Global consumer survey on broadband: Asia-Pacific

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Research

- **Australia: ACCAN** – 200 online survey responses, desk research, 10 face-to-face interviews

- **India: Consumer Unity and Trust Society (CUTS)** – 30 face-to-face interviews, 44 online surveys responses and desk research

- **Indonesia: YKLI** – 160 survey respondents and 54 face-to-face interviews, desk research

- **Vietnam: CUTS HRC and VINASTAS joint project** – 30 face-to-face interviews, desk research
Access

• **Australia**: around 50% of households have access to broadband at home. Around 75% of population regularly access the internet

• **India**: 12.35 million subscriptions from a population of a billion – % is negligible

• **Indonesia**: 84 millions internet subscriptions from population of 238 million – 35%

• **Vietnam (Hanoi only)**: 64% penetration from a population of 7 million people
Affordability

- **Australia**: average $70 a month. People in regional and rural areas pay more for lower speeds (monopoly provider).
- **India**: expensive due to the small amount of consumers with access
- **Indonesia**: Average cost is between Rp 50,000 to Rp 150,000 (USD 6-USD 17) – connection only. Switching not easy because of limited choices and modems are locked to provider.
- **Vietnam**: range from 70,000VND to 300,000VND (US$3.5 to US$10.5) per month.
Main issues

• **Australia** (ACMA – regulator research): customer service and complaint handling when things go wrong

• **India**: Accessibility to services. Many consumers are not connected to internet/broadband services despite willingness to pay for it. Providers operate only in high-income urban areas, further alienating vast population living outside cities.

• **Indonesia (survey)**: Technical problems: slow speeds and unreliable connections. Most consumers do not ever ask for technical assistance. Limited Wi-Fi.

• **Vietnam (survey)**: Cost and speed. Customers reported connection speeds and reliability being a problem and many feel they are not getting the service they are paying for. Some respondents reported customer service being poor.
Right to redress

- **Australia** (ACCAN research): 7% of Australians with an unresolved telecommunications complaint in the past 12 months took it to the Telecommunications Industry Ombudsman, (TIO) meaning they are potentially unreported by 2.3 million. (total complaints to TIO 197,000).

- **India** (third-party research): The main finding of the third-party research is that most of the consumers are not aware of the 3-tier grievance redressal mechanism.

- **Indonesia** (survey): The majority of consumers have never filed a complaint to the provider and none to a third party.

- **Vietnam** (survey): consumers mostly unaware of the complaint handling procedures with service providers or whether/how to complain to an external body.
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