

Comparing customer service: mobile, home broadband and landline



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Overview

This is Ofcom's sixth annual report on how customer service levels compare across the telecoms industry. We publish it to help people make informed decisions about which provider is best for them, as part of our work to ensure fairness for customers.

By shining a light on the performance of the UK's main mobile, broadband¹ and landline providers, this report allows people to look beyond price and see what level of service they can expect from different providers. It also acts as an incentive for providers to improve their level of customer service.

This report covers customers' experiences in 2021 amid the continued impact of the Covid-19 pandemic. Overall customer satisfaction levels were high, in particular for mobile, and it is also pleasing that complaints to Ofcom fell for most providers in 2021. However, for some aspects of customer service it was another challenging year: some customers continued to experience lower levels of service quality at times and service levels did not return to 2019 levels across the industry. Particularly, call centre waiting times have remained at higher than pre-pandemic levels and customer satisfaction with complaint handling was around 50% in 2021.² This is disappointing, and it is vital that providers do more to improve customer service and put treating customers fairly at the heart of their business. Ofcom will continue to engage with providers and challenge them to prioritise service improvements to beyond pre-pandemic levels.

Information in this report has been collected through our own research, directly from the larger telecoms providers and from third parties. The high-level findings in this report are supported by an [interactive data tool](#), which provides detailed information on how providers compare across all the datasets we have collected.

¹ 'Broadband' refers to residential broadband services delivered over a fixed line i.e. excluding mobile broadband.

² While we are unable to make direct year-on-year comparisons on data drawn from the Complaints Handling Tracker this year, indicatively the situation does not appear to be improving.

What we have found

Mobile customers were most likely to be satisfied with the service from their provider, with 91% saying they were satisfied with their service overall and only 3% saying they were dissatisfied. This compared to 83% of broadband customers (an improvement on last year) and 77% of landline customers being satisfied with their service, with dissatisfaction at 8% and 6% respectively. For mobile, Tesco Mobile (96%) customers had higher than average satisfaction, while Three (86%) and Virgin Mobile's (83%) customers had lower than average satisfaction. For broadband and landline, BT customers had higher than average satisfaction (88% and 81% respectively), an improvement since the last wave for broadband, while Virgin Media customers had lower than average satisfaction (78% and 69% respectively).

Across mobile, broadband and landline, the average numbers of complaints made to Ofcom have fallen or stayed the same for almost all providers since last year. Virgin Media's complaints about broadband had the highest increase. There were also small increases in O2 and Tesco Mobile's complaints, although Tesco Mobile remained the least complained-about provider for the fifth consecutive year.

Only around half of mobile, broadband and landline customers who made a complaint to their provider in 2021 were satisfied with the way their complaint was handled. This is an industry-wide issue, with no provider having more than 57% satisfaction with its complaint handling.

Average call waiting times in 2021 remained higher than the pre-pandemic level. Mobile customers calling their provider spent an average of 2min 15s in a queue in 2021, while broadband and landline customers waited on average 2min 16s. Four out of nine mobile providers in our analysis managed to reduce their average call waiting times in 2021, but of these, only Sky Mobile and Three reduced them to levels experienced before the pandemic. For broadband and landline, most providers in our analysis saw a decrease in their average call waiting times since 2020, but only Plusnet, Sky, Virgin Media and Vodafone reduced them to below pre-pandemic levels.

Across major broadband and landline providers there were 44 faults a month, of any kind, per 1,000 customers reported in 2021. Vodafone had the highest number of faults per 1,000 customers at 67 per month, while Plusnet had the lowest, at 23. Sky and Plusnet had an increase in the monthly average number of faults per 1,000 customers in 2021, while all the other providers that have reported data for both years reported fewer faults a month per 1,000 customers than in 2020. Faults resulting in total loss of service were resolved within two days on average in 2021, with 86% of total loss of service faults being fixed within a week.

Eighty-eight per cent of landline and broadband orders were completed by the agreed date, with Vodafone completing the lowest proportion of orders on the date agreed (78%) and KCOM the highest (99%).

In 2021, signatories to the automatic compensation scheme paid £58.5m to consumers when things went wrong with their broadband and/or landline. This is more than double the amount of automatic compensation that was paid in 2020, when there were some circumstances related to the Covid-19 pandemic that made it legitimate for providers not to make automatic compensation payments (e.g. if an engineer's visit to a customer's home was not possible because the customer was self-isolating).

Changes to our research trackers

Before 2020, both the Reasons to Complain Tracker (RtC) and Customer Satisfaction Tracker (CST) collected data face-to-face in the home. In 2020, due to the Covid-19 pandemic, it was not possible to conduct research with an element of in-home interviewing. Therefore, Ofcom moved to an online methodology for both the RtC and CST. We kept this methodology for both trackers in 2021. As such, we are again able to make year-on-year comparisons on data from these trackers.

While we can compare data drawn from the two most recent waves of Customer Satisfaction and Reasons to Complain market research trackers, the findings in both 2020 and 2021 may have been affected by respondents' changing attitudes towards, expectations of, and propensities to complain about telecoms services, due to their increased reliance on them during the pandemic.

The Complaints Handling Tracker remained online in both 2020 and 2021. However, we made changes to the sampling methodology of the CHT in this wave and are therefore unable to make year-on-year comparisons based on data drawn from this research.

Mobile customer service



	Average mobile	BT	EE	giffgaff	iD mobile	O ₂	sky	TESCO mobile	3	Virgin	vodafone
Satisfaction with service overall	91%	N/A	92%	95%	N/A	92%	N/A	96%	86%	83%	92%
Satisfaction with value for money	85%	N/A	82%	96%	N/A	86%↑	N/A	96%	81%	85%*	83%
Customers with a reason to complain	9%	10%	7%	8%	4%	9%	7%	5%	16%	11%	12%
Overall satisfaction with complaint handling**	53%	N/A	55%	53%	N/A	53%	N/A	49%	52%	57%	52%
Complaints to Ofcom per 100,000 subscribers	10↓	8↓	5↓	N/A	12↓	9↑	6↓	4↑	14↓	16↓	14↓
Average call waiting times (mm:ss)	2:15↑	0:55↑	2:25↑	N/A	1:39↑	3:59↑	1:50↓	2:15↓	0:16↓	1:59↓	2:30↑

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous year (2020) at the 99% confidence level for market research results / higher or lower than the previous year (2020) for operator data.

* Satisfaction with value for money: Virgin Mobile had a low base size (90) associated wide margin of error, so results should be treated as indicative only.

** Year-on-year analysis is not possible for this wave of the Complaints Handling Tracker. Please see Annex 2 for more detail.







Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, this applies to Sky's reason-to-complain score. Sky's score has a wider margin of error when compared to EE, as Sky has a lower base size. Hence the result for Sky, while the same as EE, is not marked as significantly different to the average.

Results are marked 'N/A' where market share is below 4%, or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes and significance testing. See Annex 3 for complaints to Ofcom and average call waiting times methodologies.

Customer satisfaction

- **Ninety-one per cent of mobile customers were satisfied with their service overall in 2021**, consistent with 2020. Tesco Mobile customers were more likely than average to be satisfied (96%), while Three (86%) and Virgin Mobile customers (83%) were less likely to be satisfied. Satisfaction levels were in line with the average for all other providers.
- **Only 3% of mobile customers said they were dissatisfied with their service overall.** Nearly two-thirds of these (63%)³ said that poor reception or coverage in any location⁴ was a key driver of dissatisfaction.
- **Tesco Mobile (90%) and Vodafone (87%) customers were more likely to be satisfied with their mobile reception or signal strength, compared to the average (83%).** Customers of Three (71%) and Virgin Mobile (78%) were less likely to be satisfied.⁵
- **giffgaff and Tesco Mobile customers were more likely than average to be satisfied with the value for money of their mobile services (both 96% vs the 85% average).** All other providers were in line with the average. O2 customers were more likely than in 2020 to be satisfied with value for money (86% vs 79% in 2020).
- **As in 2020, giffgaff and Tesco Mobile customers were more likely than average to recommend their provider to a friend,⁶ while Three and Virgin Mobile customers were less likely than average to do so.⁷** The scores of all the other providers were in line with the sector average.

Figure 1: Recommend to a friend: mobile providers

	2021	2020
More likely to recommend		
Mobile average		
Less likely to recommend		

Source: [Ofcom Customer Satisfaction Tracker 2021](#).

³ Low base size (72)

⁴ i.e. in an unspecified place, at home or 'in my area'.

⁵ Tesco Mobile uses O2's network, while Virgin Mobile uses Vodafone's network.

⁶ Net Promoter Score TM (NPSTM), see Annex 2 for further details on how this metric is calculated. Full results can be found in the data tables [Ofcom Customer Satisfaction Tracker 2021](#).

⁷ The average 'recommend to a friend' score in the mobile market in 2021 was 21. EE (20), giffgaff (44), O2 (23), Tesco Mobile (45), Three (5), Virgin Mobile (2) and Vodafone (16) all have scores that are between 0 and 50 and therefore considered 'good' based on global NPSTM standards.

Complaints⁸ and complaints handling⁹

- **Nine per cent of mobile customers said they had reason to complain about their mobile service or supplier in 2021**, consistent with 2020. Vodafone (12%) and Three (16%) customers were more likely than average to say they had a reason to complain – as was the case in 2020. EE (7%) and Tesco Mobile (5%) customers were less likely than the market average to have a reason to complain.
- **Where mobile customers had reason to complain,¹⁰ the most common reason was that their service was not performing as it should (48%)**; for example, because of poor connection quality or loss of service. This was followed by billing, pricing or payment issues (32%), and then dissatisfaction with customer service (19%). These were the same top three reasons as in 2020.
- **Only half (53%) of mobile customers who made a complaint to their provider in 2021 were satisfied with the way their complaint was handled.** Satisfaction levels on this measure were in line with the average for all providers.
- **Most complaints require more than one contact to be resolved, with only two in five (43%) mobile complaints being completely resolved on first contact.** Again, all providers were in line with the average.

Figure 2: Handling of mobile complaints

	Average mobile	EE	giffgaff	O ₂	TESCO mobile	3	Virgin mobile	vodafone
Overall satisfaction with complaints handling	53%	55%	53%	53%	49%	52%	57%	52%
Complaints completely resolved on first contact	43%	46%	42%	42%	41%	41%	39%	42%

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Source: [Ofcom Complaints Handling Tracker 2021](#) (see Note F & G in Annex 1 for more information)

⁸ Source: [Ofcom Reason to Complain Tracker 2021](#)

⁹ Source: [Ofcom Complaints Handling Tracker 2021](#)

¹⁰ 'Reason to complain' is defined as respondents who said that they had a reason to complain irrespective of whether they actually went on to make a complaint.

Complaints to Ofcom

For the fifth consecutive year, Tesco Mobile generated the fewest complaints to Ofcom per 100,000 subscribers in 2021. Virgin Mobile generated the most complaints per 100,000 subscribers with 16. The average number of complaints received a year per 100,000 subscribers fell from 13 in 2020 to 10.

Figure 3: Pay-monthly mobile complaints per 100,000 subscribers: 2021



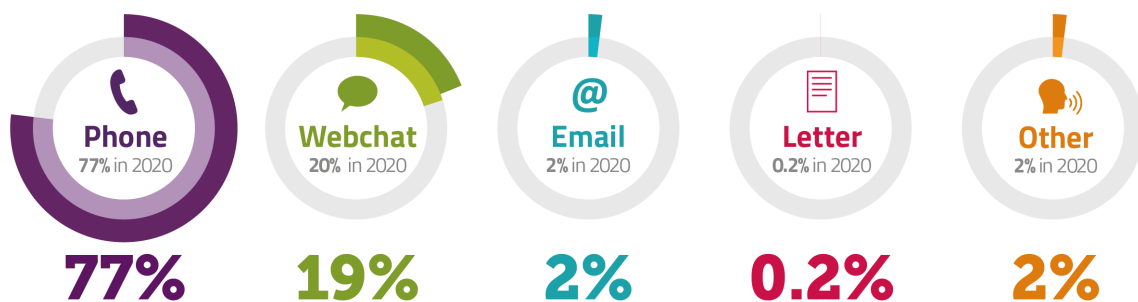
Source: Ofcom, 2021.

Notes: All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. The actual measurable difference between the following providers' pay-monthly complaints per 100,000 subscribers is less than one, so their results should be considered comparable: 1. EE and Sky Mobile; and 2. BT Mobile and O2; 3. Vodafone and Three.

Customer contacts

Phone remained the most popular way for mobile customers to contact their provider, accounting for 77% of contacts during the year; the same as in 2020. Webchat was the next most popular at 19%, slightly down from 20% in 2020.

Figure 4: Customer contacts with mobile providers, by channel



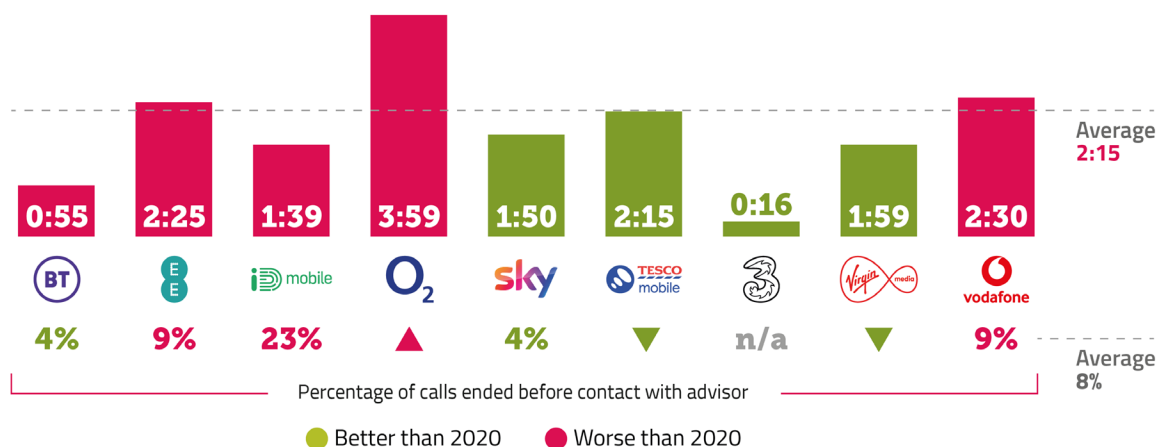
Source: Ofcom / provider data, 2021

Call waiting time and abandonment rate

- The average call waiting time for mobile customers increased slightly, from 2min 7s in 2020 to 2min 15s in 2021.¹¹
- Four providers out of nine in our analysis managed to reduce their average call waiting times in 2021, but only Sky and Three reduced them to levels experienced before the pandemic.
- O2 had the longest average call waiting time for mobile customers, at 3min 59s in 2021 (up by 1min 42s since 2020). Three had the shortest average call waiting time, at 16s, which was 47s shorter than its average call waiting time in 2020.
- In 2021, 8% of calls were abandoned before the customer spoke to a customer service agent, consistent with 2020. Of the providers that submitted comparable data, BT Mobile and Sky Mobile had the lowest abandonment rates in 2021, while iD Mobile had the highest. Among those whose data were not comparable, Tesco Mobile and Virgin Mobile's abandonment rates improved in 2021, while O2's worsened.

¹¹ The pandemic and worldwide lockdowns continued having a major impact on providers' call centre capacities. As such, comparisons between average call waiting times should be treated with caution, as they only reflect the experience of customers who were able to contact their provider by phone.

Figure 5: Average call waiting times and abandonment rates, by mobile provider



Source: Ofcom / provider data, 2021.

Notes: Abandonment rates are rounded to the nearest whole number. When the actual measurable difference between providers is less than one, their results should be considered comparable. Only providers with comparable data were included in the average abandonment rate. O2, Tesco Mobile and Virgin Mobile were unable to provide comparable data about the percentage of calls ended, so only information about their performance compared to the previous year has been included. Three's data about the percentage of calls ended compared to the previous year has not been included, due to methodology change. Giffgaff does not have a call centre and therefore is not included. Lycamobile was excluded as it was unable to provide comparable data on either metric. See Annex 3 for methodology.

Broadband customer service¹²



	Average broadband	BT	E E	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin	vodafone
Satisfaction with service overall	83% ↑	88% ↑	85%	N/A	N/A	79%	84%	78%	78%	77%***
Satisfaction with speed of service	80%	83%	79%	N/A	N/A	78%	82%	73%	79%	81%***
Customers with a reason to complain	20% ↓	18% ↓	17% ↓	N/A	N/A	20%	16% ↓	21%	23% ↓	26%
Overall satisfaction with complaint handling*	50%	55%	49%	N/A	N/A	43%	54%	43%	45%	45%
Ofcom complaints per 100,000 subscribers**	49	42 ↓	20	N/A	N/A	56 ↓	21 ↓	75 ↓	78 ↑	64 ↓
Average call waiting time (mm:ss)**	2:16	1:46 ↓	0:53 ↓	8:53 ↑	0:31	2:07 ↓	2:17 ↓	1:02 ↓	3:45 ↓	1:18 ↓

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*Year on year analysis is not possible for this wave of the Complaints Handling Tracker. Please see Annex 2 for more detail.

** Sector average is not comparable with previous year due to changes in the mix of the providers included in the analysis.

*** Vodafone was included as a broadband provider in our research trackers for the first time in this wave, therefore year-on-year comparisons are not available for this provider. Please see Annex 2 for more detail.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result the same as, or close to that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, in the broadband sector this applies to the measure of satisfaction with overall service among TalkTalk's customers. TalkTalk's finding has a wider margin of error when compared to Virgin Media, as it has a lower base size. Hence the result for TalkTalk, while the same as Virgin Media, is not marked as significantly different to the average.






Results are marked 'N/A' where market share is below 4%, or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes and significance testing. Call waiting times are calculated for landline and broadband service together. See Annex 3 for complaints to Ofcom and average call waiting times methodologies.

¹² Post Office has been removed from the analysis as in March 2021 Post Office completed the sale of its broadband and landline services to Shell Energy and exited the telecoms market. NOW Broadband has been added in 2021.

Customer satisfaction

- In 2021, 83% of broadband customers were satisfied with their service overall, an increase since 2020 (80%). BT customers were more likely than average to be satisfied with their overall service (88%); an improvement compared to 2020 (80%). Virgin Media customers were less likely than the average to be satisfied with their overall broadband service (78%).
- Eight per cent of broadband customers said they were dissatisfied with their service overall. The main driver of dissatisfaction among these broadband customers was poor service or a bad connection (cited by 49% of dissatisfied users).
- Just over four in five broadband customers were satisfied with the reliability of their service in 2021, an increase since 2020 (82% vs 78%). BT customers were more likely than average to be satisfied with their broadband reliability (86%) while TalkTalk (75%) and Virgin Media's (76%) customers were less likely than average to be satisfied.
- Compared to the average, TalkTalk customers were less likely to be satisfied with the speed of their broadband service (73% vs 80%).
- BT, EE, Plusnet and Sky customers were more likely than average to recommend their broadband provider to a friend,¹³ while TalkTalk and Virgin Media customers were less likely than average to do so.¹⁴ In 2020, while EE had an above-average recommend to a friend score, all other providers were in line with the average. Therefore, BT, Plusnet and Sky have improved their relative positions, while TalkTalk's and Virgin Media's have worsened since 2020.

Figure 6: Recommend to a friend: broadband providers

	2021	2020
More likely to recommend		
Broadband average		
Less likely to recommend		

Source: [Ofcom Customer Satisfaction Tracker 2021](#).

Note: Vodafone was included for the first time in the 2021 wave due to reaching the minimum market share requirement.

¹³ Net Promoter Score TM (NPSTM), see Annex 2 for further details on how this metric is calculated. Full results can be found in the data tables [Ofcom Customer Satisfaction Tracker 2021](#).

¹⁴ The average 'recommend to a friend' score in the broadband market in 2021 was 4. BT (11), EE (14), Plusnet (16), Sky (7) and Vodafone (0) have 'recommend to a friend' scores that are between 0 and 50 and therefore considered 'good' based on global NPS standards. TalkTalk and Virgin Media's 'recommend to a friend' scores are below 0 at -12 and -3, respectively.

Complaints¹⁵ and complaints handling¹⁶

- **One in five broadband customers said they had a reason to complain in 2021, a decline since 2020 (20% vs 26%).** Vodafone (26%) and Virgin Media (23%) customers were more likely than average to have had a reason to complain about their broadband service in 2021 and Sky customers (16%) were less likely. Compared to 2020, broadband customers of BT (18% in 2021 vs 23% in 2020), EE (17% vs 30%), Sky (16% vs 24%) and Virgin Media (23% vs 29%) were all less likely to say they had a reason to complain.
- **As in 2020, the most common cause for customers to have a reason to complain about their broadband was a service issue, such as slow connection speeds or an intermittent or total loss of service (75%).** This was followed by a billing, pricing or payment issue (16%) and dissatisfaction with customer service (12%).
- **While the proportion of broadband customers with a reason to complain about their service decreased in 2021, only half of the customers who made a complaint to their provider were satisfied with the way it was handled.** While both BT and Sky performed better than average on this measure, just over half of their customers were satisfied with the complaints handling process. TalkTalk and Virgin Media were below average for this measure.
- **In addition to low satisfaction with complaints handling, the majority of complaints needed more than one contact to resolve the issue.** Less than two in five broadband complaints (37%) were completely resolved on first contact in 2021. BT customers were more likely than average to have a complaint completely resolved on first contact, while Virgin Media customers were less likely than average to have experienced this.

Figure 7: Handling of broadband complaints

	Average broadband	BT	EE	plusnet	sky	TalkTalk For Everyone	Virgin	vodafone
Overall satisfaction with complaints handling	50%	55%	49%	43%	54%	43%	45%	45%
Complaints completely resolved on first contact	37%	43%	40%	30%	40%	33%	31%	30%

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

Source: [Ofcom Complaints Handling Tracker 2021](#) (see Note M & N in Annex 1 for more information).

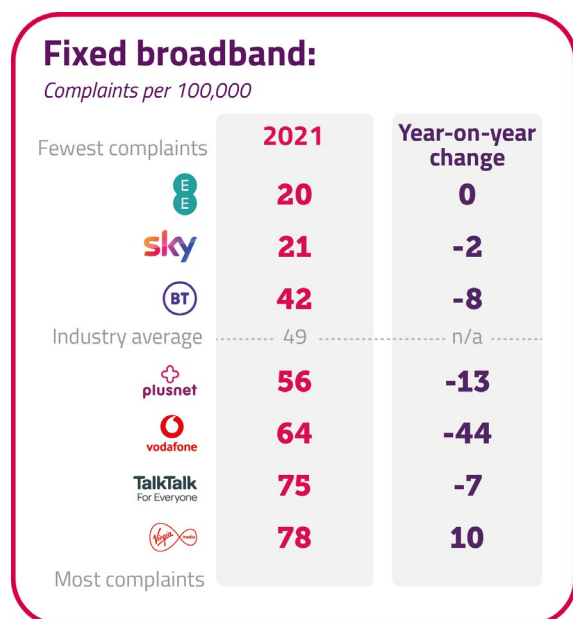
¹⁵ Source: [Ofcom Reason to Complain Tracker 2021](#)

¹⁶ Source: [Ofcom Complaints Handling Tracker 2021](#)

Complaints to Ofcom

- For the second year in a row, EE generated the fewest broadband complaints to Ofcom per 100,000 subscribers. Virgin Media generated the most complaints per 100,000 subscribers, at 78. The average number of broadband complaints per 100,000 subscribers was 49 in 2021, with all providers except Virgin Media generating the same amount, or fewer complaints than in 2020.

Figure 8: Broadband complaints per 100,000 subscribers: 2021



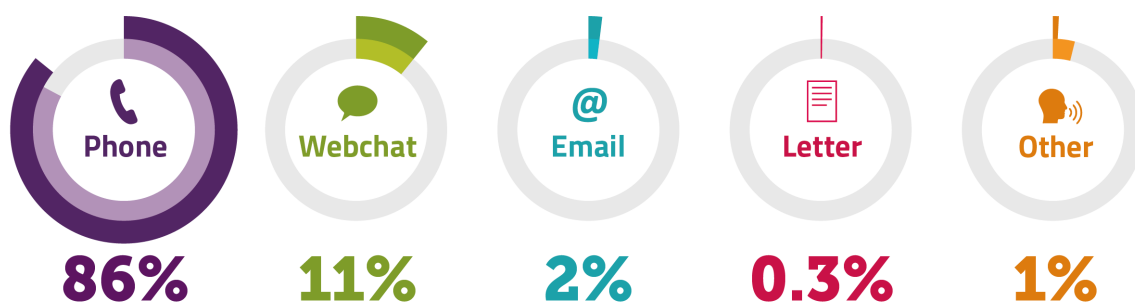
Source: Ofcom, 2021.

Notes: All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. Providers that had over 1.5% market share for only part of 2021 were not included in the analysis. The year-on-year change uses 2020 figures that were corrected following updated subscriber data submitted by providers. Due to change in the providers included in the analysis (namely the exclusion of Post Office), the industry average is not comparable with the previous year.

Customer contacts

- As with mobile customers, **phone was the most popular method of contact for landline and broadband customers in 2021**, accounting for an average of 86% of customer contacts. The next most popular method of contact was webchat, with 11% of the total.¹⁷

Figure 9: Customer contacts with broadband and landline providers, by channel



Source: Ofcom / provider data, 2021

Notes: Due to change in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

Call waiting time and abandonment rate¹⁸

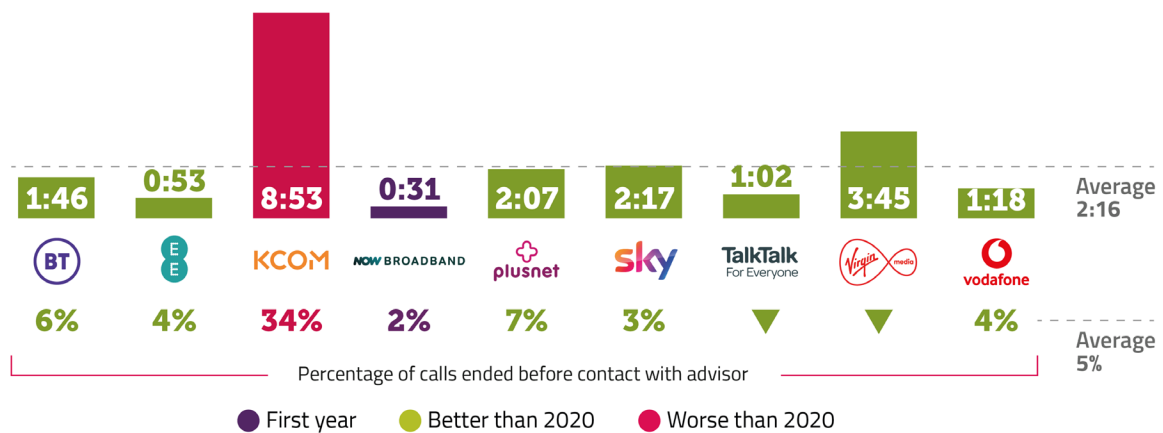
- The industry average call waiting time for broadband and landline providers was 2min 16s in 2021.¹⁹
- Most broadband and landline providers in our analysis had a decrease in their average call waiting times since 2020, but only Plusnet, Sky, Virgin Media and Vodafone reduced them to below pre-pandemic levels.
- NOW Broadband customers had the shortest average call waiting time in 2021, at 31s.
- KCOM had the longest average call waiting time in 2021 and was the only broadband and landline provider which had an increase in its average call waiting time, more than doubling from 3min 19s in 2020 to 8min 53s in 2021.
- In 2021, 5% of calls were abandoned before the customer spoke to a customer service agent. Of the providers which submitted comparable data, NOW Broadband had the lowest rate of call abandonment, while KCOM had the highest. Among those whose data were not comparable, TalkTalk and Virgin Media's abandonment rates improved in 2021.

¹⁷ Due to change in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

¹⁸ Due to change in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

¹⁹ As the pandemic and worldwide lockdowns continued having a major impact on providers' call centre capacity, comparisons between average call waiting times should be treated with caution, as they only reflect the experience of customers who were able to contact their provider by phone.

Figure 10: Average call waiting times and abandonment rates, by broadband and landline provider



Source: Ofcom / provider data, 2021.

Notes: Abandonment rates are rounded to the nearest whole number. When the actual measurable difference between providers is less than one, their results should be considered comparable. Due to changes in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year. TalkTalk and Virgin Media were unable to provide comparable data about the percentage of calls that ended, so only information about their performance compared to the previous year has been included. See Annex 3 for methodology.

Landline customer service²⁰



	Average landline	BT	EE	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin media	vodafone
Satisfaction with service overall	77%	81%	80%	N/A	N/A	83%	79%	75%	69%	N/A
Customers with a reason to complain	5% ↓	7%	5%	N/A	N/A	3%	3% ↓	6%	5%	7%
Overall satisfaction with complaint handling**	50%	51%	54%	N/A	N/A	37%*	50%	48%	52%	N/A
Ofcom complaints per 100,000 subscribers***	30	27 ↓	12	N/A	N/A	34 ↓	14 ↓	51 ↓	46	28 ↓
Average call waiting time (mm:ss) ^{21***}	2:16	1:46 ↓	0:53 ↓	8:53 ↑	0:31	2:07 ↓	2:17 ↓	1:02 ↓	3:45 ↓	1:18 ↓

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

↑ ↓ Significantly higher or lower than the previous year (2020) at the 99% confidence level for market research results / higher or lower than the previous year (2020) for operator data.

*Satisfaction with complaints handling: Plusnet had a low base size (70) associated with a wide margin of error, so results should be treated as indicative only.

**Year on year analysis is not possible for this wave of the Complaints Handling Tracker. Please see Annex 2 for more detail.

*** Sector average is not comparable with previous year due to changes in the mix of the providers included in the analysis.

Note: Where a provider has a lower base size (noting that a provider's base size reflects its share of the relevant market), it is possible that despite a result the same as, or close to, that of the sector average and/or other providers, it is not statistically the same. This is due to a wider margin of error. For example, in the landline sector this applies to Vodafone's reason to complain score, as this provider has a wider margin of error when compared to BT, as it has a lower base size. Consequently, the result for Vodafone, while the same as BT, is not marked as significantly different to the average.

Results are marked "N/A" where market share is below 4%, or where the sample size is too low for a finding to be included i.e. less than 50. See Annex 1 and 2 for further details on provider base sizes and significance testing. See Annex 3 for complaints to Ofcom and average call waiting times methodologies.






²⁰ Post Office has been removed from our analysis as in March 2021 Post Office completed the sale of its broadband and landline services to Shell Energy and exited the telecoms market. NOW Broadband was added in 2021.

²¹ Call waiting times are calculated for landline and broadband service together. Please see previous section for further details on landline providers' average call waiting time and call abandonment rates.

Customer satisfaction

- In 2021, just over three-quarters of landline customers (77%) were satisfied with their overall service, unchanged since 2020. Virgin Media customers were less likely than average to be satisfied (69%), while BT customers were more likely to be satisfied (81%).
- Six per cent of landline customers said they were dissatisfied with their service overall. Forty per cent of dissatisfied landline customers said the key driver for their dissatisfaction was that the service was too expensive or not good value for money, the same key driver as in 2020.
- More than four in five landline customers were satisfied with the reliability of their service (84%). BT customers were more likely than average to be satisfied with the reliability of their landline (89%), while Virgin Media's customers were less likely (76%).
- In 2021, BT, EE, Plusnet and Sky customers were more likely than average to recommend their landline provider to a friend,²² while TalkTalk and Virgin Media customers were less likely than average to do so.²³ In 2020, BT, Plusnet and TalkTalk were in line with the average on this measure. Therefore, while BT and Plusnet had improved their relative positions on this measure in 2021, TalkTalk's had worsened.

Figure 11: Recommend to a friend: landline providers

	2021	2020
More likely to recommend		
Landline average		
Less likely to recommend		

Source: [Ofcom Customer Satisfaction Tracker 2021](#).

²² Net Promoter Score TM (NPSTM), see Annex 2 for further details on how this metric is calculated. Full results can be found in the data tables [Ofcom Customer Satisfaction Tracker 2021](#).

²³ The average 'recommend to a friend' score in the landline market in 2021 was 2. BT (6), EE (18) Plusnet (24) and Sky (9) have 'recommend to a friend' scores that are between 0 and 50 and therefore considered 'good' based on global NPS standards. TalkTalk and Virgin Media's 'recommend to a friend' scores are below 0 at -7 and -11, respectively.

Complaints²⁴ and complaints handling

- **Five per cent of landline customers said they had a reason to complain in 2021, lower than the proportion in 2020 (7%).** Compared to 2020, Sky landline customers (3%) were less likely to say they had a reason to complain.
- **The most common cause for landline customers to have a reason to complain about their service or provider related to a service issue (49%), such as poor call line quality or loss of service.** This was followed by billing, pricing or payment issues (31%). Dissatisfaction with customer service (20%) dropped to being the fifth most common reason for landline customers to have had a reason to complain in 2021, having been the third most common reason in 2020.
- **Only half of landline customers who made a complaint to their provider were satisfied with the way their complaint was handled.** Plusnet performed lower than average on this measure, while all other providers were in line with the average.*
- **Two in five landline complaints were completely resolved on first contact.** Plusnet was less likely than the landline sector average to have a complaint completely resolved on first contact.*

Figure 12: Handling of landline complaints

	Average landline	BT	EE	plusnet	sky	TalkTalk For Everyone	Virgin
Overall satisfaction with complaints handling	50%	51%	54%	37%*	50%	48%	52%
Complaints completely resolved on first contact	40%	45%	39%	21%*	41%	35%	38%

XX Statistically significantly better than the sector average at the 95% confidence level for market research results.

XX Statistically significantly worse than the sector average at the 95% confidence level for market research results.

Source: [Ofcom Complaints Handling Tracker 2021](#) (see Note S & T in Annex 1 for more information).

* low base size (70), treat as indicative only.

²⁴ Source: [Ofcom Reason to Complain Tracker 2021](#).

Complaints to Ofcom

- As with broadband, EE generated the fewest landline complaints to Ofcom per 100,000 subscribers for the second year in a row. TalkTalk once again generated the most complaints per 100,000 subscribers with 51. The average number of landline complaints per 100,000 subscribers was 30 in 2021.

Figure 13: Landline complaints per 100,000 subscribers: 2021



Source: Ofcom, 2021. All figures are rounded to the nearest whole number; the industry average relates only to the providers included in the analysis. The actual measurable difference between BT and Vodafone's landline complaints per 100,000 subscribers is less than one, so their results should be considered comparable. Providers that had over 1.5% market share for only part of 2021 were not included in the analysis. The year-on-year change uses 2020 figures that were corrected following updated subscriber data submitted by providers. Note that due to change in the providers included in the analysis (namely the exclusion of Post Office), the industry average is not comparable with the previous year.



Broadband and landline: provisioning and repair

	Average	BT	E E	KCOM	NOW	plusnet	sky	TalkTalk For Everyone	Virgin media	vodafone
Average days to complete an order (all provisions)	12	10↓	13↓	8↓	14	14	14	14	4	16↑
Average days to switch to a new provider	14	14	15	12↓	14	15	14	14↓	10	16↑
Average days to deliver a change of service (same provider)	7	7↓	4↓	8	12	5↓	12↓	14↑	0	3
Average days to deliver a home move (same provider)	14	14↑	14	10↓	N/A	16	N/A	14	11↑	15↑
Proportion of orders completed by date agreed	88%	90%↑	94%	99%↓	94%	81%↑	93%↓	89%↓	82%↓	78%↓
Faults per 1000 customers per month	46	50↓	56↓	27↓	32	23↑	41↑	47↓	40	67↓
Average time to repair a total loss of service (days)	2	2↓	3↓	0	2	2↓	2	2	1	1↓
Proportion of re-contacts	15%	27%↓	16%↓	6%↓	3%	2%↓	7%↑	8%↑	3%	14%↑
Proportion of appointments missed	3%	4%	3%↑	1%	4%	2%↓	4%↑	4%↑	2%↓	N/A

Source: Ofcom / provider data, 2021. See Annex 3 for methodology.

Notes: Results are 'N/A' where providers were unable to provide comparable data. Due to change in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

↑ ↓ Higher or lower than the previous year (2020).

Getting a new service²⁵

- **Across all provision types, landline and broadband orders took an average of 12 days to complete.**²⁶ As in 2020, customer orders for a change to an existing service with their current supplier (such as an upgrade to a higher-speed service) were completed more quickly (seven days), on average, than home moves or a change of service to a new provider (14 days).
- **BT took three fewer days to complete an order in 2021.** BT took an average of ten days to complete landline and broadband orders in 2021, down from 13 days in 2020. This was driven by package changes for existing customers, which fell from ten days in 2020 to 7 days.
- **Vodafone was the only provider to take longer to complete provisioning orders in 2021 than in 2020.** It was also the slowest provider included in the 2021 data, taking 16 days to complete orders, an increase of one day since the previous year.
- **Virgin Media was the quickest provider, with an overall average of four days to provide a new service;** on average it managed to provide a change of service on the same day as the order.
- **Eighty-eight per cent of landline and broadband orders were completed by the agreed date in 2021.** Vodafone completed the lowest proportion of orders on the date agreed, at 78%, while KCOM completed the highest proportion of orders on the date agreed, at 99%. The biggest improvement across providers was for BT which completed 90% of orders on the date agreed, compared to 75% in 2020. Plusnet also improved, from 77% to 81%.
- **Fibre-to-the-cabinet (FTTC) services were quickest, with an average of 12 days to complete.** This was faster than fibre-to-the-premises (FTTP) and ADSL (both 14 days on average).²⁷ Across providers, and across all provision types, FTTC was completed most quickly by BT with an average of 8 days, Vodafone was the slowest at 15 days.

²⁵ Due to changes in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

²⁶ Switches between providers using the Openreach or KCOM copper networks (including fibre to the cabinet) take at least ten working days. This gives time for customers to 'stop the switch' if they have not agreed to it or have changed their mind (e.g. if they are told they need to pay an early termination charge). Ofcom consulted on proposals to introduce a new switching process for landline and broadband services, which will come into effect in April 2023. See [Quick, easy and reliable switching for more information](#).










²⁷ ADSL stands for asymmetric digital subscriber line and is broadband delivered through the copper wires of the phone line. There are two types of fibre broadband: 'fibre-to-the-cabinet' (FTTC) and 'fibre-to-the-premises' (FTTP). With fibre-to-the-cabinet, fibre optic cables run from the telephone exchange to street cabinets before using standard copper telephone wires to connect to homes. Fibre-to-the-premises broadband involves fibre optic cables running directly to the home.

Fault repair²⁸

Number of faults

- Across major broadband and landline providers there were on average 44 faults a month, of any kind, per 1,000 customers in 2021. This includes any landline or broadband fault that took place in 2021, not just those which resulted in a total loss of service.
- Vodafone had the highest number of faults per 1,000 customers, at 67 faults per month, while Plusnet had the lowest, at 23 per month.
- Sky and Plusnet had an increase in the monthly average number of faults per 1,000 customers in 2021, while all the other providers that have reported data for both years reported fewer faults a month per 1,000 customers compared to 2020.
- Not all faults are the result of a failure of the service or network provider. Sometimes the cause of the fault is in the customer's own property, such as problems with in-home wiring or misconnections between devices. In 2021, the major broadband and landline providers said that 56% of faults resulting in total loss of service were within the customer's domain, in line with 2020.

Figure 14: Number of faults per 1000 customers per month

	Average									
Faults per 1000 customers per month – 2020	46	53	64	31	N/A	12	39	54	40	79
Faults per 1000 customers per month - 2021	44	50	56	27	32	23	41	47	40	67

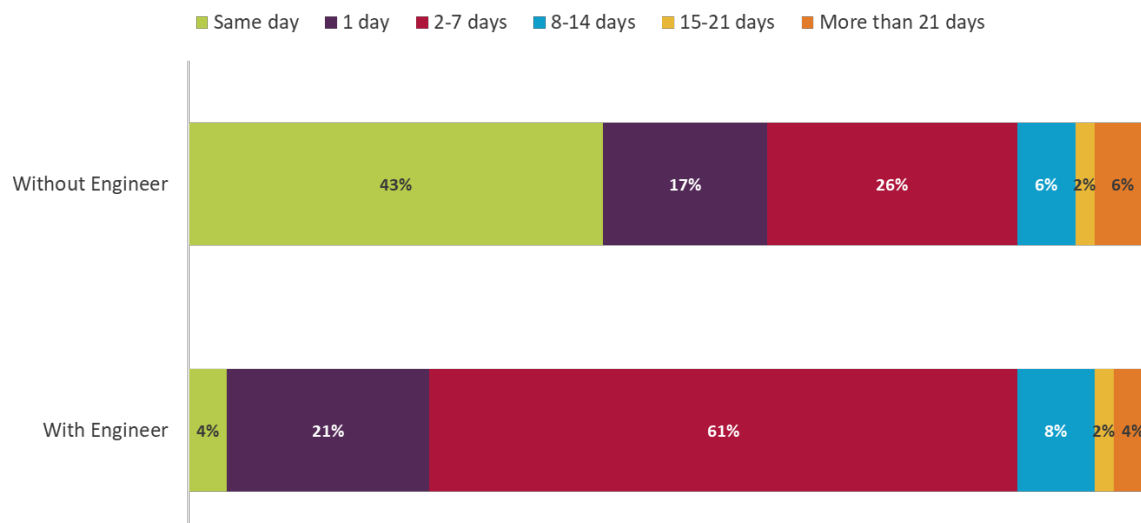
Source: Ofcom / provider data, 2020/2021. Results marked N/A where figures were not included in 2020. Due to changes in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year. See Annex 3 for methodology.

Fault repair times

- On average in 2021, providers took two days to fix faults where there was a total loss of service. KCOM was the quickest when there was a total loss of service; it was on average able to resolve faults within the same day.
- The time taken to fix a fault can depend on whether an engineer is required. Long resolution/repair times may be because the provider needs access to a building or permission to dig up a street to repair cables. If an engineer was required, it typically took two days longer to have the fault resolved compared to when an engineer was not needed.

²⁸ Overall total figures are not comparable with 2020 as NOW Broadband has been added to the analysis and Post Office has been removed.

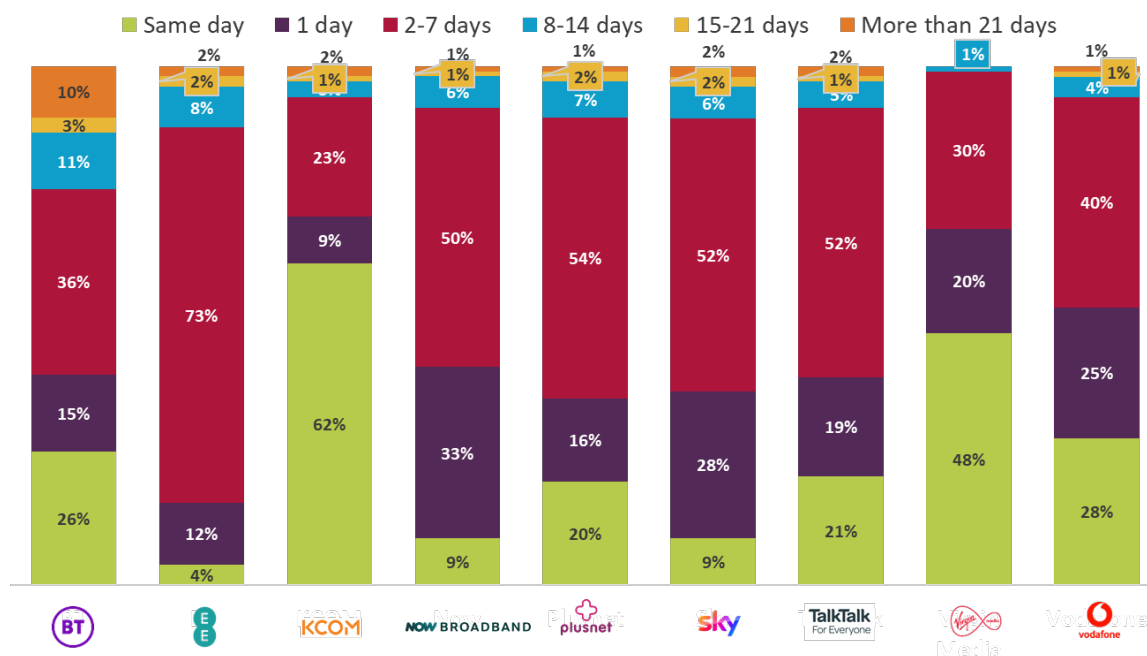
Figure 15: Distribution of repair times with / without an engineer visit



Source: Ofcom / provider data, 2021. See Annex 3 for methodology.

- **Eighty-six per cent of total loss of service faults were solved within a week;** Virgin Media was able to resolve 98% of its faults within a week.
- **BT resolved the lowest proportion of total loss-of-service faults within a week, at 76%,** and had the highest proportion of faults that took longer than 21 days to resolve (10%).

Figure 16: Distribution of repair times, by provider












Source: Ofcom / provider data, 2021. See Annex 3 for methodology.

- **BT had the highest proportion of re-contacts,** with more than one in four (27%) customers having to re-contact BT about their fault. Plusnet had the lowest proportion of re-contacts, at only 2% of customers.

Missed appointments²⁹

- Overall, 3% of repair and provision appointments were missed in 2021.³⁰ BT, TalkTalk, Sky and NOW Broadband had the highest proportion of missed appointments, while KCOM had the lowest proportion, at 1%.
- With the exception of EE and Virgin Media, repair appointments were more likely to be missed than provision appointments. EE missed the highest proportion of provision appointments in 2021 (7%), while NOW Broadband missed the highest proportion of repair appointments (6%).
- Plusnet showed the greatest improvement since 2020 in terms of the proportion of total appointments missed, falling from 6% to 2%. Virgin Media also improved, down from 3% to 2%. Sky, TalkTalk and KCOM all missed a higher proportion of appointments in 2021 than in 2020.

Figure 17: Proportion of appointments missed, by provider: 2021

	Average									
Proportion of appointments missed	3%	4%	3%	1%	4%	2%	4%	4%	2%	N/A
Proportion of provision appointments missed	3%	2%	7%	0%	2%	1%	3%	3%	3%	N/A
Proportion of repair appointments missed	3%	4%	1%	4%	6%	3%	4%	5%	1%	N/A

Source: Ofcom analysis of provider data, 2021. See Annex 3 for methodology.

Note: All figures are rounded to the nearest whole number. When the actual measurable difference between providers is less than one, their results should be considered comparable.

²⁹ Due to change in the providers included in the analysis (namely the exclusion of Post Office and inclusion of NOW Broadband), the industry average is not comparable with the previous year.

³⁰ This includes appointments missed by providers' own engineers, Openreach engineers, and other third-party engineers. This figure does not include Vodafone appointments – Vodafone was unable to provide comparable data on this metric.

Automatic compensation scheme

The automatic compensation scheme requires that signatories pay compensation to landline and broadband customers for delayed repairs following a total loss of service, missed repair or provisioning appointments, and where there are delays to the start of a new service, without the customer having to ask for it.

In 2020, over £27.5m was paid in automatic compensation, with around 726,000 payments being made. Automatic compensation scheme payments were affected by the Covid-19 pandemic. There were some circumstances in which we considered that it was legitimate for providers to temporarily not pay automatic compensation, as if the civil emergencies exception in the scheme applied. For example, problems might require an engineer's visit to a customer's home, which might not have been possible if the customer was self-isolating. As expected, automatic compensation payments in 2021 increased again as processes for operating during the pandemic became more established and as restrictions eased.

More providers – EE, Vodafone and Plusnet – have joined the scheme in the past year.³¹ At the end of 2021, 85% of landline and 92% of broadband customers were covered by it.

The level of automatic compensation to be paid under the scheme increased on 1 April 2021 in line with the Consumer Price Index (CPI) as of 31 October in 2020.³² The increased compensation levels applied to any new service issues that occurred from 1 April 2021 onwards.

In 2021, £58.5m was paid in automatic compensation.³³ The amount paid in 2021 was more than double the amount paid in 2020, when compensation payments were significantly affected by the Covid-19 pandemic.³⁴

Figure 18: Amount of automatic compensation paid³⁵

Service issue	Amount of automatic compensation paid 2021	Year-on-year change
Delayed repair following loss of service	£22.8m	+ £11.8m
Missed appointments	£6.4m	+ £3.6m
Delayed provision of a new service	£29.3m	+ £15.6m

Source: Ofcom analysis of provider data, 2021. See Annex 3 for methodology.

³¹ BT, Sky, TalkTalk, Virgin Media and Zen Internet were signatories to the scheme when it launched in April 2019.

Hyperoptic joined in October 2019, Utility Warehouse in February 2020, EE in May 2021, Vodafone (on the Openreach network only) in November 2021 and Plusnet in May 2022.

³² On 1 April 2021, automatic compensation levels increased from: £8 to £8.06 per day for delayed repairs; £25 to £25.18 for missed appointments; and £5 to £5.04 per day for delayed provisions.

³³ This does not include any compensation that was paid outside the scheme.

³⁴ There is no comparable data for 2019 as the scheme was introduced part-way through 2019. Between July and December 2019, more than £20.7m was paid in automatic compensation.

³⁵ Vodafone formally joined the automatic compensation scheme on 3 November 2021 but started paying automatic compensation from June 2021. The data in Figures 18 and 19 include Vodafone's payments from June 2021.

Almost 1.3 million automatic compensation payments were made by the signatories of the scheme, across all three service issues, in 2021. This was a significant increase compared to 2020, especially when looking at the number of payments for missed appointments and delayed repairs.

Figure 19: Number of automatic compensation payments made

Service issue	Volume of automatic compensation payments 2021	Year-on-year change
Delayed repair following loss of service	604,000	+ 271,000
Missed appointments	254,000	+ 141,000
Delayed provision of a new service	436,000	+ 156,000

Source: Ofcom analysis of provider data, 2021. All figures are rounded to the nearest 1,000. See Annex 3 for methodology.

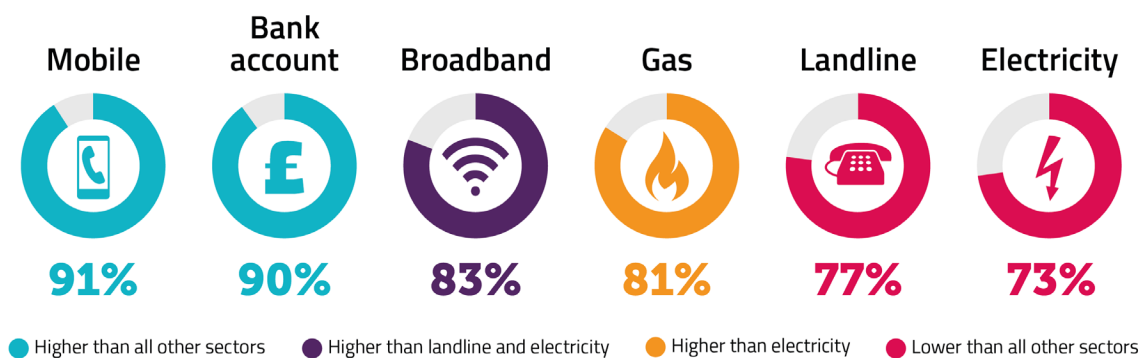
The scheme continues to provide important automatic redress for consumers when things go wrong with their broadband and landline services. Ofcom continues to encourage those providers who are not already part of the scheme to sign up.



Comparison with other sectors

Mobile customers' satisfaction with their overall service (91%) was in line with that for main bank accounts (90%) and higher than for broadband (83%), gas (81%), landline (77%) and electricity providers (73%). Broadband and gas customers were more satisfied with their overall service than electricity customers, and broadband customers were more satisfied than landline customers.

Figure 20: Overall satisfaction with services from communications providers, compared to bank account and energy providers



Source: [Ofcom Customer Satisfaction Tracker 2021](#). (see Note A in Annex 1 for more details).

Consumer research source details

Mobile

Note A

M2: In terms of your mobile phone service, how satisfied are you with the overall service provided by (MOBILE PHONE SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2556), receiving their service from EE (487), giffgaff (174), O2 (428), Tesco Mobile (233), Three (272), Virgin Mobile (237), Vodafone (336), on a contract (1982), on prepay (555). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2563), receiving their service from EE (476), giffgaff (156), O2 (403), Tesco Mobile (208), Three (234), Virgin Mobile (226), Vodafone (315), on a contract (2060), on prepay (489). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note B

M3: And how satisfied are you with the overall value for money of your service from (MOBILE PHONE SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker who express an opinion on their mobile phone service where it is held as a standalone service/ not taken with another service from the same provider

(2134), receiving their service from EE (394), giffgaff (174), O2 (428), Tesco Mobile (231), Three (271), Vodafone (322), on a contract (1599), on prepay (519).

NB. Base size for Virgin Mobile for question M3 (85) is too low to report on.

Base for 2021: All adults aged 16+ who are the decision maker who express an opinion on their mobile phone service where it is held as a standalone service/ not taken with another service from the same provider (1999), receiving their service from EE (387), giffgaff (154), O2 (400), Tesco Mobile (206), Three (229), Vodafone (265), on a contract (1548), on prepay (441).

NB. Base size for Virgin Mobile for question M3 (90) is too low to report on.

Note C

M4: And how satisfied are you overall with the reception or signal strength that you get on your mobile phone service from (MOBILE PHONE SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2556), receiving their service from EE (487), giffgaff (174), O2 (428), Tesco Mobile (233), Three (272), Virgin Mobile (237), Vodafone (336), on a contract (1982), on prepay (555). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2563), receiving

their service from EE (476), giffgaff (156), O2 (403), Tesco Mobile (208), Three (234), Virgin Mobile (226), Vodafone (315), on a contract (2060), on prepay (489). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note D

QN2: Based on your overall experience of (MOBILE PHONE SERVICE PROVIDER) as your mobile phone service provider, how likely would you be to recommend them to a friend or family member as a mobile phone service provider? Please give a rating on a scale of 0 to 10, where 0 is 'Extremely unlikely' and 10 is 'Extremely likely'?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2556), receiving their service from EE (487), giffgaff (174), O2 (428), Tesco Mobile (233), Three (272), Virgin Mobile (237), Vodafone (336), on a contract (1982), on prepay (555). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their mobile phone service (2563), receiving their service from EE (476), giffgaff (156), O2 (403), Tesco Mobile (208), Three (234), Virgin Mobile (226), Vodafone (315), on a contract (2060), on prepay (489). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Note E

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2020: All UK households 16+ with mobile: average mobile (6246), BT (221), EE (1188), giffgaff (402), O2 (1121), Tesco Mobile (572), Three (687), Virgin Mobile (470) and Vodafone (874).

Base for 2021: All UK households 16+ with mobile: average mobile (6321), BT (251), EE (1208), giffgaff (378), O2 (1067), Tesco Mobile (574), Three (664), Virgin Mobile (470) and Vodafone (855).

Note F

Q9. Overall, how satisfied are you with the service you received from [Provider] customer services with regard to the complaint that you had?

Base for 2021: All who complained about the mobile service in past six months (3205), EE (797), giffgaff (241), O2 (641), Tesco Mobile (339), Three (479), Virgin Mobile (206), Vodafone (502).

Note G

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [Provider]?

Base: for 2021: All who complained about mobile service in past six months (3205), EE (797), giffgaff (241), O2 (641), Tesco Mobile (339), Three (479), Virgin Media (206), Vodafone (502).

Broadband

Note H

IN2: In terms of your fixed broadband service, how satisfied are you with the overall service provided by (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2274), receiving their service from BT (438), EE (141), Plusnet (155), Sky (438), TalkTalk (298), Virgin Media (536). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2261), receiving their service from BT (472), EE (142), Plusnet (143), Sky (428), TalkTalk (283), Virgin Media (525), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note I

IN4: And how satisfied are you with the speed of service while online from (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2274), receiving their service from BT (438), EE (141), Plusnet (155), Sky (438), TalkTalk (298), Virgin Media (536). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2261), receiving their service from BT (472), EE (142), Plusnet (143), Sky (428), TalkTalk (283), Virgin Media (525), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note J

IN5: And how satisfied are you with the reliability of your fixed broadband service from (FIXED BROADBAND SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2274), receiving their service from BT (438), EE (141), Plusnet (155), Sky (438), TalkTalk (298), Virgin Media (536). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2261), receiving their service from BT (472), EE (142), Plusnet (143), Sky (428), TalkTalk (283), Virgin Media (525), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note K

QN3: Based on your overall experience of (FIXED BROADBAND PROVIDER) as your fixed broadband provider, how likely would you be

to recommend them to a friend or family member as a fixed broadband provider? Please give a rating on a scale of 0 to 10, where 0 is 'Extremely unlikely' and 10 is 'Extremely likely'?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2274), receiving their service from BT (438), EE (141), Plusnet (155), Sky (438), TalkTalk (298), Virgin Media (536). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their fixed broadband internet service (2261), receiving their service from BT (472), EE (142), Plusnet (143), Sky (428), TalkTalk (283), Virgin Media (525), Vodafone (102). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Note L

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2020: All UK households with fixed broadband 16+: average broadband (6153), BT (1278), EE (295), Plusnet (419), Sky (1245),

TalkTalk (734), Virgin Media (1439) and Vodafone (268).

Base for 2021: All UK households with fixed broadband 16+: average broadband (6169), BT (1345), EE (291), Plusnet (423), Sky (1232), TalkTalk (671), Virgin Media (1406) and Vodafone (289).

Note M

Q9. Overall, how satisfied are you with the service you received from [Provider] customer services with regard to the complaint that you had?

Base for 2021: All who complained about broadband service in past six months (3201), BT (634), EE (258), Plusnet (208), Sky (718), TalkTalk (506), Virgin Media (691), Vodafone (186).

Note N

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [Provider]?

Base for 2021: All who complained about broadband service in past six months (3201), BT (634), EE (258), Plusnet (208), Sky (718), TalkTalk (506), Virgin Media (691), Vodafone (186).

Landline

Note O

L1: In terms of your landline service, how satisfied are you with the overall service provided by (LANDLINE SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1997), receiving their service from BT (465), EE (119), Plusnet (125), Sky (384), TalkTalk (276), Virgin Media (411). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1875), receiving their service from BT (465), EE (104), Plusnet (119), Sky (359), TalkTalk (256), Virgin Media (379). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note P

L3: And how satisfied are you with the reliability of your landline service from (LANDLINE SERVICE PROVIDER)?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1997), receiving their service from BT (465), EE (119), Plusnet (125), Sky (384), TalkTalk (276), Virgin Media (411). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1875), receiving their service from BT (465), EE (104), Plusnet (119), Sky (359), TalkTalk (256), Virgin Media (379). Providers used by fewer than 100 respondents are not shown individually but are included in the total. 'Don't know' responses have been excluded from the base.

Note Q

QN1 Based on your overall experience of using (LANDLINE PROVIDER) for your landline service, how likely would you be to recommend them to a friend or family member as a landline provider? Please give a rating on a scale of 0 to 10, where 0 is 'Extremely unlikely' and 10 is 'Extremely likely'?

Base for 2020: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1997), receiving their service from BT (465), EE (119), Plusnet (125), Sky (384), TalkTalk (276), Virgin Media (411). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Base for 2021: All adults aged 16+ who are the decision maker and express an opinion on their landline service (1875), receiving their service from BT (465), EE (104), Plusnet (119), Sky (359), TalkTalk (256), Virgin Media (379). Providers used by fewer than 100 respondents are not shown individually but are included in the total.

Note R

Q.5 Which, if any, of the following services or suppliers have given you a reason to complain in the last 12 months, whether or not you went on to make a complaint?

Base for 2020: All UK households 16+ with a landline: average landline (5685), BT (1382), EE (264), Plusnet (368), Sky (1142), TalkTalk (689), Virgin Media (1204) and Vodafone (258).

Base for 2021: All UK households 16+ with a landline: average landline (5450), BT (1418), EE (237), Plusnet (385), Sky (1091), TalkTalk (606), Virgin Media (1084) and Vodafone (257).

Note S

Q9. Overall, how satisfied are you with the service you received from [Provider] customer services with regard to the complaint that you had?

Base for 2021: All who complained about landline service in past six months (2234), BT (556), EE (190), Plusnet (70), Sky (610), TalkTalk (343), Virgin Media (465).

Note T

Q12: You said that your complaint was completely resolved, was it completely resolved on your first contact with [Provider]?

Base for 2021: All who complained about landline service in past six months (2234), BT (556), EE (190), Plusnet (70), Sky (610), TalkTalk (343), Virgin Media (465).