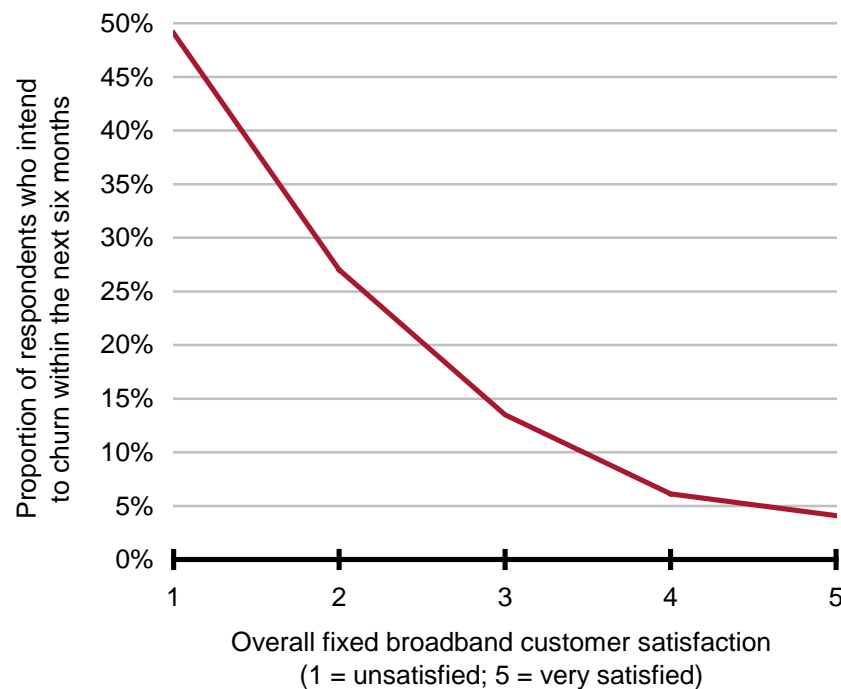


# Maximising quality of experience (QoE) will minimise churn

**Figure 1:** Intention to change service provider within the next six months, by overall fixed broadband customer satisfaction<sup>1</sup> [Source: Analysys Mason, 2009]

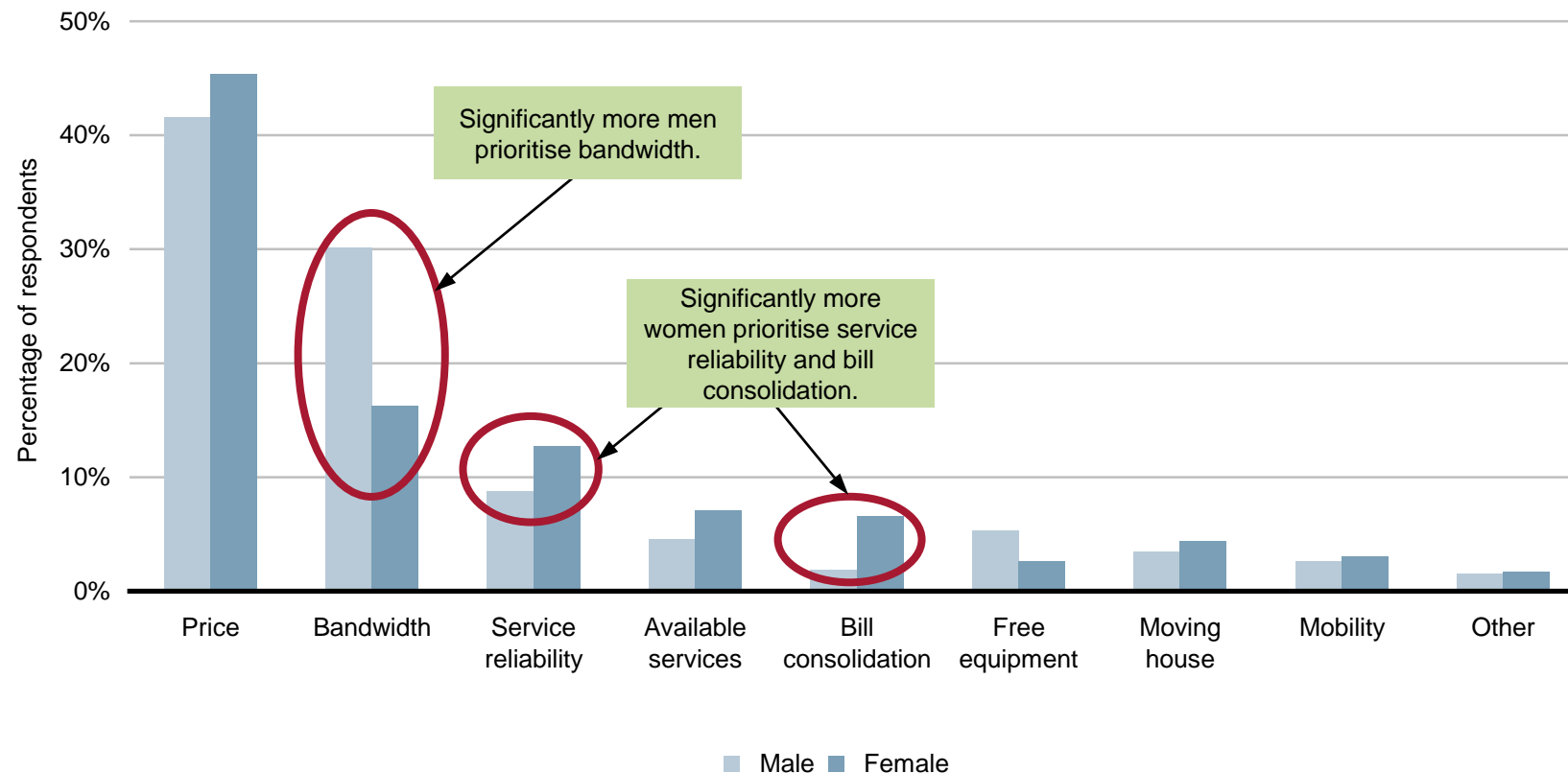


<sup>1</sup> Questions: “Do you expect to change your broadband service provider in the next 6 months?” and “How would you score your overall satisfaction with the following aspects of your fixed broadband service? (Overall)”; all countries; respondents with a fixed broadband connection;  $n = 3937$ .

- Satisfied customers are less likely to churn:
  - consumers that rate their satisfaction with their fixed broadband service overall as ‘unsatisfied’ are twelve times more likely to change service provider within the next six months as those that rate it as ‘very satisfied’
  - almost half of unsatisfied respondents intend to change service provider within the next six months.
- Customer satisfaction is equivalent to QoE, so stakeholders must maximise QoE to minimise churn.
- Of all fixed broadband users, 12.4% intend to change service provider within six months. Further, 23.0% are unsure of their plans – a figure that is likely to have increased during the recession as a result of decreased financial security.

# The deciding factor in churners' choice of replacement service is always price, but secondary factors vary [2]

**Figure 16:** Factors that will most attract customers to their next broadband service, by gender<sup>1</sup> [Source: Analysys Mason, 2009]



<sup>1</sup> Question: "Which one of the following factors will most attract you to a new service provider? (please select only one answer)"; all countries; respondents who intend to switch provider within the next six months;  $n = 489$ .