

THE STATE OF CUSTOMER EXPERIENCE IN NIGERIA 2019 REPORT

A Focus On Internet Service Providers (ISPs)

Inside

How satisfied are customers with their internet service experience?

What is most important to internet service customers?

How likely are customers to switch ISPs or patronize new entrants?

What ISPs have the highest customer rating?



OVERVIEW

With a growing population and the need to gain access to information, communicate, entertain, work, gain knowledge, manage relationships, seek help and express oneself, there is an increasing demand for fast, reliable and affordable internet services from mobile network operators and broadband providers.

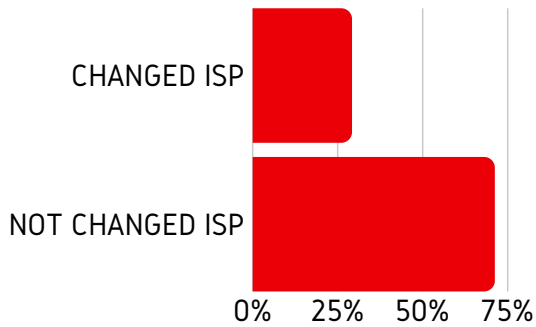
To identify customers' internet service priorities and evaluate the quality of internet service experience in Nigeria, Niche Customer Experience Consulting Firm (formerly known as Neetch Company) deployed an Internet Service Experience survey. This survey is the second in the 'STATE OF CUSTOMER EXPERIENCE IN NIGERIA' series. (First report - 2018 Mobile Banking Satisfaction Survey).

Post engaging respondents across 14 states of the federation (Lagos, Abuja, Adamawa, Akwa Ibom, Anambra, Delta, Kaduna, Katsina, Kogi, Ogun, Ondo, Osun, Plateau and Rivers), the outcome provides insight into the drivers of satisfaction, dissatisfaction, loyalty, churn and a general ranking of internet service providers (ISPs) from customer satisfaction and likelihood to recommend perspectives.

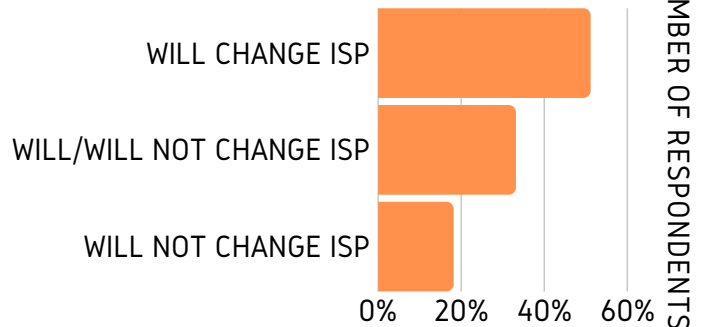




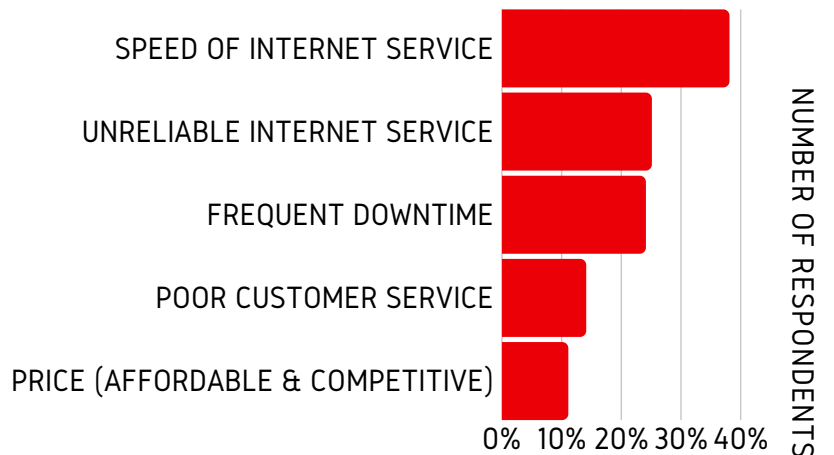
RESPONDENTS HAVE



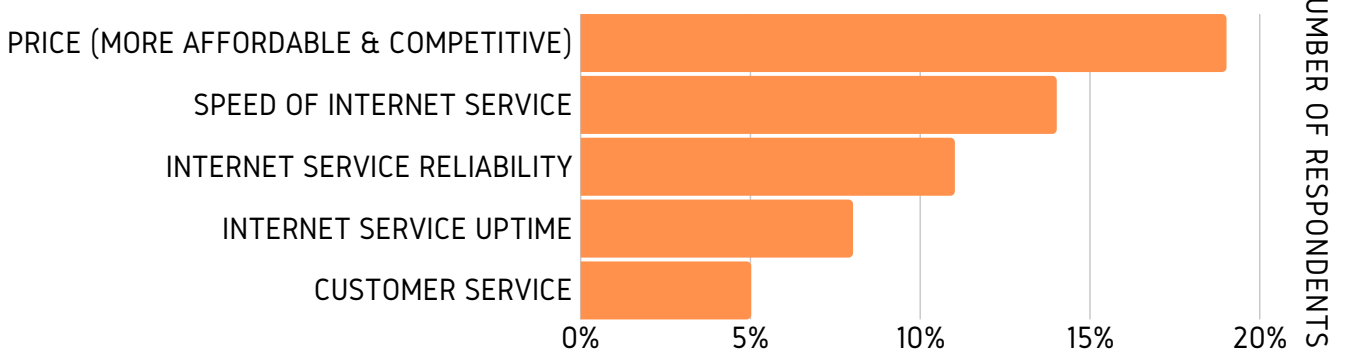
RESPONDENTS



WHY RESPONDENTS CHANGED ISP

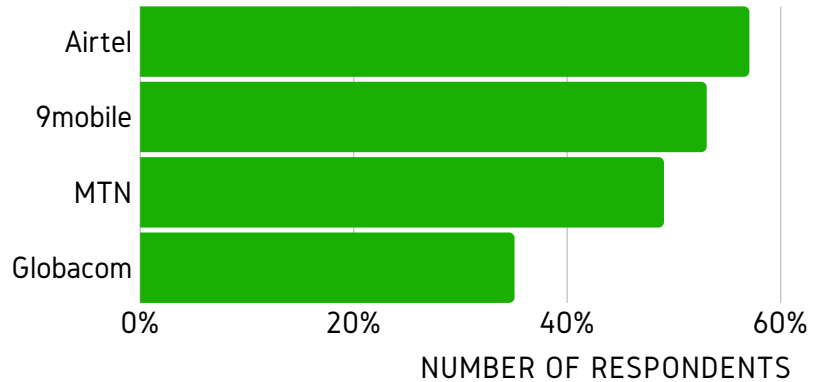


WHY RESPONDENTS WOULD CONSIDER ANOTHER ISP

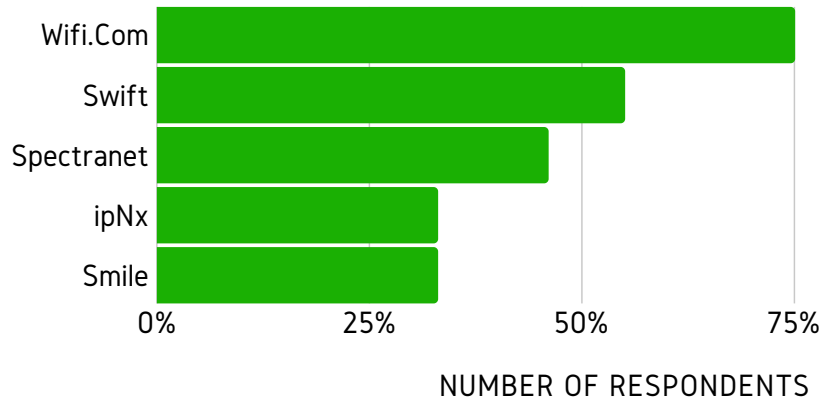




CUSTOMER SATISFACTION RANKING (MNP)



CUSTOMER SATISFACTION RANKING (BBP)



NET PROMOTER SCORE RANKING (MNP)

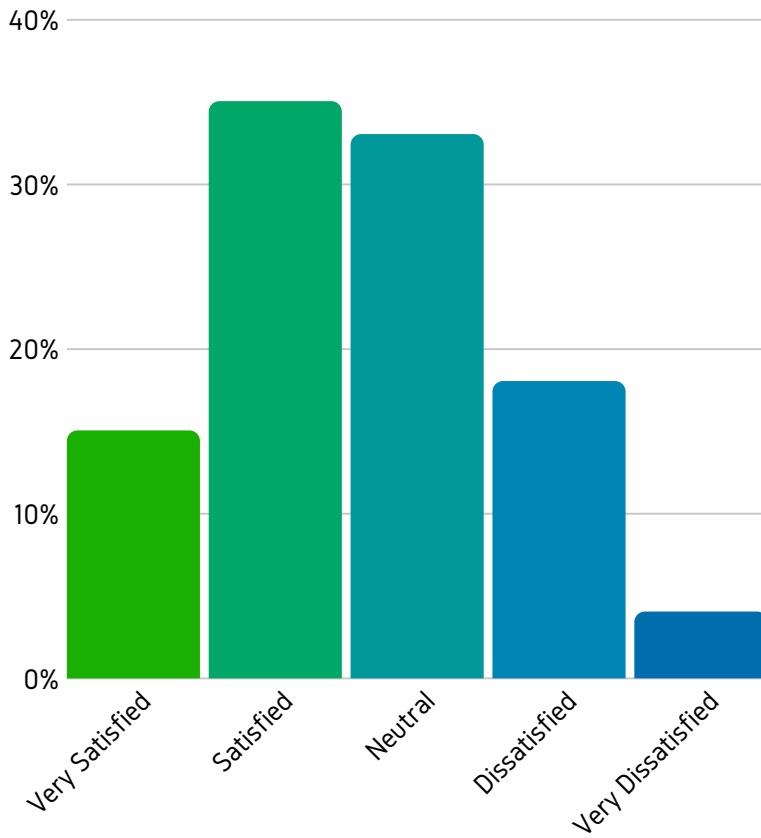


MNP NPS RANKING

1. **Airtel: 0**
2. **MTN: -7**
3. **9mobile: -9**
4. **Globacom: -13**

BBP NPS RANKING

1. **Swift: 44**
2. **Spectranet: 0**
3. **Smile: -50**
4. **Wifi.com: -50**
5. **ipNx: -100**



CUSTOMER SATISFACTION SCORE

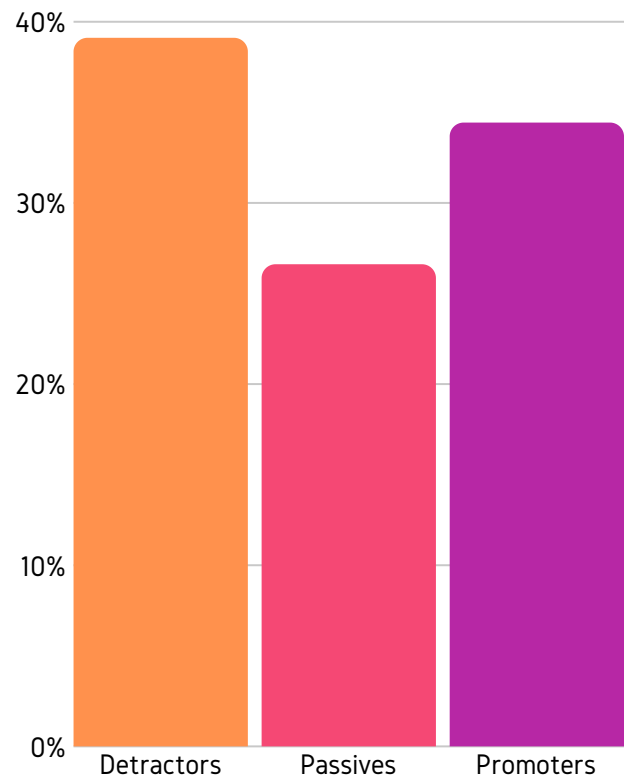
While overall satisfaction is at 48%, below is the satisfaction score per ISP category i.e. mobile network provider (MNP) or broadband provider (BBP).

- MNP satisfaction score: 48%
- BBP satisfaction score: 44%

NET PROMOTER SCORE (NPS)

While overall NPS is -5, below is the net promoter score per ISP category i.e. mobile network provider (MNP) or broadband provider (BBP)

- MNP net promoter score: -5
- BBP net promoter score: -11



IN CONCLUSION

The research highlights the need for ISPs to pay more attention to and prioritize the price of internet service, the speed of internet service and the stability of internet service over customer service i.e. complaint resolution. It also highlights an urgent need for ISPs to focus on customer priority areas to prevent customer churn when there is a new entrant that offers affordable and competitive pricing, fast internet service and reliable internet service. Survey insight suggests that ISPs will win in customer experience if their prices are competitive, internet speed is fast and reliable.

With a below 48% customer satisfaction score, a -5 net promoter score and a 33% neutral position across internet service experience parameters, it is important for ISPs to understand how to manage their customers' experience in line with their customers' journey buying, using and sharing their products and services.

For more information about the survey and specific feedback per ISP, kindly contact the undersigned.

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FOUNDER & PRINCIPAL CX CONSULTANT



The data captured herein is 100% feedback from respondents and devoid of the personal opinions of Niche Customer Experience (CX) Consulting Firm. Before acting or making business decisions based on respondent feedback, please contact Niche CX Firm.

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