

Friday, 5 October 2018

## Virgin Mobile goes out on top with second monthly award in 2018

Virgin Mobile has won its second Roy Morgan Mobile Phone Service Provider Monthly Customer Satisfaction Award in 2018 with a customer satisfaction rating of 88% in August jumping ahead of ALDImobile on 84% in second place.

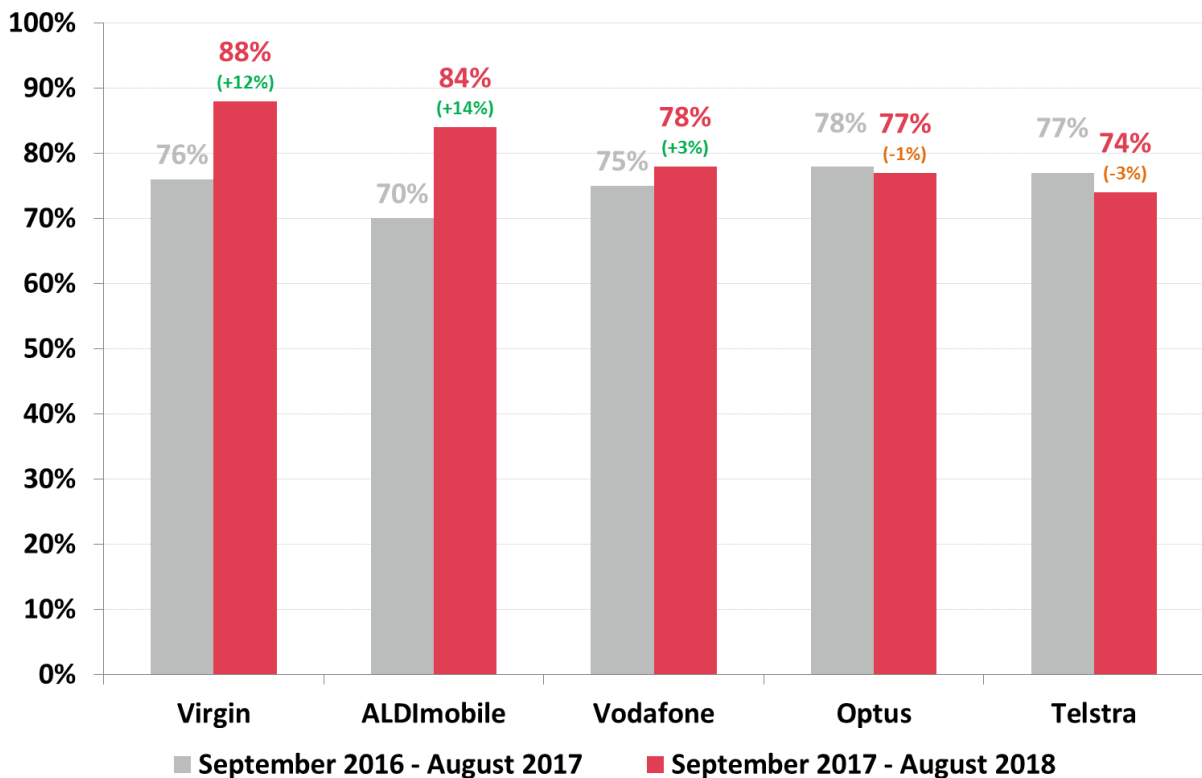
Virgin Mobile's victory in August comes after the service provider announced in late May that the Virgin Mobile brand will be phased out over the next two years and will be closing in early 2020. Over 750,000 Virgin Mobile customers are now in the market for a new mobile phone service provider to meet the high standards delivered by Virgin Mobile.

Virgin Mobile and ALDImobile were the standout performers over the last year with Virgin Mobile increasing customer satisfaction by 12% to take the monthly award and ALDImobile up by 14% to be second. Third-placed Vodafone increased 3% for a customer satisfaction rating of 78% just ahead of Telstra on 77% and Optus on 74% rounding out the top five mobile phone service providers.

Both Virgin Mobile and ALDImobile have achieved multiple victories in the Mobile Phone Service Provider category in 2018 and are the leading contenders to take out the 2018 Annual Award with four months to go. Virgin Mobile last won the Roy Morgan Mobile Phone Service Provider Annual Award six years ago in 2012 while ALDImobile last won the Annual Award in 2015.

Roy Morgan Customer Satisfaction Annual Award winner for 2017 Amaysim just missed out on a top five position in August after finishing in sixth place overall.

### Mobile Phone Service Provider Customer Satisfaction August 2018 vs August 2017 – Top 5



Source: Roy Morgan Single Source Australia, September 2016 – August 2017, n = 14,787. September 2017 – August 2018. n=14,985. Base: Australians aged 14+.

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Of course Virgin Mobile is not itself a network provider but rather a 'Mobile Virtual Network Operator' (\*MVNO) which utilises the underlying Optus mobile network to provide its service. Runner-up ALDImobile uses the Telstra network and several other smaller providers use either the underlying Telstra, Optus or Vodafone networks.

When it comes to the underlying mobile networks the Optus network with an overall customer satisfaction rating of 78% is narrowly ahead of both the Vodafone network on 77% and the Telstra network on 75%.

**Michele Levine, CEO Roy Morgan, says Virgin Mobile's victory in the monthly award shows that despite the MVNO's decision to close its Australian business over the next two years it is still committed to delivering high standards of customer service:**

*"Virgin Mobile has consistently satisfied its Australian customers now estimated to number over 750,000. Virgin won the first two Roy Morgan Annual Customer Satisfaction Awards for Mobile Service Providers in 2011-12 and is one of only two providers, along with ALDImobile, to win multiple awards in the category so far in 2018.*

*"Virgin Mobile's customer satisfaction rating of 88% in August was a significant improvement over the past year, up 12% from August 2017 indicating that despite the decision to close its Australian business Virgin is still supporting its customer base to a high standard.*

*"The estimated three-quarters of a million Virgin Mobile customers are set to transition to Optus contracts over the next two years although the uncertainty facing existing Virgin's customers provides a huge potential market for rival telcos such as Telstra and Vodafone to tap into as they search for new customers.*

*"The high customer satisfaction rating for fellow MVNO ALDImobile in August of 84%, up a significant 14% on a year ago shows that despite the consolidation in the industry with the closure of Virgin there is still a significant market for re-sellers to compete with the established networks of Telstra, Optus and Vodafone as Australia heads towards 5G networks in 2019.*

*"Australia's three largest mobile phone networks filled out the top five mobile phone service providers in August with third-placed Vodafone up 3% to 78% coming in just ahead of Optus on 77% and Telstra on 74%. The top two mobile phone service providers of 2017, Amaysim and iiNet, are yet to win a monthly award in 2018 and were out of the top five providers in August."*

**For comments or more information about Roy Morgan's [Mobile Phone Service Provider](#) customer profiles for leading Australian mobile networks including [Telstra](#), [Optus](#), [Vodafone](#), [Virgin Mobile](#) and customer satisfaction data, please contact:**

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\*Mobile Virtual Network Operators (MVNOs) are smaller operators which use a larger network to provide their mobile service. These include: Optus: Amaysim, Coles Mobile, Dodo, Southern Phone, iiNet, Vaya & Virgin Mobile. Telstra: ALDImobile, Belong, Boost, Lycamobile, Woolworths mobile. Vodafone: Kogan Mobile, Lebara, and formerly TPG – which has now set up its own dedicated network.

The Roy Morgan Customer Satisfaction Awards highlight the winners but this is only the tip of the iceberg. Roy Morgan tracks customer satisfaction, engagement, loyalty, advocacy and NPS across a wide range of industries and brands. This data can be analysed by month for your brand and importantly your competitive set.



## Need to know what is driving your customer satisfaction?

Check out the new Roy Morgan Customer Satisfaction Dashboard at <http://www.roymorganonlinestore.com/Awards.aspx>

### About Roy Morgan

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.

### Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
10,000	±1.0	±0.9	±0.6	±0.4
50,000	±0.4	±0.4	±0.3	±0.2