


# Quality of Experience of End-users Electronic Communication Services

November 2022

INSIGHT | KNOWLEDGE | EXPERTISE

**misc**©



**a misco INTERNATIONAL REPORT**  
**commissioned by the**  
**MALTA COMMUNICATIONS AUTHORITY**



## WHO?

*502 general public*



## HOW?

*Telephone*



## WHEN?

*July 2022*

# KEY TAKEAWAYS

1

Less than half of the respondents stated that they read the terms and conditions prior to purchasing the service and most of whom found the clauses to be understandable. When compared to 2019, a significant decrease is noted in the percentage of individuals who read the terms and conditions.

2

Prior to buying a service most users opt to receive initial information from either an outlet or from the service provider's website. Respondents were very positive about the initial information provided and the agent they talked to in order to purchase the service.

3

The most common service, respondents are subscribed to, is the mobile telephony service. Just under four-fifths of respondents have a subscription that involves a bundle of services.

4

Just over two-fifths of the respondents stated that they experienced a fault in their service in the last twelve months primarily a fault to their internet service. Little change is noted in the percentage rate of faults experienced when compared to 2019. Only a quarter of those who experienced faults were provided with a temporary solution.

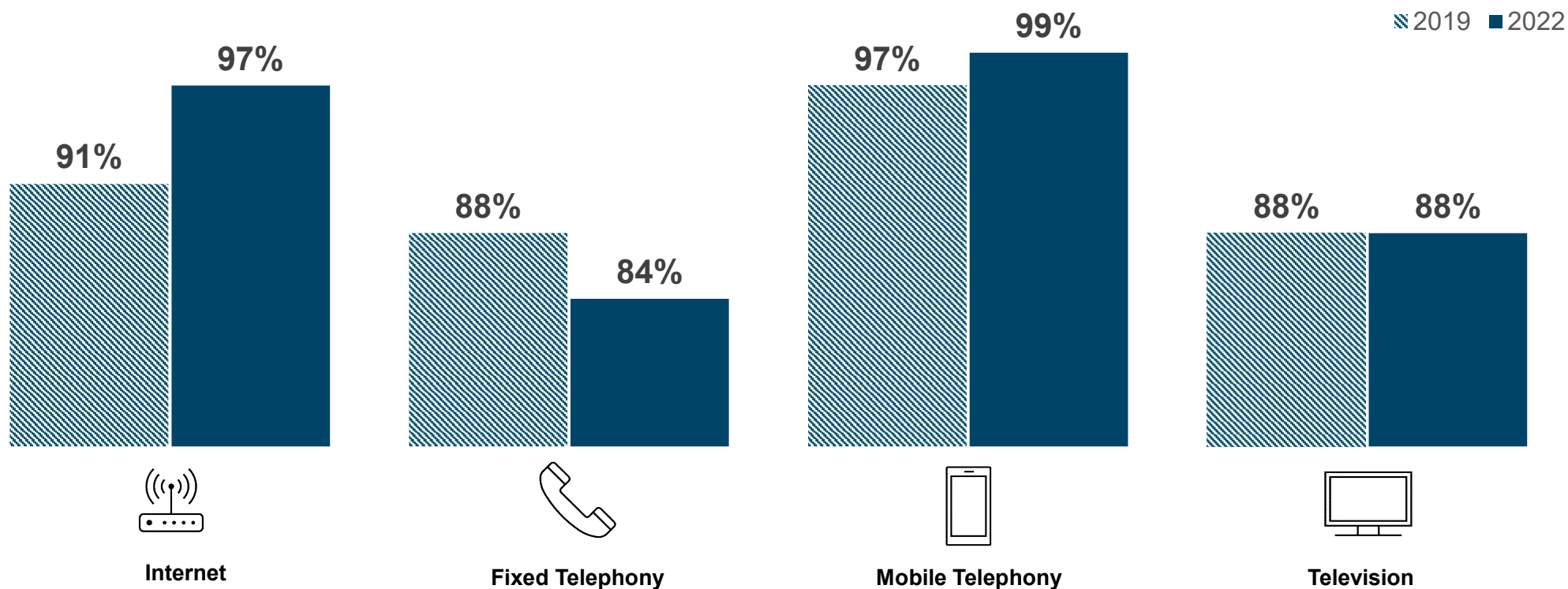
5

Nearly two-thirds of those subscribed to an internet service, are not aware of their internet download speeds and over four-fifths are not aware of their upload speed. Just under three-fifths of internet users do not know how to conduct an internet speed test

**OVERALL SERVICE  
PROVIDED**

# Mobile and internet subscriptions are the most common among the Maltese population

## Subscription to Electronic Services

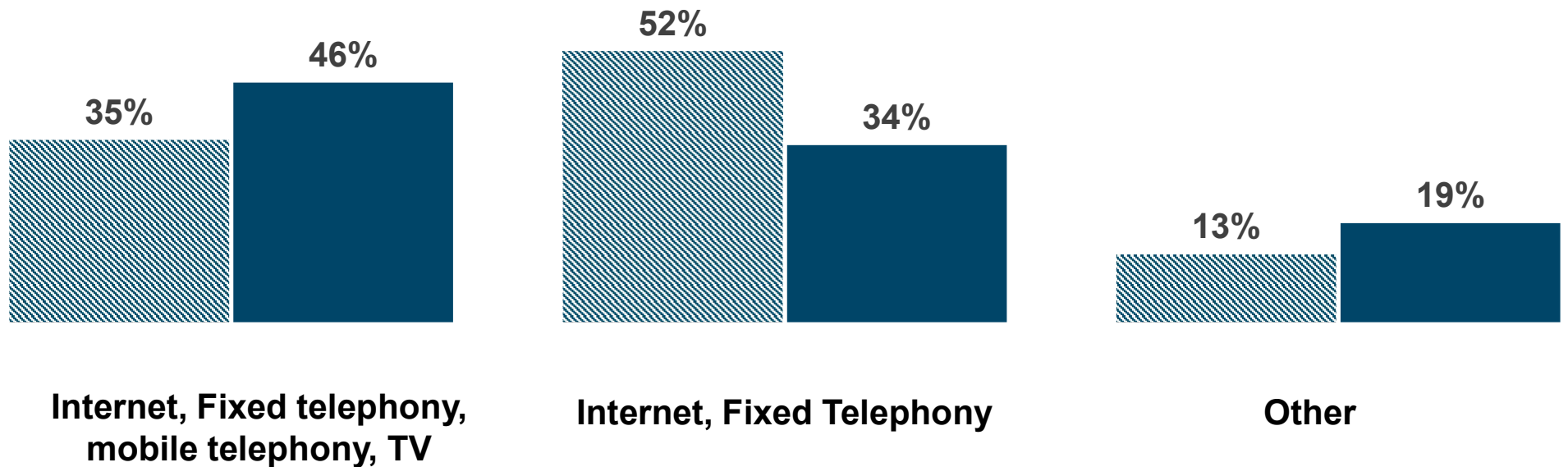




# 78% of respondents are subscribed to a bundle of services. Most of which cover all four telecommunication services

Bundle service

2019 2022



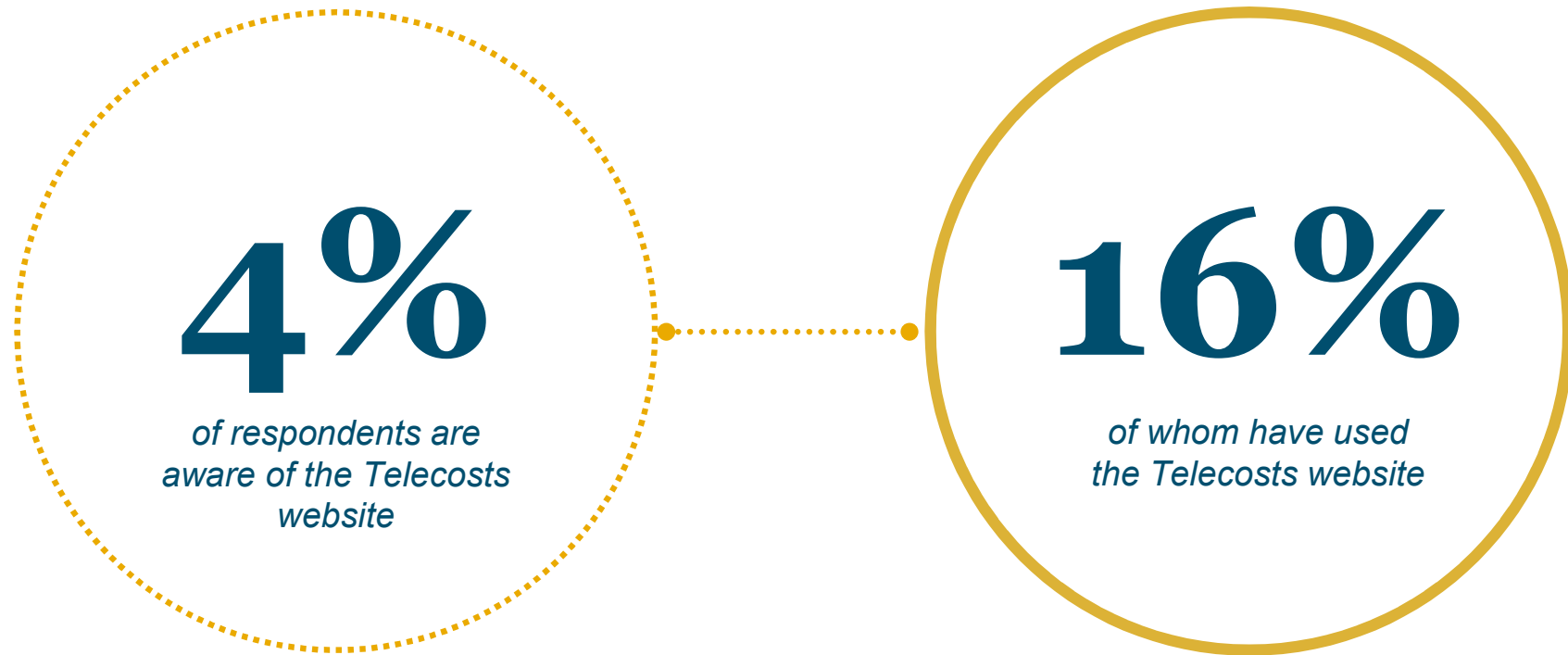
Internet, Fixed telephony, mobile telephony, TV

Internet, Fixed Telephony

Other

# One third of those who those who made use of the Telecosts website would recommend it to others

*Telecosts website*

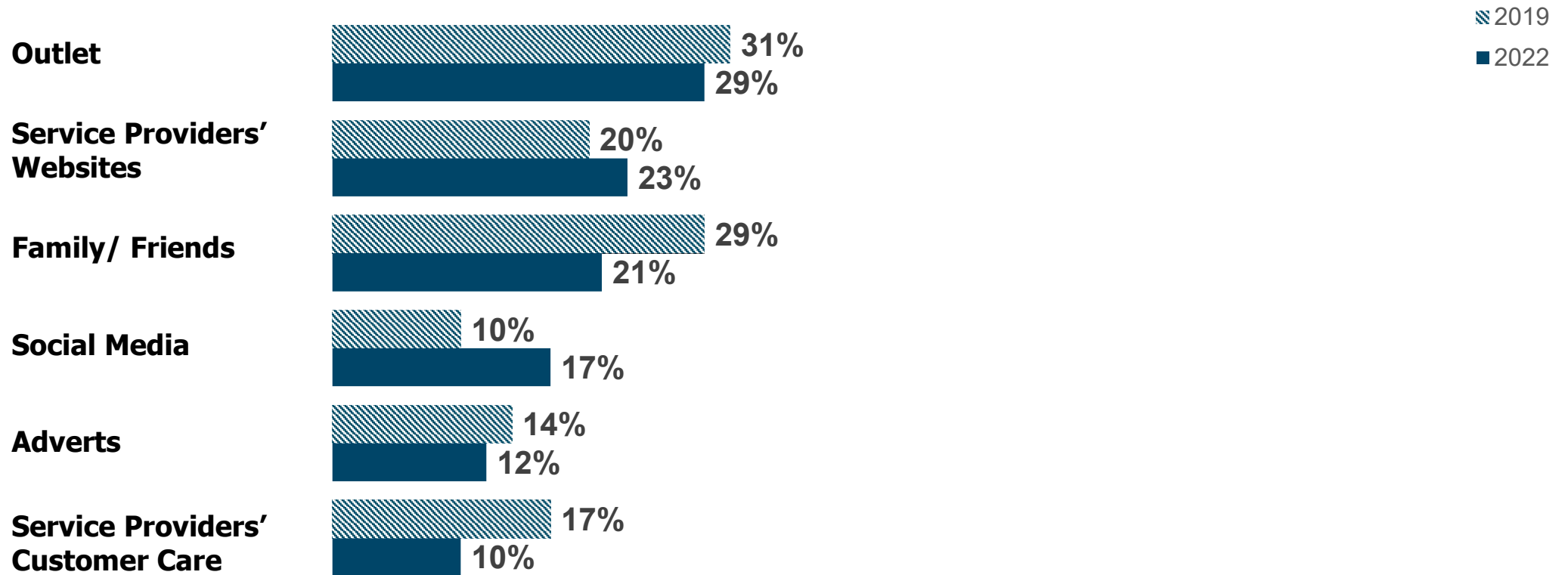


Base: All Respondents (502)

Q104. Are you aware of the Telecosts website? Q105. Have you ever used the Telecosts website?

# The younger the individual the more likely they are to opt for the service provider's website

*Initial Information gathered*



Base: All Respondents (502)

Q201. The last time you bought any of these services, from where did you gather initial information when shopping for **INSIGHT | KNOWLEDGE | EXPERTISE** these services? Please mention a maximum of two sources?

# ELECTRONIC SERVICES CONTRACT

# Just over a quarter of respondents have subscribed to a new plan in the last 12 months

*Subscription to new plans*

**27%**

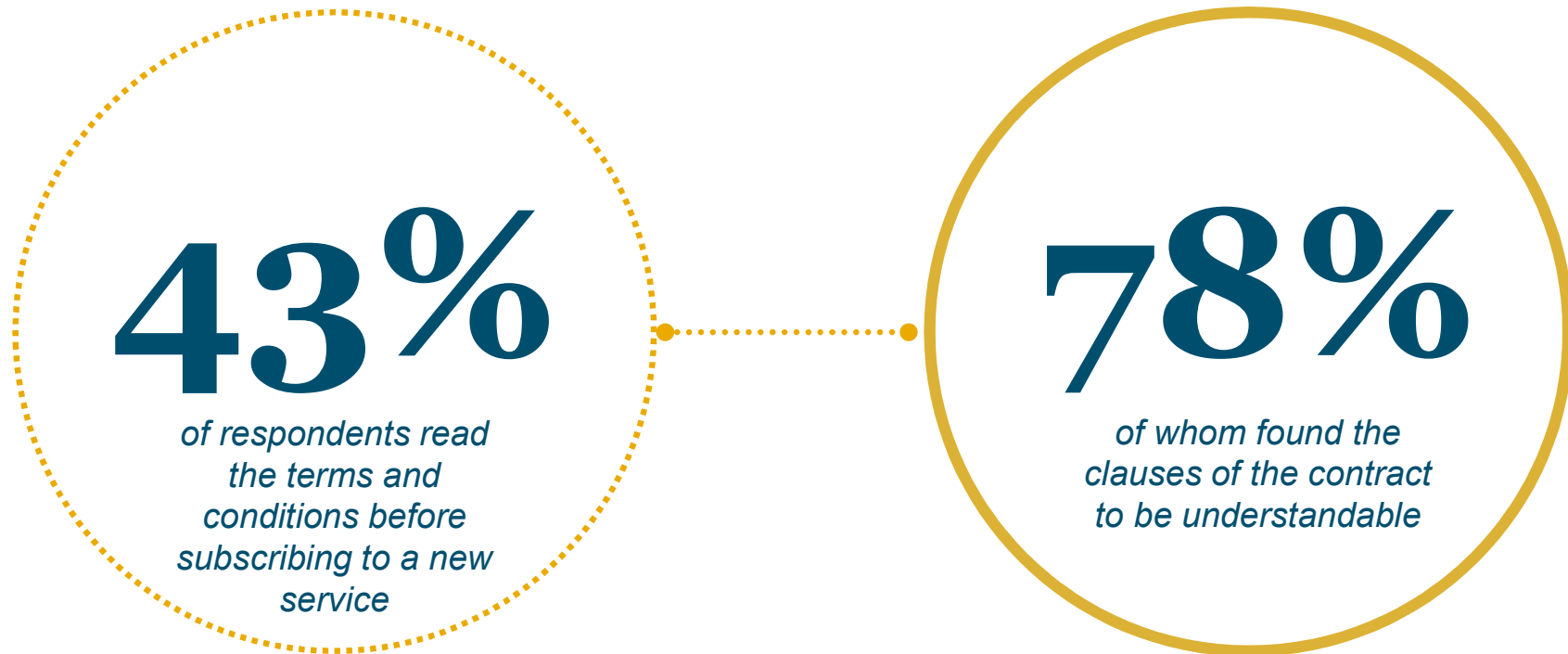
*of respondents  
subscribed to a new  
contract in the last 12  
months*

**49%**

*of whom were provided  
with a contract  
summary besides the  
detailed contract*

# The percentage of those who read the terms and conditions decreased from 54% reported in 2019

*Terms and Conditions*



Base: All respondents (502)

Q301. The last time you bought any of these services, did you read the applicable terms and conditions before subscribing to a service or services?

86%

*were provided with a  
copy of the contract*

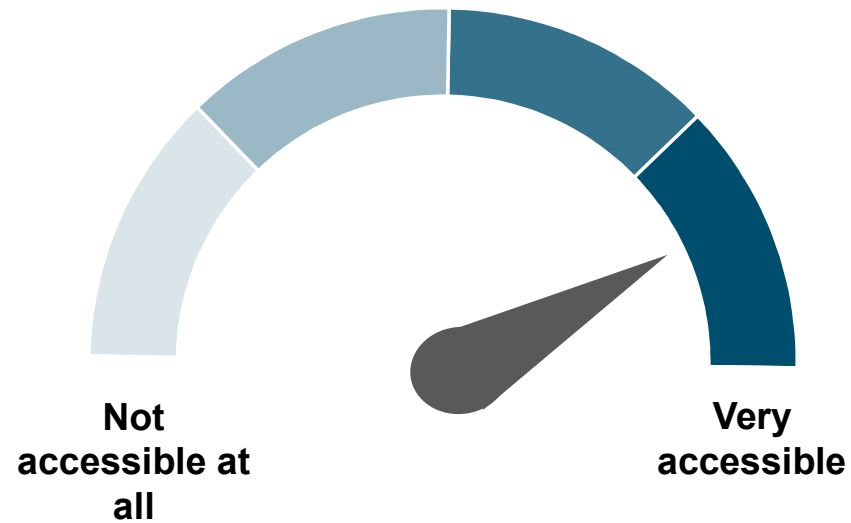


# CONTACTING THE SERVICE PROVIDER



# Overall, respondents found the contact details of the provider to be accessible scoring an average rating of 3.3 (out of 4)

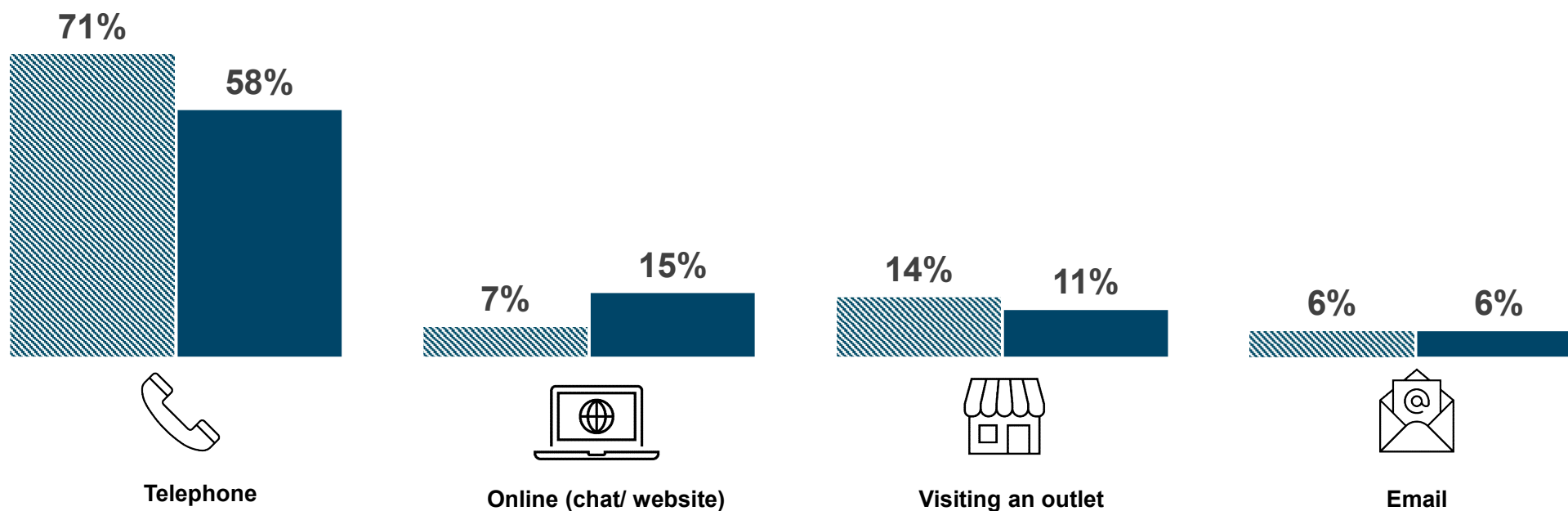
*Service providers' contact details*



# The telephone remains by far the most preferred customer contact channel, even though less people are now keen to use this medium.

Preferred customer contact channel

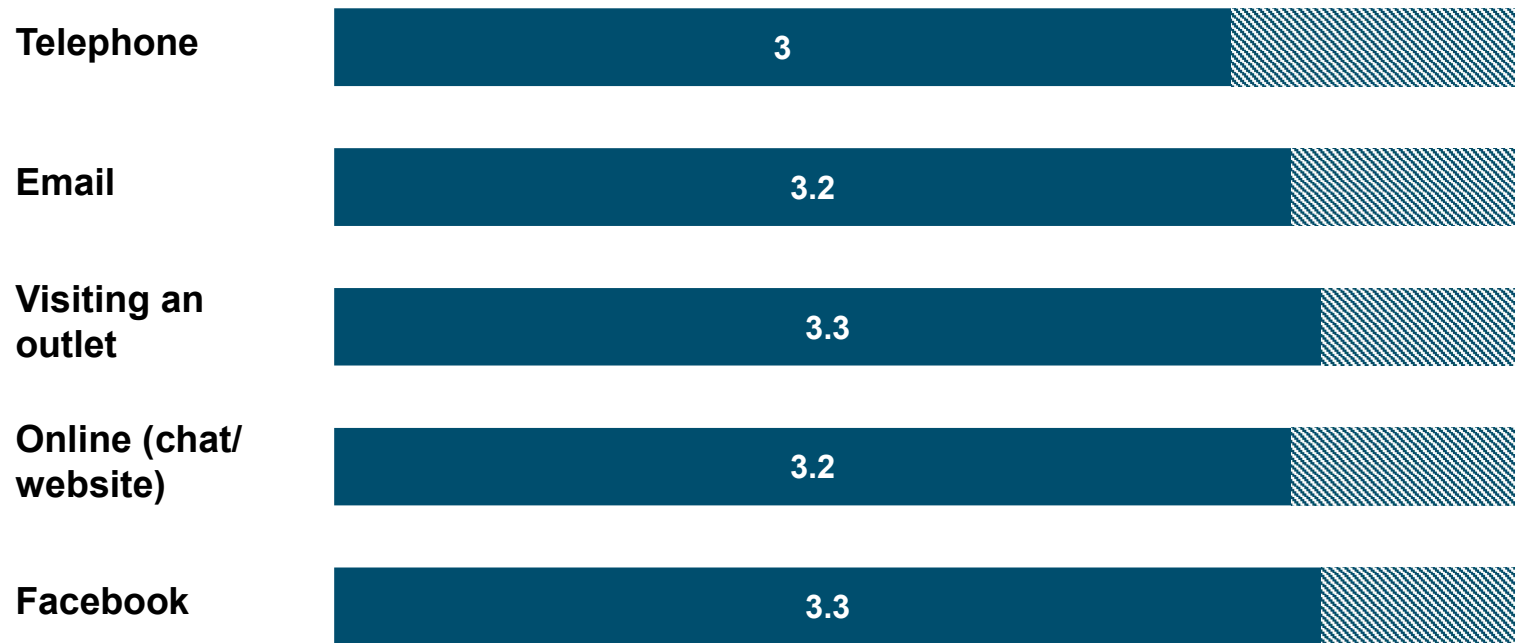
2019 2022



Base: All Respondents (502)  
Q402. Which is your most preferred customer contact channel?

INSIGHT | KNOWLEDGE | EXPERTISE

# The telephone is the channel that received the lowest rating out of the customer care channels used.

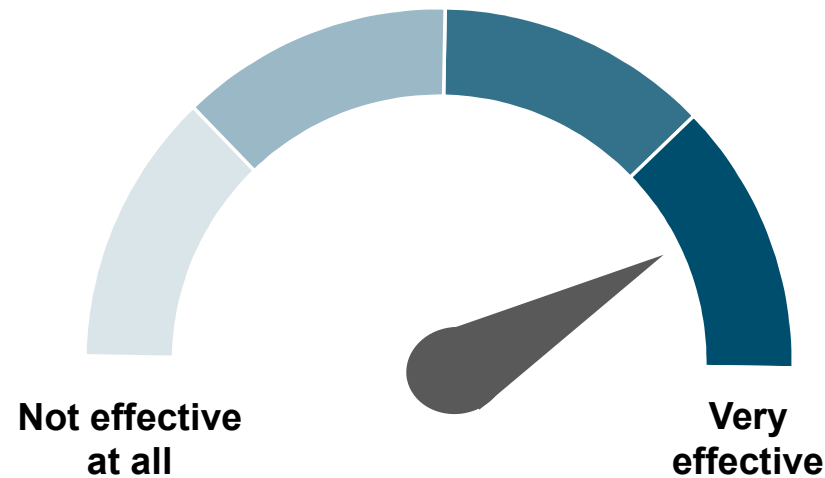


Base: Respondents who used telephone (215) Email (28) Outlet (61), Online (85), Facebook (13)  
Q408. Please rate each of the customer care channels you used. Please tell me whether they were extremely good, good, poor or very poor.



# Respondents found the solutions provided by the service provider to be effective scoring an average rating of 3.3 (out of 4)

*Service providers' solutions*



## A quarter of respondents made use of a customer care support service other than telecoms

*Services sought support for*



An average of 2.9 was achieved for the customer care channels used.

# QUALITY OF SERVICE

2019  
44%

41%

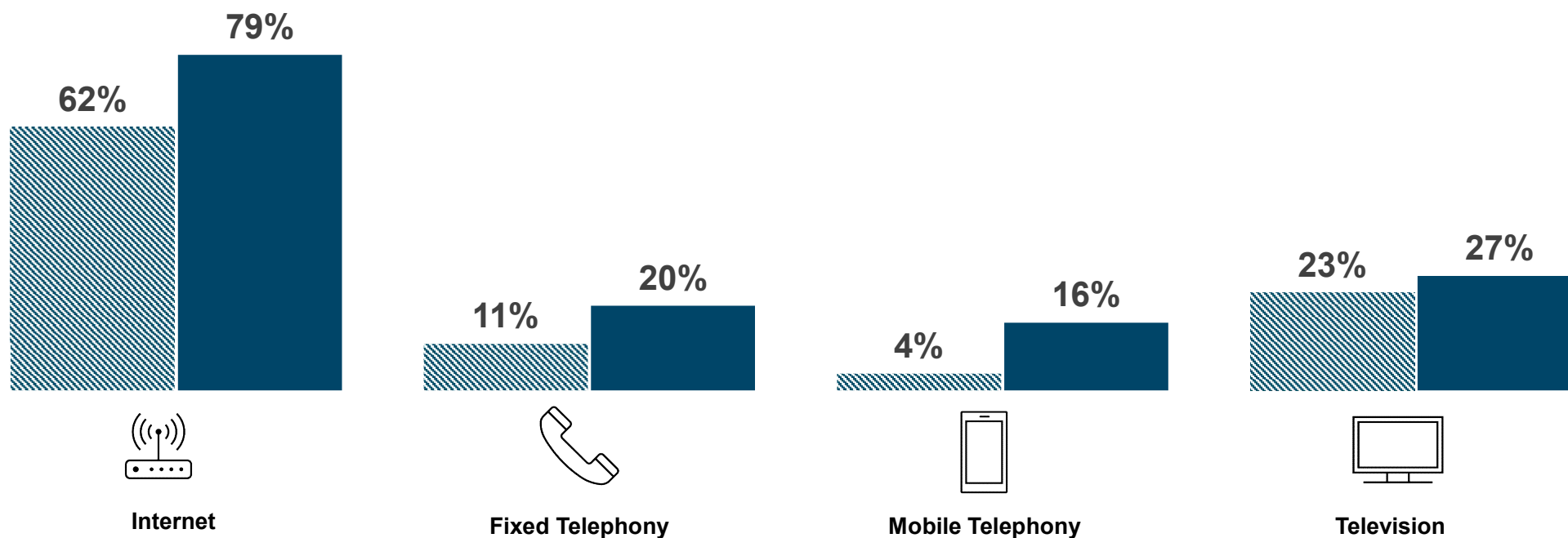
*have experienced a  
fault in the past 12  
months*



# Mobile telephony services had the least faults experienced however a significant increase when compared to 2019

*Faults experienced*

▨ 2019 ■ 2022





**54%**

of those who experienced faults, noted that service providers resolved the issue within the same day.

**8%**

of those who experienced a fault in the last 12 months but were not provided with a temporary solution, were given compensation. Almost three-fifths (59%) of those given compensation, had to request it, however most respondents (84%) were satisfied with the compensation provided.

**74%**

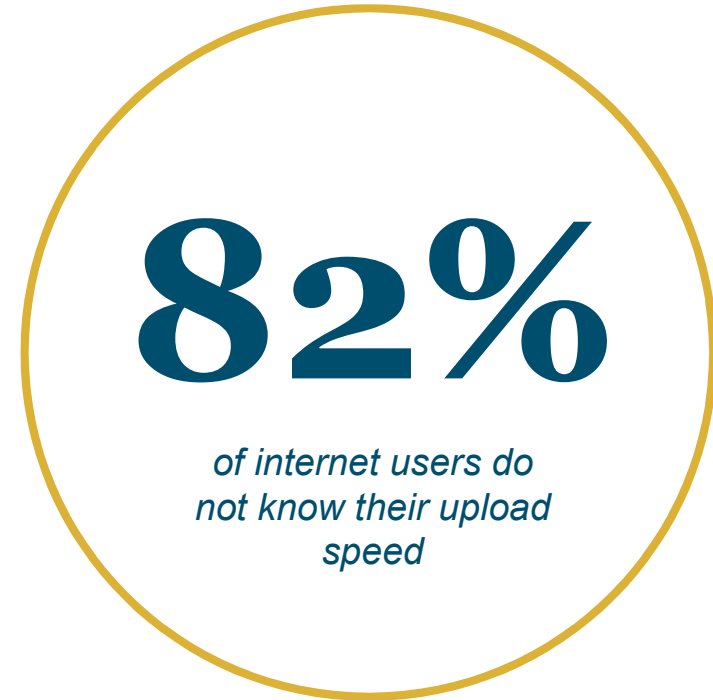
of the individuals who experienced a fault within the last 12 months were not provided with a temporary solution. Among those provided with a temporary solution, 94% were satisfied to an extent with the solution provided.

**72%**

of the users who experienced faults but were not given a temporary solution or compensation, were not expecting any compensation. Among those who were expecting some form of compensation or redress wanted a deduction from the bill (33%), a temporary solution (10%) or days of free service (10%).

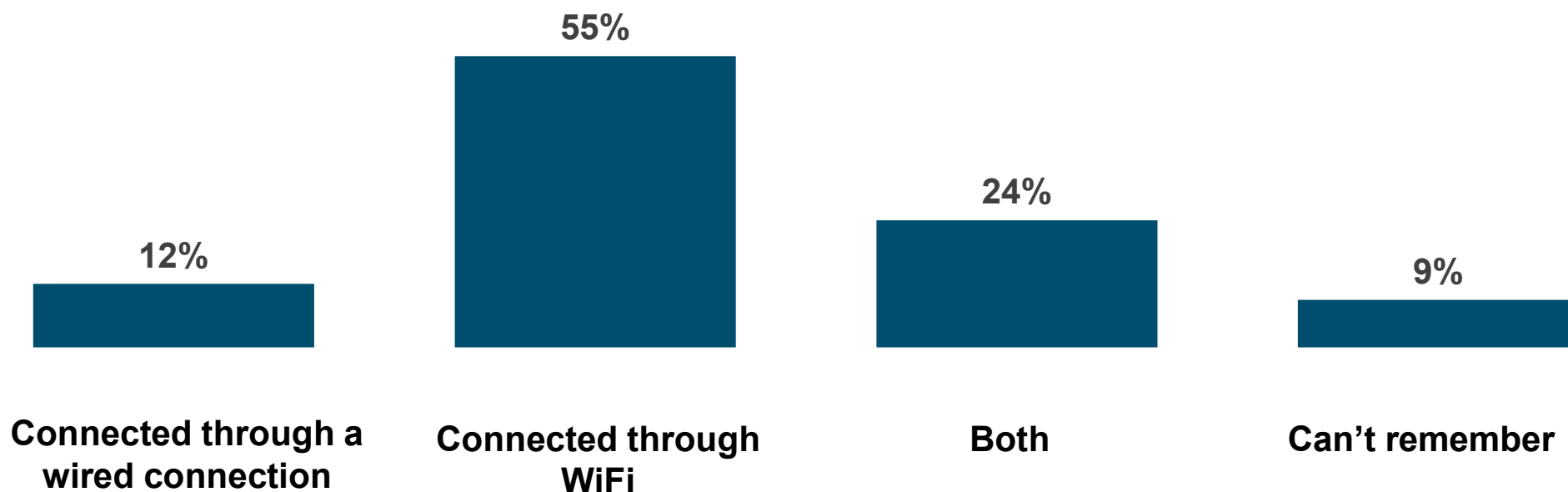
# 69% of internet users experience fixed internet speed slower than that actually marketed

*Download / Upload speed*



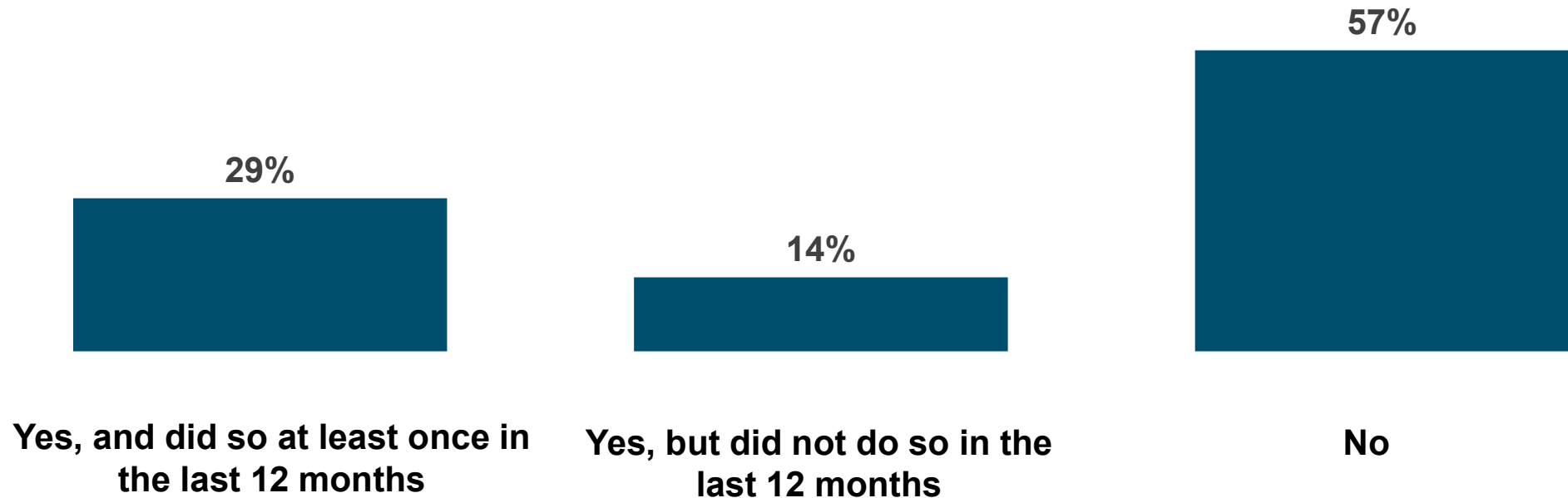
**Just under a third of those who experienced slow speed through a wired connection (31%) and through WiFi (31%) were never resolved.**

*Internet speed*



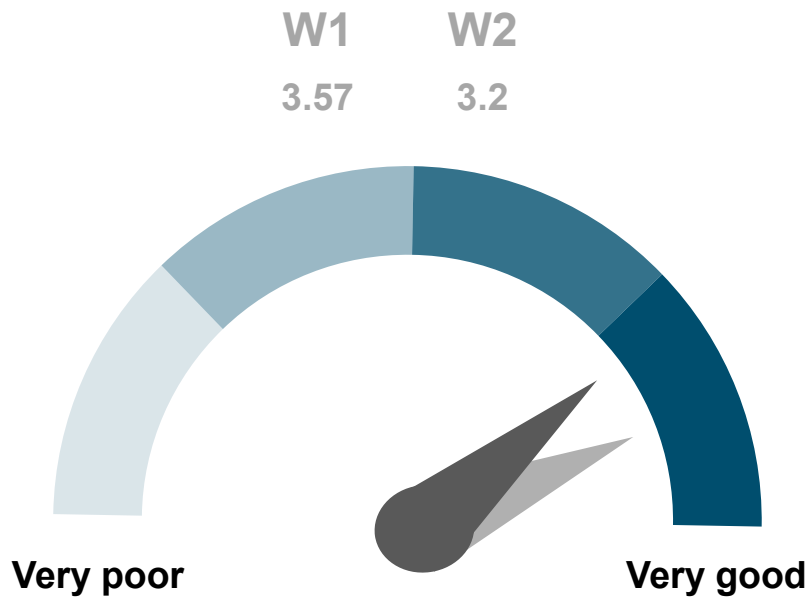
# 61% of those individuals who know how to conduct an internet speed test, do so over a wireless connection

*Internet speed*

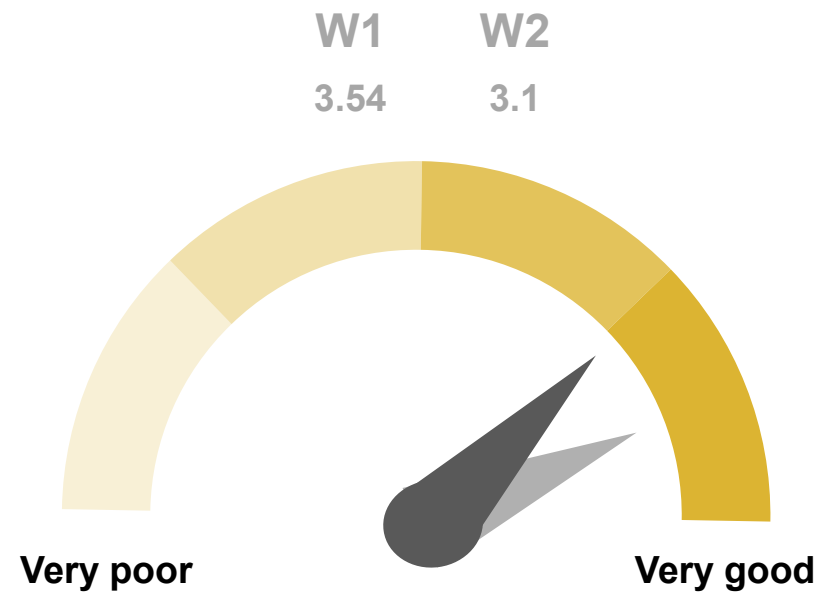


# Mobile service ratings for both indoor and outdoor reception decreased slightly when compared to 2019

*Mobile reception rating*



**OUTDOOR RECEPTION**



**INDOOR RECEPTION**

2019  
53%

72%

*prefer their bill to be  
delivered  
electronically*



**26%**

of respondents have ever needed to access an itemised bill for their mobile or fixed telephony. Of those who needed to access an itemised bill 91% found it easy to understand.

**45%**

of the respondents noted that they received a notification before the initial contract expired.

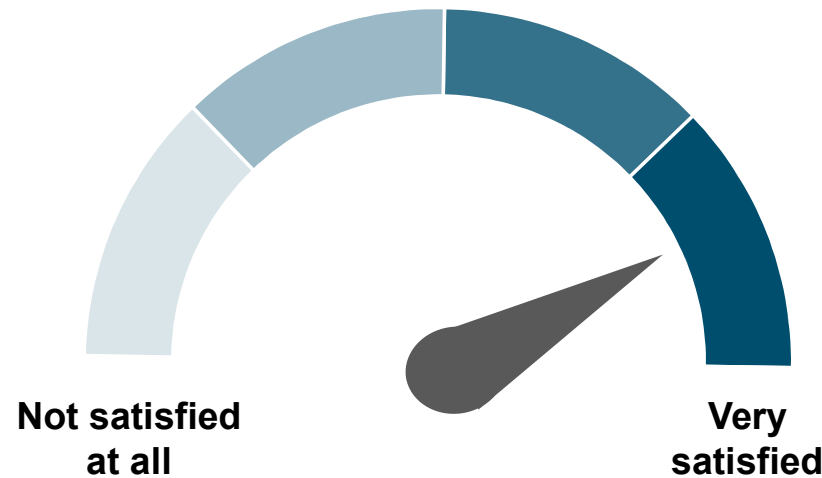
**15%**

of respondents requested a correction in their bill, and for 87%, this led to a correction in the bill. Moreover, 85% of individuals who requested a correction in their bill and were granted one were satisfied with how the matter was handled.

**95%**

of respondents did not terminate any services. 75% of those individuals who terminated a service found the information regarding the termination process to be easily accessible. 56% of those who terminated a service in the last 12 months found the early termination fees to be high, however 63% of respondents found the termination process to be efficient to an extent.

**Overall, most respondents (94%) are very satisfied or fairly satisfied with their experience with the service provider scoring an average rating of 3.3 (out of 4)**  
*Overall experience*





# Thank You

[www.miscomalta.com](http://www.miscomalta.com)

**INSIGHT | KNOWLEDGE | EXPERTISE**

**misco**