

# **SURVEY ON CONSUMER AWARENESS AND SATISFACTION OF INFOCOMM SERVICES 2003**

## **INTRODUCTION**

This consumer survey was conducted by the Infocomm Development Authority of Singapore (IDA) to measure the level of consumer awareness & satisfaction with selected telecom services in Singapore. IDA also surveyed consumer awareness of some basic consumer rights on telecom services. The survey was conducted as part of IDA's efforts to understand consumers' views of the liberalised telecom market. Research Plus Pte Ltd was commissioned by IDA in December 2002 to conduct the survey.

The survey covered 1,500 Singapore citizens and Permanent Residents, aged 18 and above, and was conducted from January to March 2003. The sample was randomised using households selected via a Household Sampling Frame purchased from the Department of Statistics (DOS). Data obtained was weighted to ensure that it was representative of the Singapore population.

## **SURVEY HIGHLIGHTS**

The survey revealed that consumers have reaped benefits since Singapore's telecom liberalisation three years ago, with many players offering a wide range of innovative services for consumers in the areas of international call and Internet access services. The survey also revealed that consumers have become more savvy users and are aware of some basic consumer rights for telecom services.

### **(1) International Call Services**

#### Variety & Quality

Overall, 75% of the respondents felt that the variety of international call services<sup>1</sup> in the market today is good. Respondents were also satisfied with the quality of international call services, including quality aspects such as service availability (90% satisfied), voice quality (88% satisfied), low dropped call rates (87% satisfied) and call connection success rates (85% satisfied). In total, 90% of respondents indicated that they were satisfied with the overall service quality for international call services.

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<sup>1</sup> International Call Services include International Direct Dial (IDD), International Calling Cards and pre-paid cards.



#### Billing Attributes

Respondents were also generally satisfied with international call service billing attributes such as timeliness of bills (80% satisfied); accuracy of amount charged (66% satisfied) and advanced disclosure of charging rates (65% satisfied). In total, 59% of respondents were also satisfied with the pricing of international call services.

## **(2) Internet Access Services**

#### Variety & Quality

Overall, 75% of the respondents felt that the variety of Internet access services<sup>2</sup> in the market is good. Respondents were also particularly satisfied with the quality of broadband Internet access services, including quality aspects such as network availability (80% satisfied), service activation time (79% satisfied) and Internet access speed (77% satisfied). In total, 75% of respondents indicated that they were satisfied with the overall service quality for broadband Internet access services.

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<sup>2</sup> Modes of Internet access include dial-up, ADSL and cable modem.

## Internet Access Services

75% feel that there is a good variety of Internet access services.

75% are satisfied with overall quality of broadband services.

Respondent satisfaction for various aspects of broadband Internet access services:



### Billing Attributes

Respondents were also generally satisfied with broadband Internet access service billing attributes such as timeliness of bills (87% satisfied), ease of understanding of bills (86% satisfied) and accuracy of amount charged (82% satisfied). In total, 56% of respondents were also satisfied with the pricing of broadband Internet access services.

### **(3) Awareness of Consumer Rights**

In a liberalised telecom market, consumers have become more savvy users and are aware of some basic consumer rights for telecom services, as evidenced by the following survey findings:

- 64% of respondents were aware that telecom service providers have an obligation to disclose, in advance, the terms governing the provision of telecom services;
- 85% of respondents were aware that they should immediately inform their mobile service provider to suspend their service if they lose their mobile phones; and
- 73% of respondents were aware that telecom service providers have an obligation to provide regular, accurate and timely bills to consumers.

### Consumers are aware that...

...they should immediately inform their mobile service provider to suspend service if they lose their mobile phones.



...telecom operators must provide regular, accurate and timely bills.



...telecom operators must disclose service terms to consumers, in advance.



In addition to the high awareness level of consumer rights cited, there are a few other basic consumer rights that had lower levels of awareness amongst respondents. These include the following consumer rights, which consumers should also be aware of as users of telecom services:

- 45% of respondents were aware that, in the event of a billing dispute, they have a right not to pay any reasonably disputed amounts, pending the resolution of the dispute; and
- 40% of respondents were aware that they have a right to withhold consent on the use of their personal information by their telecom service providers for the marketing of other goods and services.

### Consumers are aware that...

...they need not pay reasonably disputed amounts, pending the resolution of the dispute.



...they can withhold consent on use of their personal information by telecom operators for marketing of other goods and services.

