



# subtonomy

## Marketing Survey

How do we prefer our CSP technical customer support?

22/4 – 27/4 2020



## Purpose of this survey

1087 people in Sweden have participated in this survey, performed by Next Research & Consulting on behalf of Subtonomy.

Purpose has been to get a better understanding of how mobile subscribers prefer to interact with their mobile operator's technical customer support in 2020.



# Highlighted findings

- **Only 17%** think it is acceptable to have technical support available only during office hours
- **65%** want to know whenever there is an update to their issue case
- **53%** prefer to talk to a person that solves issues for them





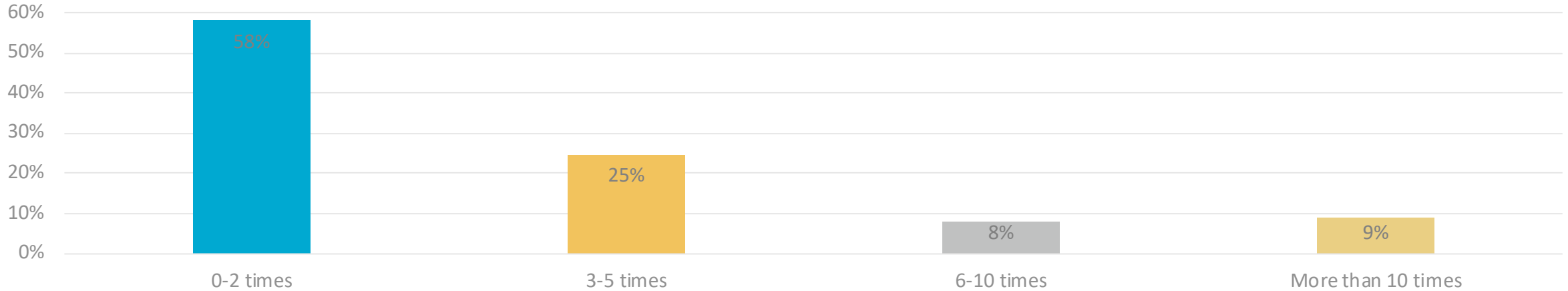
# Survey details: Customer Support trends for mobile operators in Sweden

- Performed by Next Research & Consulting  
22/4 – 27/4 2020
- 1087 complete answers
- Participants selected to represent a cross section of Sweden
- Gender division:
  - Women: 52%
  - Men: 48%
- Age division:
  - 18-24: 7%
  - 25-34: 17%
  - 35-44: 16%
  - 45-54: 17%
  - 55-64: 16%
  - 65 or older: 26%

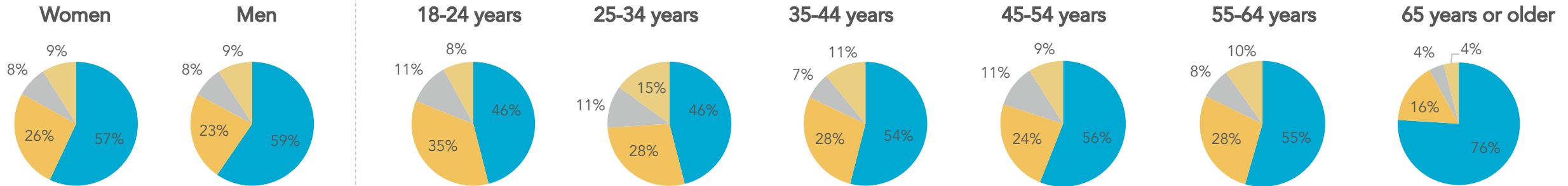




# How many times per year do you have technical issues with your mobile connection?



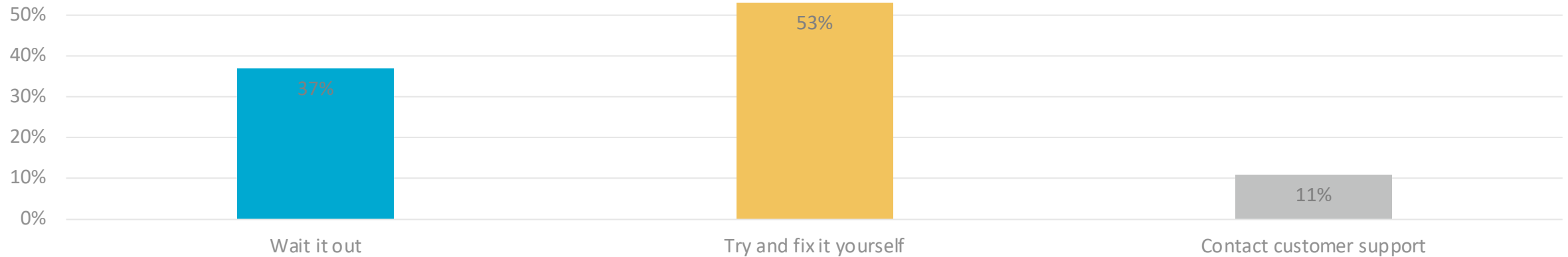
Break-down



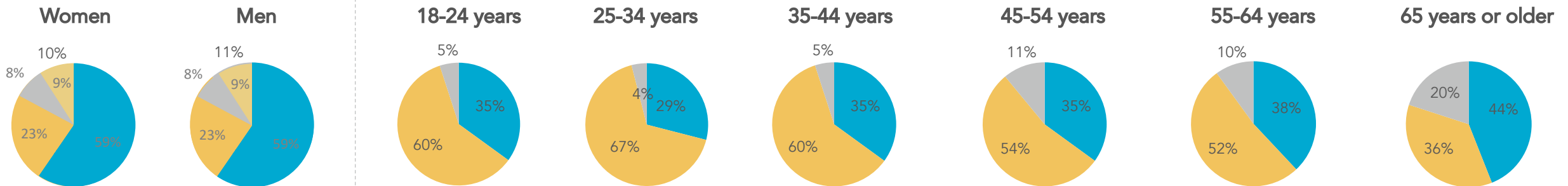
The majority of people experience few issues per year with their mobile service. Between 25-34 years there is a small peak (15%) in users experiencing more than 10 issues per year. There is a correlation between age and experienced issues where older people experience less issues than young people.



# What do you do during the first 24h if you're experiencing technical issues?



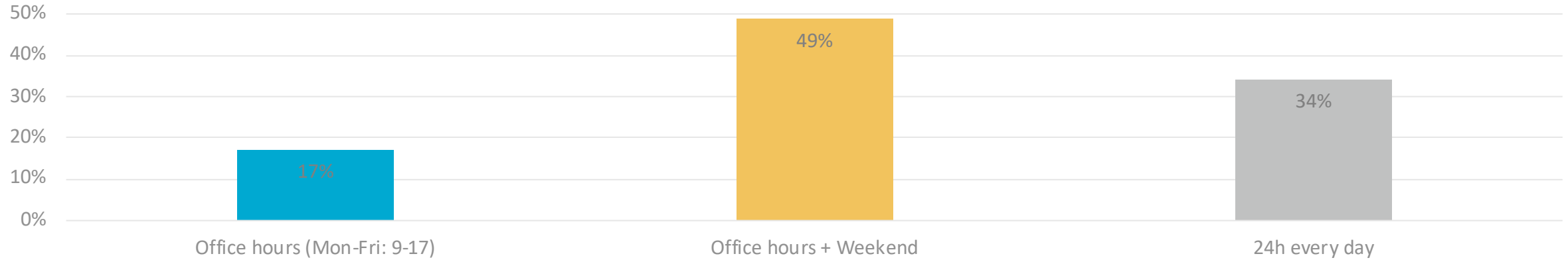
Break-down



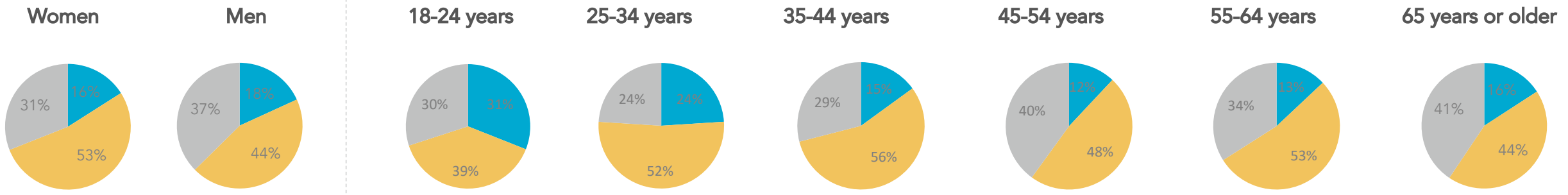
Only 11% will contact support during the first 24h. The likelihood of contacting support increases with age, but so does the will to "wait out the problem". People between 24-34 are most willing to try and fix the problem themselves and this declines with age.



# What do you think are reasonable opening hours for customer support?



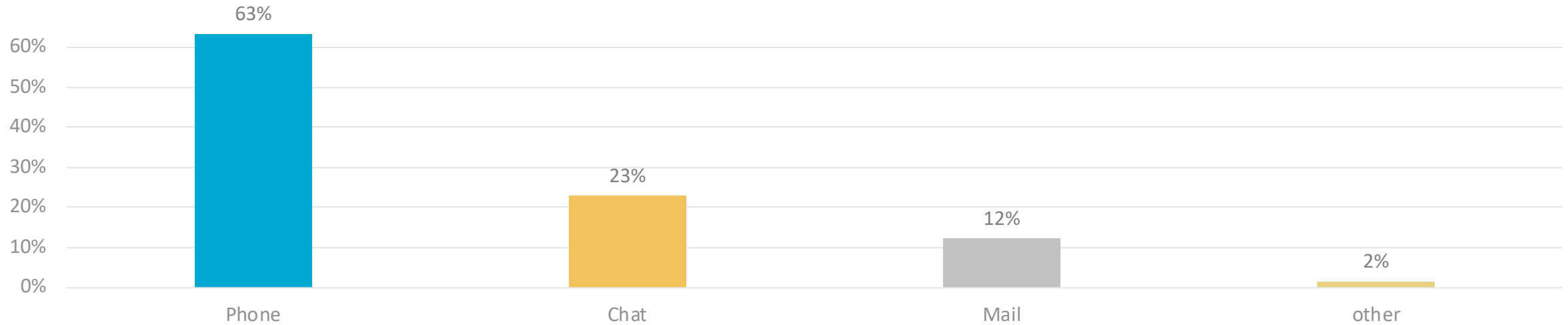
Break-down



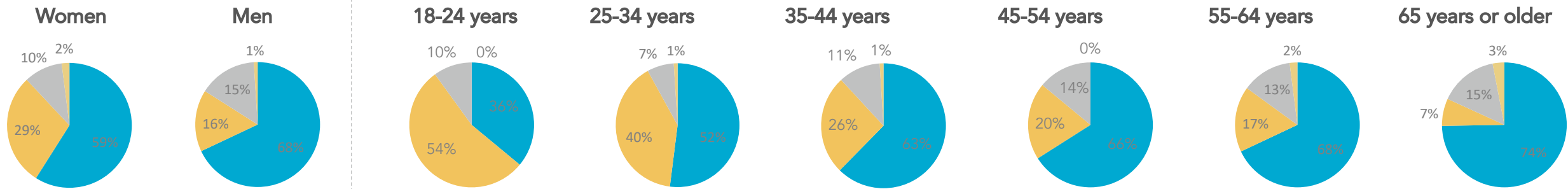
Only 17% think it's sufficient to have customer support only during office hours. The older people get, the more they expect longer open hours.



# What channel do you prefer for customer support?



Break-down

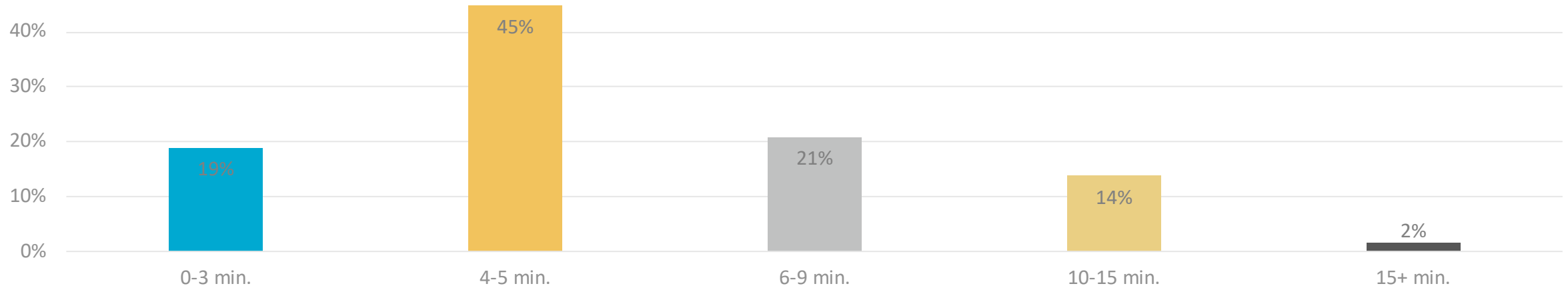


Phone is still the overall preferred channel. Men prefer phone more than women. For younger age groups, digital channels are more important.

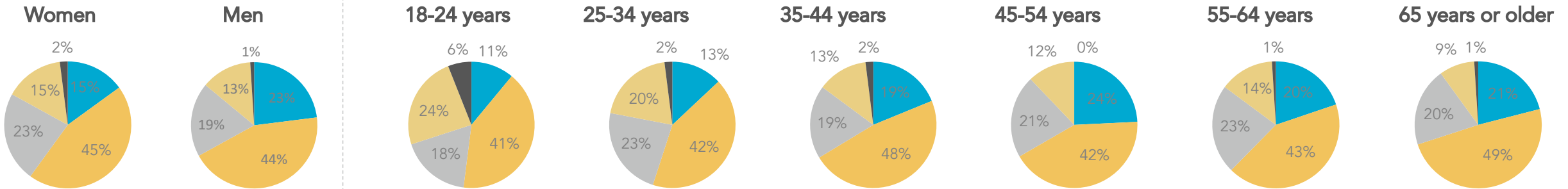




# How long do you think is acceptable to wait in line when calling customer support?



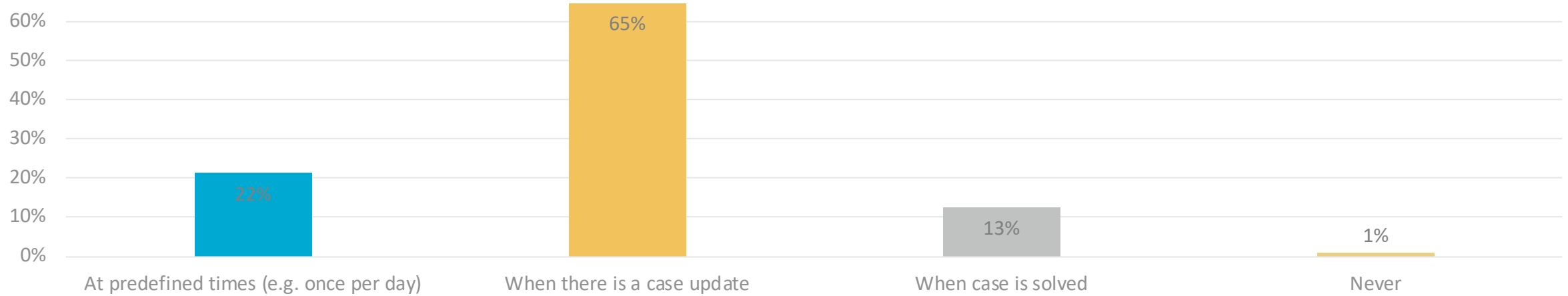
Break-down



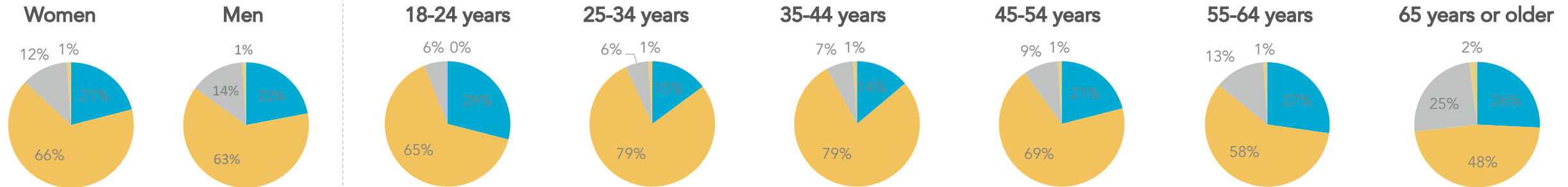
4-5 min waiting time seems to be the acceptable time for the majority of people. Men expect slightly shorter waiting time than women. Younger people groups are willing to wait longer.



# How often do you want an update about your case?



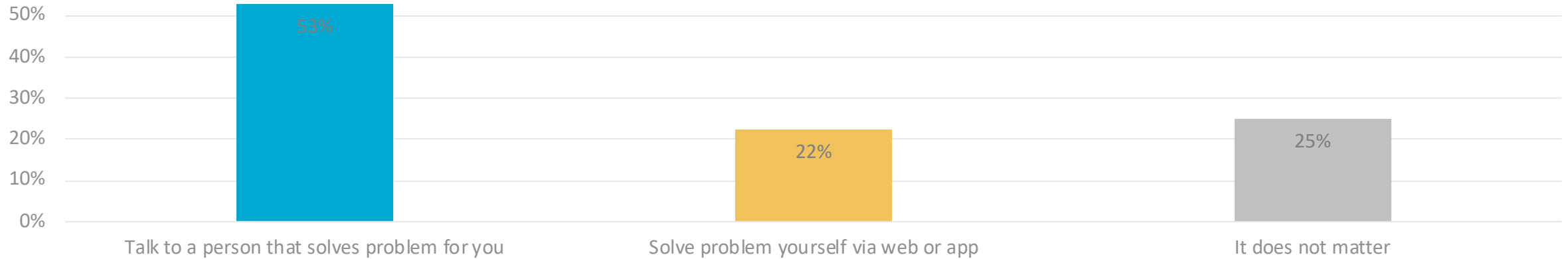
## Break-down



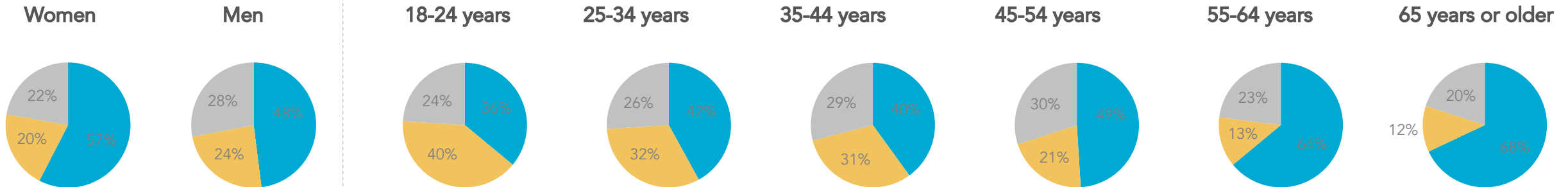
Basically all people would like to get updates on their cases in one form or the other. Majority prefers to hear when there is a case update.



# If you have a technical issue, how do you prefer it gets solved?



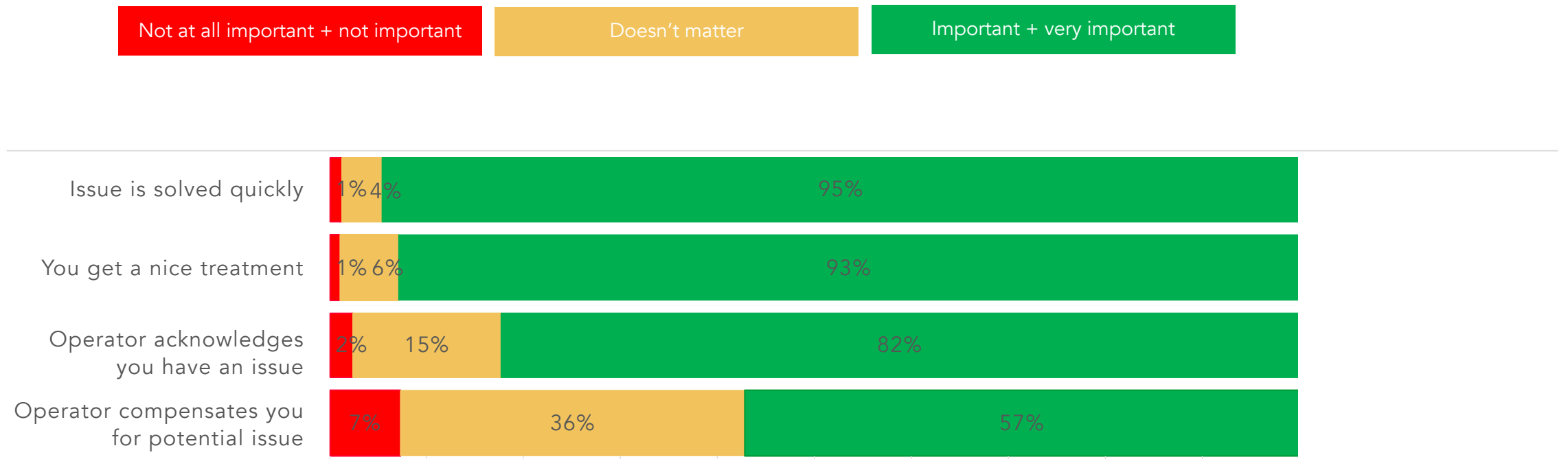
## Break-down



A bit more than half prefer talking to a person to solve a problem. More women than men prefer to talk to a person. For age groups up to 44 years, less than half explicitly prefer to have a person helping them.



# How important is the following?



A fast resolution of an issue is most important followed by a nice treatment. The big majority of people want operators to acknowledge when there has been an issue, though far less actually expect compensation.



subtonomy