE PROVIDER) as your mobile phone service provider, how likely would you be to recommend them to a friend or family member as a mobile phone service provider? Please give a rating on a scale of 0 to 10, where 0 is 'extremely unlikely' and 10 is 'extremely likely'?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2863), receiving their service from EE (510), giffgaff (290), O2(406),Sky (177), Tesco Mobile (231), Three (222), Virgin Mobile (196), Vodafone (310), on a contract (2261), on pre-pay (585). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2481), receiving their service from EE (497), giffgaff (161), O2 (489), Tesco Mobile (214), Three (192), Sky (235), Lebara (139), Vodafone (258), on a contract (2075), on pre-pay (396). Providers used by fewer than 100 respondents are not shown individually but are included in the total. Note: Virgin Mobile customers have been moved to O2.

Note E

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2022: All UK households 16+ with mobile: average mobile (6286), BT (228), EE (1105), giffgaff (433), ID Mobile (126), O2 (1034), Sky (410), Tesco Mobile (557), Three (581), Virgin Mobile (409) and Vodafone (790).

Base for 2024: All UK households aged 16+ with mobile: average mobile (6262), EE (1247), giffgaff (363), O2 (1349), Tesco Mobile (553), Three (532), Sky (421), Lebara (327), ID Mobile (212) and Vodafone (796). Note Virgin and O2 have merged their mobile services.

Note F

Q9. Overall, how satisfied are you with the service you received from [provider] customer services with regard to the complaint that you had?

Base for 2022: All who complained about the mobile service in past six months (3446), EE (762), giffgaff (238), O2 (684), Sky (141), Tesco Mobile (339), Three (502), Virgin Media (220), Vodafone (560).

Base for 2024: All who complained about the mobile service in past six months (3595), EE (739), giffgaff (256), Lebara (167), O2 (868), Sky (172), Tesco Mobile (322), Three (490), Vodafone (581).

Note G

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [provider]?

Base for 2022: All who complained about the mobile service in past six months (3446), EE (762), giffgaff (238), O2 (684), Sky (141), Tesco Mobile (339), Three (502), Virgin Media (220), Vodafone (560).

Base for 2024: All who complained about the mobile service in past six months (3595), EE

(739), giffgaff (256), Lebara (167), O2 (868),
Sky (172), Tesco Mobile (322), Three (490),
Vodafone (581).

Broadband

Note H

IN2: In terms of your fixed broadband service, how satisfied are you with the overall service provided by (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2585), receiving their service from BT (570), EE (219), Plusnet (263), Sky (400), TalkTalk (292), Virgin Media (475), Vodafone (145). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2125), receiving their service from BT (358), EE (179), Plusnet (138), Sky (435), TalkTalk (232), Virgin Media (434), Vodafone (172). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note I

IN4: And how satisfied are you with the speed of service while online from (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2585), receiving their service from BT (570), EE (219), Plusnet (263), Sky (400), TalkTalk (292), Virgin Media (475), Vodafone (145). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2125), receiving their service from BT (358), EE (179), Plusnet (138), Sky (435), TalkTalk (232), Virgin

Media (434), Vodafone (172). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note J

IN5: And how satisfied are you with the reliability of your fixed broadband service from (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2585), receiving their service from BT (570), EE (219), Plusnet (263), Sky (400), TalkTalk (292), Virgin Media (475), Vodafone (145). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2125), receiving their service from BT (358), EE (179), Plusnet (138), Sky (435), TalkTalk (232), Virgin Media (434), Vodafone (172). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note K

QN3: Based on your overall experience of (FIXED BROADBAND PROVIDER) as your fixed broadband provider, how likely would you be to recommend them to a friend or family member as a fixed broadband provider? Please give a rating on a scale of 0 to 10, where 0 is 'Extremely unlikely' and 10 is 'Extremely likely'?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2585), receiving their service from BT (570), EE (219), Plusnet (263), Sky (400), TalkTalk (292), Virgin

Media (475), Vodafone (145). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2125), receiving their service from BT (358), EE (179), Plusnet (138), Sky (435), TalkTalk (232), Virgin Media (434), Vodafone (172). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Note L

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2022: All UK households with fixed broadband 16+: average broadband (6071), BT (1323), EE (275), NOW Broadband (122), Plusnet (431), Sky (1205), TalkTalk (644), Virgin Media (1302) and Vodafone (371).

Base for 2024: All UK households with fixed broadband 16+: average broadband (6052), BT (1147), EE (421), Plusnet (358), Sky (1183), TalkTalk (554), Virgin Media (1339) and Vodafone (502).

Note M

Q9. Overall, how satisfied are you with the service you received from [provider] customer

services with regard to the complaint that you had?

Base for 2022: All who complained about broadband service in past six months (3363), BT (636), EE (276), Plusnet (200), Sky (758), TalkTalk (556), Virgin Media (753), Vodafone (184).

Base for 2024: All who complained about broadband service in past six months (3483), BT (638), EE (376), Plusnet (183), Sky (740), TalkTalk (541), Virgin Media (762), Vodafone (243).

Note N

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [provider]?

Base for 2022: All who complained about broadband service in past six months (3363), BT (636), EE (276), Plusnet (200), Sky (758), TalkTalk (556), Virgin Media (753), Vodafone (184).

Base for 2024: All who complained about broadband service in past six months (3483), BT (638), EE (376), Plusnet (183), Sky (740), TalkTalk (541), Virgin Media (762), Vodafone (243).

Landline

Note O

L1: In terms of your landline service, how satisfied are you with the overall service provided by (LANDLINE SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their landline service (2087), receiving their service from BT (533), EE (163), Plusnet (232), Sky (329), TalkTalk (239), Virgin Media (331), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1444), receiving their service from BT (320), EE (102), Plusnet (104), Sky (291), TalkTalk (199), Virgin Media (252), Vodafone (109). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note P

L3: And how satisfied are you with the reliability of your landline service from (LANDLINE SERVICE PROVIDER)?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their landline service (2087), receiving their service from BT (533), EE (163), Plusnet (232), Sky (329), TalkTalk (239), Virgin Media (331), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1444), receiving their service from BT (320), EE (102), Plusnet (104), Sky (291), TalkTalk (199), Virgin Media (252), Vodafone (109). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note Q

QN1 Based on your overall experience of using (LANDLINE PROVIDER) for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider? Please give a rating on a scale of 0 to 10, where 0 is 'extremely unlikely' and 10 is 'extremely likely'?

Base for 2022: All adults aged 16+ who are the decision maker and express an opinion on their landline service (2087), receiving their service from BT (533), EE (163), Plusnet (232), Sky (329), TalkTalk (239), Virgin Media (331), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2024: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1444), receiving their service from BT (320), EE (102), Plusnet (104), Sky (291), TalkTalk (199), Virgin Media (252), Vodafone (109). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Note R

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2022: All UK households 16+ with a landline: average landline (5241), BT (1312), EE (229), NOW Broadband (104), Plusnet (379), Sky (1085), TalkTalk (577), Virgin Media (972) and Vodafone (329).

Base for 2024: All UK households 16+ with a landline: average landline (4655), BT (1093), EE (314), Plusnet (245), Sky (962), TalkTalk (445), Virgin Media (936) and Vodafone (408).

Note S

Q9. Overall, how satisfied are you with the service you received from [provider] customer

services with regard to the complaint that you had?

Base for 2022: All who complained about landline service in past six months (2304), BT (583), EE (192), Sky (559), TalkTalk (325), Virgin Media (462), Vodafone (113).

NB. Base size for Plusnet (70) is low, so treat as indicative only.

Base for 2024: All who complained about landline service in past six months (2284), BT (553), EE (235), Sky (561), TalkTalk (305), Virgin Media (422), Vodafone (166).

NB. Plusnet not shown as the base size is below 50.

Note T

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [provider]?

Base for 2022: All who complained about landline service in past six months (2304), BT (583), EE (192), Sky (559), TalkTalk (325), Virgin Media (462), Vodafone (113).

NB. Base size for Plusnet (70) is low, so treat as indicative only.

Base for 2024: All who complained about landline service in past six months (2284), BT (553), EE (235), Sky (561), TalkTalk (305), Virgin Media (422), Vodafone (166).

NB. Plusnet not shown as the base size is below 50.