



American Customer Satisfaction Index

# AMERICAN CUSTOMER SATISFACTION INDEX

## ACSI Telecommunications Study 2021-2022

June 7, 2022

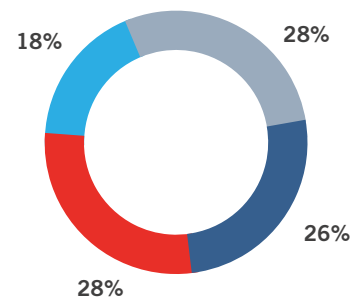
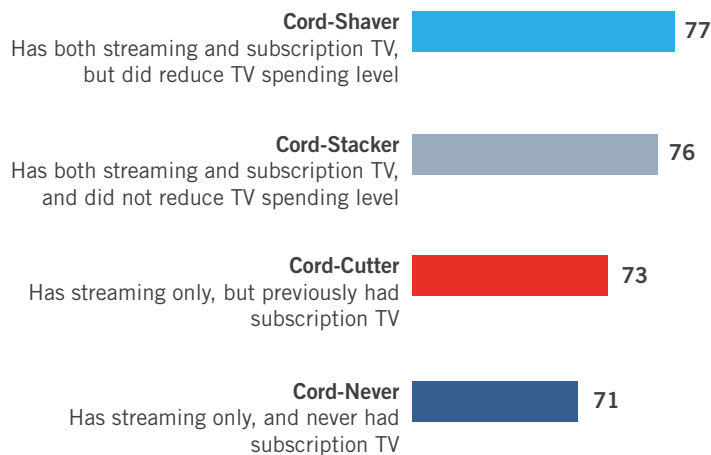
Customer satisfaction is a driving force that impacts the financial outlook of individual firms and the health of the U.S. economy at large. New results from the American Customer Satisfaction Index (ACSI®) include customer satisfaction benchmarks for five telecommunications industries: subscription TV 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 2021-2022** is based on interviews with 23,605 customers, chosen at random and contacted via email between April 2021 and March 2022. 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.

### VIDEO STREAMING AND SUBSCRIPTION TV SERVICES

#### Satisfaction by Customer Segment 2022



0-100 Scale

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## Subscription TV Service

### AMERICAN CUSTOMER SATISFACTION INDEX: SUBSCRIPTION TV SERVICE

COMPANY	2021	2022	% CHANGE
<b>Subscription Television Service</b>	<b>65</b>	<b>66</b>	<b>1.5%</b>
U-verse TV (DIRECTV)	74	73	-1%
Verizon Fios	71	71	0%
DIRECTV	66	66	0%
DISH Network	66	65	-2%
Xfinity (Comcast)	66	65	-2%
All Others	62	63	2%
Spectrum (Charter Communications)	64	63	-2%
Cox	62	61	-2%
Frontier Communications	63	61	-3%
Mediacom	59	58	-2%
Optimum (Altice USA)	60	57	-5%
Suddenlink (Altice USA)	56	54	-4%

0-100 Scale

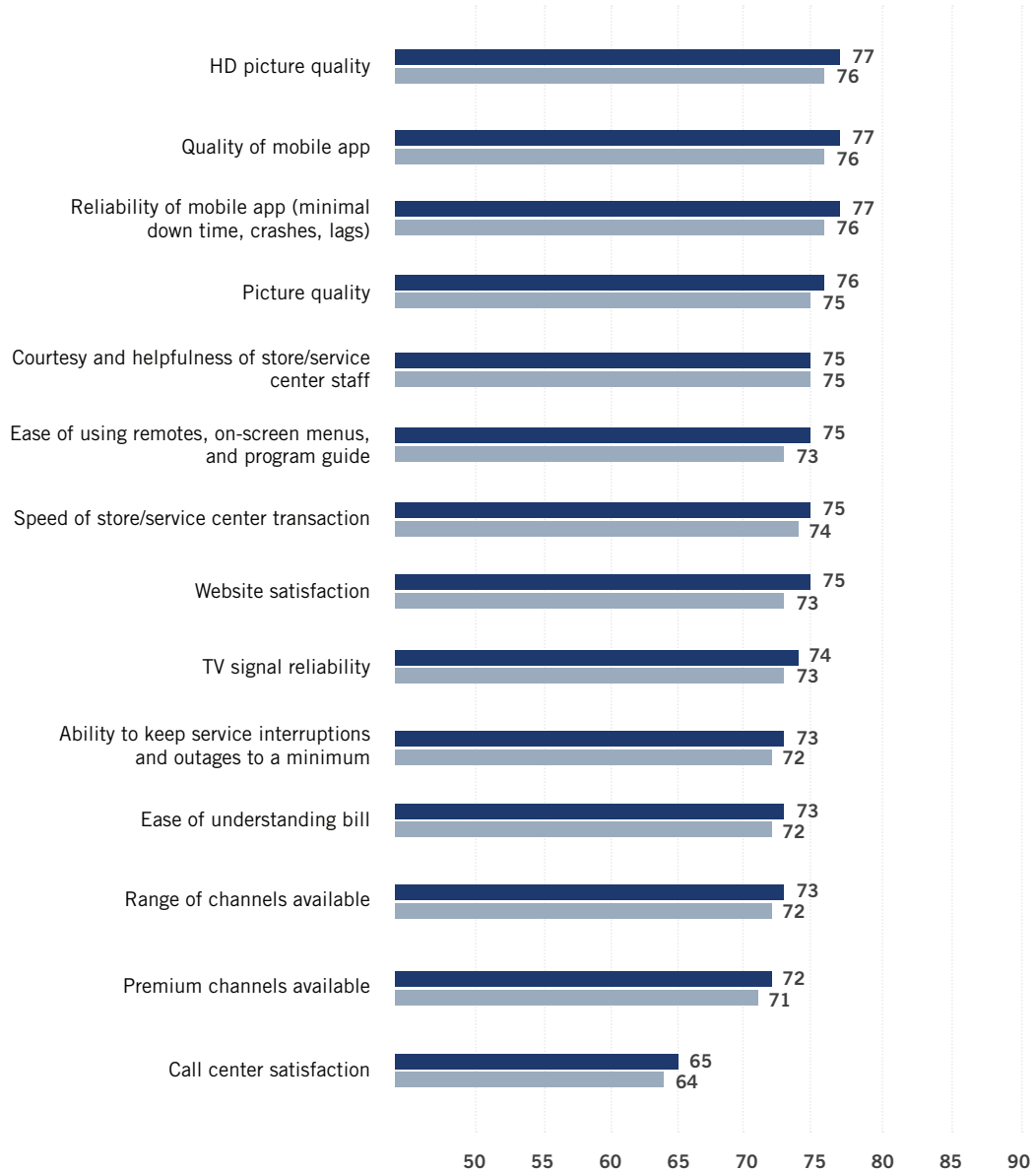
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## SUBSCRIPTION TV SERVICE

### Customer Experience Benchmarks

### Year-Over-Year Industry Trends

■ 2022 ■ 2021



0-100 Scale

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## Internet Service Providers

### AMERICAN CUSTOMER SATISFACTION INDEX: INTERNET SERVICE PROVIDERS

COMPANY	2021	2022	% CHANGE
<b>Internet Service Providers</b>	<b>65</b>	<b>64</b>	<b>-1.5%</b>
Verizon Fios	71	72	1%
T-Mobile	NM	71	NA
AT&T Internet	71	69	-3%
Xfinity (Comcast)	67	66	-1%
All Others	62	65	5%
Spectrum (Charter Communications)	63	63	0%
Windstream	61	62	2%
Cox	63	61	-3%
Frontier Communications	57	61	7%
CenturyLink (Lumen Technologies)	62	60	-3%
Mediacom	60	60	0%
Optimum (Altice USA)	60	59	-2%
Suddenlink (Altice USA)	55	53	-4%

NM = Not Measured  
NA = Not Available

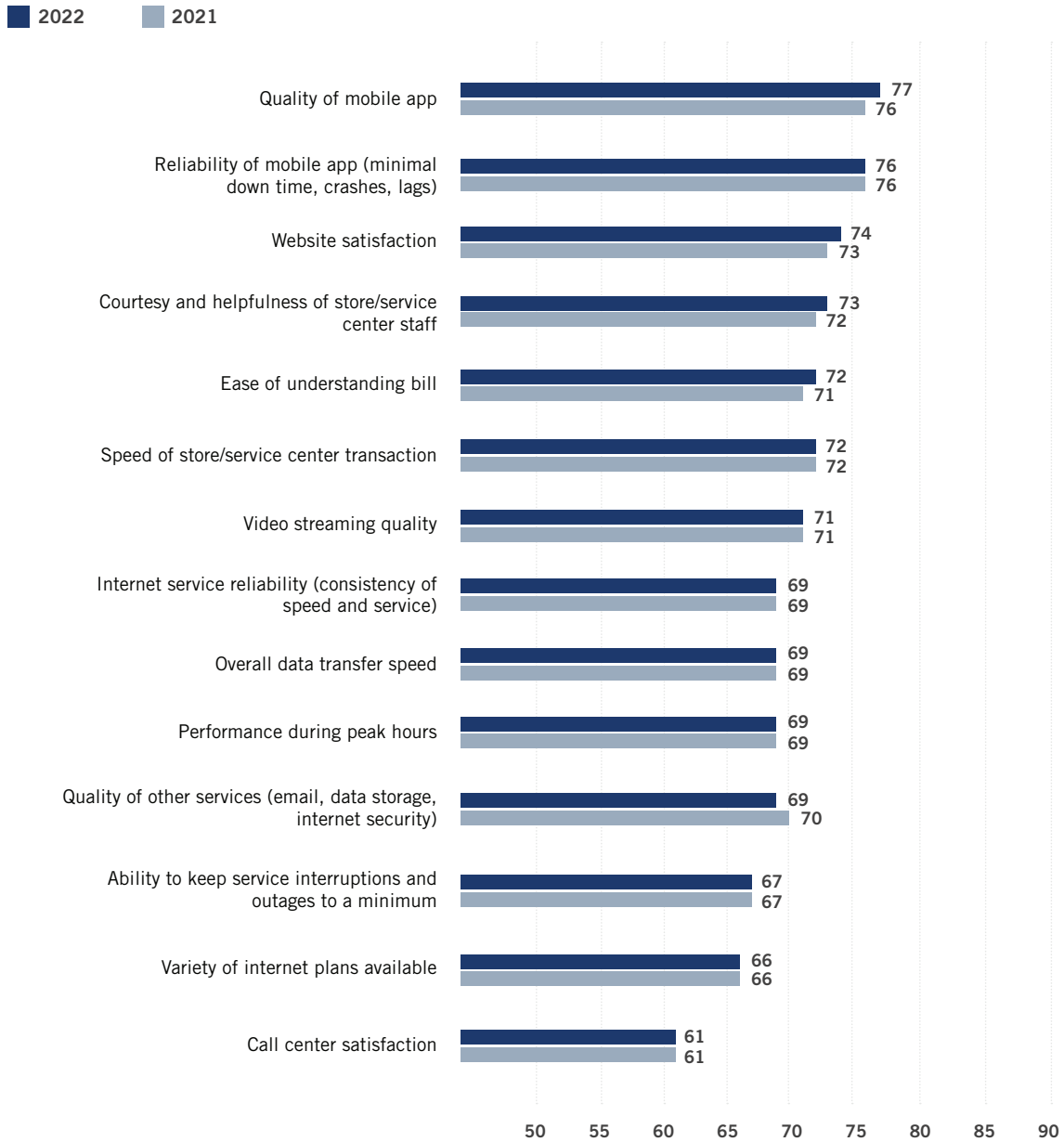
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## INTERNET SERVICE PROVIDERS

### Customer Experience Benchmarks

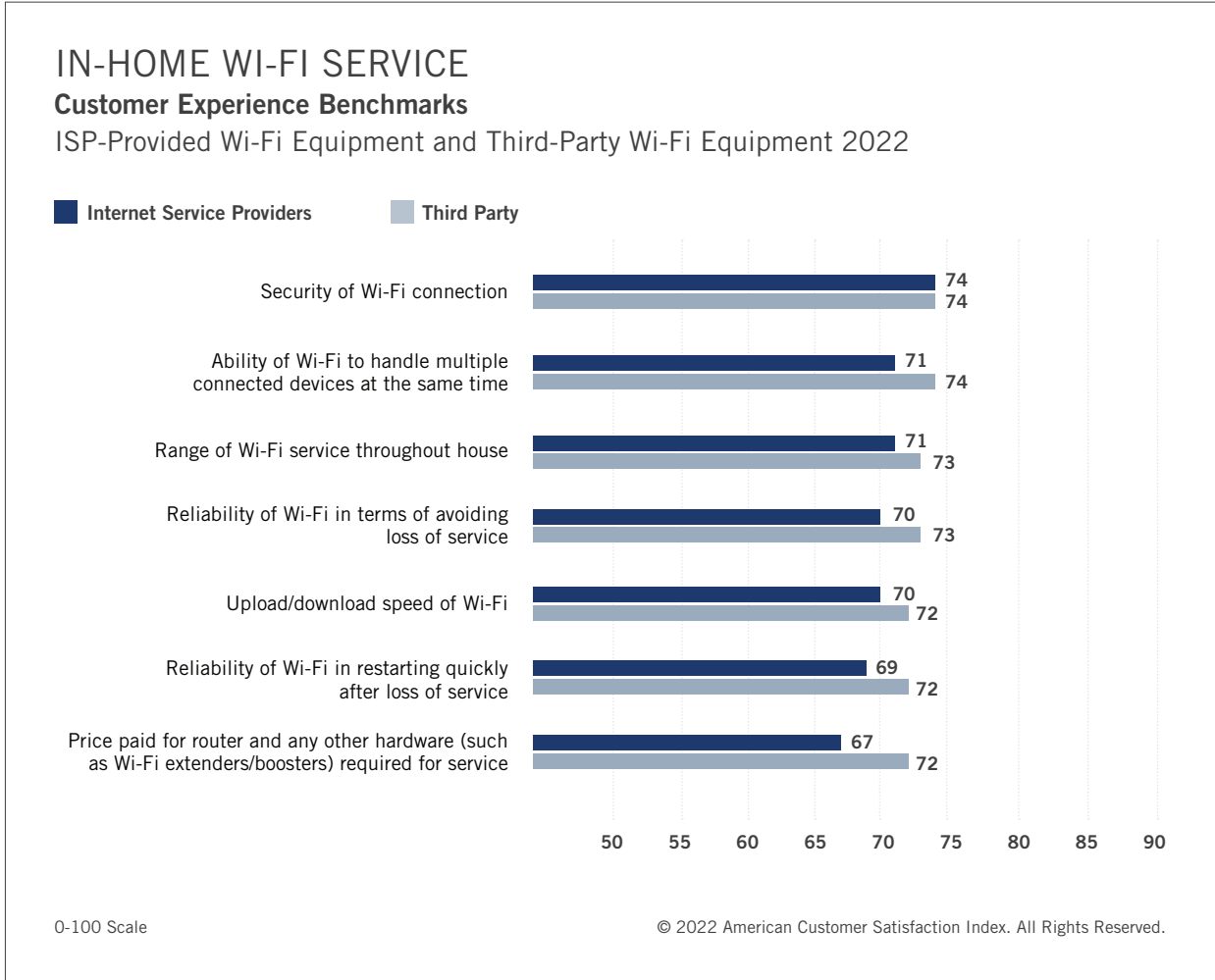
#### Year-Over-Year Industry Trends



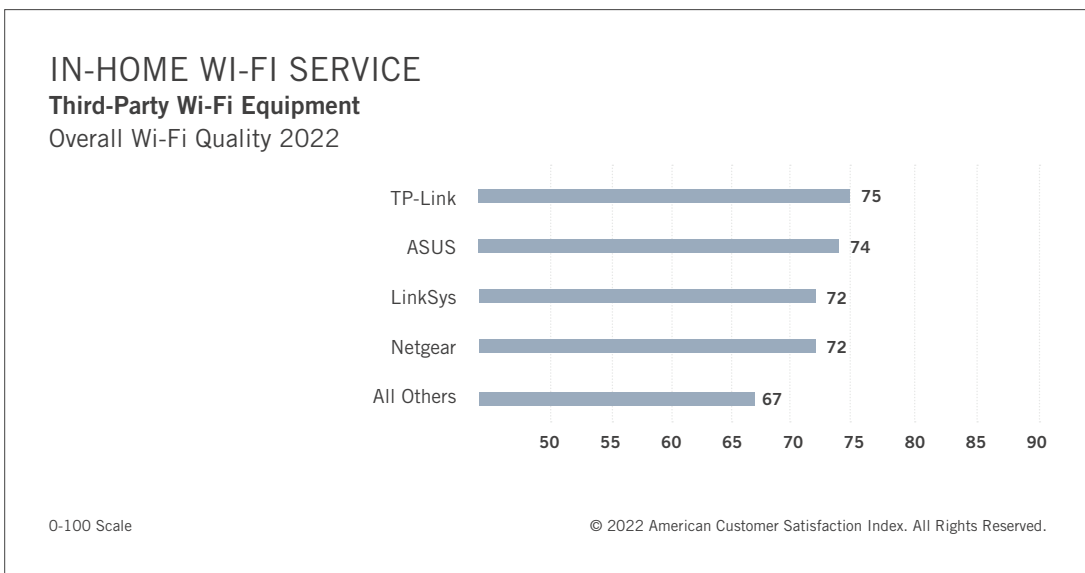
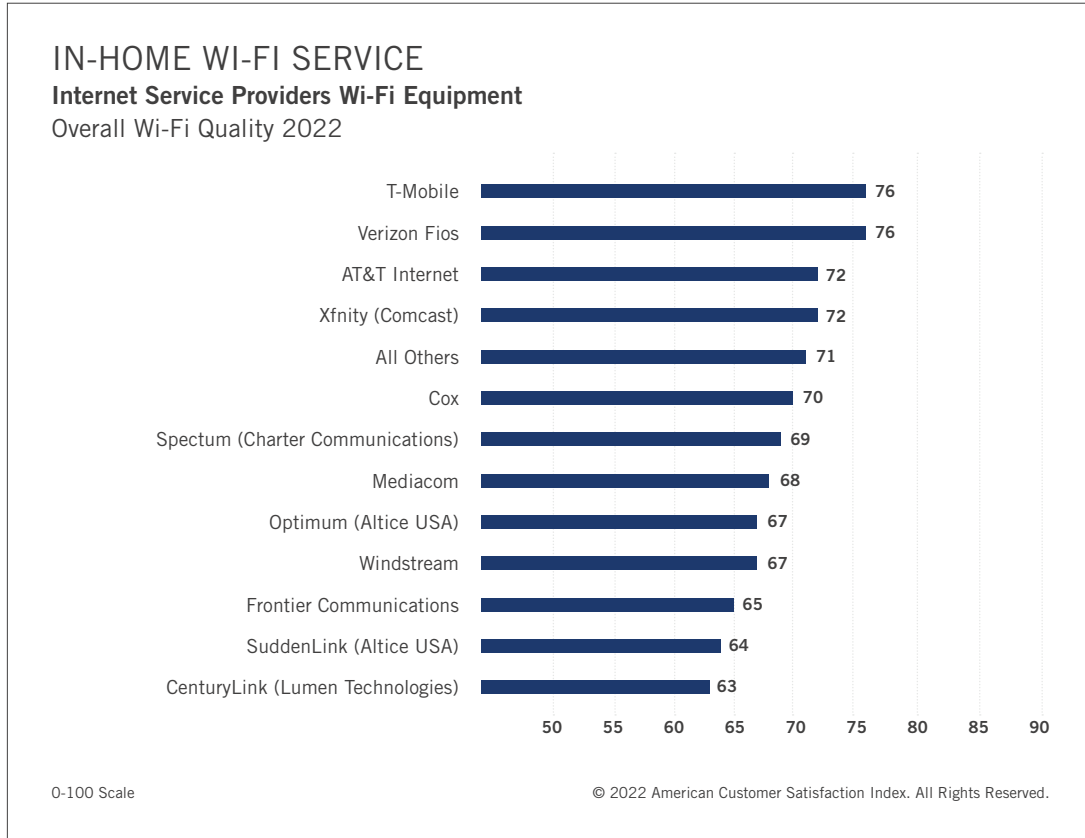
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The ACSI measures key aspects of the in-home Wi-Fi experience for both customers who use equipment provided by their ISP and those who use third-party equipment that they have purchased.



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.



## Landline Phone Service

### AMERICAN CUSTOMER SATISFACTION INDEX: LANDLINE PHONE SERVICE

COMPANY	2021	2022	% CHANGE
<b>Landline Phone Service</b>	<b>71</b>	<b>70</b>	<b>-1.4%</b>
Verizon	74	74	0%
AT&T	75	73	-3%
All Others	70	70	0%
Windstream	67	69	3%
Xfinity (Comcast)	69	69	0%
Cox	68	67	-1%
Spectrum (Charter Communications)	69	67	-3%
Vonage	72	67	-7%
Optimum (Altice USA)	70	66	-6%
CenturyLink (Lumen Technologies)	65	65	0%
Suddenlink (Altice USA)	62	60	-3%
Frontier Communications	62	59	-5%

0-100 Scale

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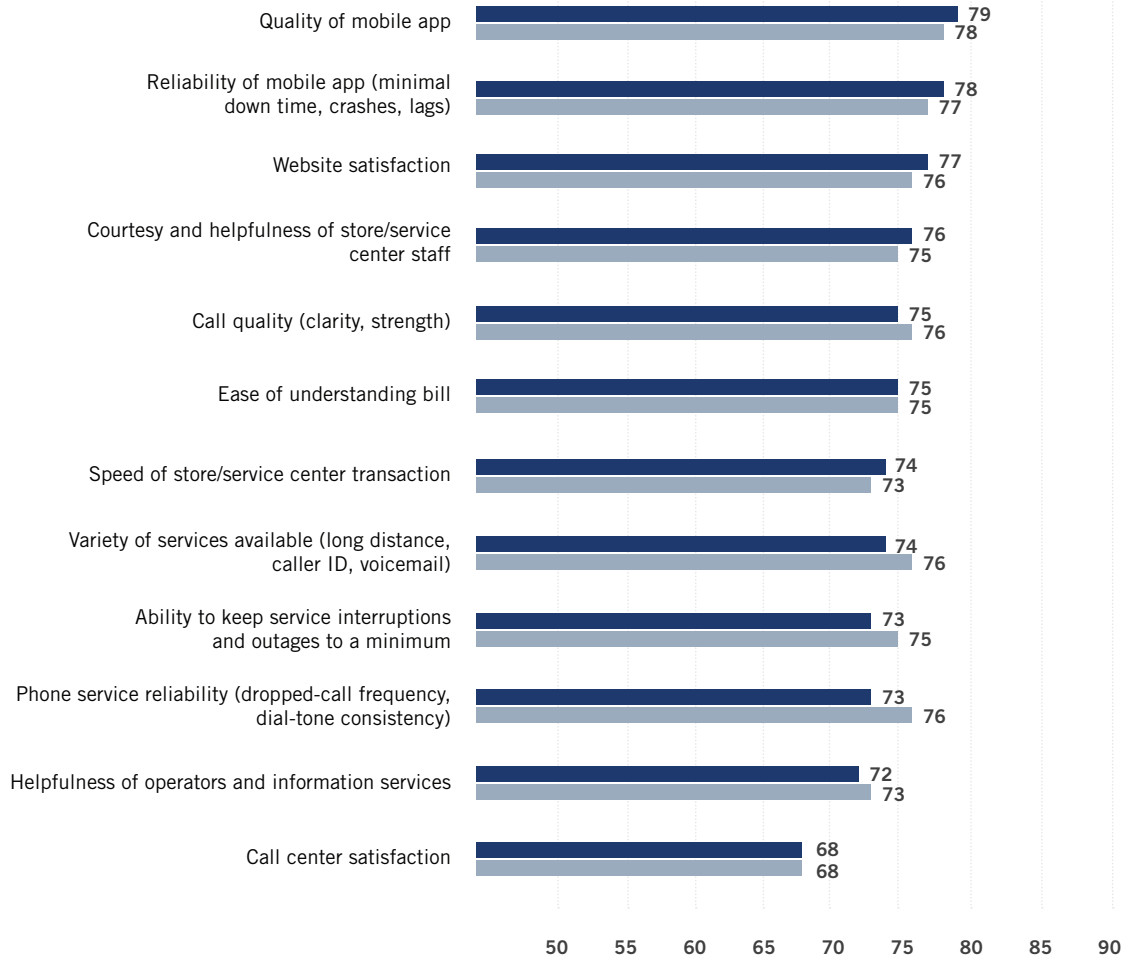


## LANDLINE PHONE SERVICE

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

■ 2022   ■ 2021



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## Video-on-Demand Service

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

COMPANY	2021	2022	% CHANGE
<b>Video-on-Demand Service</b>	<b>67</b>	<b>68</b>	<b>1.5%</b>
U-verse TV (DIRECTV)	73	73	0%
Verizon Fios	71	73	3%
Cox	67	69	3%
Spectrum (Charter Communications)	66	69	5%
DIRECTV	69	67	-3%
DISH Network	69	67	-3%
Xfinity (Comcast)	71	67	-6%
All Others	63	63	0%
Frontier Communications	66	63	-5%
Optimum (Altice USA)	66	62	-6%

0-100 Scale

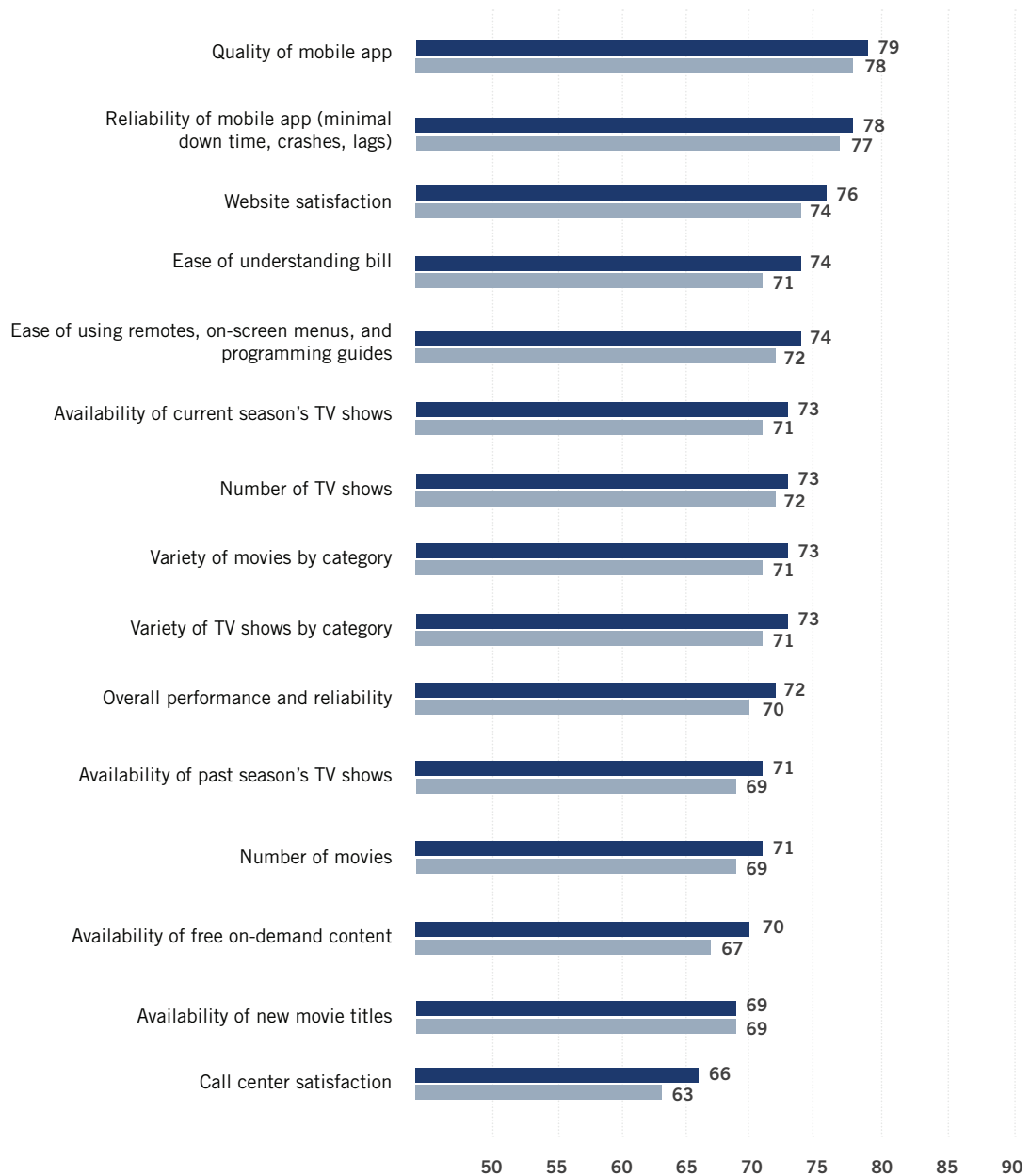
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## VIDEO-ON-DEMAND SERVICE

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

■ 2022    ■ 2021



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## Video Streaming Service

### AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO STREAMING SERVICE

COMPANY	2021	2022	% CHANGE
<b>Video Streaming Service</b>	<b>74</b>	<b>74</b>	<b>0.0%</b>
Microsoft Store	77	79	3%
All Others	74	78	5%
Disney+	78	78	0%
Paramount+*	73	77	5%
YouTube TV (Google)	75	77	3%
DIRECTV STREAM	72	76	6%
Apple TV App	74	75	1%
Google Play	74	75	1%
Hulu	75	75	0%
Amazon Prime Video	74	74	0%
Netflix	75	74	-1%
Twitch (Amazon)	76	74	-3%
ESPN+	NM	73	NA
HBO Max	75	73	-3%
Peacock (Comcast)	71	72	1%
Showtime	72	72	0%
Sling TV (DISH Network)	72	72	0%
Vudu (Comcast)	73	72	-1%
Starz	74	70	-5%
Apple TV+	72	69	-4%
Crackle	68	69	1%

\*Formerly CBS All Access

NM = Not Measured

NA = Not Available

0-100 Scale

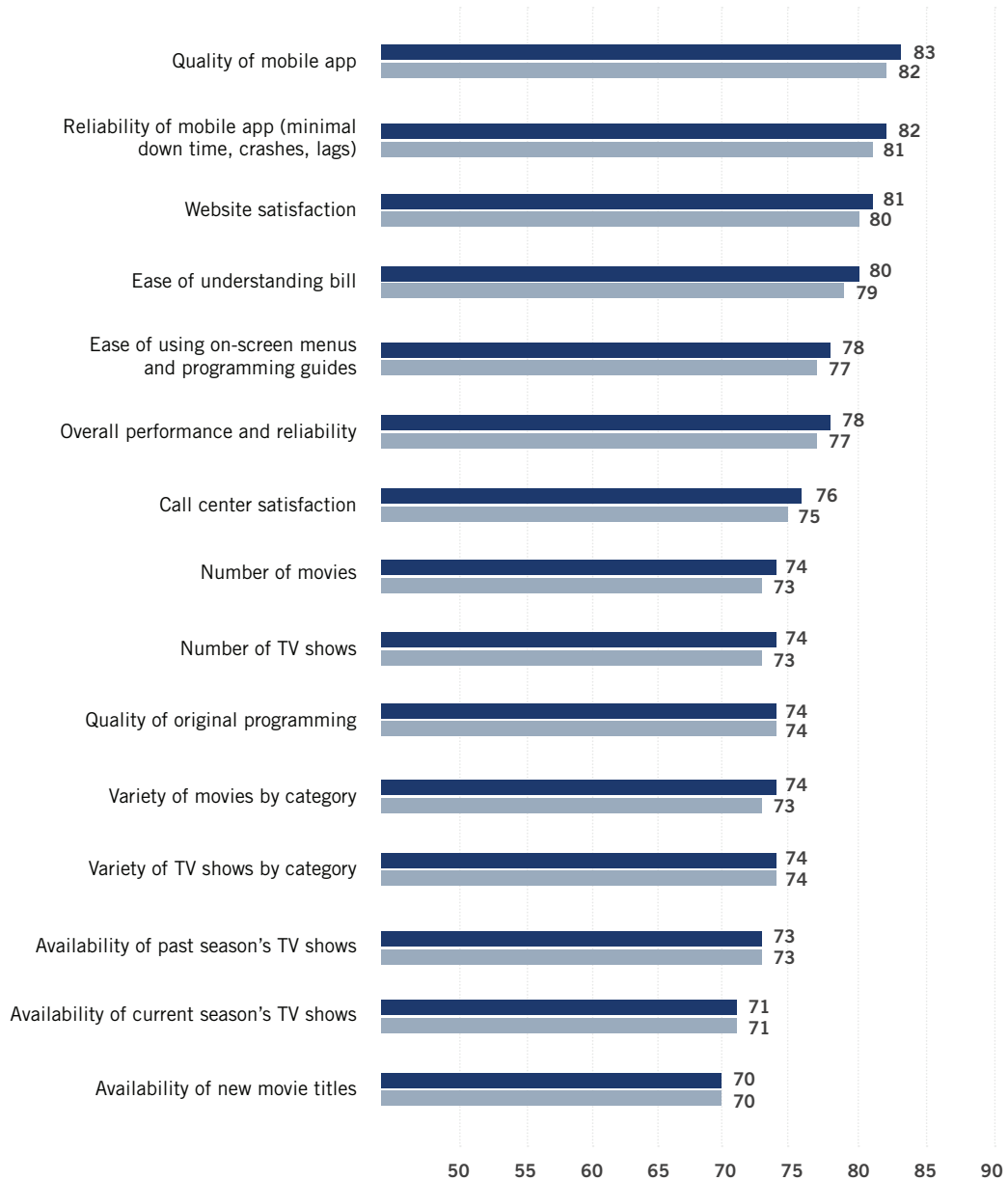
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## VIDEO STREAMING SERVICE

### Customer Experience Benchmarks

#### Year-Over-Year Industry Trends

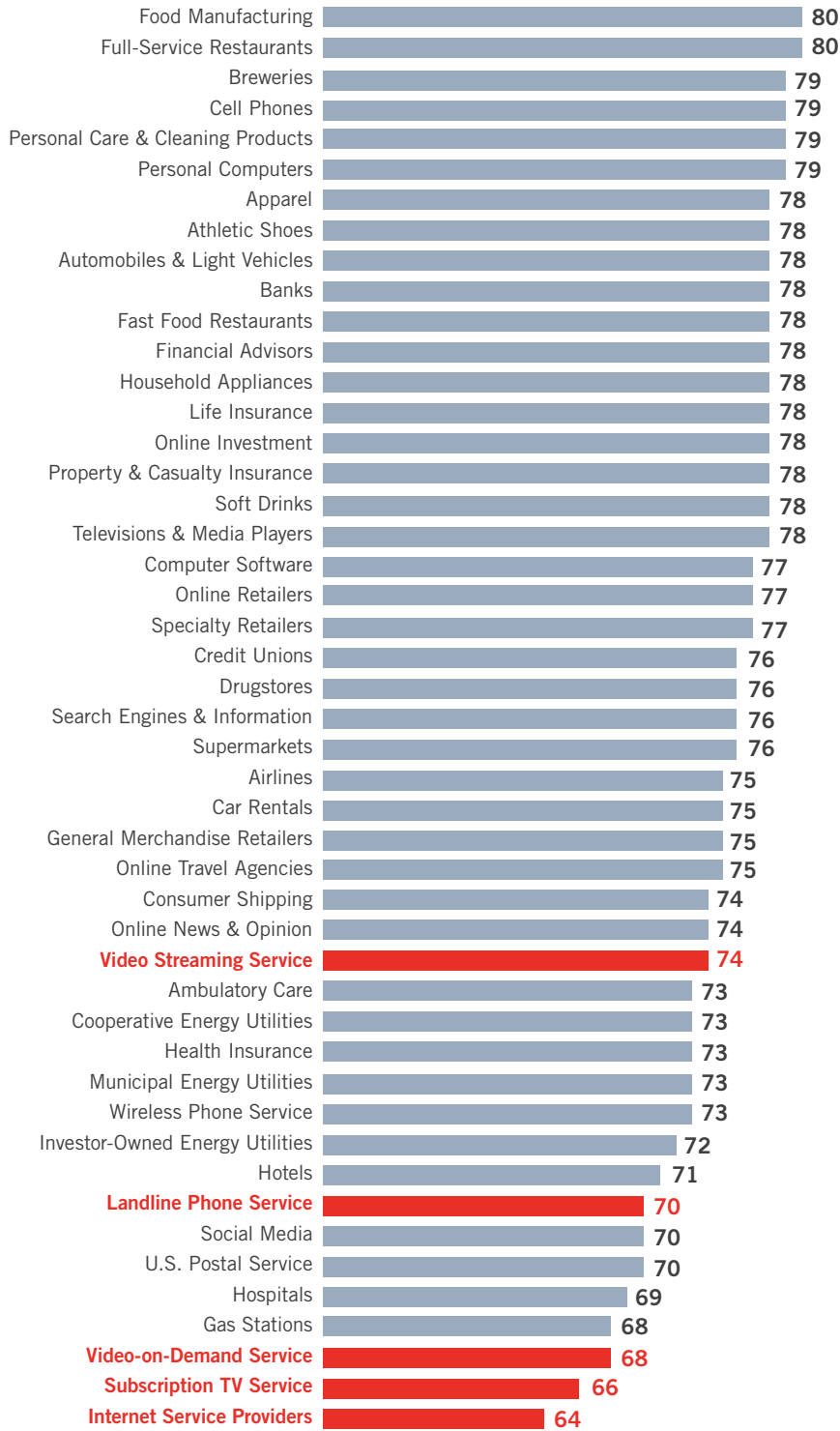
■ 2022 ■ 2021



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## CUSTOMER SATISFACTION BENCHMARKS BY INDUSTRY



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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.

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