

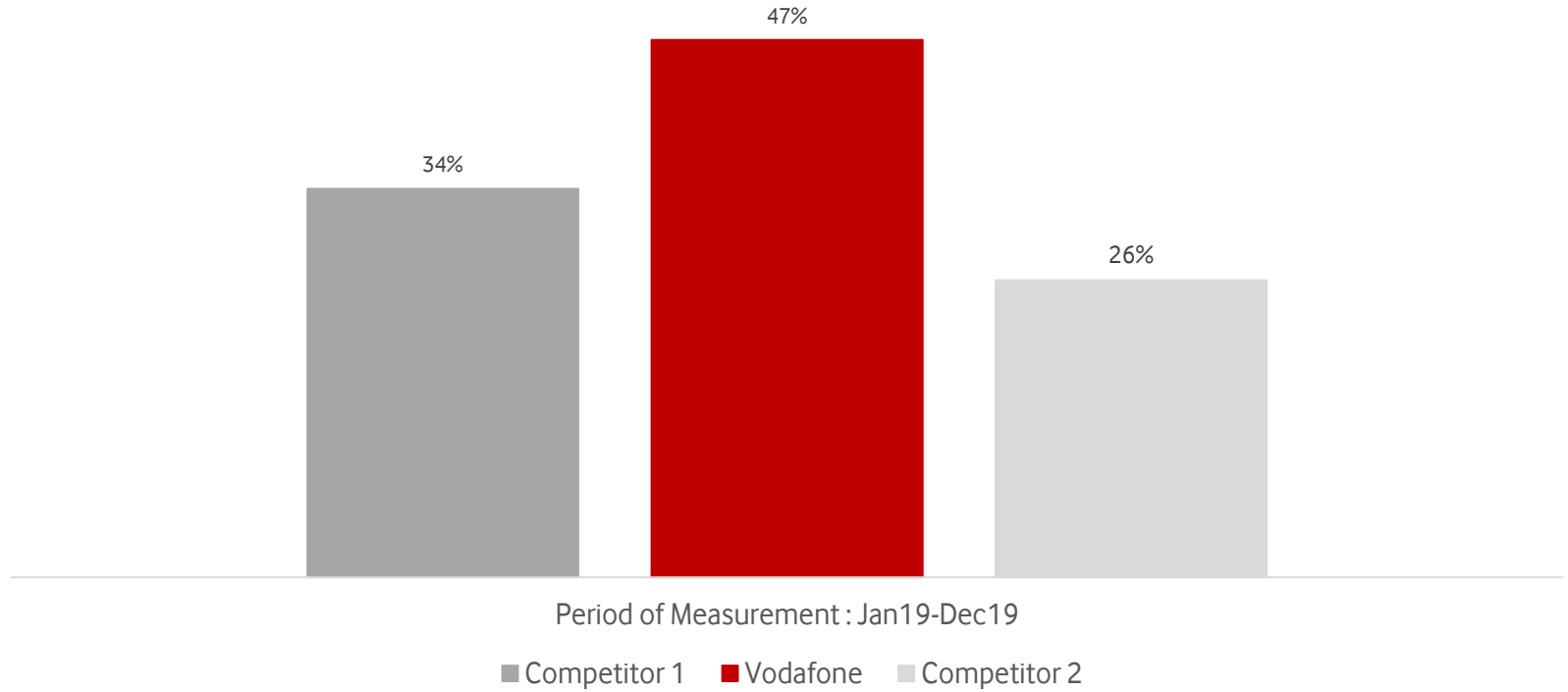


## Network Satisfaction Score

Friday, 28 February 2020



# Network Satisfaction Score



# Net Satisfaction Score details

- The Network satisfaction score is based on a monthly measurement of the satisfaction of customers of the different providers. The score is an average of four (4) elements of Network performance i.e. Signal Strength, Voice Quality, Data Speed and Data Connection. Respondents answer the question: Thinking about your mobile service provider, how satisfied are you of \_\_\_\_\_'s signal strength/voice quality/data speed/data connection, 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 610 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 1.49% margin of error)

