



Media Release

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Telcos should publish Net Promoter Scores

The Australian Communications Consumer Action Network ([ACCAN](#)) welcomes [Macquarie Telecom's](#) initiative to publish its customer Net Promoter Scores (NPS) online. Prospective customers will be able to access this before signing up with the company. NPS is a measure of the proportion of customers who say they would recommend a business to others.

"We welcome this move by Macquarie Telecom and encourage the industry to follow suit and publish Net Promoter Scores in real time," said ACCAN Deputy CEO, Narelle Clark. "Giving current and prospective customers access to this sets a new benchmark for transparency in the industry. If presented in a simple, easy to use way, it will help consumers make more informed choices when deciding which provider to use.

"NPS is a useful measure of customer satisfaction and also provides real incentives for improvement in customer service. We know that other providers are using this measure and have made definite progress since implementing it, however, they're not publishing their scores," added Ms Clark.

By making NPS data available to consumers in an easy to use way, the industry could provide a snapshot of how satisfied customers are with their services. Coupling NPS data with [Telecommunications Industry Ombudsman](#) (TIO) complaint statistics would give consumers extra tools when it comes to choosing their service provider.

"Currently consumers have access to TIO complaint data, but making NPS also available would give a clearer picture of customer satisfaction and allow consumers to compare providers across the industry," said Ms Clark. "Being more transparent with these scores would also help improve consumer trust in the telecommunications industry."

For more information, contact Luke Sutton on luke.sutton@accan.org.au or 0409 966 931. For the latest updates, follow ACCAN on [Twitter](#) or like us on [Facebook](#).

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