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Roy Morgan Customer Satisfaction Awards 2021: Australia's telecommunications and utilities winners

The annual Roy Morgan Customer Satisfaction Awards were recently awarded to deserving winners across a range of categories. The telecommunications and utilities category consisted of five awards with most winners building on successful prior years to notch consecutive victories.

Aussie Broadband won the Internet Service Provider of the Year for the second straight year and notched up a perfect record in 2021 winning all 12 monthly customer satisfaction rewards. **Aussie Broadband** also made the top ten of the prestigious 'Best of the Best' Award which features all 37 category winners – finishing eighth overall with an average customer satisfaction rating during 2021 of 93.2%.

There was also a repeat winner in the Mobile Phone Service Provider of the Year award with **ALDImobile** winning the category for the fourth time after wins in 2015, 2019 and 2020. **ALDImobile** has now won this award for three consecutive years in 2019-21 and won seven monthly customer satisfaction awards in 2021.

ALDImobile also made the top ten of the 'Best of the Best' Award and finished equal fifth overall with a brilliant average customer satisfaction rating during 2021 of 94.4%.

There was another familiar name claiming the win as the Mobile Handset of the Year with **Apple iPhone** winning a ninth title after winning from 2012-2018 and now winning back-to-back awards in 2020-2021. No other company has won more annual Customer Satisfaction Awards over the last decade than the **Apple iPhone** which also finished seventh overall in the 'Best of the Best' Award with an average customer satisfaction rating of 94.3% to be the third telecommunications winner in the top 10.

Kleenheat has returned to the winner's circle after an absence of three years and won the Gas Provider of the Year for the second time. **Kleenheat** notched an impressive seven monthly customer satisfaction victories during 2021 while no other gas provider was able to win more than four monthly awards.

One of the most impressive performances was by **Powershop**, the Electricity Provider of the Year for a third straight year. **Powershop** was 'undefeated' throughout 2021 winning all 12 monthly customer satisfaction awards – one of only twelve winners to achieve this feat.

Telecommunications and utilities category winners for 2021:

Internet Service Provider of the Year	Aussie Broadband
Mobile Phone Service Provider of the Year	ALDImobile
Mobile Handset Provider of the Year	Apple iPhone
Electricity Provider of the Year	Powershop
Gas Provider of the Year	Kleenheat

Michele Levine, CEO, Roy Morgan, says:

*"This year's telecommunications and utilities category has delivered four repeat winners completing 2020-21 doubles and a returning champion, **Kleenheat**, which last won Gas Provider of the Year three years ago in 2018.*

*"There were very impressive performances from many of the repeating winners, and particularly **ALDImobile**, **Apple iPhone** and **Aussie Broadband** – all of which also placed within the top 10 of the prestigious overall [Roy Morgan 'Best of the Best Award'](#) which features all 37 category winners across all industries.*

*“ALDImobile placed equal fifth with an exceptional average customer satisfaction rating of 94.4% just ahead of **Apple iPhone** in seventh on 94.3% and **Aussie Broadband** in eighth on 93.2%.*

*“Internet Service Provider of the Year **Aussie Broadband** was not only rated highly overall but for the second straight year had a ‘perfect record’ by winning all 12 monthly satisfaction awards. The importance of having a reliable and secure Internet connection during the last two years has never been higher with millions of Australians working from home extensively during both years.*

*“Also winning all 12 monthly customer satisfaction categories was Electricity Provider of the Year **Powershop** with its second straight victory. **Powershop**’s success in delivering consistently high levels of customer satisfaction in recent years has clearly been noticed and the company was acquired by Shell Energy Australia earlier this year.*

*“In the competitive Mobile Handset Provider of the Year category it was the **Apple iPhone** that retained its crown and has now won nine out of ten years from 2012-2021. The Mobile Handset category was the only one in which multiple monthly winners achieved an average customer satisfaction rating clearly above 90%.”*

To learn more about Roy Morgan’s telecommunications and utilities data call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

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About Roy Morgan

Roy Morgan is Australia’s largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 75 years’ experience collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

