



**A study on the Quality of  
Experience for End-Users of  
Electronic Communication  
Services in Malta**

The MCA commissioned an independent company, PKF, to conduct a nationwide study assessing the **quality of experience** of end-users in Malta across telecoms services: **mobile and fixed telephony, internet, and television.**



Similar studies were conducted in 2019 and 2022. Where relevant, results are compared with findings from those earlier surveys.

# Methodology



**WHO** were the respondents?



400 respondents were randomly selected. Only one person per household was interviewed, all aged 18 or older.

**HOW** was the study carried out?



245 were surveyed online, while 155 participated via telephone interviews

**WHEN** was the study carried out?



The study was carried out between July and September 2025

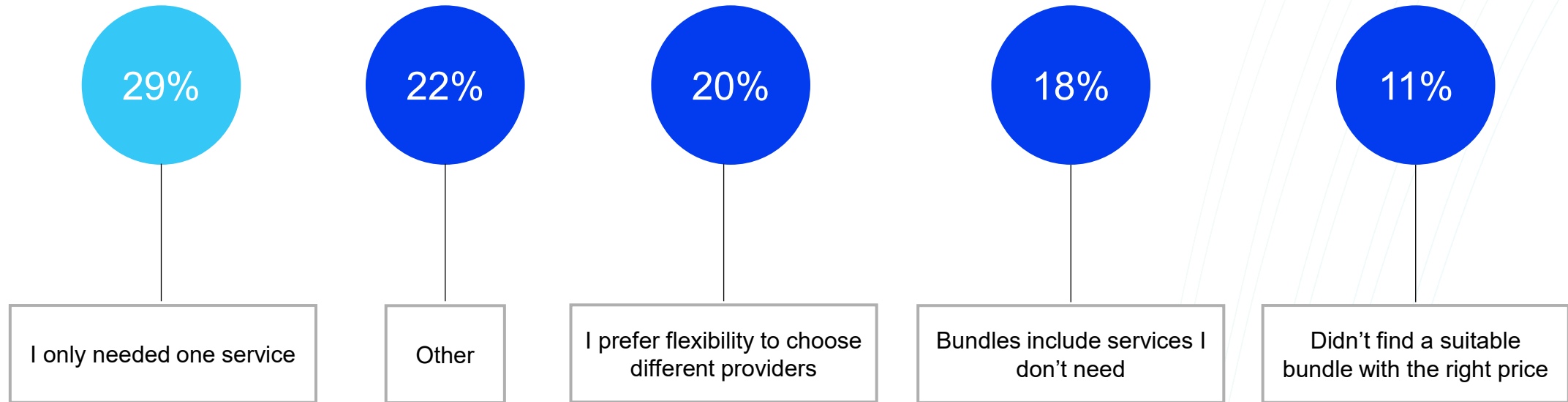
# Electronic Services Subscriptions



# Standalone vs Bundles

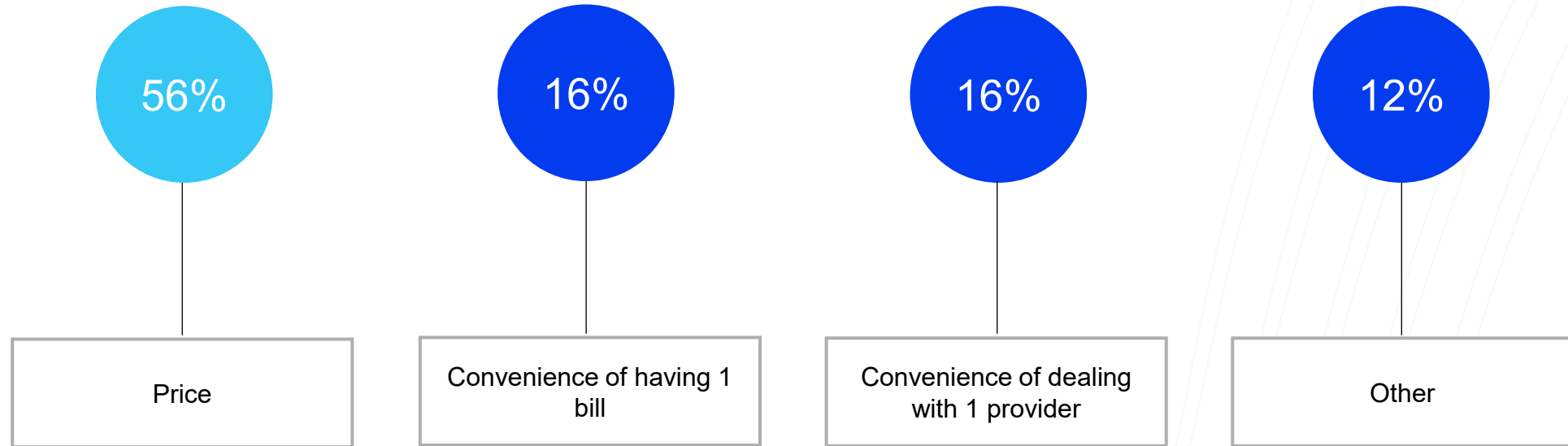


## Reasons for choosing a standalone service



Total number of respondents: 75

## Reasons for choosing a bundle service

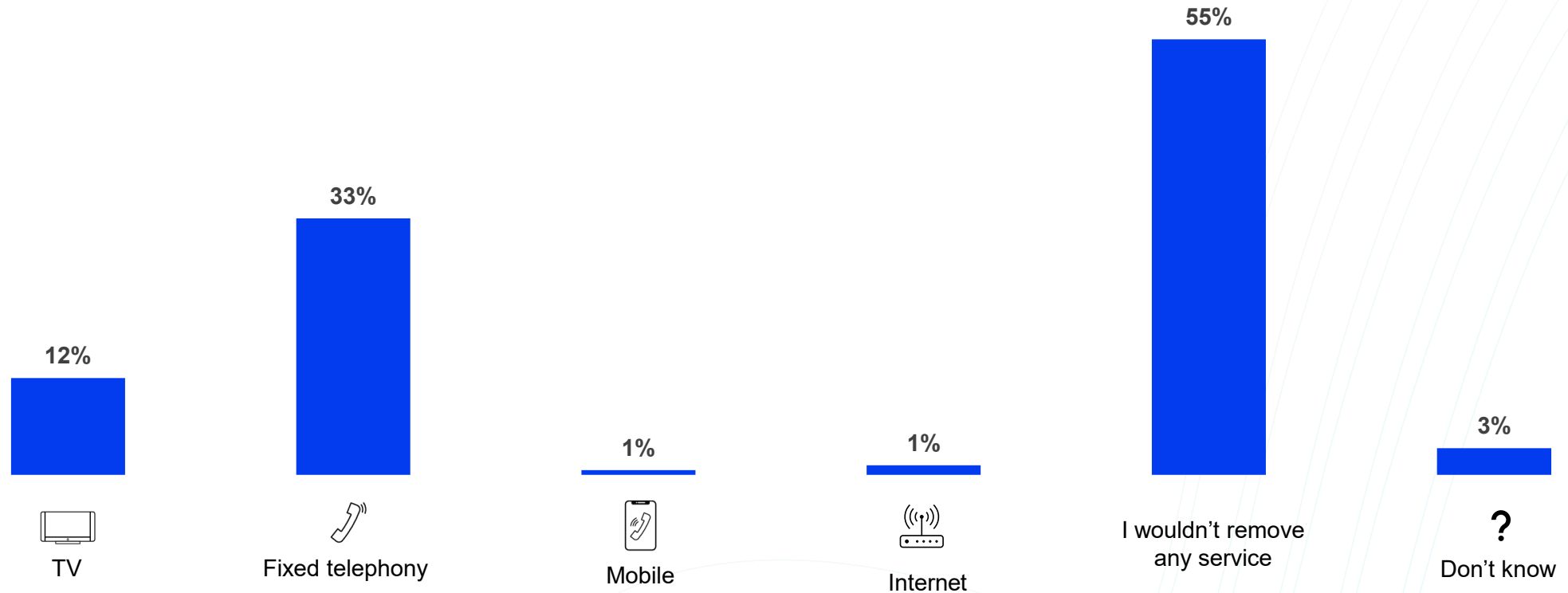


Total number of respondents: 325

# Bundled Subscriptions



## Services included in the bundle which are not needed

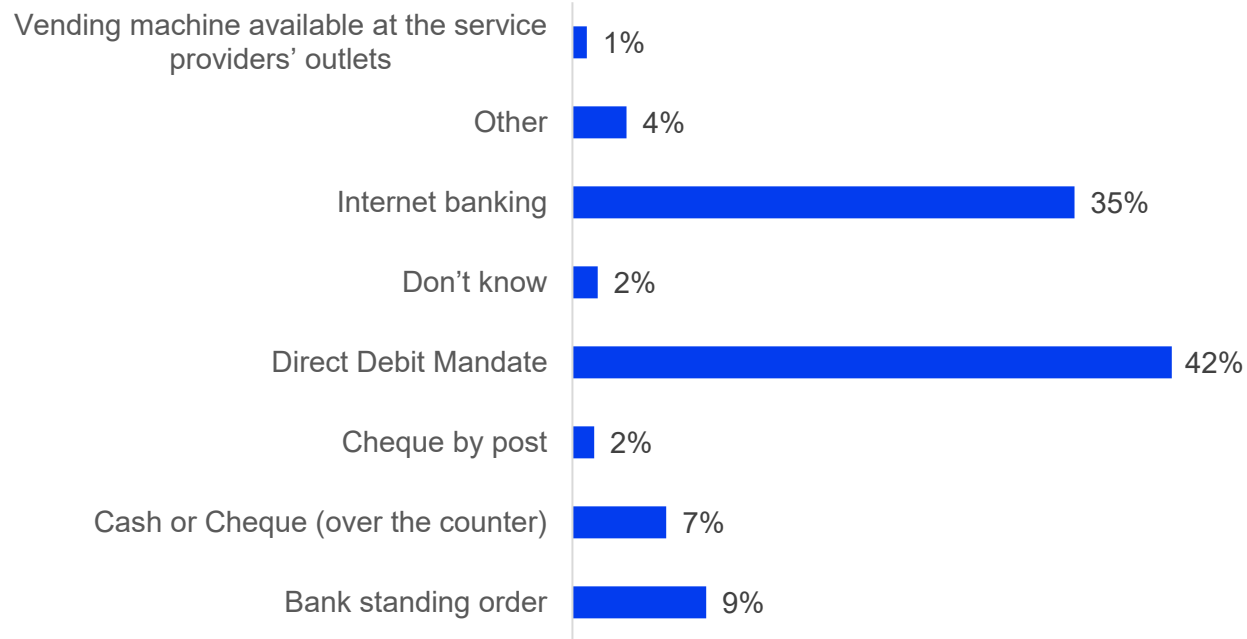


Total number of respondents: 325

# Payment methods, Billing & Faults



## The main payment method customers use to pay their telecoms bills



Total number of respondents: 400

### The most methods of payment used

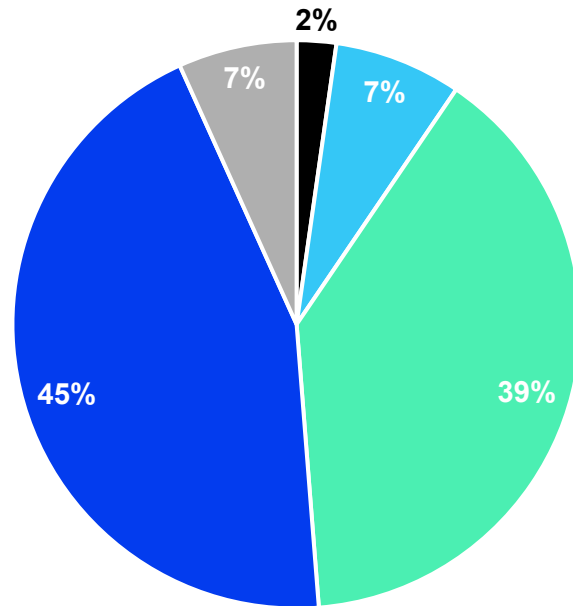
42%

Direct Debit mandate

35%

Internet banking

## Clarity of telecom bills



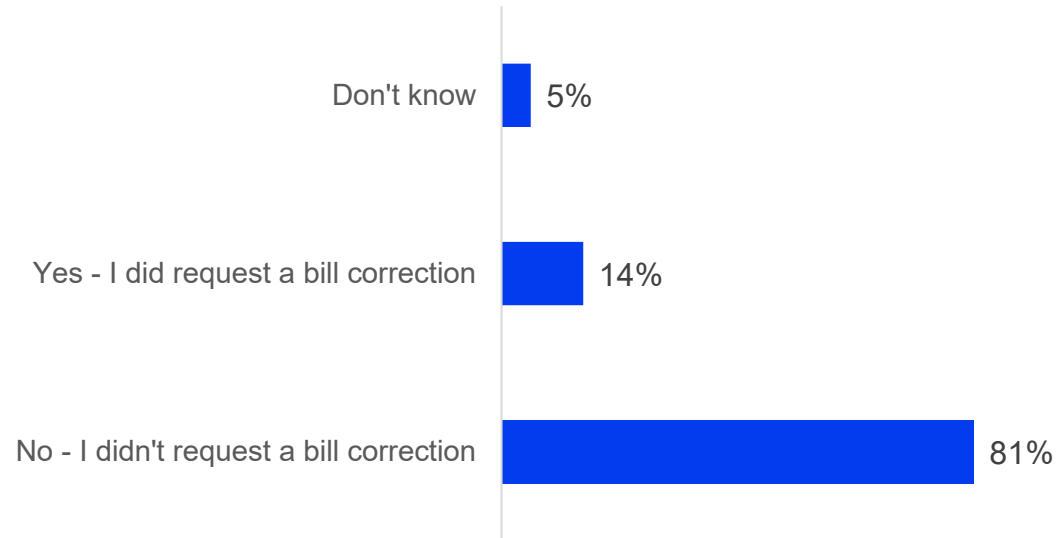
■ Very unclear ■ Unclear ■ Clear ■ Very clear ■ Don't know

Total number of respondents: 400

Most respondents found their telecom bills easy to understand. A combined figure of **84%** rated their bills as **very clear** or **clear**.

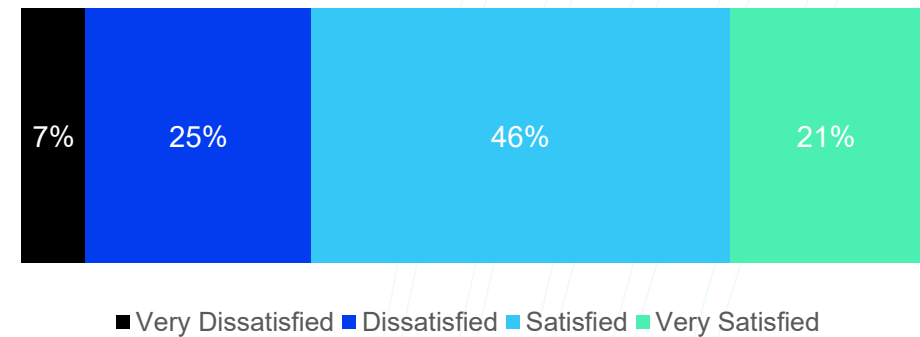
A minority of respondents (**9%**) expressed difficulty in understanding their bills as they rated them **unclear** or **very unclear**, while **7%** were unsure.

## Contacting service providers to request a bill correction in the past 12 months



Total number of respondents: 400

## Outcome of bill correction

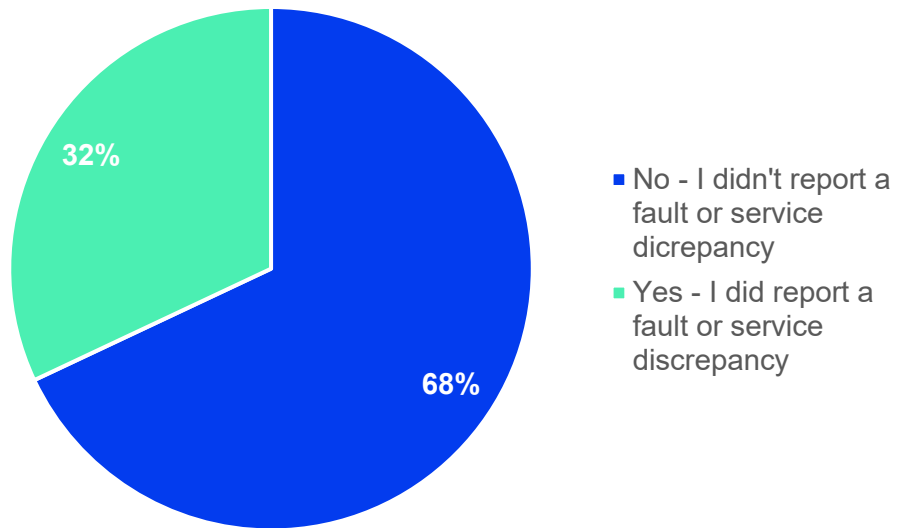


Total number of respondents: 56

# Faults and Compensation

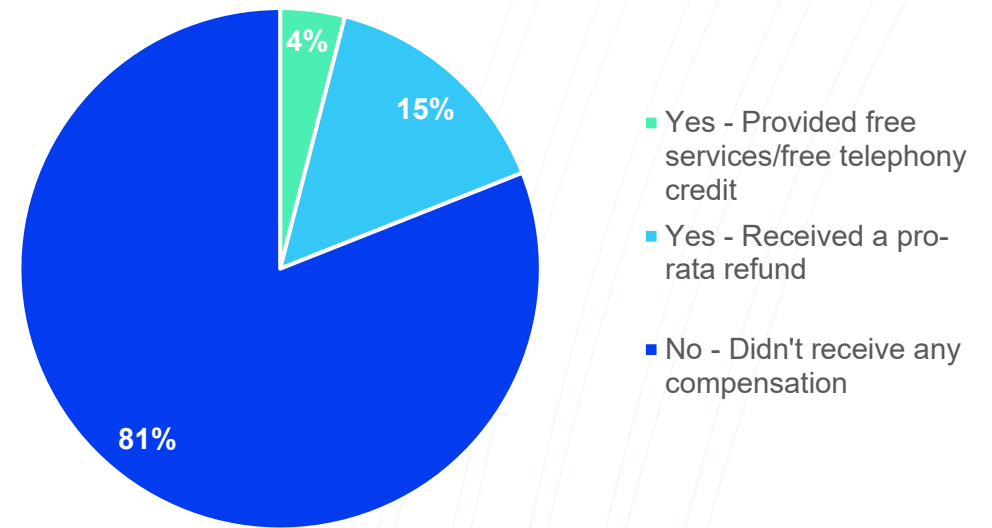


## Reporting faults or service discrepancies in the previous 12 months



Total number of respondents:400

## Compensation provided to those who reported a fault or a service discrepancy

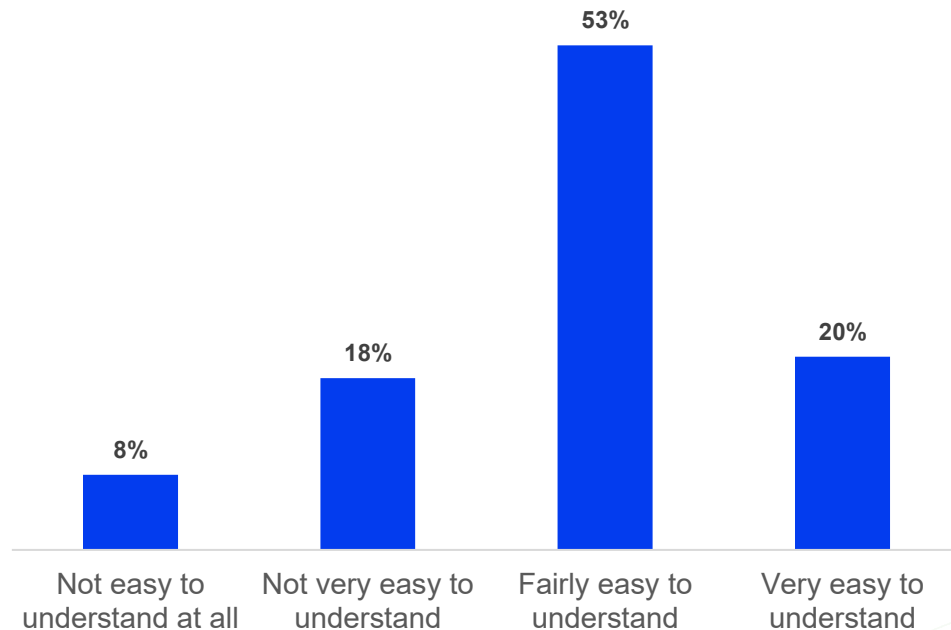


Total number of respondents:128

# Contracts



## Ease of understanding the contract summary



Total number of respondents:88

The **majority of respondents** who received a **contract summary** reported that it **was easy to understand**.

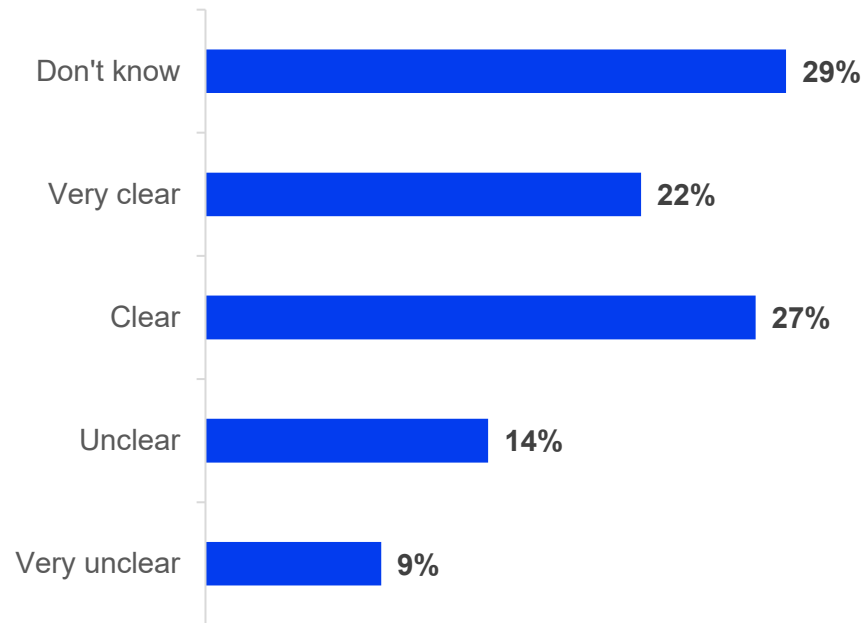
However, **26%** indicated that it **was not easy to understand**. The main reasons mentioned included:

- **Excessive text**
- **Technical or legal terminology**

# Changes to the terms and conditions

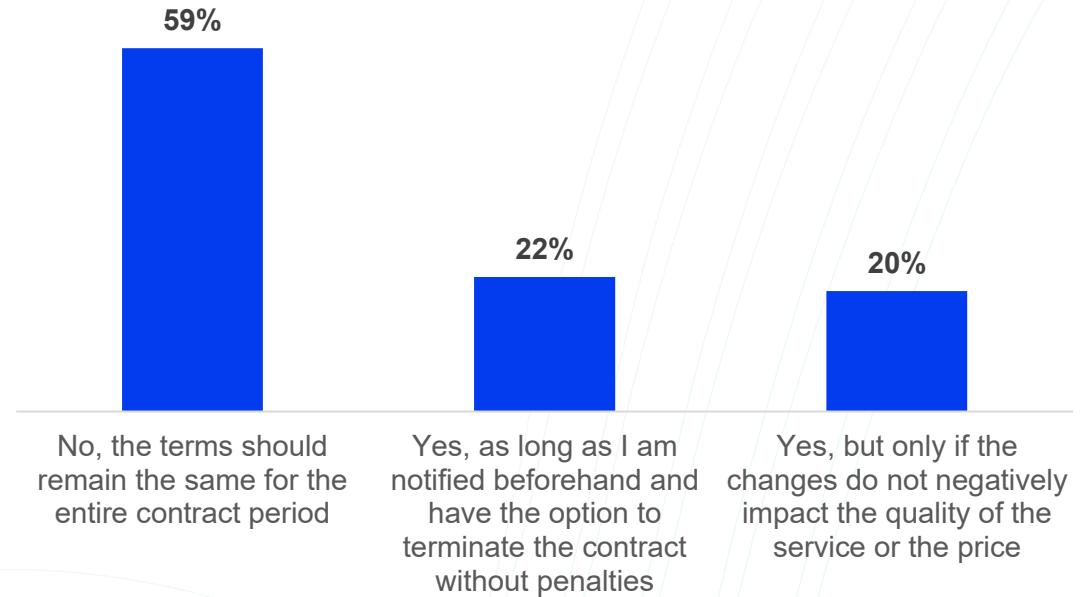


## Clarity and understandability of notifications to changes to terms and conditions in the previous 12 months



Total number of respondents:265

## Perceived fairness of contract modifications

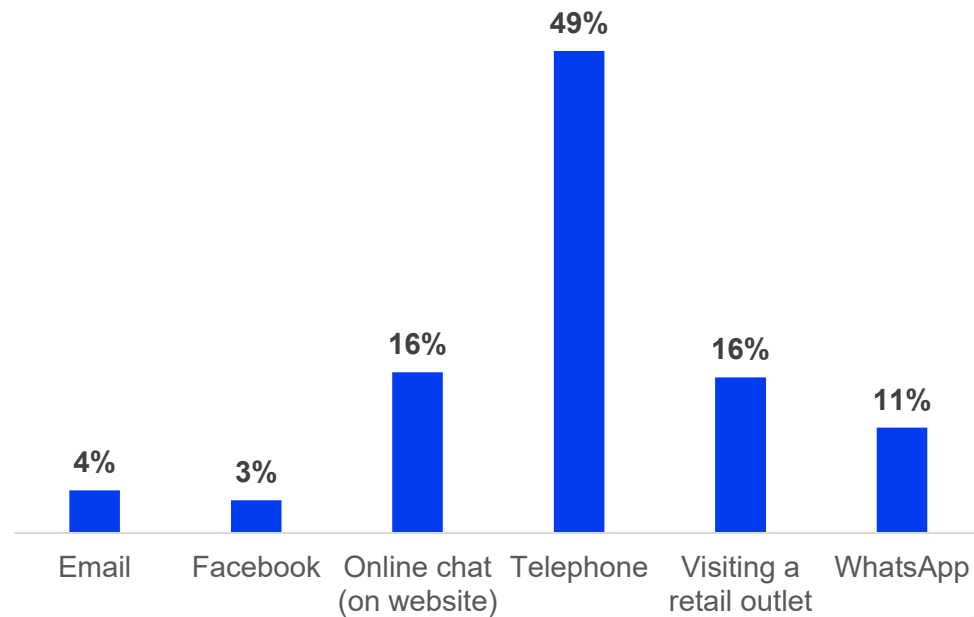


Total number of respondents:400

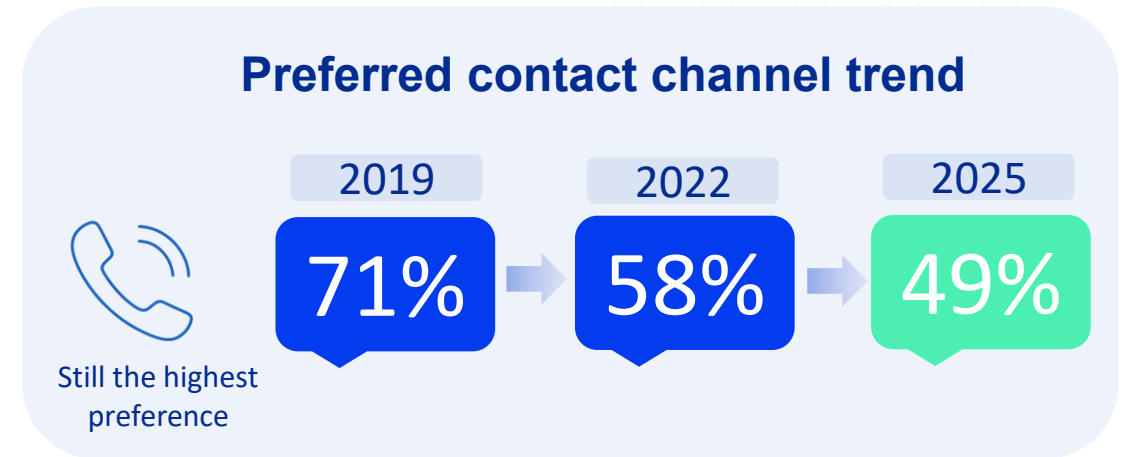
# Customer support



## Preferred channel for contacting service providers



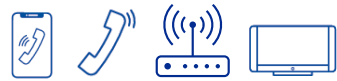
Total number of respondents: 390



# Customer care satisfaction



## Customer Care Satisfaction (Mean score)



### Telecoms



### Non-Telecoms

2022



3.1

2022



2.9

2025



3

2025



2.7

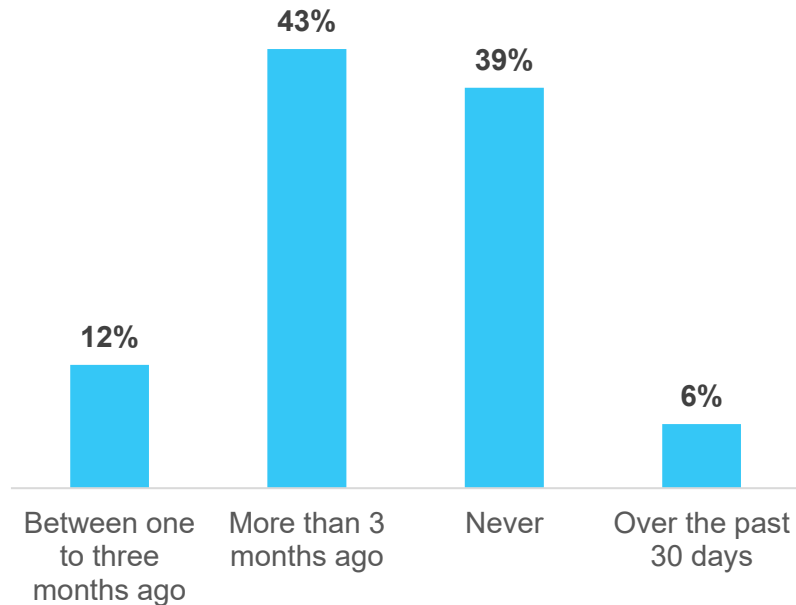
# Market Awareness and Fairness



# Market offers comparison behaviour

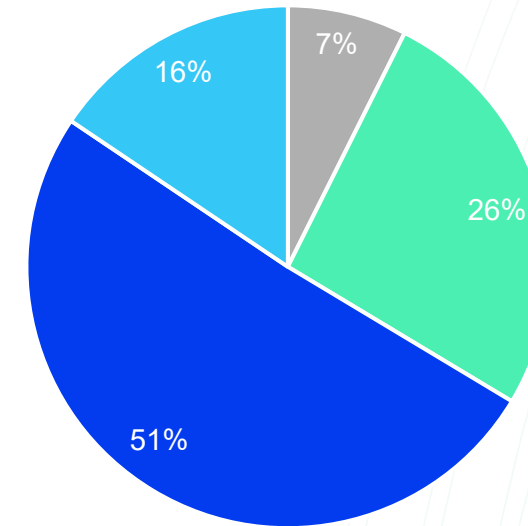


## Frequency of checking market offers among telecom users



Total number of respondents: 400

## Ease of comparing different telecom offers on the market



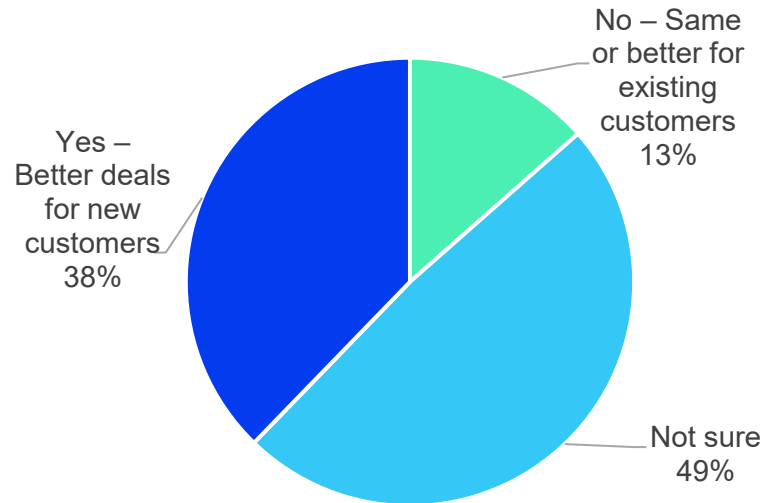
■ Very difficult ■ Fairly difficult ■ Fairly easy ■ Very easy

Total number of respondents: 244

# Deals for new vs existing customers

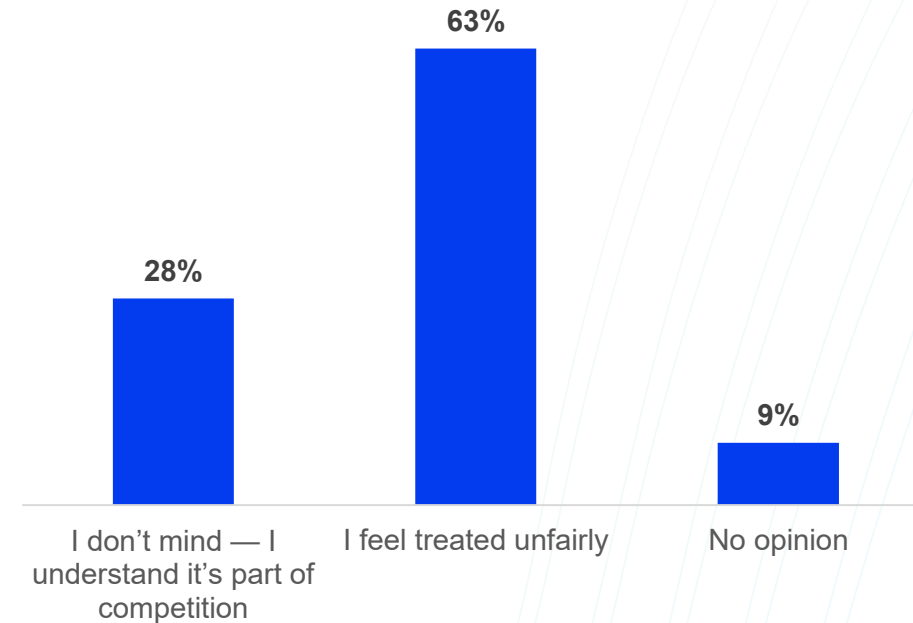


## Perception of better deals offered to new vs existing customers



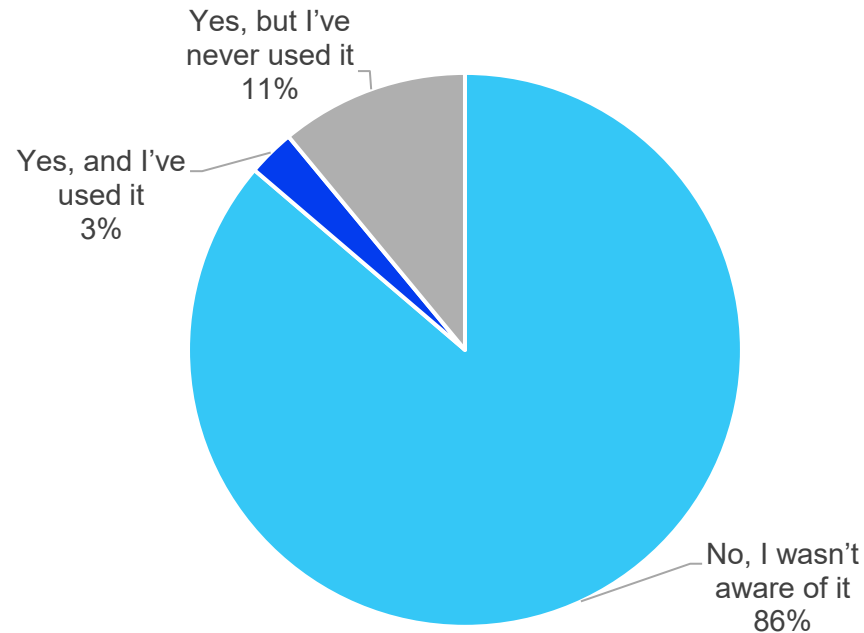
Total number of respondents: 400

## Perception of fairness in promotional deals to new customers



Total number of respondents: 151

## Awareness of MCA's price comparison website – Telecosts.com



Total number of respondents: 400

### Telecosts Awareness Trend

2022

4%

2025

14%

Increase in awareness since 2022

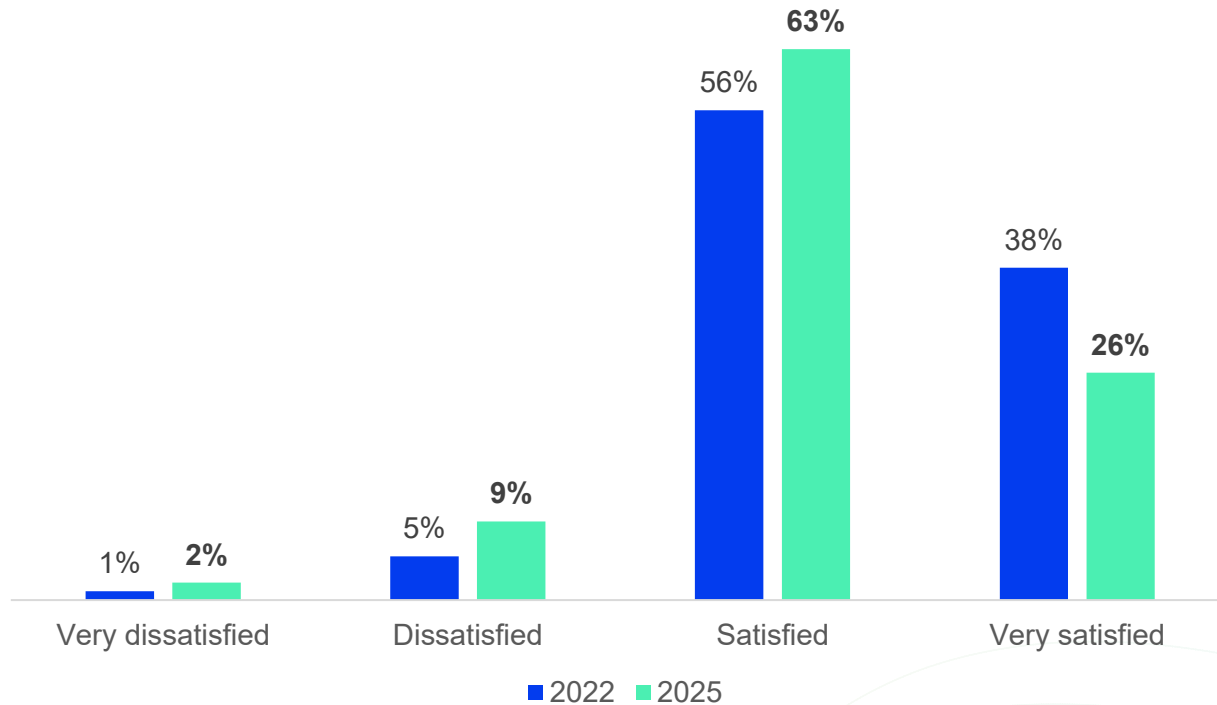
# Overall satisfaction with telecoms services



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## Overall Satisfaction



Total number of respondents: 400

### Overall Satisfaction Trend

**94%** (2022)

▼ declined to

**89%** (2025)

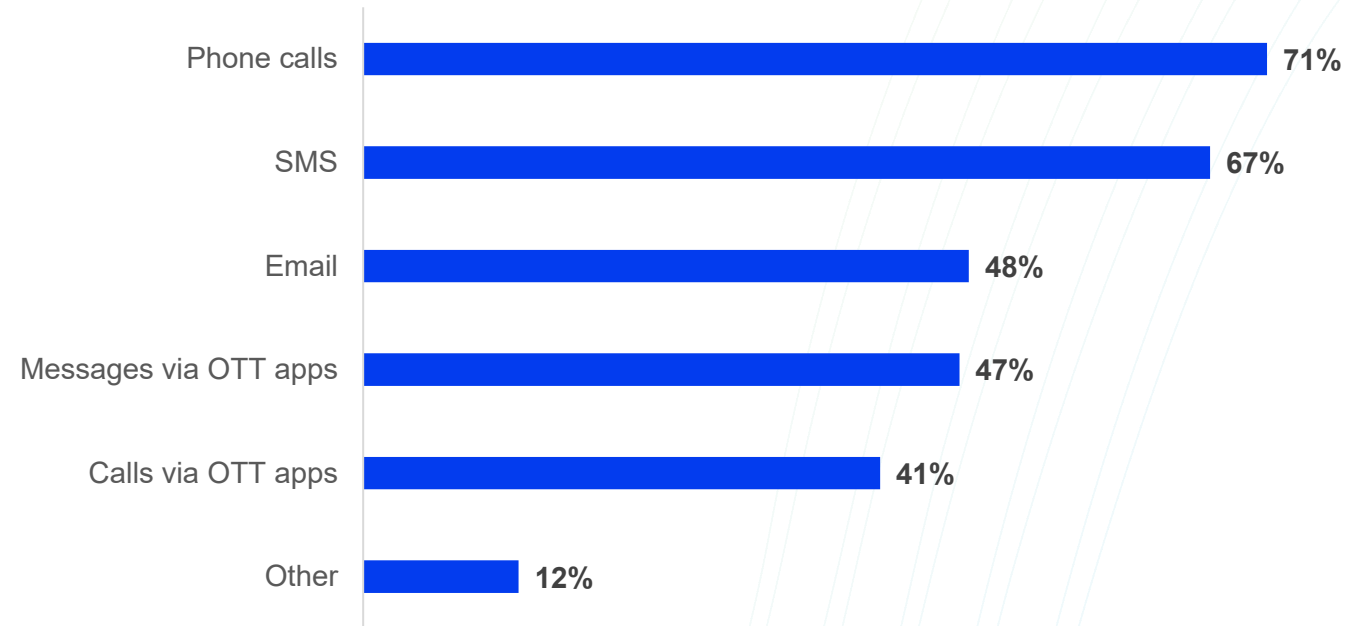
# Scam Awareness



## Channels of scam communications received in the previous 6 months

**88%**

of respondents received scams



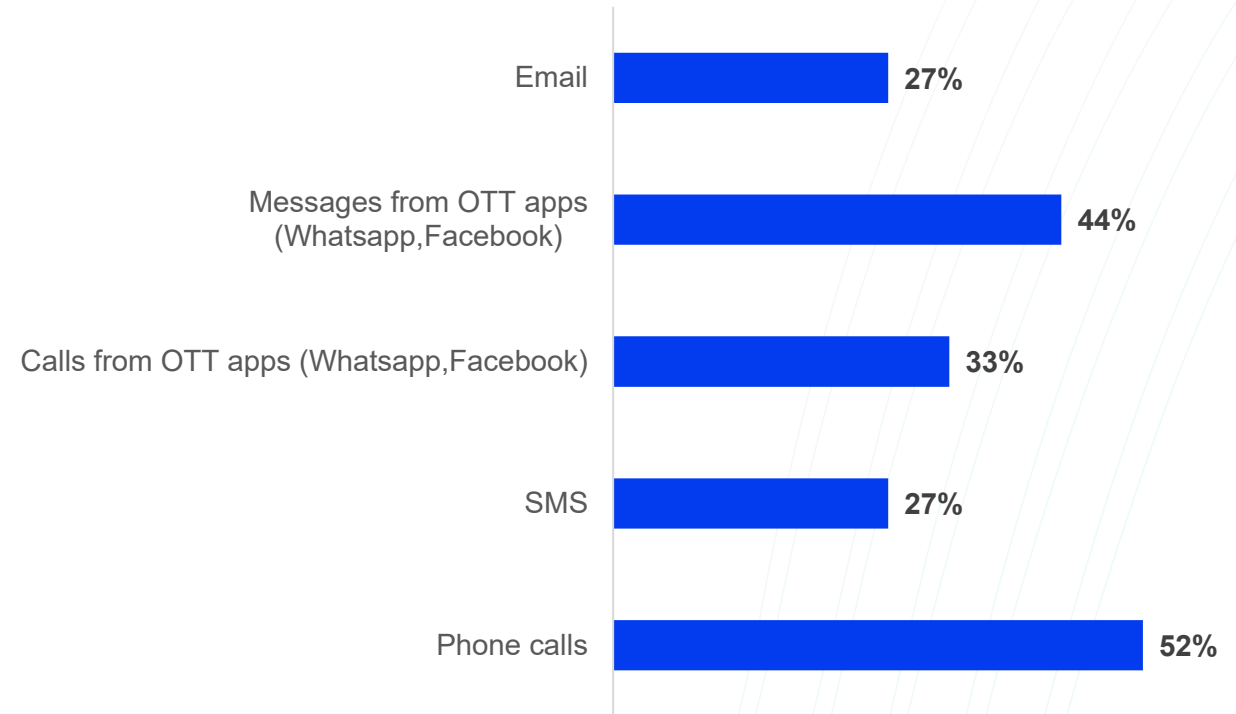
Total number of respondents: 400

## Victims of scams



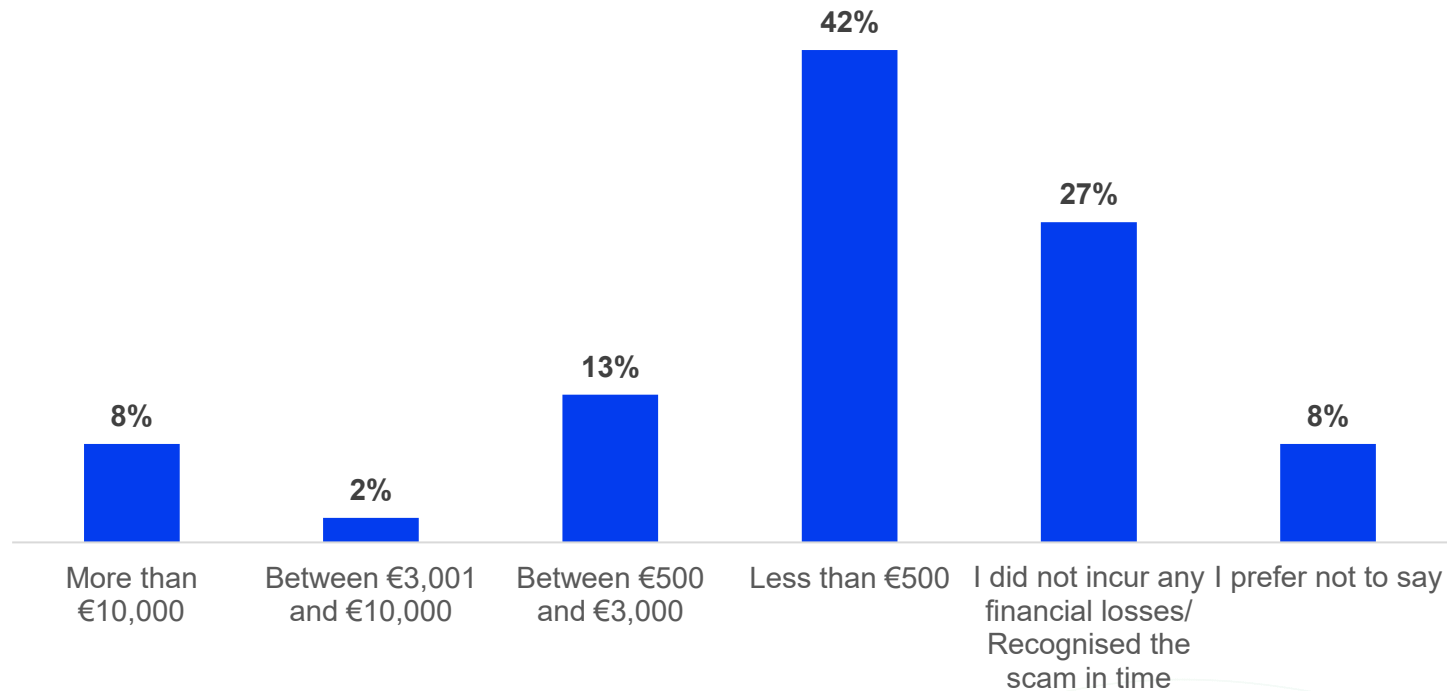
Total number of respondents: 400

## Channels through which victims fell for scams

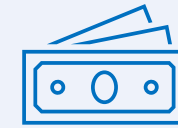


Total number of respondents: 48

## Financial loss experienced by scam victims



Total number of respondents: 48



# 42%

suffered a financial loss that was less than €500

# 8%

suffered more than €10,000



**Thank you**