



27/02/2024

REPORT

Telecom Tales



AUDIENCE

Demographics

United Kingdom

Category

Telecom

Advanced Screening

"BT Mobile" or "EE" or "giffgaff" or "iD Mobile" or "O2" or "Orange" or "Sainsbury's" or "T-Mobile" or "Talkmobile" or "TalkTalk" or "Tesco Mobile" or "Three" or "Virgin Media" or "Vodafone" or "Other" to "Which of these is your carrier for your primary mobile / cell phone?"

OBJECTIVE

To explore the customer journey within the telecommunications sector, from initial awareness and consideration to purchase, usage, and loyalty, highlighting key decision-making factors, pain points, and their good moments in telecommunications services. Additionally to explore consumer experiences, expectations, and preferences related to security, connectivity, contract flexibility, and customer service. To understand the importance of network security, the demand for reliable and fast connectivity, consumer attitudes towards contract terms, and the impact of customer service quality on satisfaction and loyalty.

BURNING QUESTION

What is the most important factor you consider while choosing a telecom provider?



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CHAT GUIDE

1. Which telecom provider do you currently use?
2. Can you share your experience with your current telecom provider?
3. How did you come to choose your current telecom provider? What influenced your choice?
4. Which of the following is the most important factor while choosing a telecom provider?
Answers: Pricing, Network quality (speed and coverage), Customer service reputation , Contract flexibility, Recommendations from friends/family
5. Can you describe a time when your telecom provider exceeded your expectations?
6. What's the most frustrating thing about your current telecom provider?
7. Do you think the price you pay for your telecom service is fair? Why or why not?
8. Have you ever experienced any security issues with your telecom provider? If so, how did you resolve it?
9. How important is reliable and fast connectivity to you? Why?
10. What are your thoughts on the contract terms of your current telecom provider?
11. Have you ever felt trapped or restricted by your telecom contract? Can you share your experience?
12. How would you describe your experience with your telecom provider's customer service? Can you give an example?
13. How has the quality of customer service affected your loyalty to your telecom provider?
14. If you had to give a score out of 10 for your telecom provider's customer service, what would it be?
15. Have you ever switched or considered switching your telecom provider? If so why?
16. If your telecom provider was a person, how would you describe them?
17. Imagine you are advising a friend on choosing a telecom provider, what would be your most important piece of advice?
18. If you could change one thing about your telecom provider, what would it be?
19. Is there anything else you would like to share about your experience with telecom providers?



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AI SUMMARY

In the United Kingdom, consumers prioritize various factors when choosing a telecom provider, with customer service reputation, pricing, and network quality (speed and coverage) emerging as the most significant considerations. Positive customer service experiences, such as prompt and helpful support, have a strong influence on customer satisfaction and loyalty. Consumers appreciate telecom providers that offer fair pricing, straightforward plans without hidden costs, and good value for money. The flexibility of contracts, including the ability to leave without exit fees, is also valued, as it provides a sense of freedom and avoids the feeling of being trapped. Reliable and fast connectivity is crucial, especially for those who work from home or need constant access for safety reasons. While some consumers have experienced frustrations with patchy internet, long wait times for customer service, or misleading pricing, those who have had their expectations exceeded through exceptional service, reliable network coverage, and fair contract terms express high levels of satisfaction and loyalty. Consumers also emphasize the importance of doing research, using comparison websites, and considering customer reviews before making a decision. Overall, the most important factor for consumers when choosing a telecom provider is a balance of excellent customer service, competitive pricing, and dependable network quality.





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KEY INSIGHTS

Pricing and Value for Money

- Customers prioritize straightforward plans with no hidden costs and consider the overall value they receive, including family packages and discounts for multiple services.
- Fair pricing, especially in comparison to the quality of service received, is crucial, and customers appreciate flexibility in contracts without exit fees.

Network Quality and Reliability

- Reliable connectivity and coverage, especially in remote areas or for work related purposes, are essential factors in choosing a telecom provider.
- Customers value the ability to have consistent and fast internet access for various activities, including work, socializing, and entertainment.

Contract Flexibility and Transparency

- Flexible contracts that allow customers to leave without extra charges are preferred, as they provide a sense of freedom and control.
- Transparency in contract terms and clear communication about fees, data charges, and contract lengths are important to avoid feelings of being trapped.

Loyalty and Rewards

- Loyalty to a telecom provider is often rewarded with incentives such as discounts, free upgrades, or additional perks, which encourages customers to stay with their current provider.
- Good customer service experiences and feeling valued as a customer play a significant role in maintaining loyalty to a telecom provider.





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KEY INSIGHTS

Security and Trust

- Customers have not reported significant security issues, indicating trust in their providers' ability to protect their privacy and data.
- The absence of security concerns contributes to the overall positive perception of a telecom provider and reinforces customer trust.

Impact of Negative Experiences

- Negative experiences, such as poor customer service, misleading pricing, or long wait times, can lead to dissatisfaction and the consideration of switching providers.
- Customers expect telecom providers to act upon complaints effectively and value honesty and fairness, especially for long term customers.

These insights suggest that telecom providers should focus on maintaining high quality customer service, offering fair and transparent pricing, ensuring reliable network coverage, providing flexible contract options, rewarding customer loyalty, and upholding security and trust to retain and attract customers.





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PROJECTIVE ANALYSIS

If your telecom provider was a person, how would you describe them?:

Analysis of the responses to this projective question reveals a range of personifications of telecom providers based on the respondents' experiences. Descriptions such as "helpful and innovative," "efficient, reliable, approachable," "trustworthy and reliable," "helpful understanding consistent," "helpful, efficient, polite," "friendly and efficient," "functional but not flashy or exciting," "like a great supportive aunt or uncle," "reliable but also deceiving," and "reliable and friendly" indicate that many respondents view their telecom providers as supportive and dependable entities. However, there are also hints of dissatisfaction, with one respondent describing their provider as "deceiving," suggesting a breach of trust. Overall, the personifications lean towards positive attributes, with a focus on reliability, helpfulness, and efficiency, but not without a critical view of customer service and transparency in some cases.





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PROJECTIVE ANALYSIS

Imagine you are advising a friend on choosing a telecom provider, what would be your most important piece of advice?:

Analysis of the responses to this projective question shows that the most important pieces of advice given by respondents revolve around conducting thorough research, considering pricing and customer service reputation, and understanding contract terms. Respondents emphasize the importance of shopping around, reading reviews, doing price comparisons, and looking for the best value deals. They also suggest considering network quality, such as speed and coverage, and the flexibility of contract terms. Loyalty rewards and the importance of reliable connectivity, especially for those who work remotely or travel, are also highlighted. The advice given reflects a balance between cost-effectiveness and quality of service, with a strong emphasis on informed decision-making and the need for transparency and fairness from telecom providers.





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HUMAN KEY QUOTES

"Yes when the internet was not working and i was at home needing to do something work. i spoke to a man who went above and beyond to sort it out quickly "

Age 27, Female

"He went to speak with several other departments to try and pin point why the internet was not working. he kept me updated at all times so i was not waiting around to hear from him. it made me feel like he cared and wanted to help his customers "

Age 27, Female

"It is extremely important as i work in a call centre at home so i am unable to work properly if the internet is not reliable and then could get in trouble for work "

Age 27, Female

"The best signal out of all the carriers i have tried over the years. i love the piggybank of data which i can pool when i have not used my quota and then transfer to the next month or pass it on to my partner who is also with sky mobile"

Age 29, Male

"Very good, from placing the order to receiving the handset it was very quick. i purchased the item and had received it the following morning. it was super easy to place the order and also to set the handset up and transfer my new number etc "

Age 29, Male

"The quality of their service plus their pricing and lack of increase in price during the cost of living crisis means i will stay with them when my current contract is up. i have been very happy with them and this has played a role in my loyalty to their services going forward "

Age 29, Male





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HUMAN KEY QUOTES

"Vodafone advised really well on different options available to me and have been helpful ever since. i've never had any issues with vodafone. giff hasn't offered customer service but was very cheap. "

Age 32, Female

"When enquiring about upgrade packages and they offered a very comprehensive breakdown of what the contract involved and made sure i was satisfied "

Age 32, Female

"Ee. i chose ee because everyone else in my house uses the same network and my wifi is also ee so i got a good deal for having multiple contacts. "

Age 34, Female

"When i have been in remote areas or countryside i have still had pretty good coverage and surprisingly never been stuck without data "

Age 34, Female

"Really good. when i have spoke to them on the phone they have been very helpful and efficient. when i wanted to add another contract to my account they made sure to give me a good deal"

Age 34, Female

"When i was traveling for business purposes to different cities. i required good and reliable connectivity. i found it useful for meetings and zoom calls."

Age 41, Female





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HUMAN KEY QUOTES

"I think overall the terms offered are mainly clear and transparent. they could elaborate further and provide numeric tables in relation to their data charges."

Age 41, Female

"The basic monthly tarrif does not include unlimited data and that is why when extra data is required the charges can be high. the basic tarrif does not allow calls to all numbers."

Age 41, Female

"I have not found myself to be frustrated with them. they always offer a really good service and are always available to chat with when i need assistance "

Age 39, Female

"It's very important. i use my phone a lot on the go and a lot for my work so i need to to be reliably connected at all times so that i am always contactable"

Age 39, Female

"Yes i find them pretty reasonable. the contract lengths are great and i have the opportunity to accept an early upgrade with no fees as well"

Age 39, Female

"They personally saw through a signal issue that i had with the specific member of the team making sure that everything was dealt with personally. they also gave me a reduction on my bill as an apology for the inconvenience "

Age 39, Female





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HUMAN KEY QUOTES

"I do like my telecom provider, however i do wish my contract was shorter so i could update my contract. the early termination fees aren't the best but that is due to my longer contract. so, i do find them reasonable and fair."

Age 19, Female

"I would say my experience with the customer service my telecom provider provides is fairly good, their services are excellent and they are very helpful to their customers. i have contacted them regarding my contract length and they explained the monthly payments left and if i would like to i can always pay the contract off and purchase a newer phone, which was a positive experience and they were really helpful."

Age 19, Female

"Definitely high quality customer service, good communication and very positive attitudes towards their customers which i like about them. i would definitely choose them once my contract renews."

Age 19, Female



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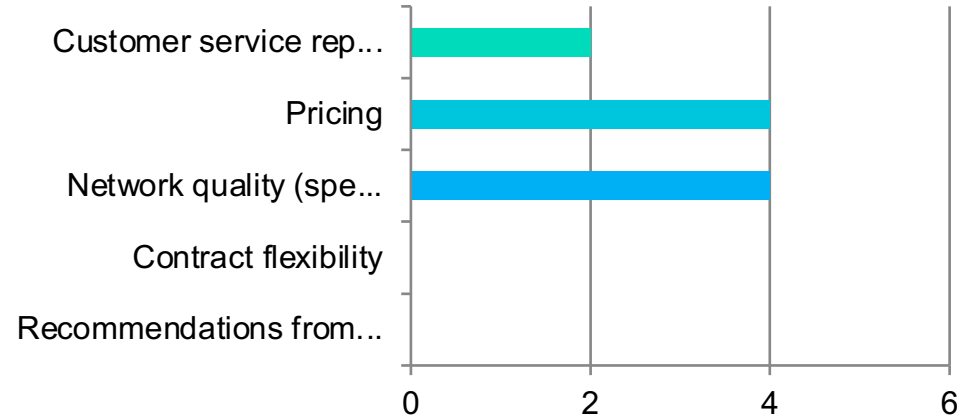
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POLLS

Which of the following is the most important factor while choosing a telecom provider?





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SAVED SEARCHES

What are the insights about different providers according to consumers?

Based on the analysis of the consumer chats, here are some insights categorized by different telecom providers mentioned by the respondents:

BT (British Telecom):

- Customers are attracted by promotional deals and packages that offer discounts for signing up.
- The reputation for responsive and helpful customer service is a significant factor in the decision-making process.
- Some customers experience issues with internet connectivity, such as patchy service and limited range within their homes.
- There is a high value placed on flexible contract terms, such as rolling contracts without exit fees.
- Security has not been a major concern for these customers, as no security issues were reported.
- Reliability and fast connectivity are crucial, especially for those working from home.
- There is some dissatisfaction with price increases and perceived unfair pricing, especially for long-term customers.
- Customer service experiences have been mixed, with some customers reporting excellent service while others have had issues with customer service not being coherent or responsive to complaints.





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SAVED SEARCHES

Tesco Mobile:

- Customers appreciate the good value and reliability of the service.
- Family packages and the integration with Tesco Clubcard are seen as beneficial.
- The flexibility of contracts and the absence of hidden costs are important to customers.
- Customer service is rated highly, with quick responses and helpful support, such as offering free credit in times of need.
- Some customers have experienced high data charges while traveling, which has been a point of frustration.
- Loyalty is rewarded with incentives, and customers feel a sense of trust and efficiency with the provider.

Sky Mobile:

- Competitive pricing and the ability to carry over unused data are attractive features.
- Customers report strong signal quality and appreciate the cost-effective data plans.
- The initial cost of handsets and monthly tariffs are considered when choosing Sky Mobile.
- Customer service is viewed positively, with quick and efficient handling of orders and setup.
- Loyalty is influenced by the quality of service and pricing, especially during times of economic difficulty.

Giffgaff and Vodafone:

- Giffgaff is chosen for its low pricing, while Vodafone is selected for its customer service.
- Recommendations from family members play a role in the decision to choose these providers.
- Contract terms, such as length and flexibility, are important considerations.
- Customer service experiences with Vodafone have been positive, with knowledgeable and friendly support.
- Some customers desire shorter contract lengths for greater freedom to change phones more regularly.





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SAVED SEARCHES

EE:

- Customers choose EE for good deals, especially when multiple contracts are involved, such as family plans and bundling with home Wi-Fi.
- Network reliability and easy access to customer service are highly valued.
- Customers feel that the price they pay is fair and appreciate the coverage, even in remote areas.
- There is a strong sense of loyalty due to the efficiency and helpfulness of customer service.

Three:

- Customers are attracted by the best value deals and previous positive experiences with the provider.
- The reliability of the connection and the absence of frequent dropouts are important.
- Customer service is generally good, with personal attention to issues and compensation for inconveniences.





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chat@boltinsight.com

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