



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

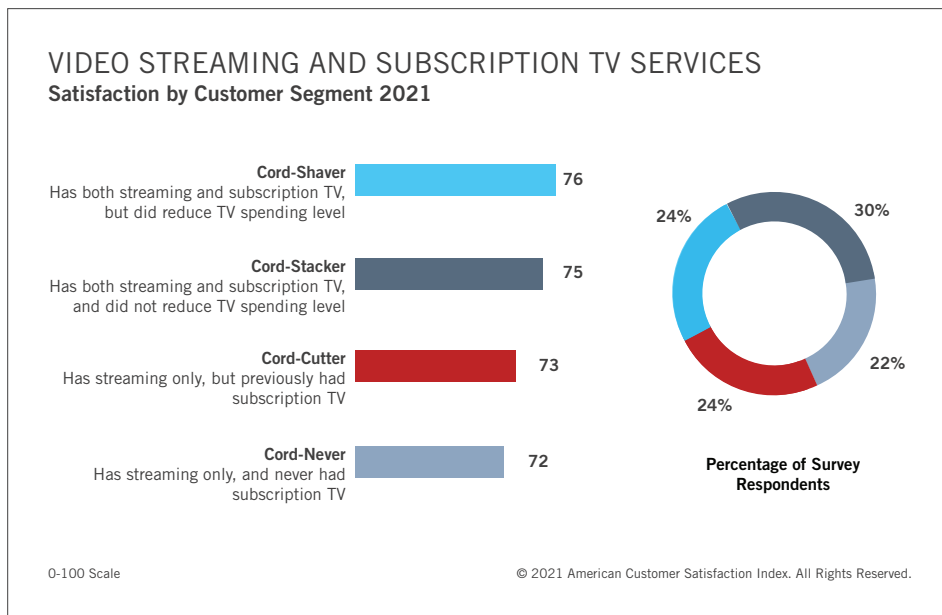
## Telecommunications Study 2020-2021

June 8, 2021

Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) include customer satisfaction benchmarks for five telecommunications industries: subscription television service, internet service providers, landline phone service, video-on-demand service, and video streaming service. The ACSI also captures consumer opinions about critical elements of the customer experience, tailored individually to each measured industry.

The **ACSI Telecommunications Study 2020-2021** is based on interviews with 37,907 customers, chosen at random and contacted via email between April 1, 2020, and March 29, 2021. Customers are asked to evaluate their recent experiences with the largest companies in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in those industries.

For the video streaming and subscription TV industries, the ACSI also provides satisfaction results for four customer segments: cord-shaver, cord-stacker, cord-cutter, and cord-never.



## Subscription Television Service

### AMERICAN CUSTOMER SATISFACTION INDEX: SUBSCRIPTION TELEVISION SERVICE

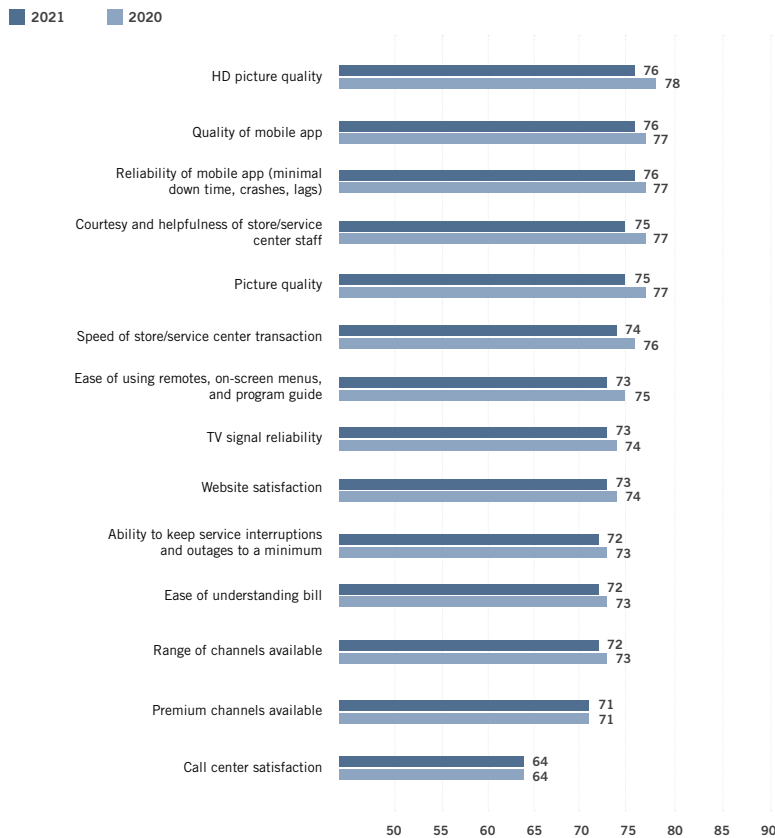
	2020	2021	% CHANGE
<b>Subscription Television Service</b>	<b>64</b>	<b>65</b>	<b>1.6%</b>
U-verse TV (AT&T)	70	74	6%
Verizon Fios	70	71	1%
DIRECTV (AT&T)	64	66	3%
DISH Network	65	66	2%
Xfinity (Comcast)	63	66	5%
Spectrum (Charter Communications)	61	64	5%
Frontier Communications	58	63	9%
All Others	62	62	0%
Cox	62	62	0%
Optimum (Altice USA)	63	60	-5%
Mediacom	60	59	-2%
Suddenlink (Altice USA)	56	56	0%

0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

### SUBSCRIPTION TELEVISION SERVICE

#### Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

## Internet Service Providers

### AMERICAN CUSTOMER SATISFACTION INDEX: INTERNET SERVICE PROVIDERS

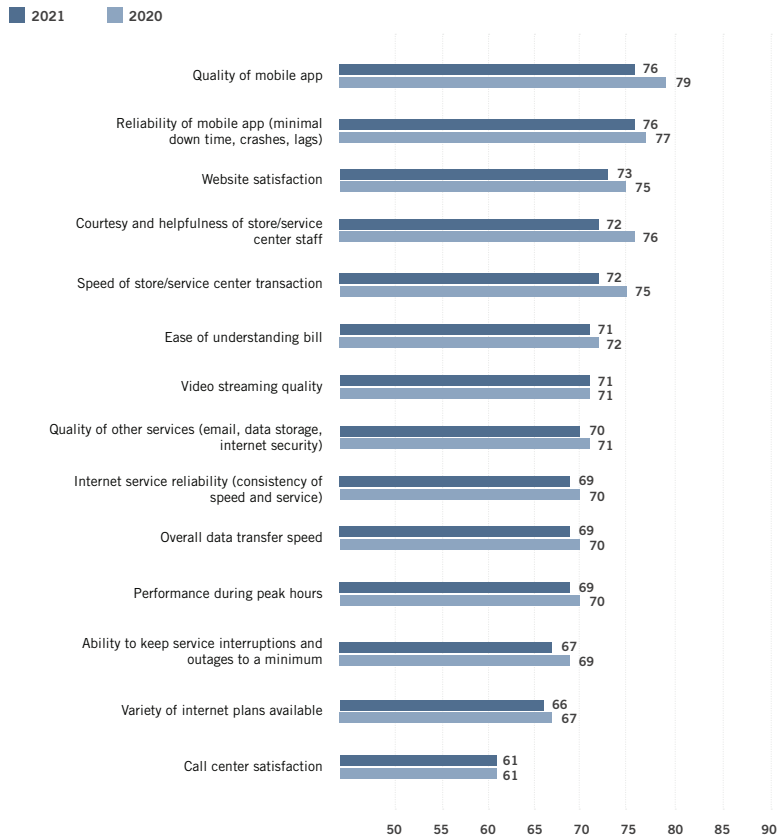
	2020	2021	% CHANGE
<b>Internet Service Providers</b>	<b>65</b>	<b>65</b>	<b>0.0%</b>
AT&T Internet	68	71	4%
Verizon Fios	73	71	-3%
Xfinity (Comcast)	66	67	2%
Cox	61	63	3%
Spectrum (Charter Communications)	63	63	0%
All Others	64	62	-3%
CenturyLink (Lumen Technologies)	63	62	-2%
Windstream	61	61	0%
Mediacom	59	60	2%
Optimum (Altice USA)	65	60	-8%
Frontier Communications	55	57	4%
Suddenlink (Altice USA)	57	55	-4%

0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

### INTERNET SERVICE PROVIDERS

#### Customer Experience Benchmarks Year-Over-Year Industry Trends



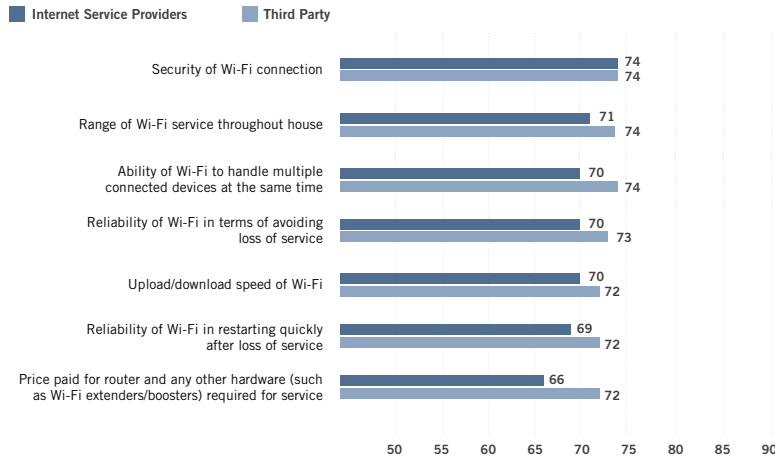
0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

**IN-HOME WI-FI SERVICE**

**Customer Experience Benchmarks**

ISP-Provided Wi-Fi Equipment and Third-Party Wi-Fi Equipment 2021



0-100 Scale

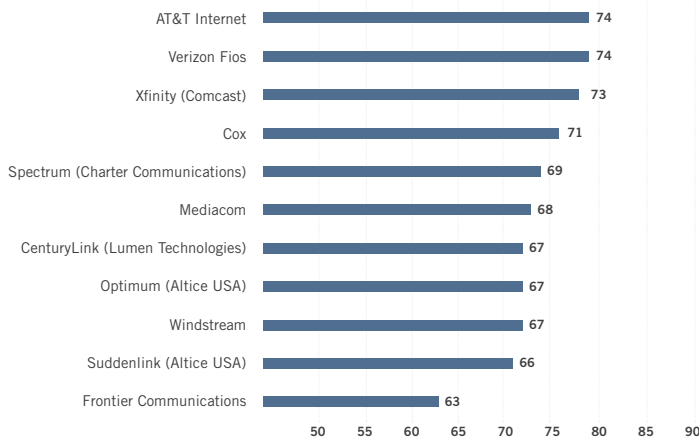
© 2021 American Customer Satisfaction Index. All Rights Reserved.

The ACSI measures key aspects of the in-home Wi-Fi experience for both customers who use equipment provided by their ISP and those who use third-party equipment that they have purchased.

**IN-HOME WI-FI SERVICE**

**Internet Service Providers Wi-Fi Equipment**

Overall Wi-Fi Quality 2021



0-100 Scale

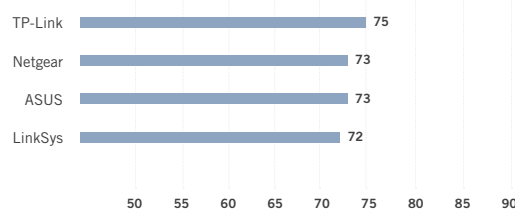
© 2021 American Customer Satisfaction Index. All Rights Reserved.

For both individual ISPs and third-party equipment manufacturers, the ACSI measures overall Wi-Fi quality based on customer evaluations of their chosen equipment. These Wi-Fi quality scores are derived from seven separate benchmarks: security, multiple device connections, range, avoiding service loss, service restart, upload/download speed, and price paid.

**IN-HOME WI-FI SERVICE**

**Third-Party Wi-Fi Equipment**

Overall Wi-Fi Quality 2021



0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

## Landline Phone Service

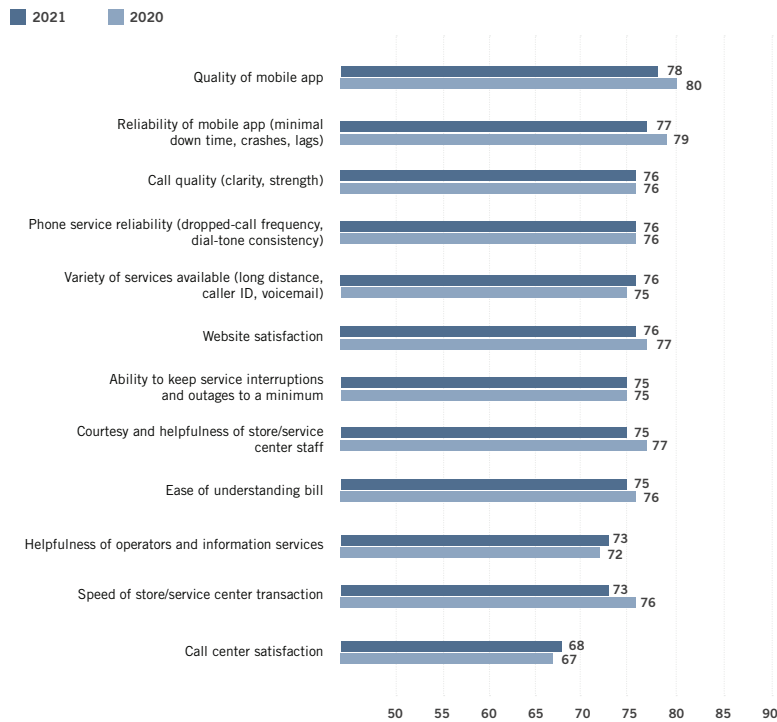
### AMERICAN CUSTOMER SATISFACTION INDEX: LANDLINE PHONE SERVICE

	2020	2021	% CHANGE
<b>Landline Phone Service</b>	<b>70</b>	<b>71</b>	<b>1.4%</b>
AT&T	72	75	4%
Verizon	74	74	0%
Vonage	74	72	-3%
All Others	71	70	-1%
Optimum (Altice USA)	67	70	4%
Spectrum (Charter Communications)	68	69	1%
Xfinity (Comcast)	70	69	-1%
Cox	66	68	3%
Windstream	63	67	6%
CenturyLink (Lumen Technologies)	65	65	0%
Frontier Communications	59	62	5%
Suddenlink (Altice USA)	65	62	-5%

0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

### LANDLINE PHONE SERVICE Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

## Video-on-Demand Service

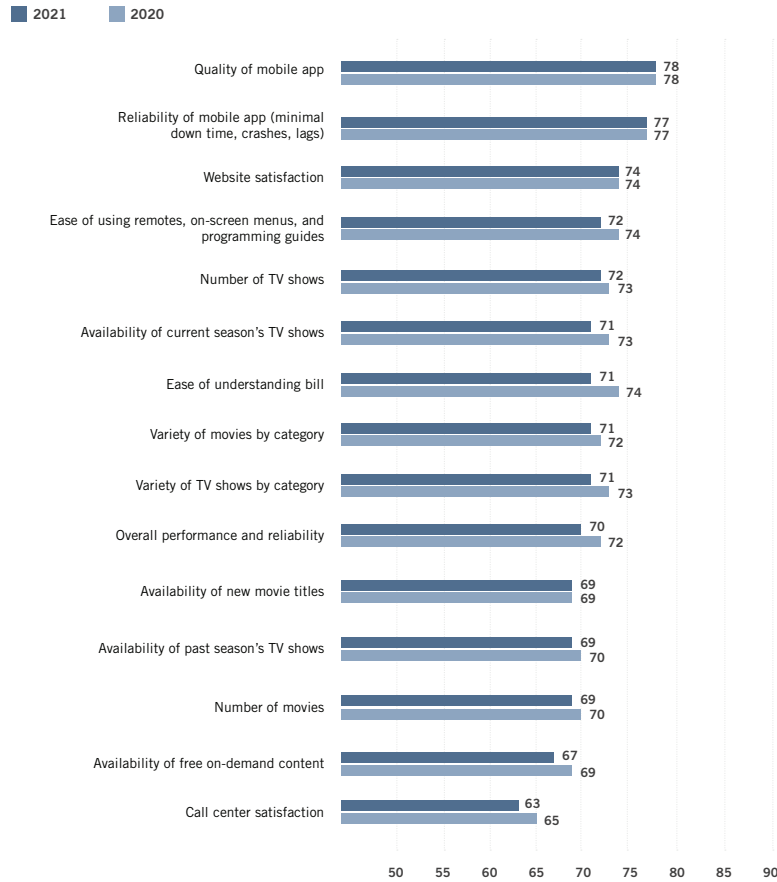
### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO-ON-DEMAND SERVICE

	2020	2021	% CHANGE
<b>Video-on-Demand Service</b>	<b>68</b>	<b>67</b>	<b>-1.5%</b>
U-verse TV (AT&T)	74	73	-1%
Verizon Fios	71	71	0%
Xfinity (Comcast)	68	71	4%
DIRECTV (AT&T)	69	69	0%
DISH Network	71	69	-3%
Cox	66	67	2%
Frontier Communications	64	66	3%
Optimum (Altice USA)	65	66	2%
Spectrum (Charter Communications)	68	66	-3%
All Others	64	63	-2%

0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

### VIDEO-ON-DEMAND SERVICE Customer Experience Benchmarks Year-Over-Year Industry Trends



0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.

## Video Streaming Service

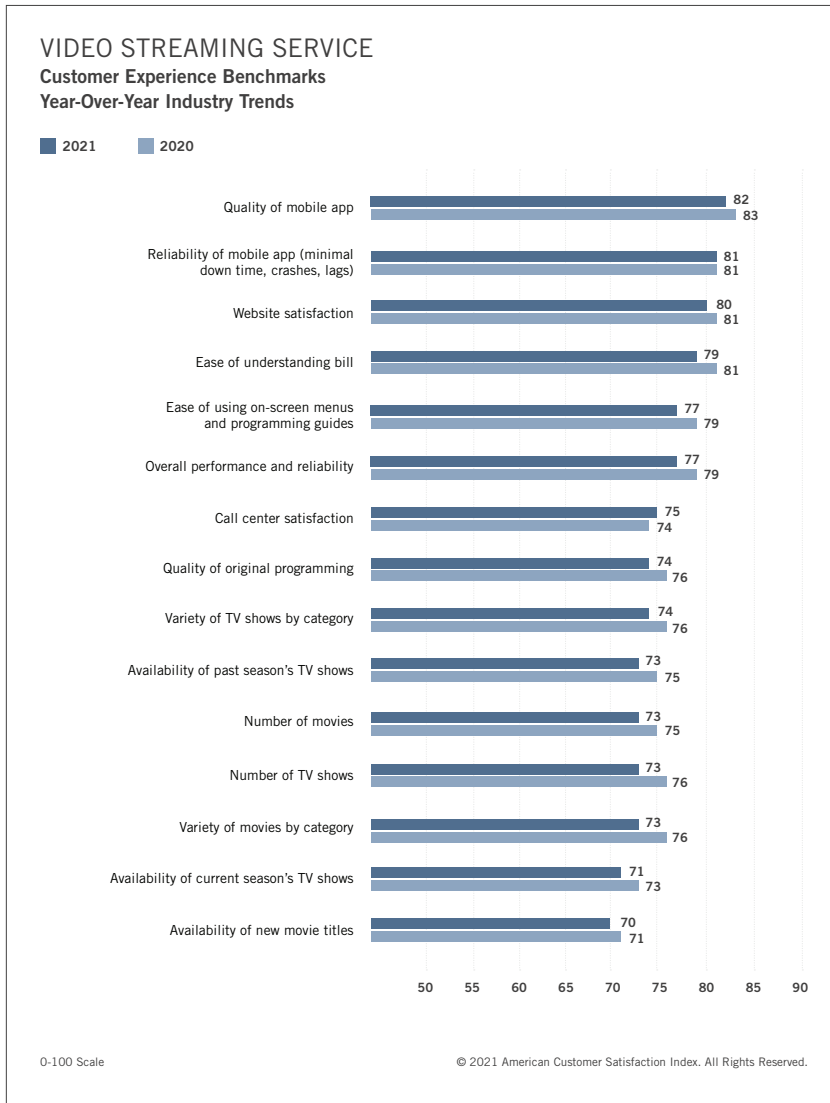
### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO STREAMING SERVICE

	2020	2021	% CHANGE
<b>Video Streaming Service</b>	<b>76</b>	<b>74</b>	<b>-2.6%</b>
Disney+	80	78	-3%
Microsoft Store	76	77	1%
Twitch (Amazon)	75	76	1%
HBO (AT&T)	74	75	1%
HBO Max (AT&T)	NM	75	NA
Hulu	77	75	-3%
Netflix	78	75	-4%
YouTube TV (Google)	75	75	0%
All Others	76	74	-3%
Amazon Prime Video	76	74	-3%
Apple TV App	77	74	-4%
Google Play	74	74	0%
Starz	75	74	-1%
CBS All Access (ViacomCBS)	75	73	-3%
Vudu (Comcast)	72	73	1%
Apple TV+	74	72	-3%
AT&T TV NOW	72	72	0%
Showtime (ViacomCBS)	71	72	1%
Sling TV (DISH Network)	71	72	1%
Peacock (Comcast)	NM	71	NA
Crackle	68	68	0%

NM = Not Measured  
NA = Not Available

0-100 Scale

© 2021 American Customer Satisfaction Index. All Rights Reserved.



ACSI survey data are used as inputs to the Index's cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

**ACSI and its logo are Registered Marks of American Customer Satisfaction Index LLC.**

**No advertising or other promotional use can be made of the data and information in this study without the express prior written consent of ACSI LLC.**

