FINAL

COMMERCE COMMISSION NEW ZEALAND
Te Komihana Tauhokohoko

Consumer Satisfaction Metrics: Methodology & Guide

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Contents

Ranking Survey and Scoring Methodology **2**

Sampling *2*

Data collection and volumes *2*

Scoring *2*

Ranking Guide **3**

Customers who experienced an issue *3*

Sample Size 3

Satisfaction with Speed of Resolution and Staff Helpfulness and Knowledge *4*

Sample Size 4

Billing Comprehension *5*

Sample Size 5

Average Speed of Answer Methodology **5**

Ranking Survey and Scoring Methodology

Sampling

The survey is based on a sample of New Zealand telecommunications customers. The survey collects samples of both residential and SME telecommunication decision makers using consumer panels. To be eligible for the survey a respondent must meet the following criteria:

- Main decision maker OR shared responsibility for making decisions for Internet at home or for Mobile phone plan / monthly payment / pre-pay
- Broadband / household internet OR Mobile are currently telecommunication products and services that they paid for
- Current broadband or mobile provider is known
- 18+ years old
- Live in New Zealand

Data collection and volumes

Data collection is by online survey. The monthly survey aims to achieve 400 residential respondents falling naturally across mobile and broadband. These monthly samples are then rolled together to form the twelve-month sample in this report.

Data was collected in the months July 2025 to September 2026. The residential sample is weighted by age, gender and region to be nationally representative of the New Zealand population.

Scoring

Where providers score equally in terms of the percentages based on whole numbers these will be shown as scoring equally, but in order to create a position in a list they will be positioned according to their percentage calculated by using two or more decimal points.

Ranking Guide

Customers who experienced an issue

Respondents were asked the following question:

"In the last 6 months, have you experienced any of the following issues with your [Broadband internet or mobile] service? Please select as many as apply."

An issue with service coverage (availability)	An issue with debt (e.g. an unpaid bill)
An issue with service reliability	An issue with moving home
An issue with service speed (including not getting the speed promised)	An issue with the contract terms (e.g. Early Termination Fees or contract changes)
An issue with pricing	Other, please specify
An issue with a bill you have received	No issues experienced in the last 6 months
An issue with installation/new connection	Don't know

Results show the percentage of respondents who experienced one or more issues in the last 6 months.

Sample Size

Q: In the last 6 months, have you experienced any of the following issues with your [broadband or mobile] service?

	Mobile + Broadband
2degrees	2,055
One NZ	2,185
Spark	2,322
Contact	261
Mercury	337
Skinny	708
Slingshot	225
Total	**8,092**

Satisfaction with Speed of Resolution and Staff Helpfulness and Knowledge

Where respondents indicated they had experienced an issue in the last six months they are asked the following questions:

- "How satisfied were you with how long it took to resolve the issue?", and
- "How helpful and knowledgeable were [provider's] staff with the issue you had?"

For both questions, results are in the form of the percentage who scored their provider 4 or 5 out of 5 on a satisfaction scale, with 1 being very dissatisfied and 5 being very satisfied.

What is a good satisfaction score?

Our review of publications in this area indicates that a 'good' customer satisfaction score is between 75% - 85%.

Sample Size

Q: How satisfied were you with how long it took to resolve the issue?

	Mobile + Broadband
2degrees	738
One NZ	872
Spark	773
Contact	184
Mercury	204
Skinny	240
Slingshot	181
Total	**3,191**

Q: How helpful and knowledgeable were [provider's] staff with the issue you had?

	Mobile + Broadband
2degrees	800
One NZ	743
Spark	798
Contact	157
Mercury	158
Skinny	208
Slingshot	135
Total	**2,999**

Billing Comprehension

We asked respondents:

- "How easy it is to understand your bills from [provider]?"

Results are in the form of the percentage who scored their provider 4 or 5 out of 5 on an ease of understanding scale, with 1 being very hard to understand and 5 being very easy. Percentages are calculated by excluding those who do not receive or read bills.

Sample Size

Q: How easy it is to understand your bills from [provider]?

	Mobile + Broadband
2degrees	1.420
One NZ	1.520
Spark	1,838
Contact	248
Mercury	366
Skinny	249
Slingshot	199
Total	**5,841**

Average Speed of Answer Methodology

For this metric, we asked providers to supply the average time that customers waited in a queue before being answered by an agent. It is calculated as:

Average speed of answer = Total wait time for answered calls / Total number of answered calls

Wait time measures the time from when a customer is queued to talk to an agent until they are connected to an agent and excludes time spent in an Interactive Voice Response (IVR).

If a call-back option is offered and chosen by the customer, the initial call (where the customer requested the call-back) is not included in the average speed of answer calculation.

It is calculated as the average of the three months ending 30 September 2026.