2022
Australian
Service Index

ENERGY PROVDERS
SECTOR REPORT

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Foreword

I'm thrilled to present the results of the inaugural Australian Service Index - an Australia wide study, designed to provide insight into how Australians feel about customer service provided by the organisations they products and services from, and to identify ways for Australian organisations to improve their delivery.

Our research comes as organisations face increasing pressure in this period of ongoing crisis brought about by the global COVID-19 pandemic and its impacts.

As Australia's authority on customer service we have published this white paper to support organisations in creating and delivering better outcomes and experiences for their customers. The full 2022 Australian Service Index is available to CSIA's corporate members or by request to CSIA.

Jeremy Larkins

Executive Director

The Customer Service Institute of Australia

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ABOUT THE RESEARCH

Our approach

15 categories
A detailed exploration of a range of industries, and the customer service landscape overall

10,095 Australians
A robust, sample of Australian consumers

Weighted data
Sample weighted by age and gender to the 2021 ABS Census to ensure representivity.

Nationally representative
Talking to Australians in all states and territories.

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Industry questioning

- Australian consumers surveyed about three industry groups that they've communicated with in the last 12 months… our participants were asked:

The brands…

- Which brand(s) have they most recently contacted?

How and why…

- Why did they contact the brand?
- How did they contact the brand…in person, phone, email, SMS, chatbot, live chat, mail, social media or another way?

Their satisfaction…

- Was their issue resolved?
- How did they feel post-interaction?
- Overall satisfaction
- Overall ease of use
- Overall trustworthiness
- Net Promoter Score
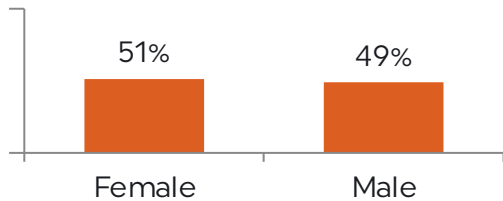
Opportunities for improvement…

- Did the brand solicit feedback?
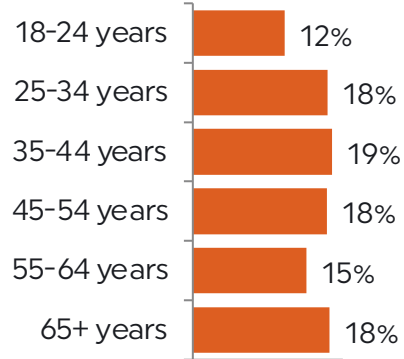- What could they have done to improve their service deliver?

A systematic approach…

Where are we, what's the problem, do these fix it, and how do we make them better still.

Who did we speak to? (cont'd)

Sample demographics

Gender

Female	51%
Male	49%

Age

- 18-24 years — 12%
- 25-34 years — 18%
- 35-44 years — 19%
- 45-54 years — 18%
- 55-64 years — 15%
- 65+ years — 18%

HH Composition

- Living with parents — 9%
- Share household — 7%
- SINK — 15%
- DINK — 17%
- Young Family — 17%
- Older Family — 15%
- Empty Nester — 18%
- Other — 3%

Location

- NSW — 32%
- VIC — 25%
- QLD — 20%
- WA — 11%
- SA — 8%
- TAS — 2%
- ACT — 2%
- NT — 1%
- Metro — 67%
- Regional — 33%

Base: total sample
n=10,093, weighted

A representative slice of Australia.

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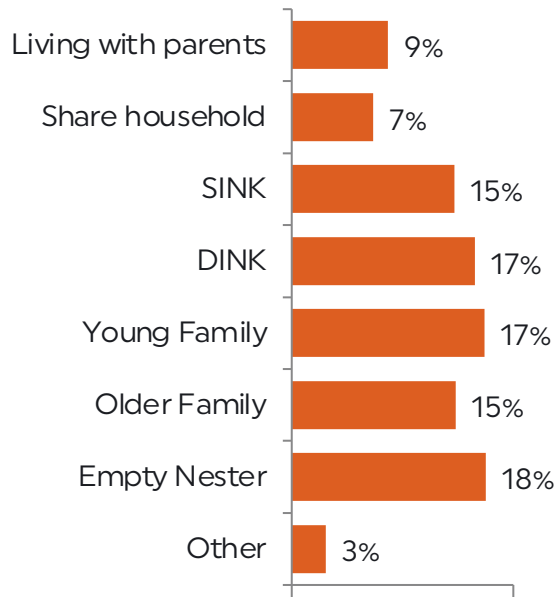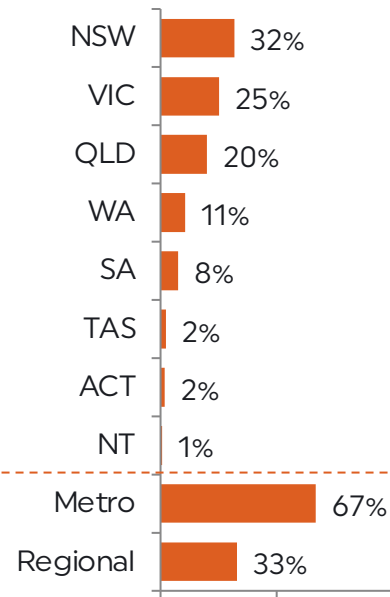
Who did we speak to? (cont'd)

Sample demographics

Employment

Working full-time	54%
Retired	18%
Working part-time	16%
Unemployed	5%
Carer/ home duties	4%
Student	2%
Other	2%

SES

Manager or administrator role	26%
Professional role	32%
Clerks, sales and service workers	22%
Tradesperson	13%
Driver, machine operator or labourer	8%

Income

Less than $34,800	15%
$33,800 - $51,999	14%
$52,000 - $72,799	11%
$72,800 - $88,399	7%
$88,400 - $103,999	10%
$104,000 - $129,999	10%
$130,000 - $155,999	9%
$156,000 - $181,999	5%
$182,000 to $208,000	4%
More than $208,000	5%
Prefer not to say	10%

Base: total sample
n=10,093, weighted

A representative slice of Australia.

CUSTOMER SERVICE NOW

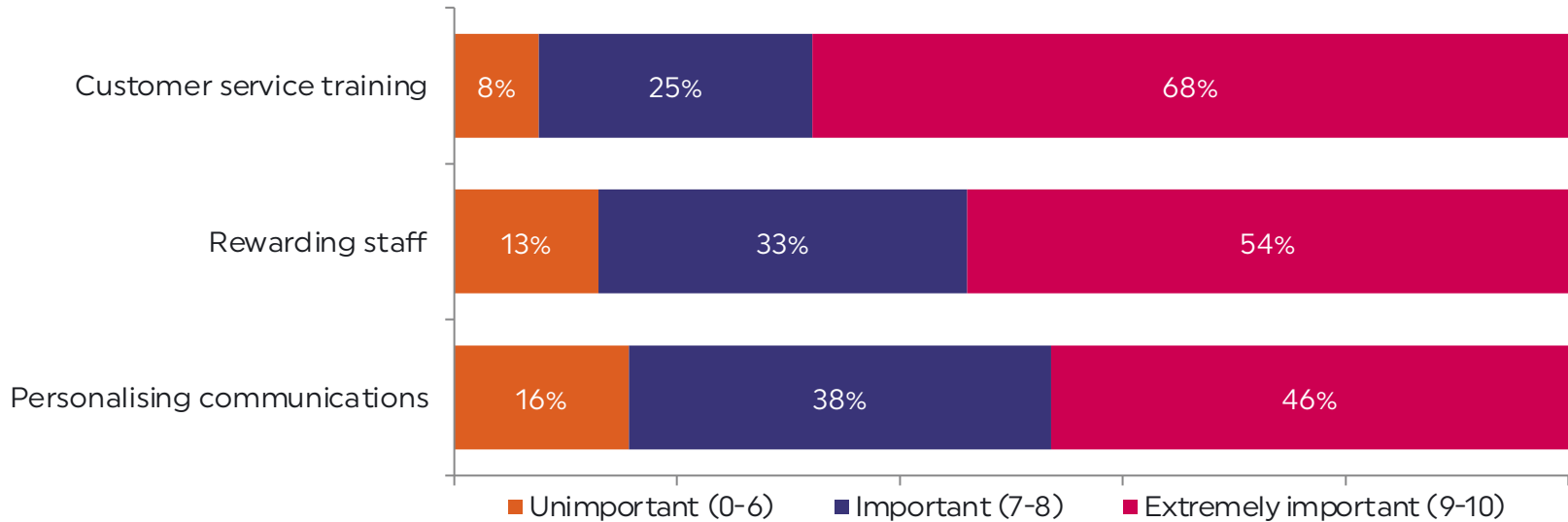How Australians see the current state of customer service.

Two-thirds of Australians think training is essential in creating good customer service

Q34 - Please rate how important you think customer service training is to ensuring staff deliver good customer service?
Q35 - How important do you think it is to reward staff for providing good customer service?
Q35B - How important do you think it is to personalise customer service communications to you?

	Unimportant (0-6)	Important (7-8)	Extremely important (9-10)
Customer service training	8%	25%	68%
Rewarding staff	13%	33%	54%
Personalising communications	16%	38%	46%

Half see rewarding staff as a must have.

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Four in ten Australians think customer service has worsened since COVID

P3 - Has accessing help / customer service got better or worse since COVID?

Worse	Same	Better
40%	34%	25%

Base: total sample n=10,093, weighted

One in four feel it has improved.

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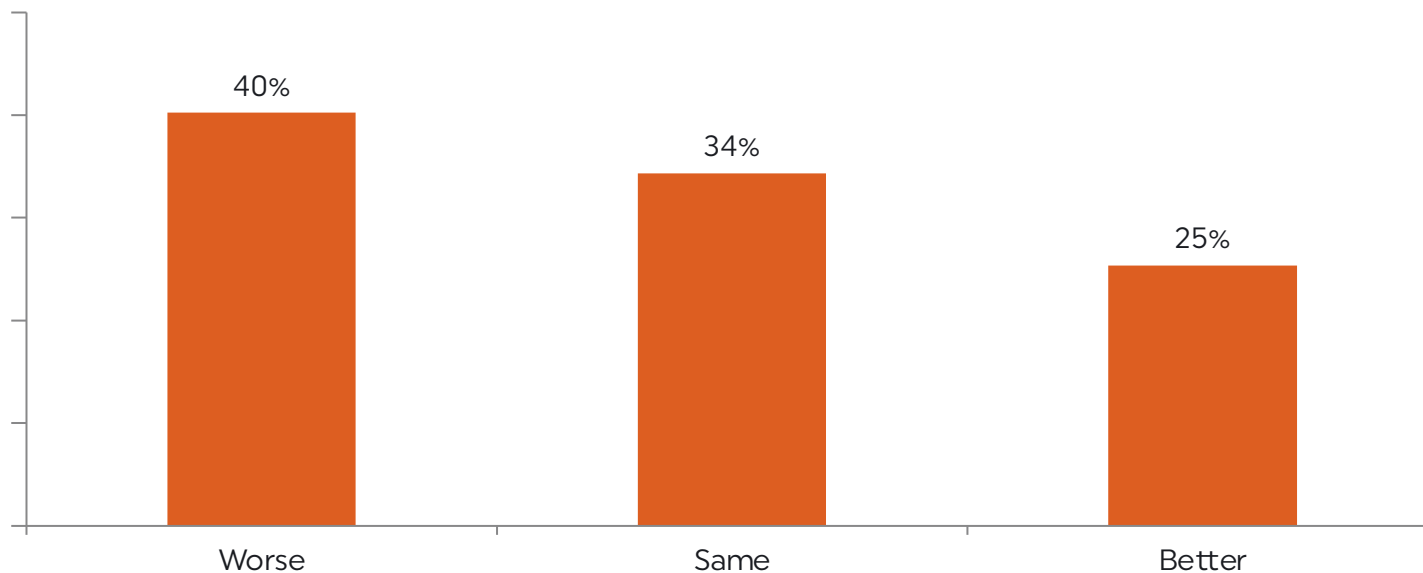
A third of Australians have waited
more than an hour on hold to speak to customer service

P1 - What's the longest you have ever waited on hold to speak with customer service person?

Category	Percentage
Under 10 minutes	9%
10-20 minutes	13%
21-30 minutes	13%
31-40 minutes	5%
41-50 minutes	11%
51-60 minutes	17%
61-90 minutes	13%
91-120 minutes	11%
More than 120 minutes	6%

Average – 59.5 minutes

64%

31%
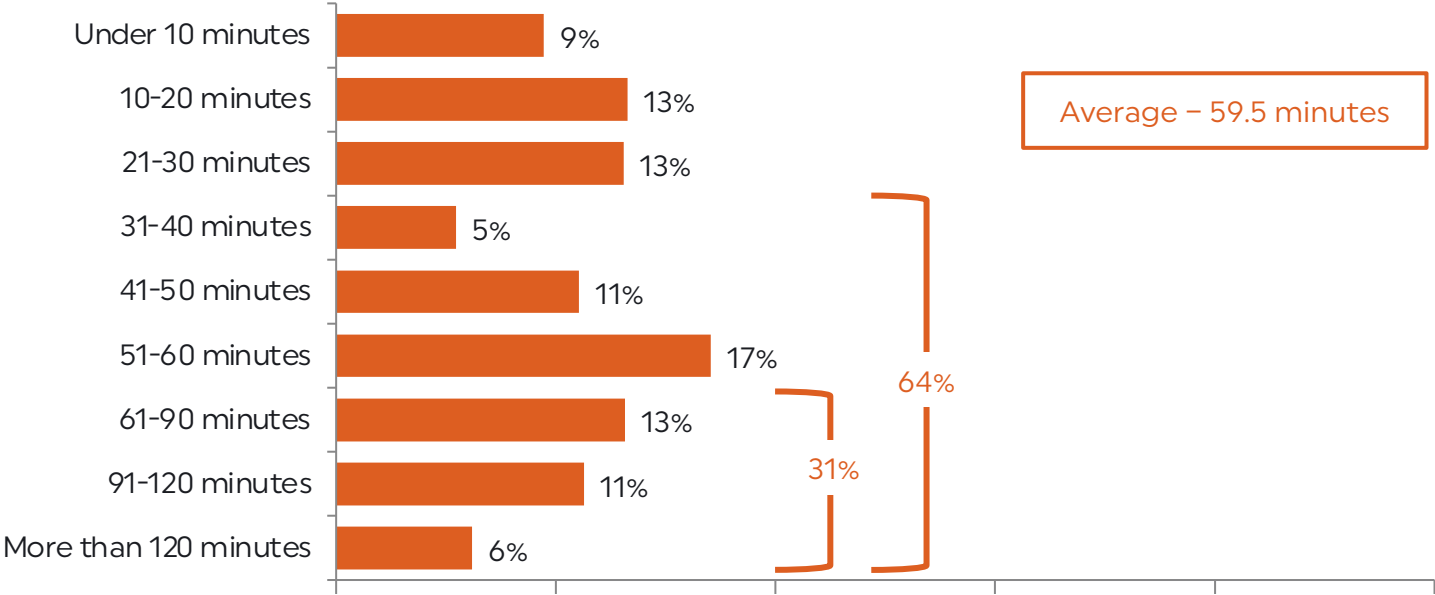
Almost two-thirds have waited more than 30 minutes in the past.

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Most Australians prefer talking in person to customer service

P4 - What is your <u>favourite</u> customer service channel to use?
P5 - What is your <u>least favourite</u> customer service channel to use?

Most favourite channel

Channel	Percentage
In person	30%
Phone	26%
Email	20%
Live chat	17%
Chatbot	2%
SMS	1%
Social media	1%
Mail	1%
Another way	1%

Least favourite channel

Channel	Percentage
Phone	28%
Chatbot	18%
Social media	14%
In person	12%
Email	7%
Mail	6%
Live chat	6%
SMS	4%
Another way	1%

Base: total sample
n=10,093, weighted

Telephone is their least favourite channel.

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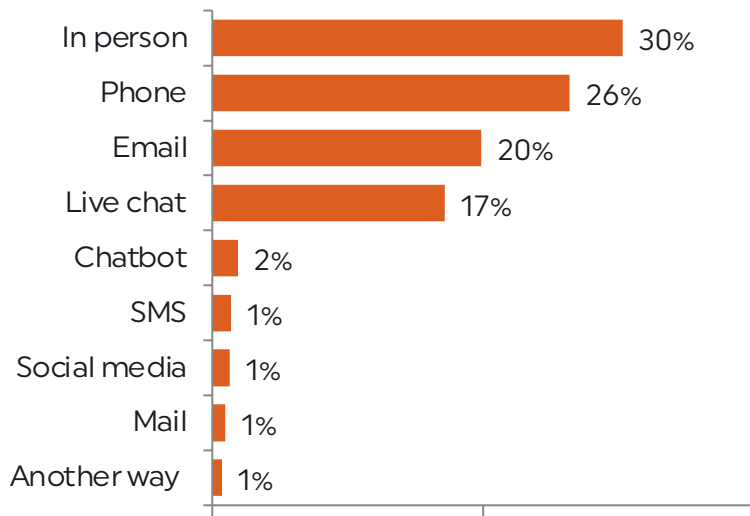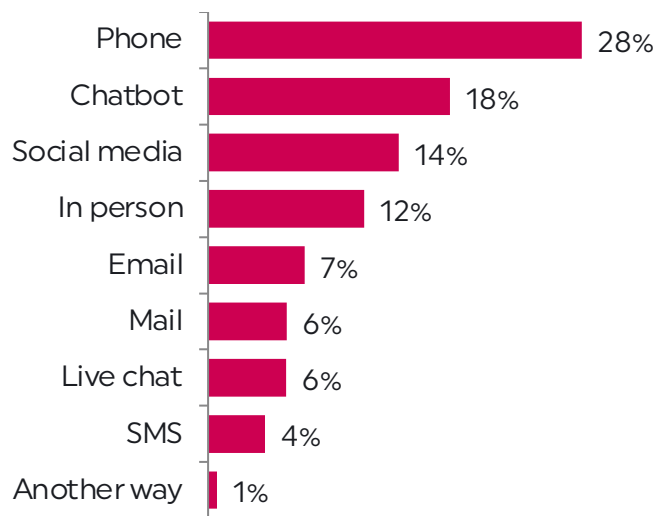
Australians are more likely to leave a review for good service than bad

P6 - How likely are you to leave a customer review for a business that has provided great customer service?
P7 - How likely are you to leave a customer review for a business that has provided poor customer service?

Leave a review for good service?

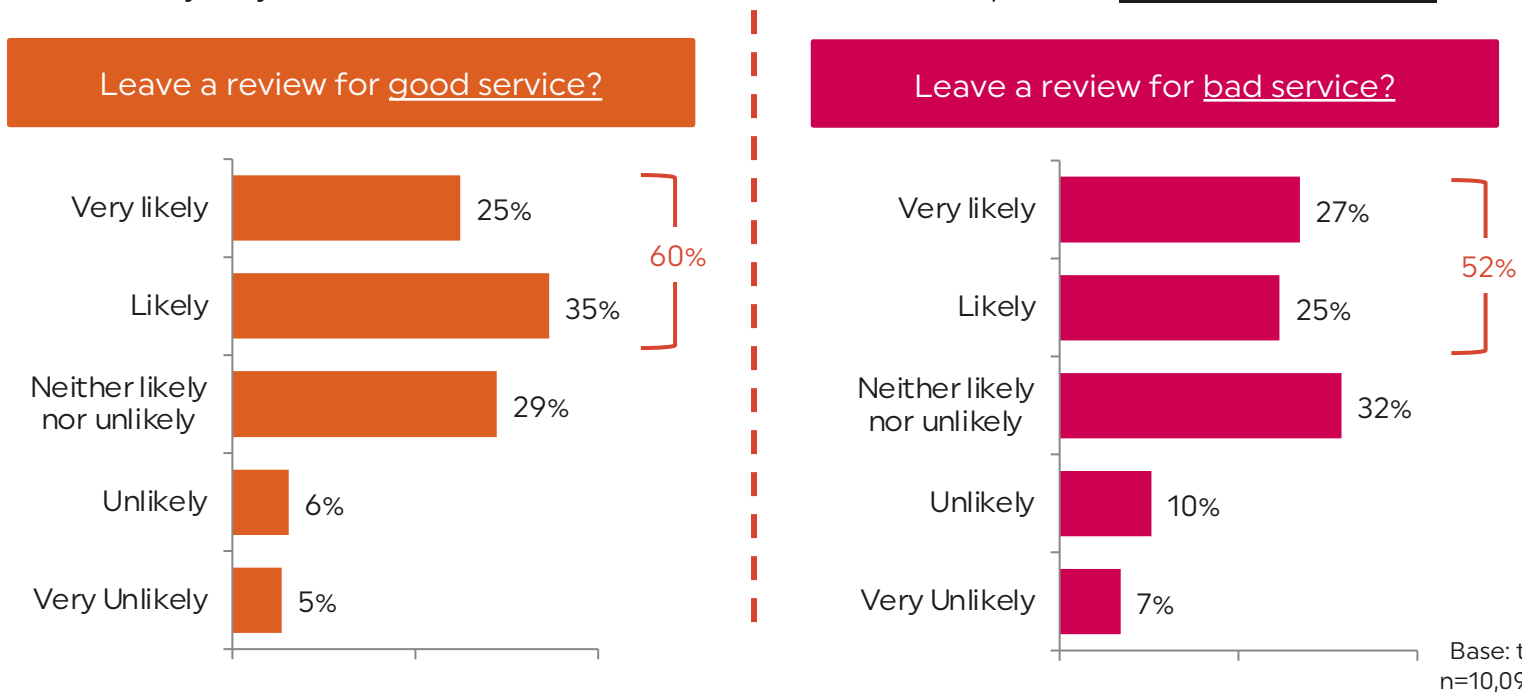|	
Very likely	25%
Likely	35%
Neither likely nor unlikely	29%
Unlikely	6%
Very Unlikely	5%

60%

Leave a review for bad service?

Very likely	27%
Likely	25%
Neither likely nor unlikely	32%
Unlikely	10%
Very Unlikely	7%

52%

Base: total sample
n=10,093, weighted

60% would likely leave a review if it was good, while only 52% would if it was bad.

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One in five Australians always or often leave a review for service they've received

P8 - How often do you leave reviews about the service you have received?

20%

42%

37%

28%

17%

14%

3%

Always   Often   Occasionally   Rarely   Never

Base: total sample
n=10,093, weighted

42% do it rarely or never.

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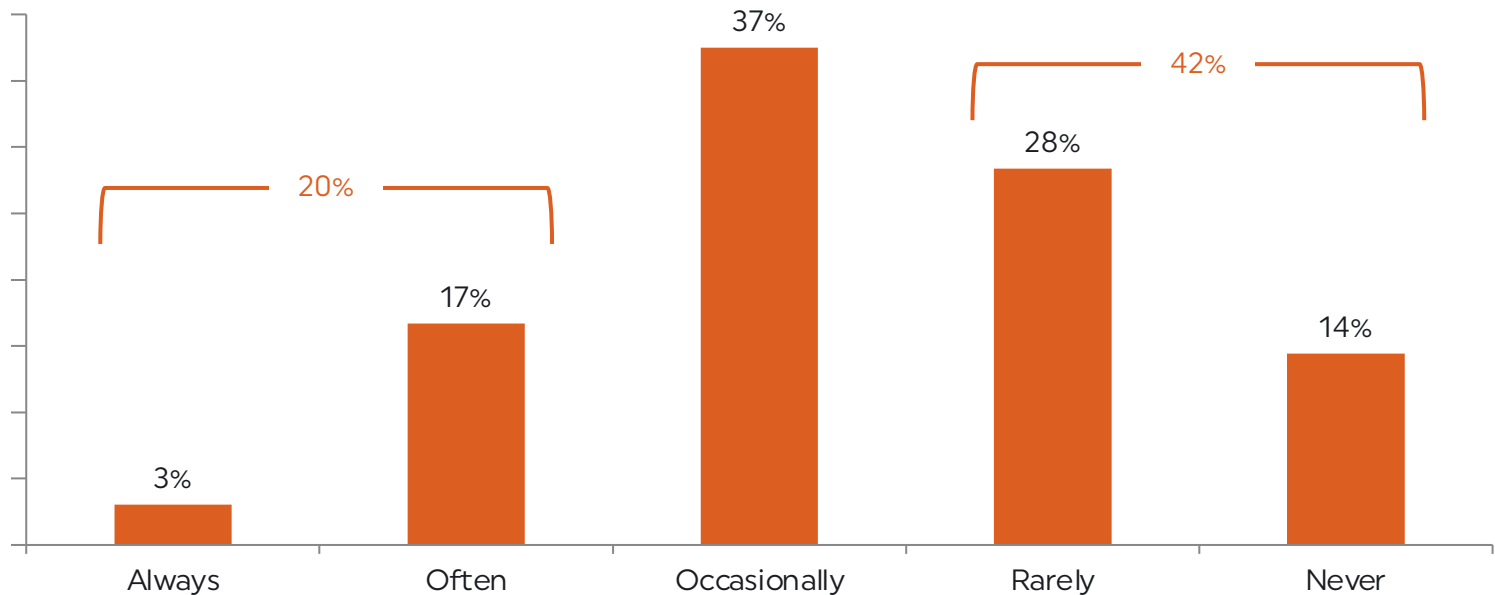
But they're far more likely to tell other people about their experience

P9 - How often do you tell others about a poor service experience you have received?

48%

17%

Always	Often	Occasionally	Rarely	Never
17%	31%	34%	12%	5%

Almost half of Australians will tell someone about a bad customer service experience.

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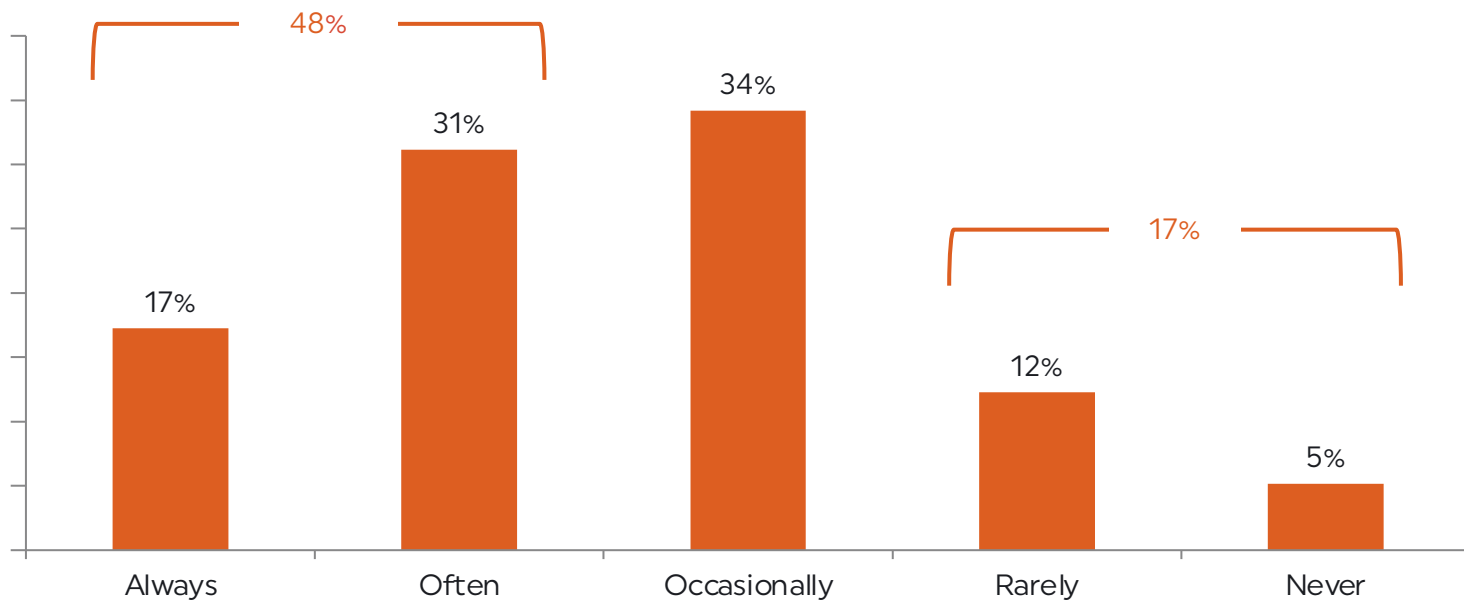
Almost nine in ten Australians feel having an Australian-based call centre is important

P10 - Is having a local / Australian based call centre important?

86%

57%
Very important

29%
Important

12%
Neither important nor unimportant

2%

1%
Unimportant

1%
Very unimportant

Base: total sample
n=10,093, weighted

Only 2% feel it isn't.

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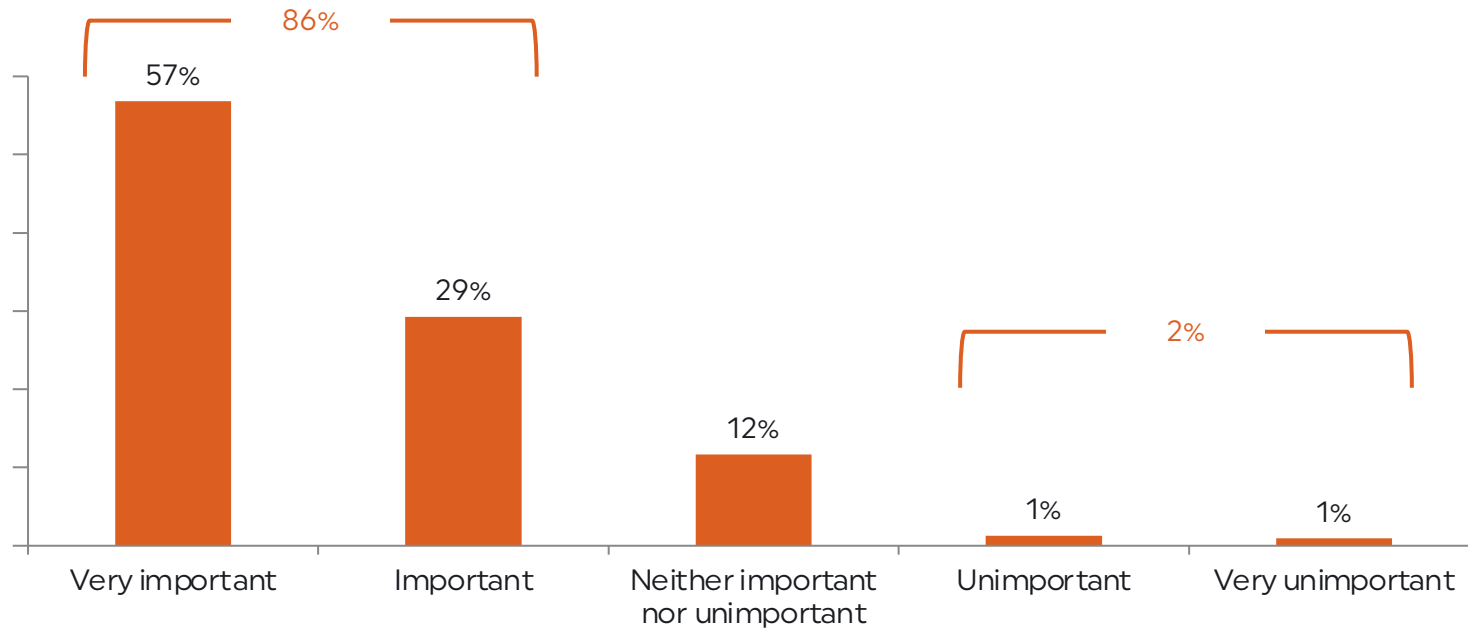
More than half of Australians feel that having local call centres is a good predictor or good customer service

P13 - which of the following would help you, to predict if a company delivers great customer service?

Category	Percentage
They have Australian call centres	58%
They get good customer reviews online	41%
They've been recommended by a friend or family member	36%
They are a well-known brand	25%
They have won awards for customer service	22%
They have a form of business quality assurance / certification	12%
None of these	14%

Australian call centres are a better predictor than reviews or referrals.

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Which industry has the <u>best</u> customer service?

Q36 - Which industry do you think provides the best customer service? Please provide one industry only – the industry you think provides the best customer service.

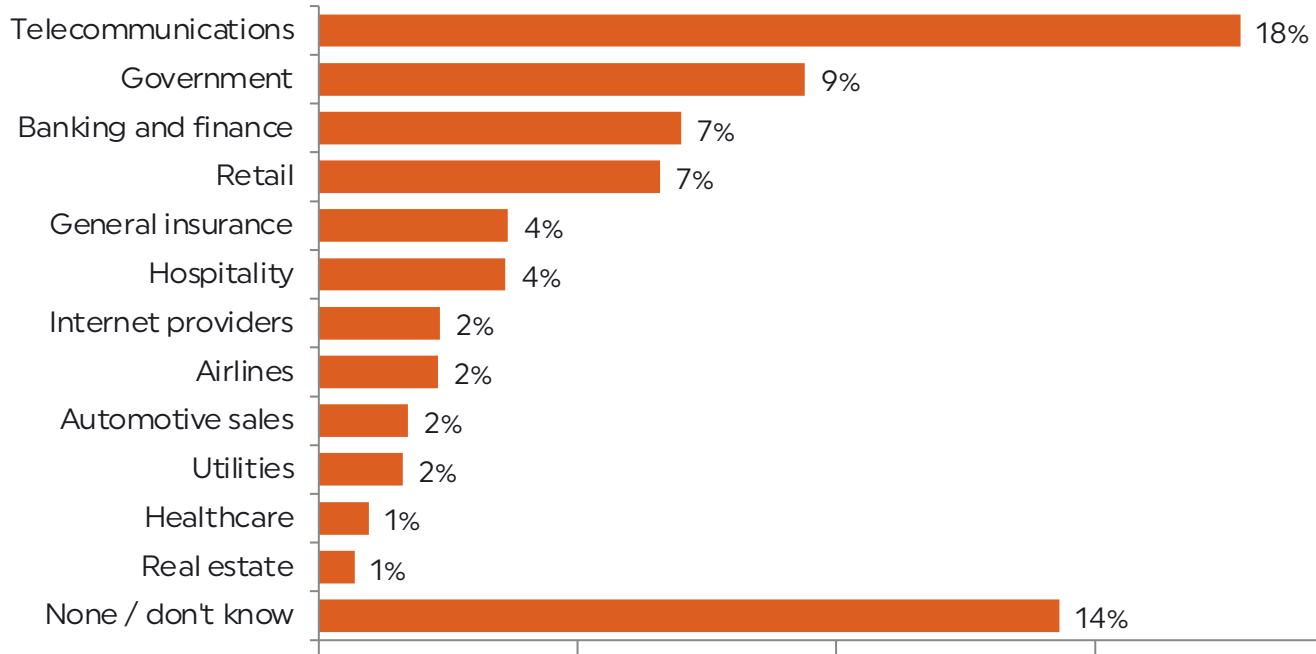| Industry	Percentage
Retail	17%
Hospitality	12%
Banking and finance	9%
Telecommunications and technology	7%
Healthcare	5%
General insurance	4%
Travel	3%
Utilities	2%
Automotive	1%
Health insurance	1%
Roadside Assistance	1%
Government services	1%
Superannuation	1%
Personal services	1%
None / don't know	17%

NB: <1% not shown

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Retail and hospitality are seen to have the best customer service according to Australians.

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Which industry has the <u>worst</u> customer service?

Q37 - Which industry do you think provides the worst customer service? Please provide one industry only – the industry you think provides the worst customer service.

Industry	Percentage
Telecommunications	18%
Government	9%
Banking and finance	7%
Retail	7%
General insurance	4%
Hospitality	4%
Internet providers	2%
Airlines	2%
Automotive sales	2%
Utilities	2%
Healthcare	1%
Real estate	1%
None / don't know	14%

NB: <1% not shown

Base: total sample
n=10,093, weighted

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Telecoms top the list... two times its closest competitor.

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How do our thirteen categories perform?

Q8.1 - Overall, how satisfied are you with [BRAND]?

	Net Satisfied	Very Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Car insurance	82%	38%	45%	12%	4%	2%
Automotive	82%	46%	35%	12%	4%	2%
Home insurance	82%	34%	48%	13%	4%	2%
Banking & finance	81%	36%	45%	12%	5%	2%
Superannuation funds	78%	35%	44%	15%	5%	2%
Health insurance	78%	30%	48%	15%	5%	2%
TV streaming	77%	29%	48%	15%	5%	3%
Airlines & cruise lines	74%	29%	45%	13%	8%	6%
Energy providers	73%	30%	43%	17%	7%	3%
Gambling	72%	28%	44%	21%	4%	4%
Mobile phone providers	71%	29%	42%	16%	9%	4%
Government services	66%	26%	40%	20%	8%	5%
Internet providers	66%	30%	36%	19%	10%	5%
Aged care	52%	22%	29%	33%	8%	7%
NDIS providers	51%	25%	26%	35%	10%	5%

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Which brands are the top performers in our 13 categories?

Q8.1 – Q.8.15 - Overall, how satisfied are you with [BRAND]? X brand

Brand	Category	Net Satisfied	Very Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Bendigo Bank	Banking	96%	61%	36%	4%	0%	0%
RAC	Home Insurance	96%	47%	49%	4%	0%	0%
ING	Banking	91%	58%	33%	4%	5%	0%
Carnival	Airlines & Cruise lines	90%	39%	52%	5%	0%	5%
Mazda	Automotive	89%	38%	51%	10%	1%	1%
Bank of Queensland	Banking	89%	56%	33%	5%	3%	3%
Woolworths Insurance	Car Insurance	89%	45%	44%	6%	4%	1%
ahm	Health Insurance	88%	32%	56%	5%	6%	2%
BMW	Automotive	87%	44%	43%	13%	0%	0%
Red Energy	Energy Providers	87%	42%	45%	11%	0%	2%
Apia	Car Insurance	87%	50%	37%	8%	5%	0%
Suncorp	Home Insurance	86%	30%	56%	11%	1%	1%
RACQ	Home Insurance	86%	42%	44%	12%	2%	0%
Stan	Streaming services	86%	37%	50%	9%	3%	1%
Disney	Streaming services	86%	36%	49%	9%	4%	1%
HESTA Super Fund	Superannuation	86%	46%	40%	9%	4%	1%
Commonwealth Superannuation	Superannuation	86%	34%	52%	5%	7%	2%
RACV	Car insurance	86%	41%	45%	8%	7%	0%
Toyota	Automotive	85%	38%	48%	11%	3%	1%
Audi	Automotive	85%	38%	47%	5%	10%	0%
Aldi	Mobile phone provider	85%	44%	41%	9%	4%	1%
Qsuper	Superannuation	85%	49%	36%	9%	6%	0%
MLC	Superannuation	85%	44%	40%	11%	2%	2%
RAC	Car insurance	85%	47%	38%	11%	3%	1%

Bendigo Bank (Banking) and RAC (Home Insurance) our top performers.

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Which brands are the worst performers in our 13 categories?

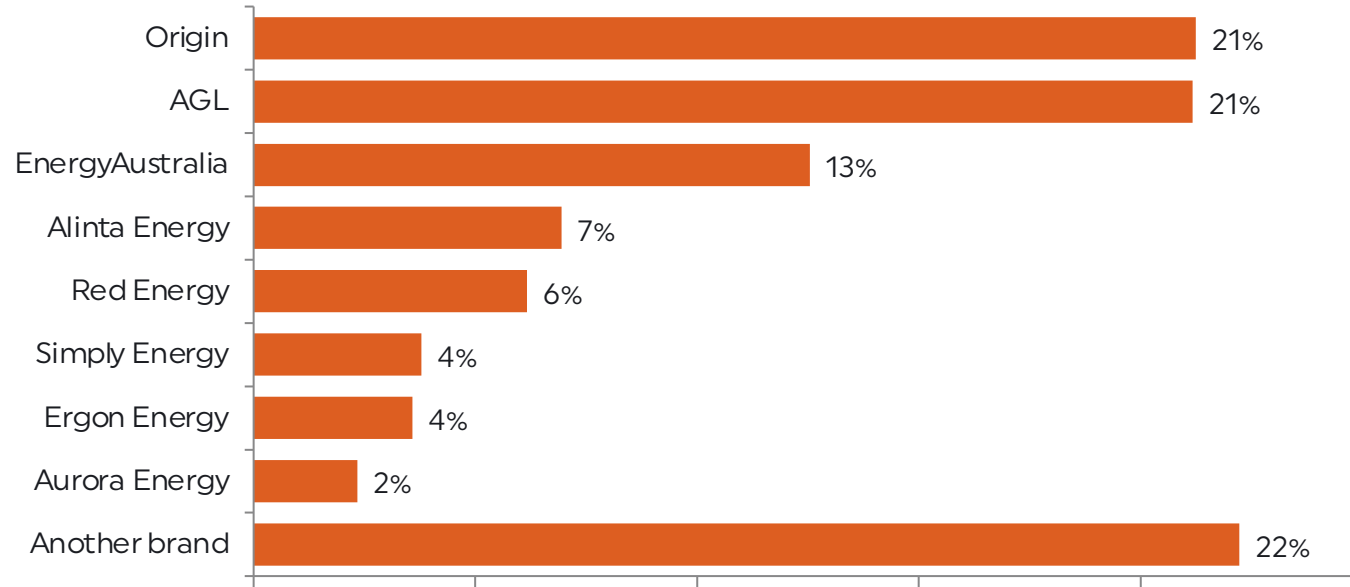Q8.1 – Q.8.15 - Overall, how satisfied are you with [BRAND]? X brand

Brand	Category	Net Satisfied	Very Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied
Volkswagen	Automotive	65%	26%	38%	21%	13%	2%
Simple Energy	Energy provider	65%	25%	40%	18%	14%	4%
TPG	Internet provider	65%	26%	39%	25%	8%	2%
Telstra	Mobile phone provider	64%	24%	40%	18%	12%	6%
Service SA	Government	63%	27%	36%	25%	6%	6%
Dodo	Internet provider	63%	26%	37%	20%	8%	10%
Disability Services Australia	NDIS provider	63%	25%	38%	26%	8%	4%
Optus	Internet provider	62%	27%	34%	21%	11%	6%
Ladbrokes	Gambling	60%	25%	34%	30%	6%	4%
Foxtel	Streaming services	59%	17%	42%	22%	12%	8%
Bupa	Aged Care	59%	23%	36%	27%	5%	8%
Telstra	Internet provider	57%	22%	35%	21%	15%	8%
ATO	Government	52%	10%	41%	32%	9%	8%
Australian Unity	NDIS provider	51%	23%	28%	34%	13%	2%
Centrelink	Government	49%	14%	35%	30%	13%	8%
Anglicare	Aged Care	44%	21%	23%	41%	12%	3%
Betfair	Gambling	28%	10%	18%	64%	4%	4%
Annecto	Aged Care	9%	7%	3%	83%	2%	6%
Minda	NDIS provider	6%	0%	6%	89%	3%	3%

Annecto (aged care) and Minda (NDIS provider) bottom of the list.

ENERGY PROVIDERS

Which energy providers have they engaged with in the last year?

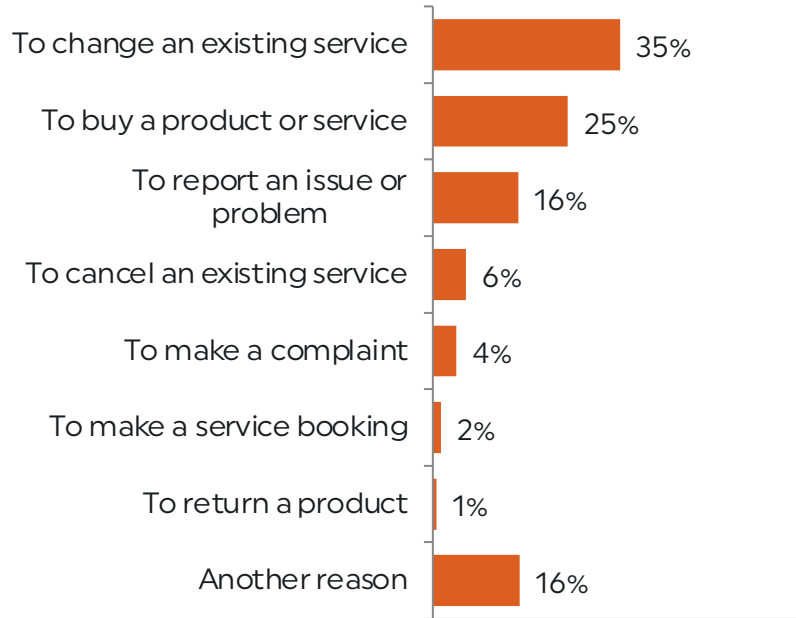Q2.9 - Which of the following brands did you most recently have contact with?

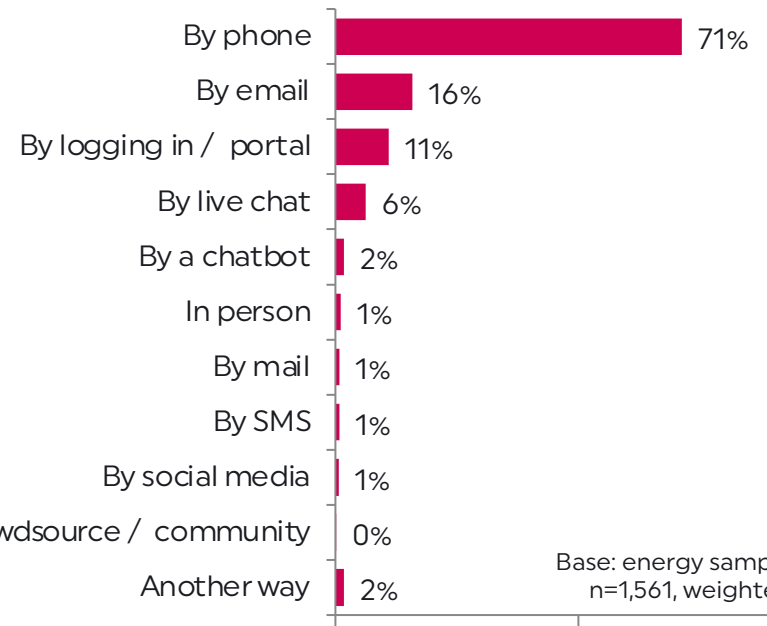| Provider	%
Origin	21%
AGL	21%
EnergyAustralia	13%
Alinta Energy	7%
Red Energy	6%
Simply Energy	4%
Ergon Energy	4%
Aurora Energy	2%
Another brand	22%

Origin and AGL top the list.

Why and how did they communicate with the brand?

Q3.9 - Why did you contact [BRAND]? Q4.9- How were you in contact with [BRAND]?

Why did they communicate with the brand?

To change an existing service	35%
To buy a product or service	25%
To report an issue or problem	16%
To cancel an existing service	6%
To make a complaint	4%
To make a service booking	2%
To return a product	1%
Another reason	16%

How did they communicate with the brand?

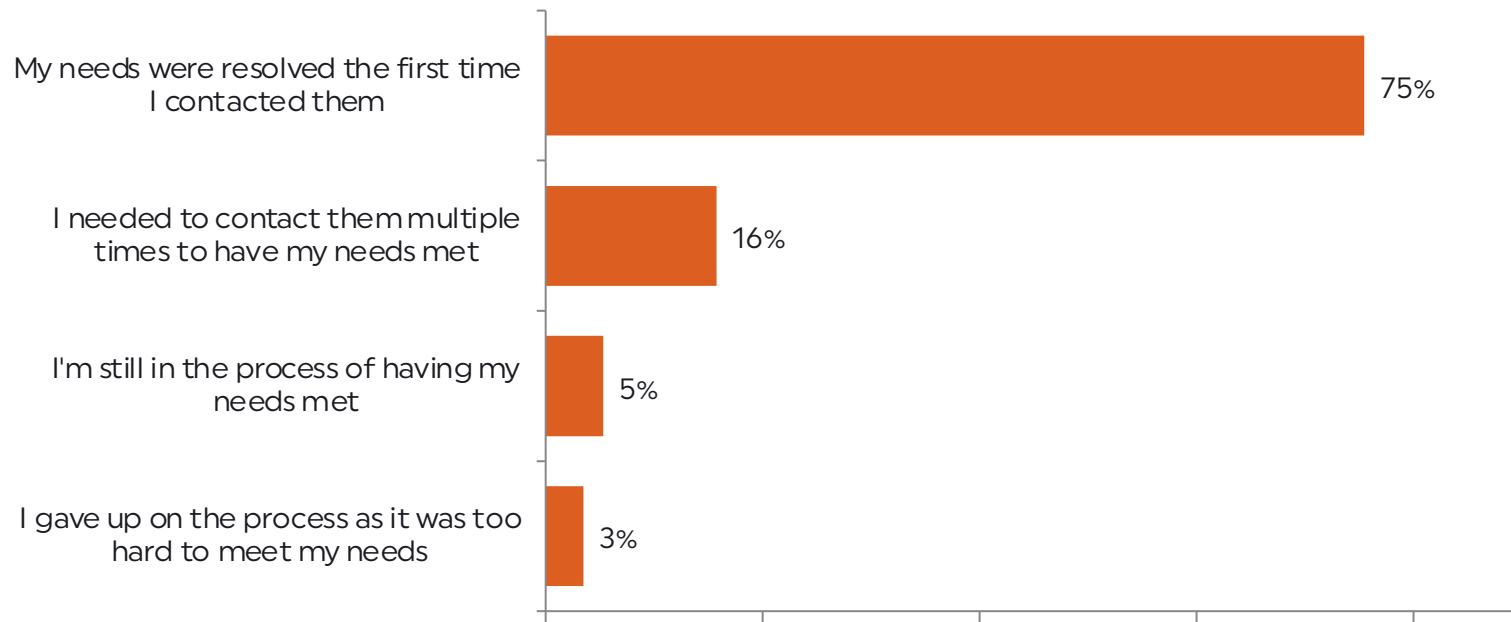|	
By phone	71%
By email	16%
By logging in / portal	11%
By live chat	6%
By a chatbot	2%
In person	1%
By mail	1%
By SMS	1%
By social media	1%
By crowdsource / community	0%
Another way	2%

Base: energy sample n=1,561, weighted

Changing services top the list, with phone by far the most common.

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Three-quarters of clients had their needs resolved on first contact

Q5.9 - Which statement best describes how your contact was handled?

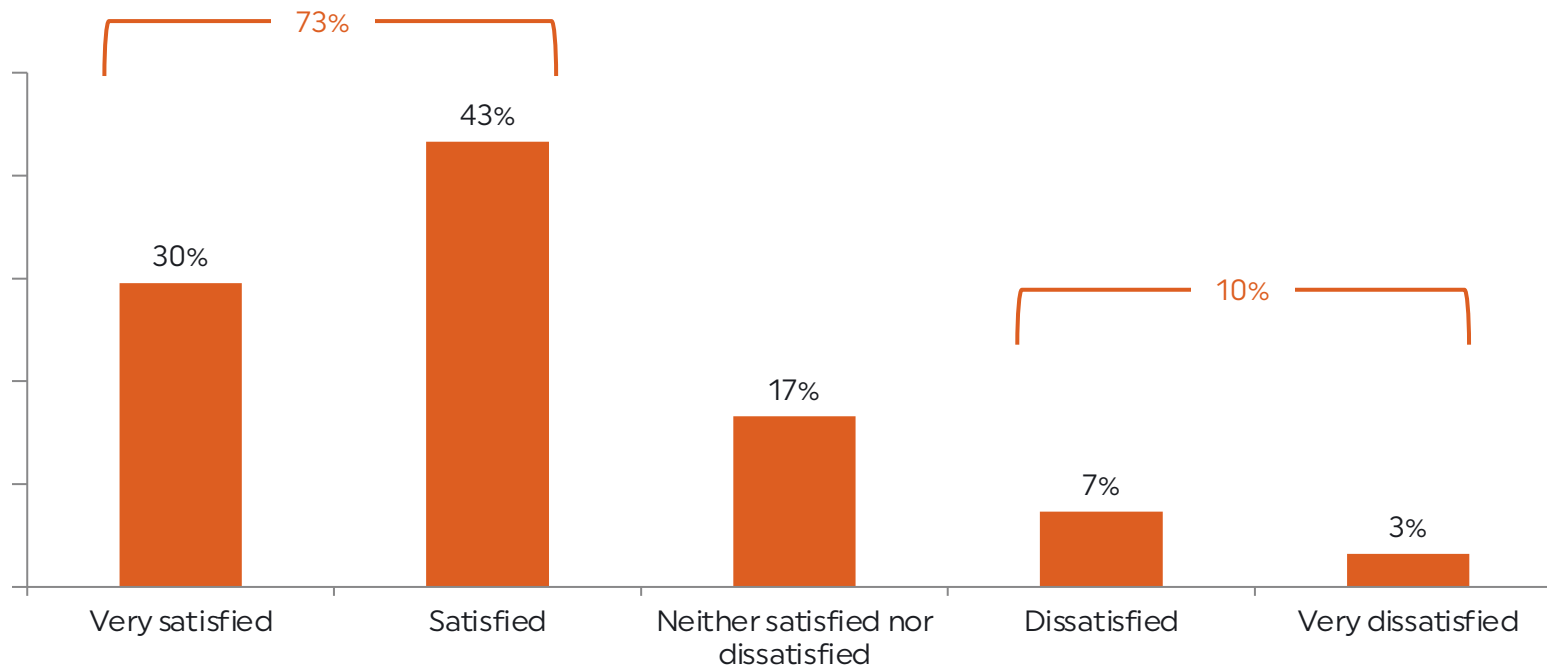| Statement	Percentage
My needs were resolved the first time I contacted them	75%
I needed to contact them multiple times to have my needs met	16%
I'm still in the process of having my needs met	5%
I gave up on the process as it was too hard to meet my needs	3%

Base: energy sample
n=1,561, weighted

For around one in six, there's a need for multiple contacts.

Three-quarters of Australians were satisfied with their interaction

Q8.9 - Overall, how satisfied are you with [BRAND]?

73%

43%

30%

17%

10%

7%

3%

Very satisfied | Satisfied | Neither satisfied nor dissatisfied | Dissatisfied | Very dissatisfied

One in ten are dissatisfied.

Which brands had the most satisfied customers?

Q8.9 - Overall, how satisfied are you with [BRAND]? X brand

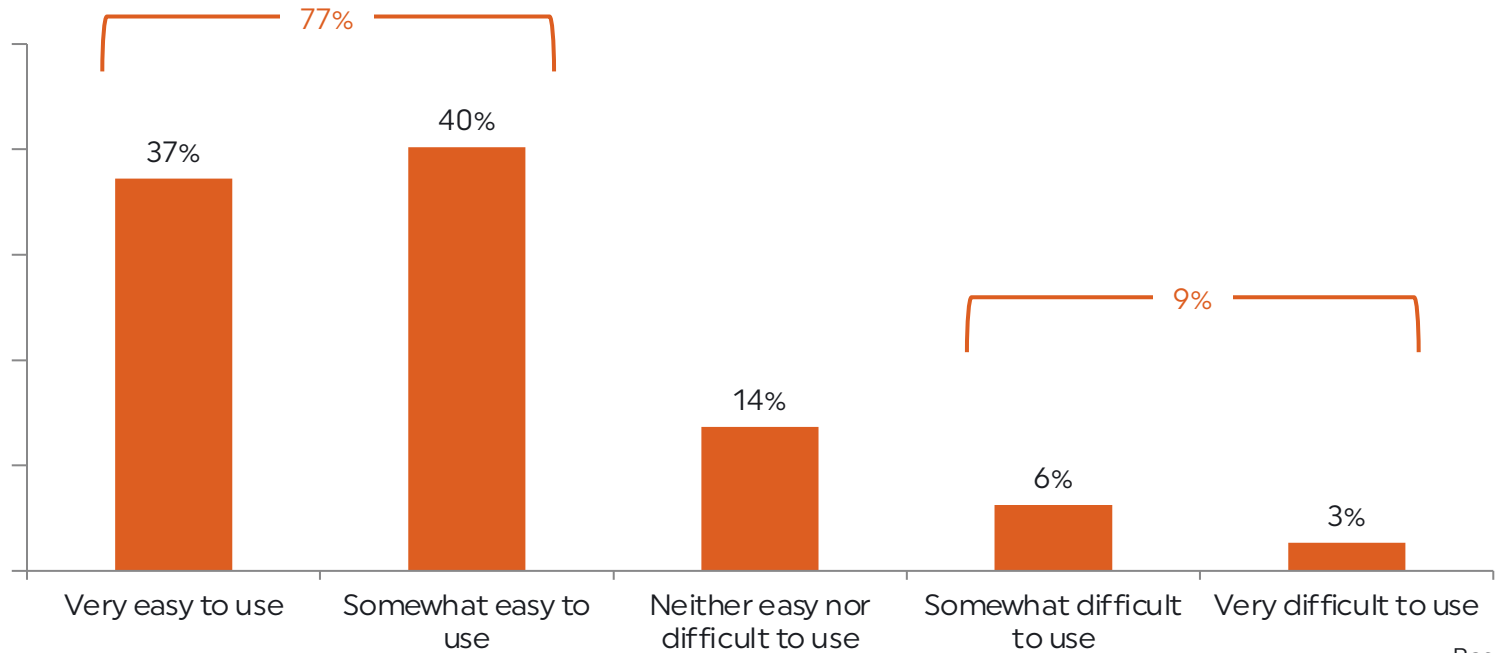|	Net Satisfied	Very satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very dissatisfied
Red Energy	87%	42%	45%	11%	0%	2%
Ergon Energy	75%	33%	42%	15%	5%	4%
EnergyAustralia	73%	23%	50%	17%	7%	2%
Origin	72%	29%	43%	15%	8%	4%
Aurora Energy	71%	40%	31%	23%	6%	0%
Alinta Energy	71%	32%	39%	22%	4%	2%
AGL	70%	25%	45%	20%	7%	3%
Simply Energy	65%	25%	40%	18%	14%	4%
Another brand	74%	33%	42%	14%	9%	3%

NB: Brands with <n=30 not shown

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Red Energy and Ergon top the list.

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Three-quarters of customers think they're easy to use

Q9.9 - Overall, how easy to use would you say [BRAND] is?

77%

9%

37%

40%

14%

6%

3%

Very easy to use | Somewhat easy to use | Neither easy nor difficult to use | Somewhat difficult to use | Very difficult to use

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Fewer than one in ten feel they're difficult.

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When it comes to ease of use, Red and Aurora top the list

Q9.9 - Overall, how easy to use would you say [BRAND] is? X brand

	Net easy to use	Very easy to use	Somewhat easy to use	Neither easy nor difficult to use	Somewhat difficult to use	Very difficult to use
Red Energy	89%	57%	32%	8%	1%	2%
Aurora Energy	85%	37%	48%	15%	0%	0%
Origin	78%	37%	41%	13%	6%	3%
EnergyAustralia	77%	29%	48%	14%	8%	1%
Alinta Energy	75%	35%	40%	16%	6%	3%
AGL	75%	37%	38%	15%	6%	3%
Ergon Energy	75%	30%	45%	16%	7%	2%
Simply Energy	70%	34%	37%	15%	11%	4%
Another brand	78%	39%	38%	13%	7%	3%

NB: Brands with <n=30 not shown

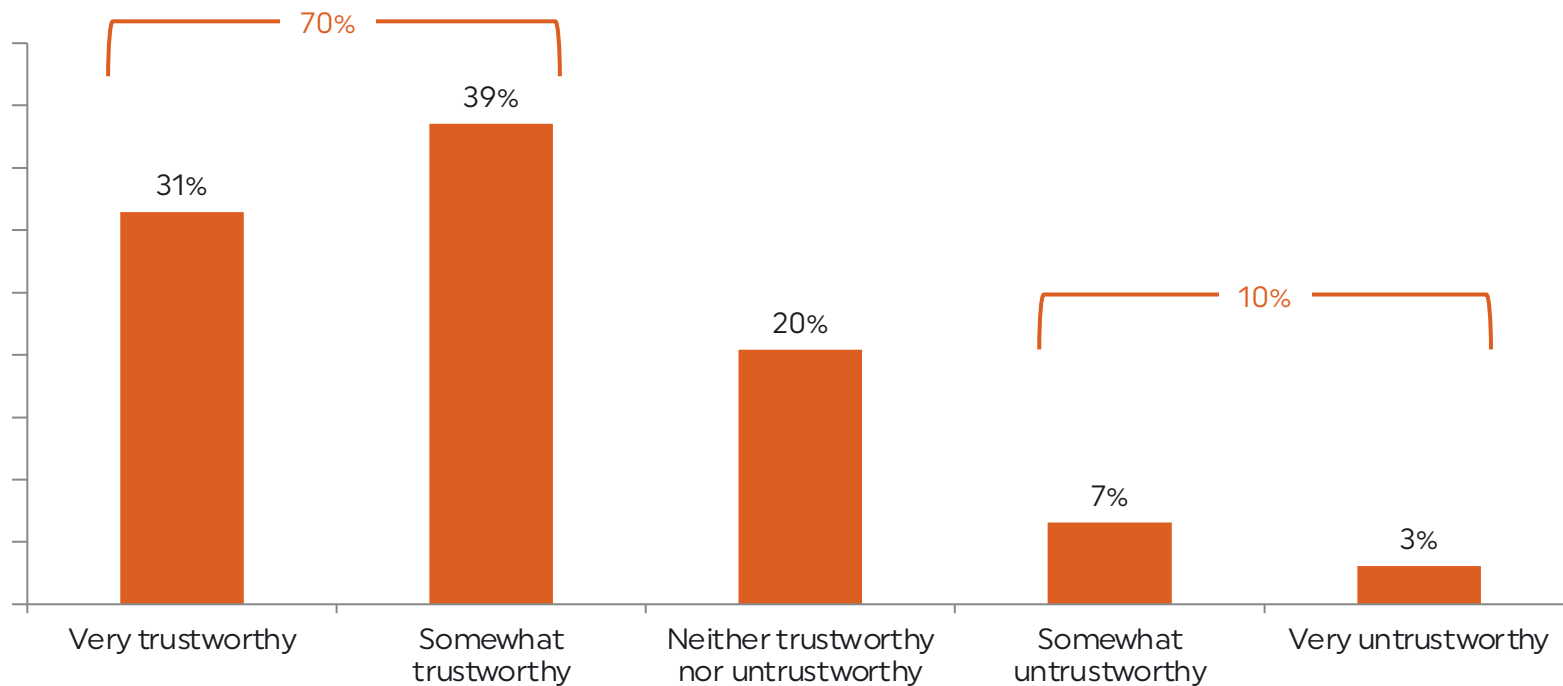Base: energy sample
n=1,561, weighted

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While it's got some of the most satisfied, Ergon sits toward the bottom.

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Seven in ten Australians feel their energy brand is trustworthy

Q10.9 - Overall, how trustworthy would you say [BRAND] is?

Very trustworthy: 31%
Somewhat trustworthy: 39%
Neither trustworthy nor untrustworthy: 20%
Somewhat untrustworthy: 7%
Very untrustworthy: 3%

70%

10%

One in ten think they're untrustworthy.

Which brands are the most and least trustworthy?

Q10.9 - Overall, how trustworthy would you say [BRAND] is? X brand

	Net Trustworthy	Very trustworthy	Somewhat trustworthy	Neither trustworthy nor untrustworthy	Somewhat untrustworthy	Very untrustworthy
Red Energy	83%	44%	40%	14%	0%	2%
Ergon Energy	73%	34%	40%	15%	10%	2%
Alinta Energy	71%	30%	41%	20%	4%	5%
EnergyAustralia	71%	26%	45%	18%	6%	5%
Origin	70%	31%	39%	20%	7%	3%
AGL	68%	30%	38%	24%	6%	3%
Aurora Energy	67%	29%	38%	26%	3%	3%
Simply Energy	58%	25%	33%	29%	10%	2%
Another brand	69%	34%	35%	19%	9%	3%

NB: Brands with <n=30 not shown

Base: energy sample
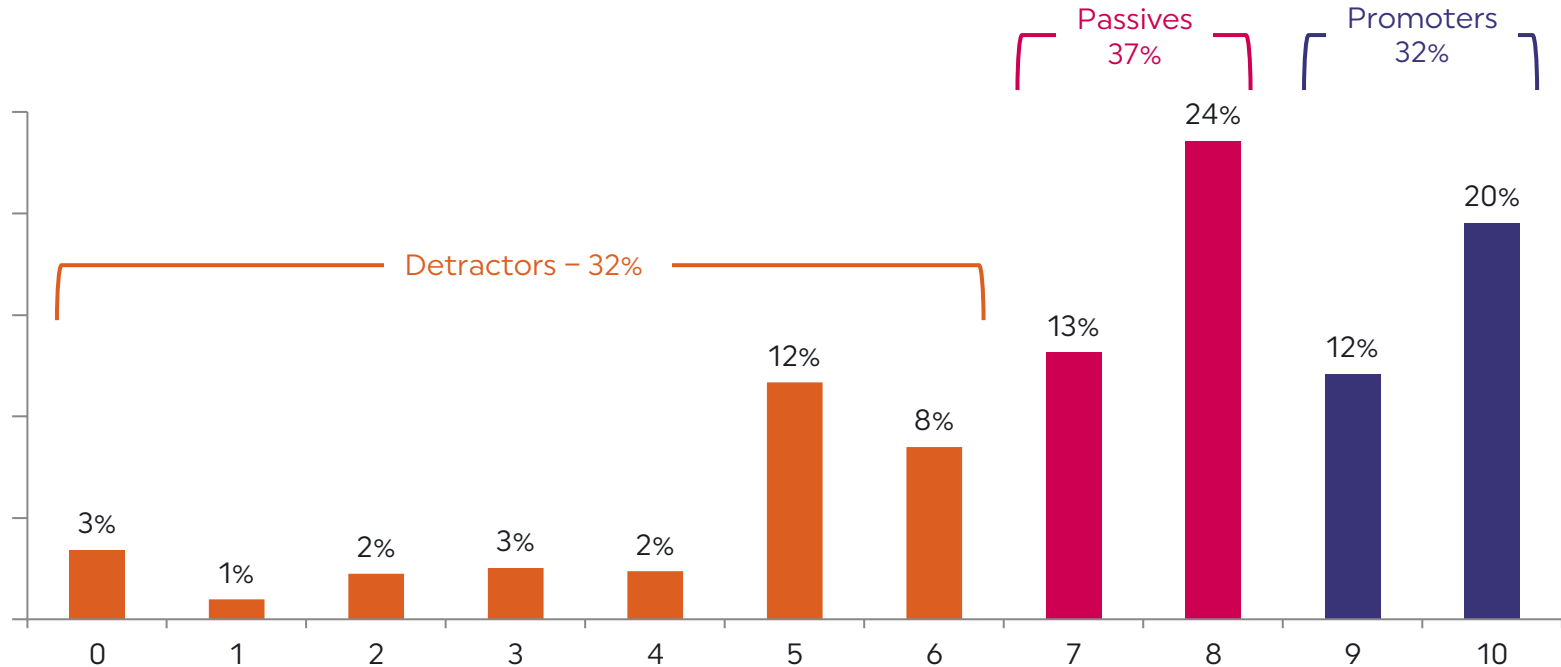n=1,561, weighted

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Red and Ergon seen as the most trustworthy; Simply sits well below.

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How do energy providers perform on the NPS?

Q10A.9 - How likely are you to recommend [BRAND] to a family member, friend or colleague?

Passives 37%

Promoters 32%

Detractors – 32%

0	1	2	3	4	5	6	7	8	9	10
3%	1%	2%	3%	2%	12%	8%	13%	24%	12%	20%

Base: energy sample
n=1,561, weighted

As a group, an NPS of 0%.

Which brands have the highest NPS?

Q10A.9 - How likely are you to recommend [BRAND] to a family member, friend or colleague? X brand
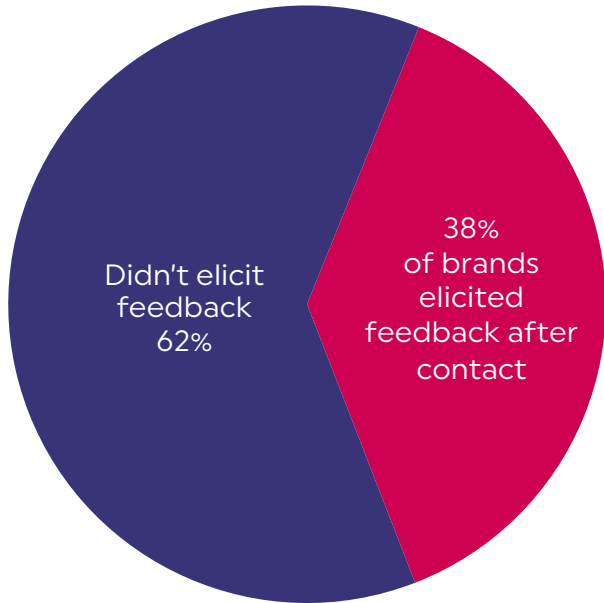
	NPS	Promoters	Passives	Detractors
Red Energy	21%	39%	43%	18%
Aurora Energy	13%	40%	34%	27%
Another brand	5%	35%	36%	29%
Origin	-2%	31%	37%	32%
Alinta Energy	-4%	30%	37%	33%
EnergyAustralia	-4%	28%	39%	33%
AGL	-4%	30%	37%	34%
Ergon Energy	-6%	32%	30%	38%
Simply Energy	-15%	27%	31%	42%

NB: Brands with <n=30 not shown

csia

Red Energy tops the list; a surprisingly high number of negative NPS scores here.
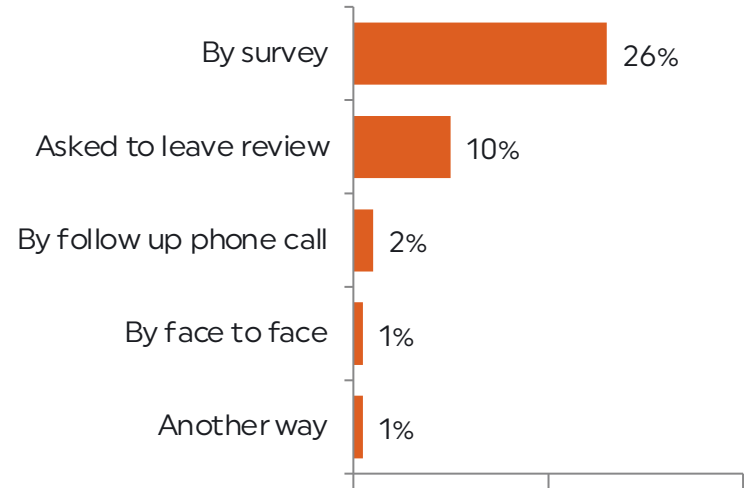
ASi

Fewer than a third of these brands elicit feedback after contact

Q7.9 - Did [BRAND] solicit any feedback regarding your contact?

Didn't elicit feedback
62%

38%
of brands elicited feedback after contact

How did they seek feedback?

By survey — 26%

Asked to leave review — 10%

By follow up phone call — 2%

By face to face — 1%

Another way — 1%

Base: energy sample
n=1,561, weighted

One in four survey their customer satisfaction.

csia

ASi

How could the service experience be improved?

Q11.9 - What could [BRAND] have done to improve its service delivery to you?

• Better reward my loyalty	38%
• Be more proactive with me	18%
• Provide its staff with customer service training	13%
• Been more responsive… answered the phone / email / chat faster	11%
• Answered my query	10%
• Provide more contact options (Live chat, Chatbots)	10%
• Solicit my feedback	7%
• Provide online access to my account / customer portal	6%
• Provide a customer community for seeking help	5%
• Something else	23%

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Rewarding loyalty and greater proactivity
the main areas customers see an opportunity for improvement.

ASi