

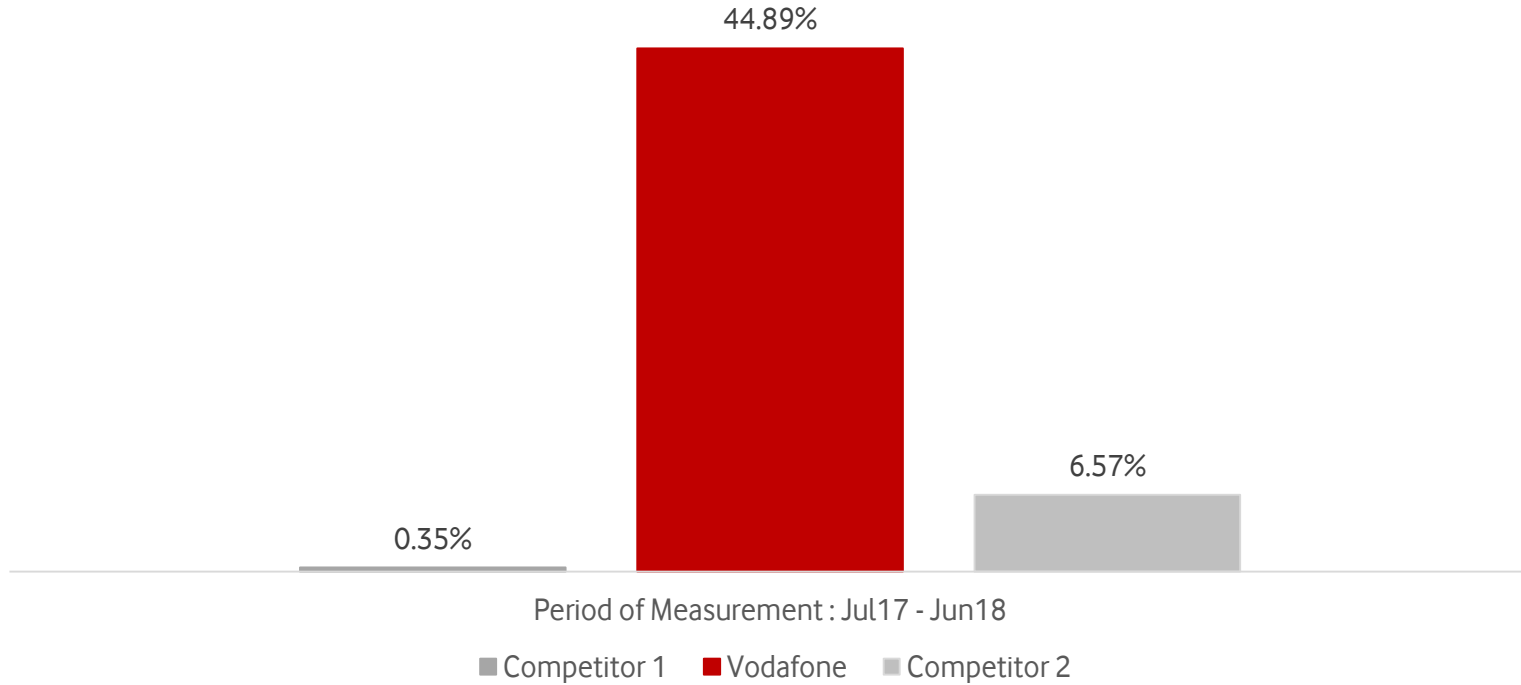


## Home Internet Satisfaction Score

Tuesday, 24 July 2018



# Home Internet Satisfaction Score



# Net Satisfaction Score Details

- The Home internet satisfaction score is based on a monthly measurement of the satisfaction of customers of the different providers. The score is based on the answers of customers for the following question: Thinking now about the fixed broadband you use with \_\_\_\_\_ How satisfied are you from a scale 0 to 10 (where 0 means you are not satisfied at all and 10 meaning you are very satisfied)?
- The Net Satisfaction Score is based on a methodology broadly used in the service industries and used in all markets by Vodafone since 2011 where those scoring their provider 9 and 10 are considered “promoters”, those scoring 7 and 8 are considered as “Neutral” whilst those scoring 0-6 are considered “detractors”. The Satisfaction score is a net score (i.e. percentage promoters minus percentage detractors)
- The study takes place on a monthly basis with a representative sample size of 623 respondents based on national demographics of age, gender and region. Scores published in slide 1 represent a twelve (12) month rolling average i.e. total sample of 7,484 respondents (99% confidence levels with a 1.39% margin of error)

