

**Quality of Experience of end-users-  
Electronic  
Communication services**

**INSIGHT | KNOWLEDGE | EXPERTISE**

**misc**

# Objectives

MISCO International was commissioned by The Malta Communications Authority to carry out research among the general public with the objective of assessing the experiences, behaviour and opinions regarding electronic services.

# Methodology

## Questionnaire

**MISCO International was responsible for the design/ revision of the questionnaire based on a brief submitted client. The questionnaire was approved by client prior to the start of fieldwork.**

## Telephone

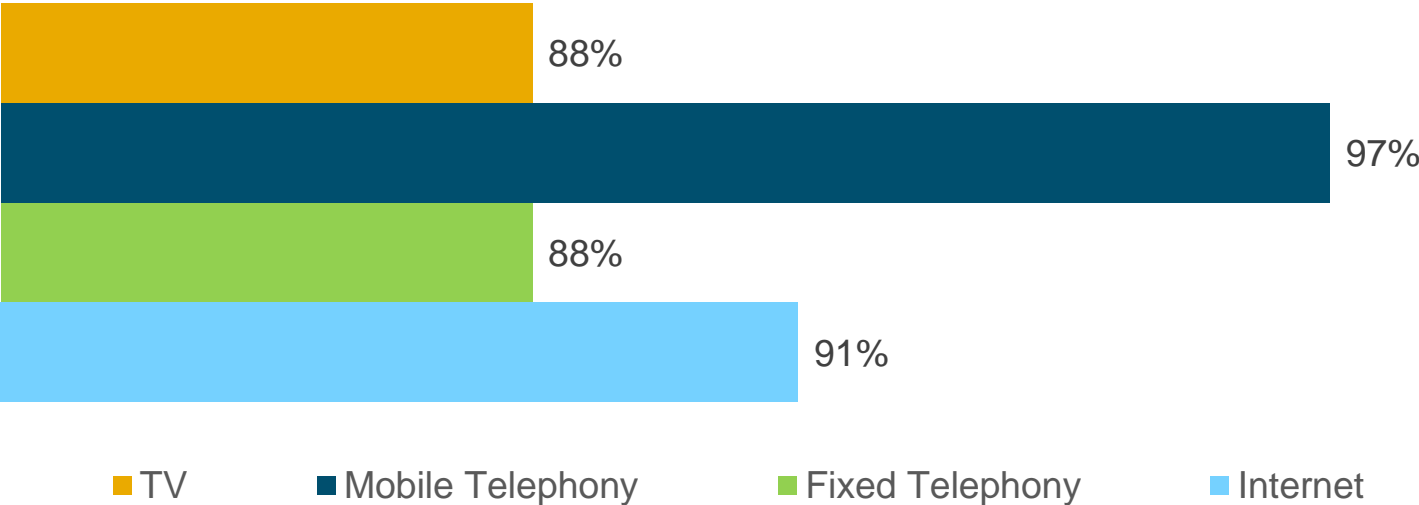
**MISCO International conducted this survey on the telephone, using its own in-house CATI capabilities. Interviewers involved in the project were briefed on the purpose and method of the survey and conducted interviews under the supervision of an experienced research supervisor.**

## Fieldwork

**This research was carried out with a total of 400 respondents, aged 18 years and over, across Malta and Gozo. Fieldwork took place between 10 and 13 July 2019. Once fieldwork was completed the questionnaires were checked, coded and passed on for data analysis.**

# Electronic services and Subscriptions

# Services Subscribed to



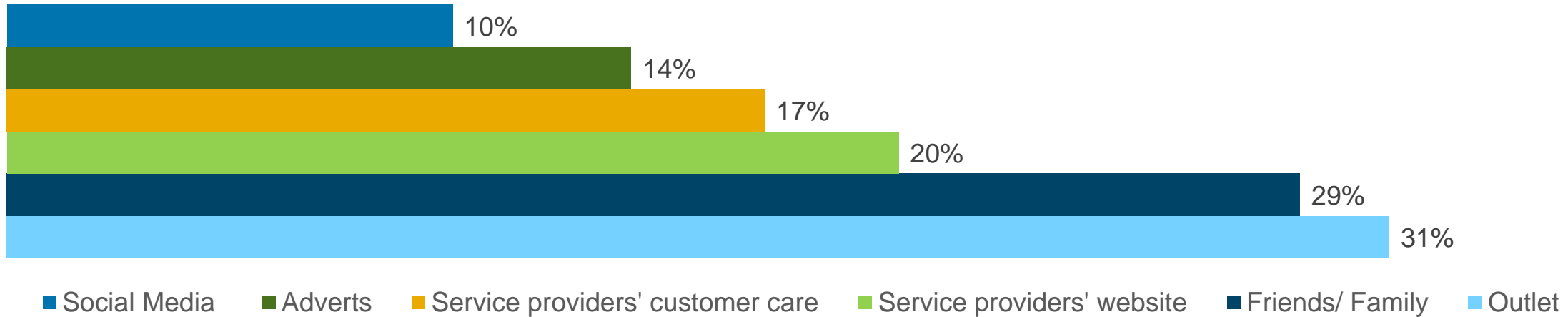
The service most subscribed to is mobile telephony.

74% have a subscription that involves a bundle of services.

The incidence of bundling is higher among respondents aged 35 years to 64 years.

# Initial Information on services

## Source of Information



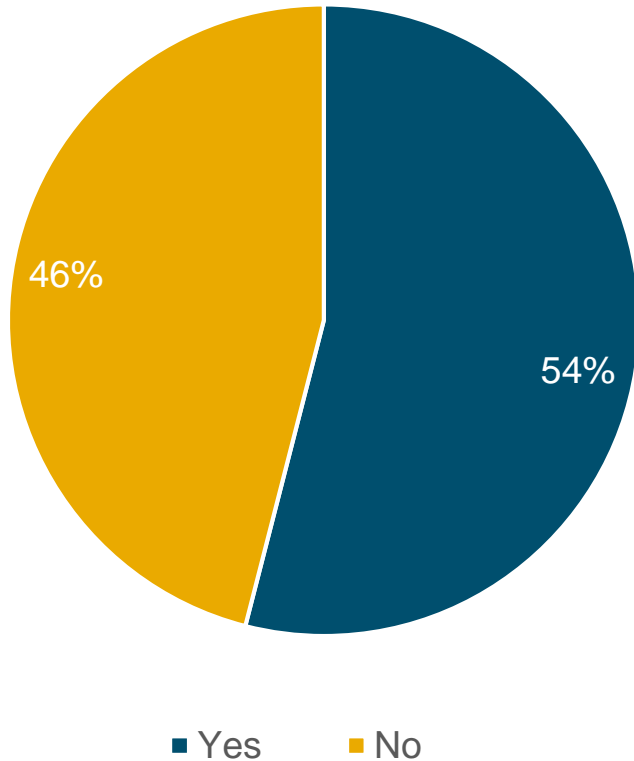
All respondents were asked where information on services was obtained from, prior to buying such services. Respondents opt to receive initial information, prior to buying a service, mostly from either an outlet of the provider or from family and friends.

95% agree that the initial information was very understandable or fairly understandable. 96% of respondents stated that the agent they talked to in order to purchase a service was very knowledgeable or fairly knowledgeable about the service required.

# Electronic Services Contract



## Incidence of reading the terms and conditions prior to signing a contract



54% of respondents stated that the last time they bought one of these services, they read the applicable terms and conditions prior to signing the contract. Individuals aged 35 and over seem the most likely to read the terms and conditions.

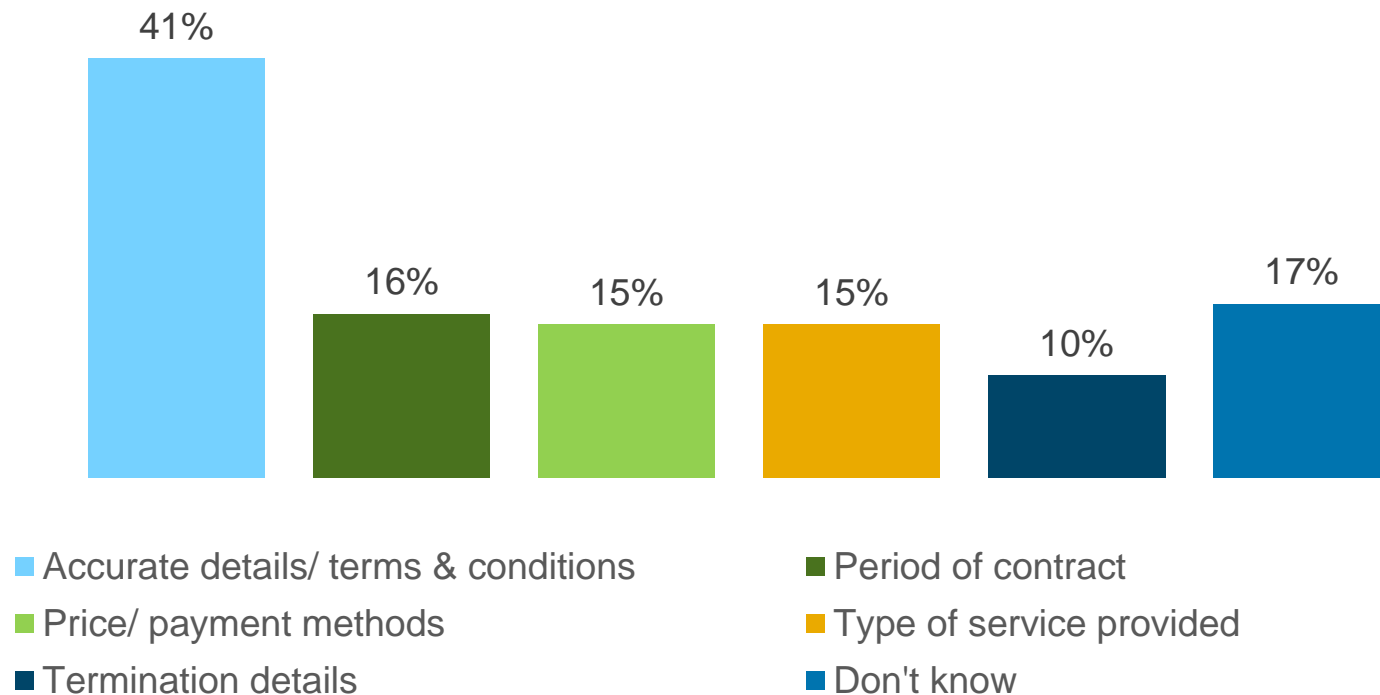
86% of those individuals who read the terms and conditions prior to signing the contract, consider the clauses to be very understandable or fairly understandable and 83% consider the font of the contract to be very legible or fairly legible.

95% of respondents who read the terms and conditions the last time they bought a service, agreed that the information was consistent.

## Information expected in a contract

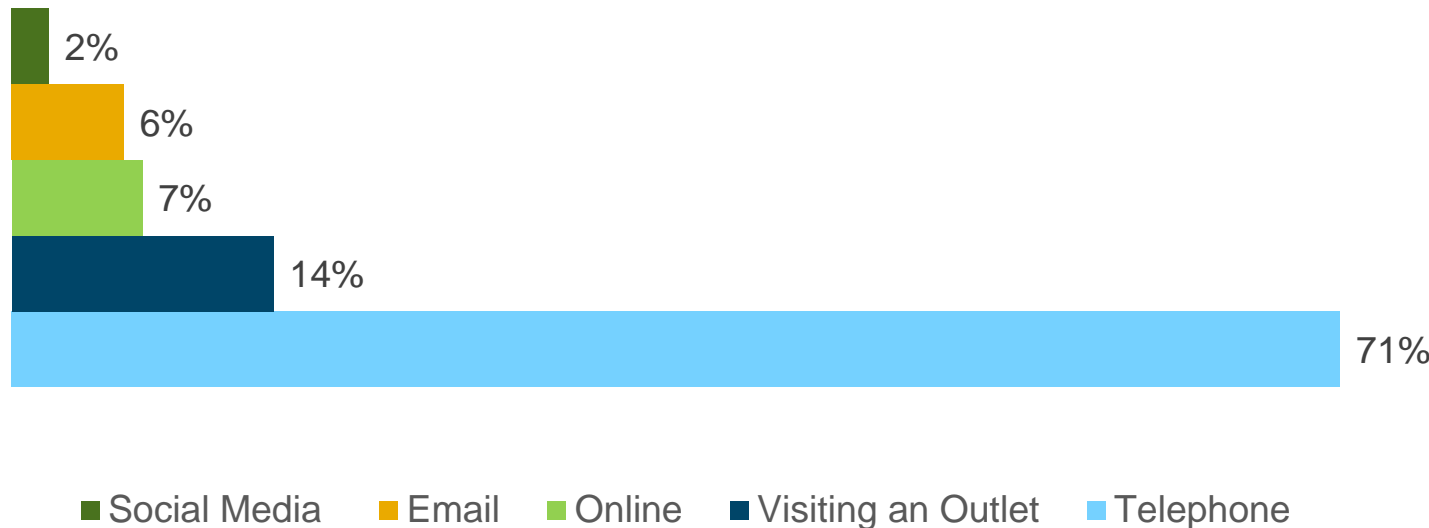
Respondents were asked to state which information they expect to find in the contract. 41% of respondents expect to find accurate details and terms and conditions in their contract. This preference was evident among all demographic segments. 16% expect to find the period of contract and 15% expect to find the price and payment methods.

80% of respondents were provided with a copy of the contract after signing it. Individuals aged between 18 and 24 years were the least likely to be provided with a copy of their contract.



# Contacting the Service Provider

## Customer Contact channel used



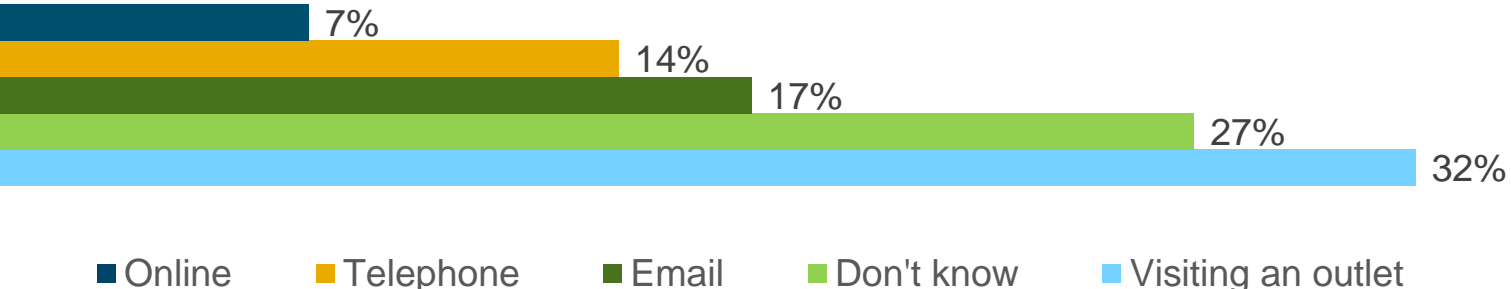
92% of respondents consider the contact details of their provider very accessible or fairly accessible.

For 71% of respondents, the telephone is the most preferred customer contact channel. The telephone is the most preferred channel among all age groups. However there is a higher level of preference among persons aged over 34 years.

On the other hand the preference for e-mail is higher among persons aged under 35 years.

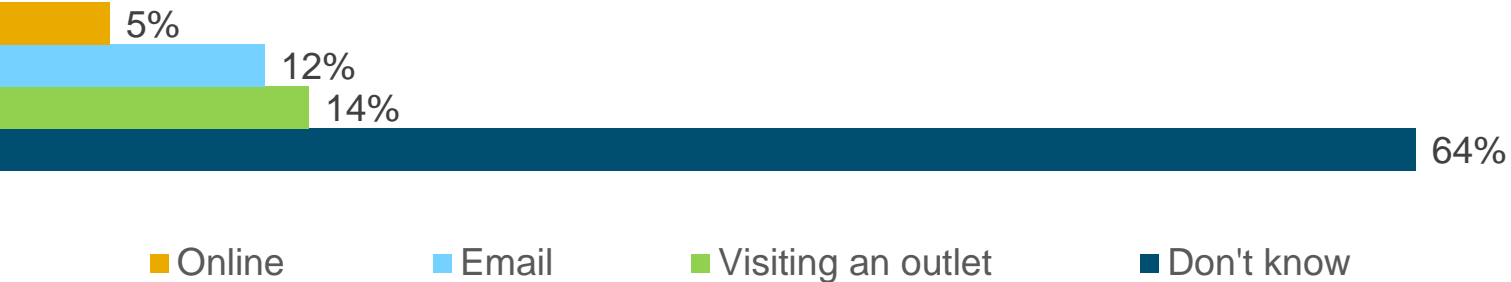
# Other preferred customer contact channels

### Second most preferred customer contact channel



Total	
Telephone:	88%
Outlet:	61%
E-mail:	35%
Online / social media	27%

### Third most preferred customer contact channel



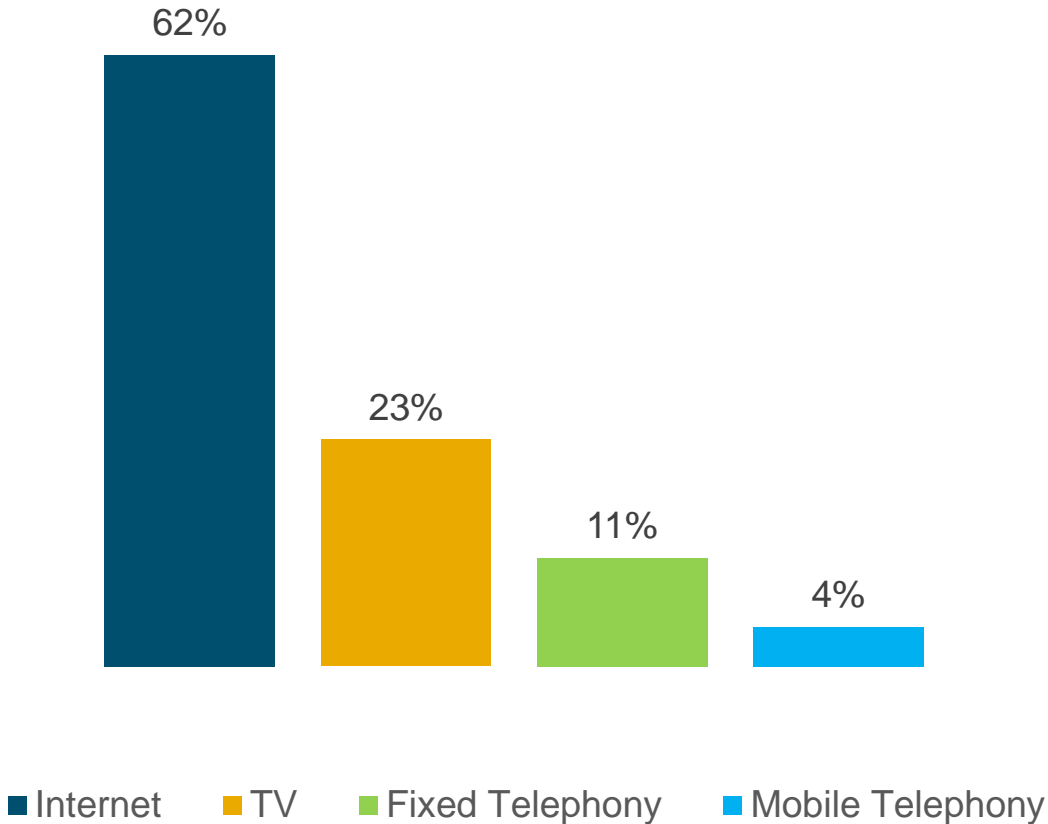
## Efficiency and Effectiveness of the service provider

- 83% of respondents consider the response time when seeking support from their service provider to be very efficient or fairly efficient.
- Persons aged 45 and 54 years expressed a higher level of dissatisfaction than the other age groups with the response time.

- 90% of respondents consider the solutions provided by the service provider to have been very effective or fairly effective to address the issues raised.

# Faults in the service

# Service with experienced faults



56% of respondents stated that, in the last twelve months, they did not experience a fault to any of the services they are subscribed to.

62% of respondents who experienced faults, experienced faults with the internet service. Mobile telephony services had the least (4%) faults experienced.



## Temporary solutions for faults

38% of respondents stated that their service provider resolved the fault within the same day.

34% of respondents claimed the issue was resolved within three working days.

56% of those individuals who experienced a fault within the last 12 months were not provided with a temporary solution.

The possibility of being provided with a temporary solution decreases as one moves up the age scale.

88% of those who were provided a temporary solution were satisfied with the solution provided

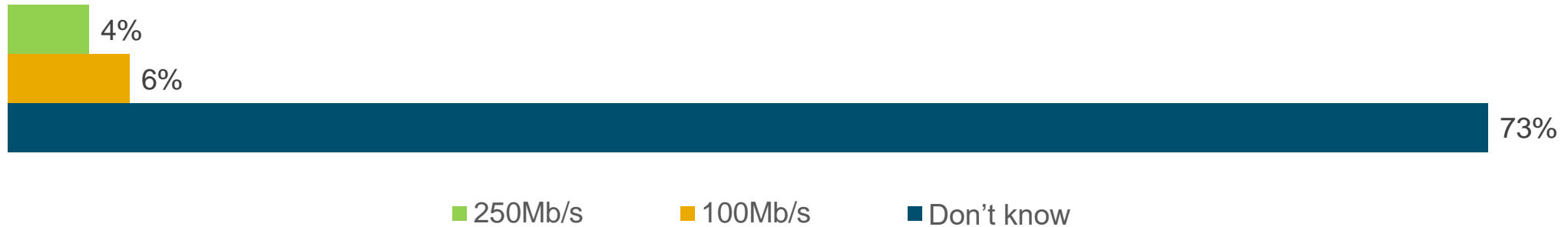
Repair time frame	%
Same day	38%
1 – 3 working days	34%
4 – 6 working days	10%
7 – 10 working days	5%
More than 10 working days	5%
Never resolved	8%
Total	100%

## Compensation for faults incurred

- 95% of those who experienced a temporary fault did not receive any compensation.
- Of these only 30% were expecting a compensation.
- Of those expecting a compensation, 59% expected a deduction in the bill.

# Internet Speed

## Internet download or upload speed



The majority of respondents (73%), who have an internet service, are not aware of their internet download or upload speeds. The incidence of a lack of awareness is higher among respondents aged 18 – 24 years.

Only 41% of respondents have never experienced fixed internet download or upload speeds that are slower than that marketed when purchased.

37% of those who experienced internet speeds slower than expected stated that the service provider never resolved the issue. 30% stated that the issue was resolved within the same day.

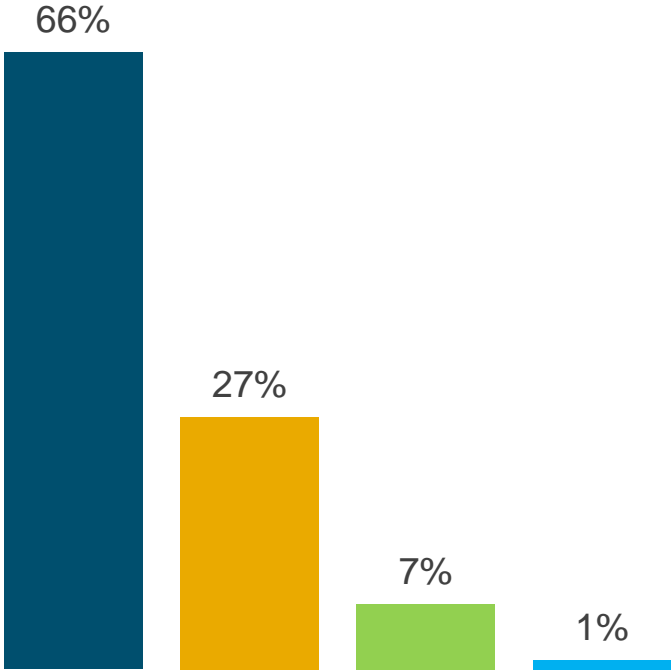
## Conducting an internet speed test

- The majority of respondents (67%) do not know how to conduct an internet speed test.
- Persons aged 55 years and over and persons with a lower level of education are less likely to know how to conduct an internet speed test.
- 61% of those individuals who know how to conduct an internet speed test, do so over a wireless connection, while 39% do so over a wired connection.

# Mobile service Reception

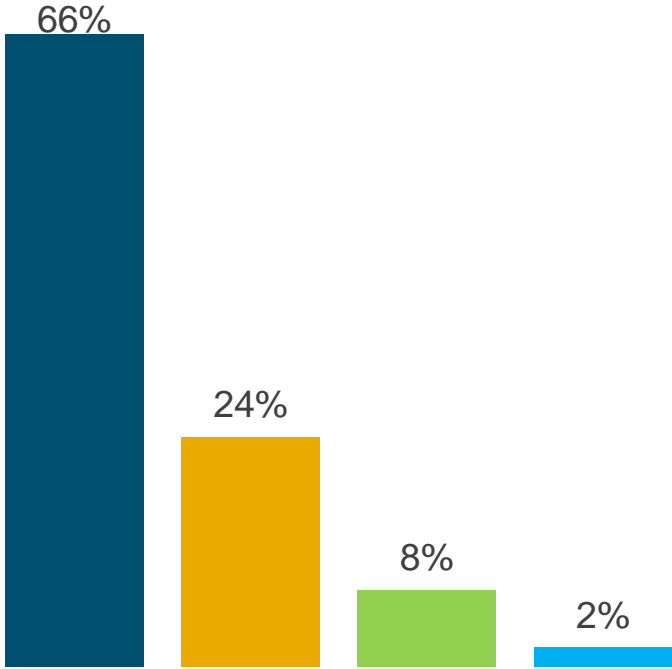
# Outdoor and indoor mobile service reception

Outdoor mobile reception rating



■ Strong ■ Fairly Strong ■ Fairly weak ■ Weak

Indoor mobile reception rating

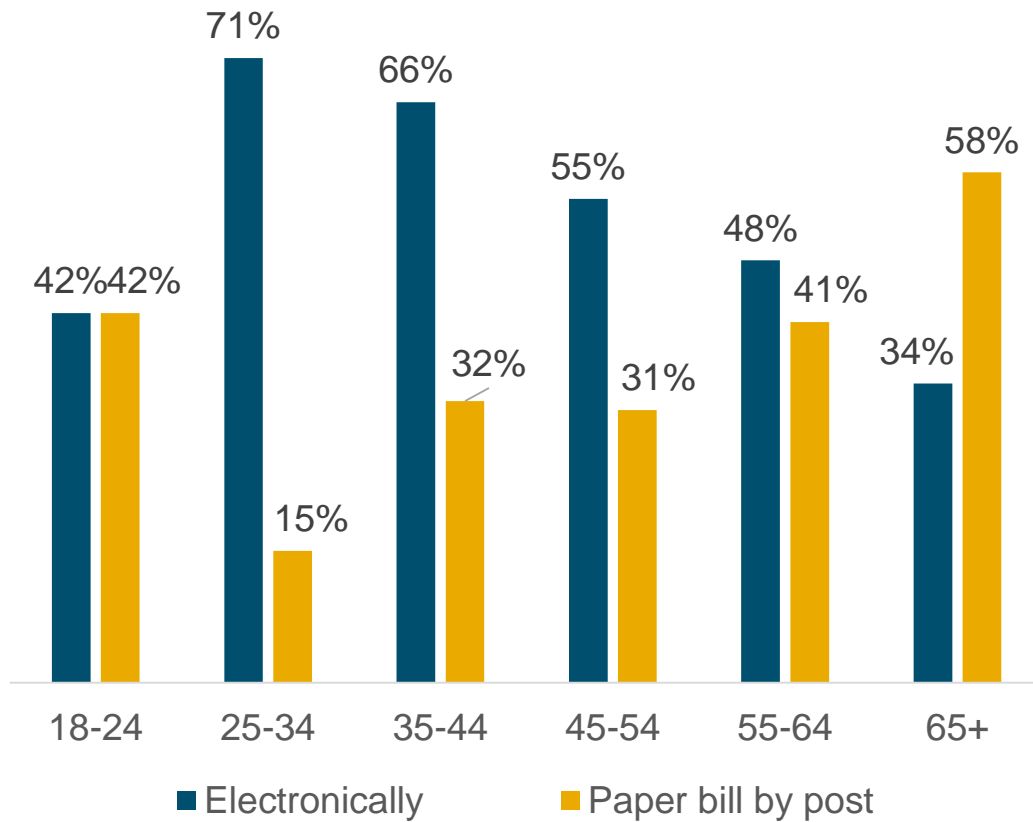


■ Strong ■ Fairly Strong ■ Fairly weak ■ Weak

# Service Bill



## Bill delivery

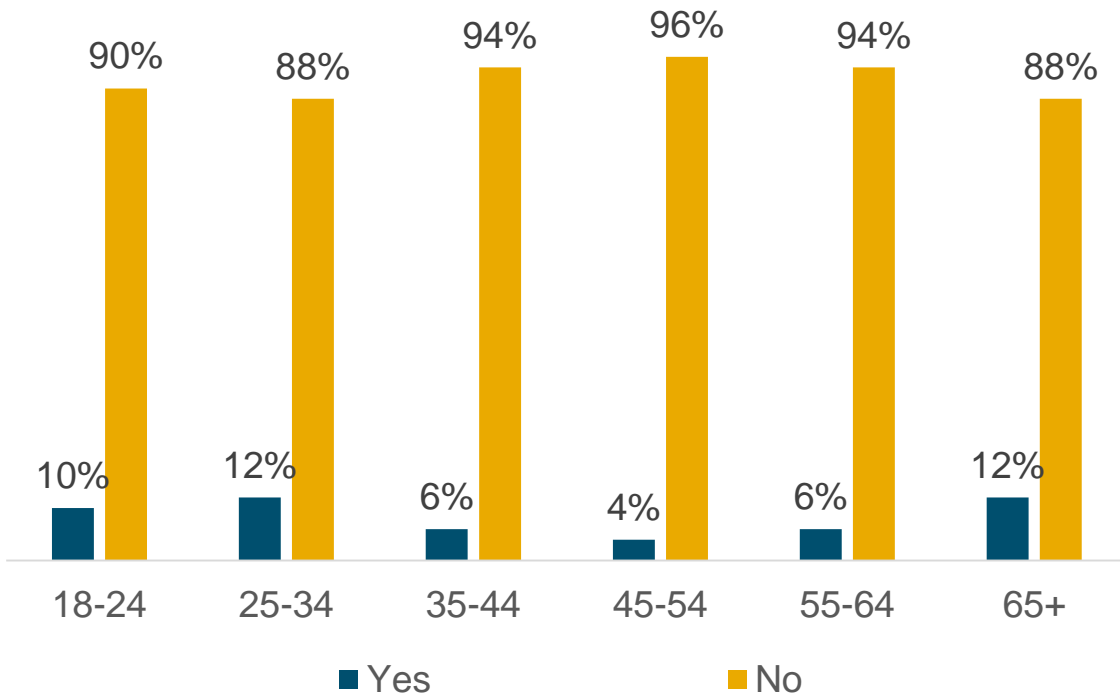


52% of respondents prefer their bill to be delivered electronically, and 37% prefer a paper bill sent by post. Only persons aged 65 years and over have a clear preference for a paper bill sent by post. 98% of respondents consider their bill to be very easy or fairly easy to understand.

Only 27% of respondents ever needed to access an itemised bill for their mobile or fixed telephony. Of those who needed to access an itemised bill 96% found it very easy or fairly easy to understand.

# Termination of services

## Termination of Services

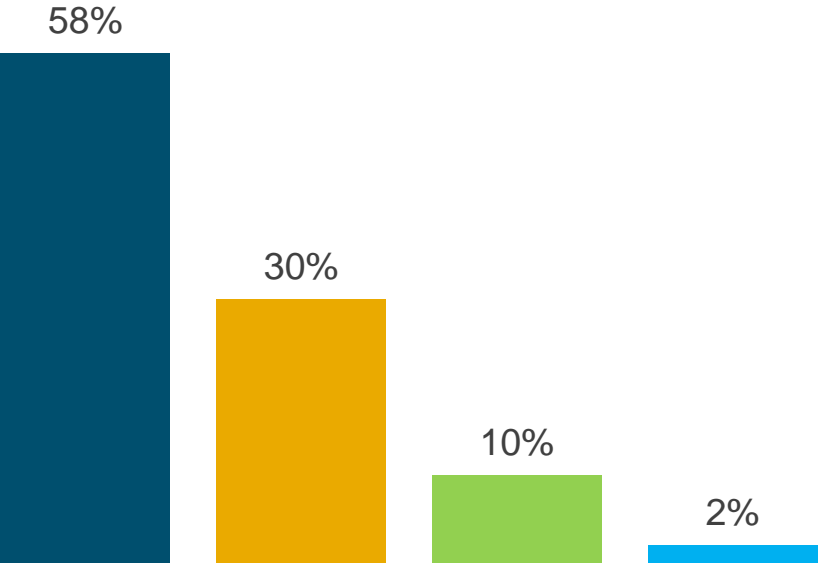


During the last 12 months, 92% of respondents did not terminate any services. The incidence of termination of service is higher among persons aged under 35 years and persons aged over 64 years. 67% of those individuals who terminated a service found the information regarding the termination process to be easily accessible.

Of those who have terminated a service, 67% found the information regarding such termination easily accessible, and 78% found the process to be very efficient or fairly efficient.

# Upgrading and Downgrading of services

# Upgrading / Downgrading of Services



The majority of respondents (79%) did not require to upgrade or downgrade a service in the last 12 months. 88% of those individuals who did upgrade or downgrade, found the process to be very efficient or fairly efficient.

■ Very efficient ■ Fairly efficient ■ Not so efficient ■ Not efficient at all

# Thank You

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