



Customer Survey January 2013

Kia Orana

Two years ago we asked customers to give us feedback on our services by filling in this survey.

Since then we have made many changes in response to customers' feedback, including:

- Introduction of electronic services to make it easy to top up prepaid mobile;
- Reduction of the minimum prepaid mobile top up to \$5;
- Increased prepaid mobile credit expiry to 6 months;
- Increased speeds of broadband;
- Reduced prices of broadband plans and increased monthly data allowances;
- Reduced prices of prepaid and post paid mobile;
- Introduced mobile services to almost all of the Outer Islands;
- Introduced mobile data service;
- Improved customer service overall.

While we are proud of these achievements we know that we need to keep improving.

Customers told us through the last survey that our service needed to improve. In particular they wanted someone in Telecom to take ownership of their issue, to keep our promises, to keep customers informed and to be more knowledgeable about our own products and services.

We are repeating the same survey after two years to give customers the opportunity to reassess our performance and help us identify areas for further improvement. Please take this opportunity to again provide us with feedback – it really helps us focus on the priority areas for action.

The four main product/service lines of Telecom Cook Islands (mobile, landline, internet and postal) each have a page of questions for you to complete. If you don't use any of these services, please just skip over those pages.

The survey is also available on our website: www.telecom.co.ck

If you have any questions regarding the survey please call 123 or email sales@telecom.co.ck

The survey should only take 10 minutes to complete.

Please return in the self addressed envelope provided or hand in at Telecom, Teleshop or Postal outlets.

Kia Manuia

Jules Maher
CEO
Telecom Cook Islands

1. Demographics

The demographic information will be used for statistical purposes only. It will not be used to identify any individual.

1.1 Where do you normally live? (select only one)

- | | |
|----------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Cook Islands | <input type="checkbox"/> New Zealand |
| <input type="checkbox"/> Rarotonga | <input type="checkbox"/> Australia |
| <input type="checkbox"/> Aitutaki | <input type="checkbox"/> USA/Canada |
| <input type="checkbox"/> Other Outer Islands | <input type="checkbox"/> Europe |
| | <input type="checkbox"/> Asia |
| | <input type="checkbox"/> Other |

1.2 Which of the following Telecom services do you currently use? (select all that apply)

- | | |
|------------------------------------------------------------------------|-----------------------------------|
| <input type="checkbox"/> Mobile phone (post-paid, pre-paid or roaming) | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Landline (home or office) | <input type="checkbox"/> Postal |

1.3 Which of the following best describes you as a customer? (select only one)

- | | |
|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> Home | <input type="checkbox"/> Government |
| <input type="checkbox"/> Business | <input type="checkbox"/> Tourist |

1.4 How long have you used Telecom Cook Islands products/services?

- | | |
|-----------------------------------------------|------------------------------------------|
| <input type="checkbox"/> I am a tourist | <input type="checkbox"/> 1-3 years |
| <input type="checkbox"/> Less than 3 months | <input type="checkbox"/> 3 years or more |
| <input type="checkbox"/> 3 months - 12 months | |

1.5 Please select your age group

- | | |
|-------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Less than 15 years old | <input type="checkbox"/> 30-44 years |
| <input type="checkbox"/> 16-18 years | <input type="checkbox"/> 45-60 years |
| <input type="checkbox"/> 19-29 years | <input type="checkbox"/> 61 years + |

2. Mobile

Please complete this section **ONLY** if you have used Telecom Cook Islands mobile services (post-paid, pre-paid or as a roaming customer).

Overall satisfaction with Telecom Cook Islands' mobile phone service

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
2.1 Overall, I am satisfied with the mobile phone service I have received from Telecom Cook Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 Overall, the mobile phone service I have received from Telecom Cook Islands is of high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Overall, the mobile phone service I have received from Telecom Cook Islands represents good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the questions 2.4 - 2.10 **ONLY** if you have contacted Telecom for **mobile phone customer service** in the past 12 months. If you have not contacted Telecom for mobile phone customer service, please move to the next page.

Thinking about your last mobile phone customer service experience, please rate your satisfaction with the following:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't know
2.4 Knowing how to contact Telecom Cook Islands with enquiries or problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Being listened to and understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.6 The product knowledge of Telecom Cook Islands' staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Someone taking responsibility to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.8 The timeliness of response to enquiries/problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.9 Being kept informed and updated on progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.10 Select ONE THING from the following list that is most important to your level of satisfaction with mobile phone customer service:						
<input type="checkbox"/> Knowing how to contact TCI	<input type="checkbox"/>	<input type="checkbox"/> Being listened to & understood				
<input type="checkbox"/> Product knowledge of TCI staff	<input type="checkbox"/>	<input type="checkbox"/> Someone taking responsibility				
<input type="checkbox"/> Timeliness of response	<input type="checkbox"/>	<input type="checkbox"/> Being kept informed on progress				

What is ONE thing we could do to improve our mobile phone customer service to you?

3. Landline Telephone

Please complete this section ONLY if you have used Telecom Cook Islands landline services (home or office landline phone).

Overall satisfaction with Telecom Cook Islands' landline phone service

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
3.1 Overall, I am satisfied with the landline phone service I have received from Telecom Cook Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Overall, the landline phone service I have received from Telecom Cook Islands is of high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Overall, the landline phone service I have received from Telecom Cook Islands represents good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the questions 3.4 - 3.10 ONLY if you have contacted Telecom for landline phone customer service in the past 12 months. If you have not contacted Telecom for landline phone customer service, please move to the next page.

Thinking about your last landline phone customer service experience, please rate your satisfaction with the following:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't know
3.4 Knowing how to contact Telecom Cook Islands with enquiries or problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 Being listened to and understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 The product knowledge of Telecom Cook Islands' staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.7 Someone taking responsibility to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.8 The timeliness of response to enquiries/problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.9 Being kept informed and updated on progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.10 Select ONE THING from the following list that is most important to your level of satisfaction with landline phone customer service:						
<input type="checkbox"/> Knowing how to contact TCI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Product knowledge of TCI staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Timeliness of response	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Being listened to & understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Someone taking responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Being kept informed on progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is ONE thing we could do to improve our landline phone customer service to you?

4. Internet

Please complete this section ONLY if you have used Telecom Cook Islands internet services (broadband or WiFi).

Overall satisfaction with Telecom Cook Islands' internet service

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
4.1 Overall, I am satisfied with the internet service I have received from Telecom Cook Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.2 Overall, the internet service I have received from Telecom Cook Islands is of high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.3 Overall, the internet service I have received from Telecom Cook Islands represents good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the questions 4.4 – 4.10 ONLY if you have contacted Telecom for internet customer service in the past 12 months. If you have not contacted Telecom for internet customer service, please move to the next page.

Thinking about your last internet customer service experience, please rate your satisfaction with the following:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't know
4.4 Knowing how to contact Telecom Cook Islands with enquiries or problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.5 Being listened to and understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.6 The product knowledge of Telecom Cook Islands' staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.7 Someone taking responsibility to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.8 The timeliness of response to enquiries/problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.9 Being kept informed and updated on progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.10 Select ONE THING from the following list that is most important to your level of satisfaction with internet customer service:						
<input type="checkbox"/> Knowing how to contact TCI		<input type="checkbox"/> Being listened to & understood				
<input type="checkbox"/> Product knowledge of TCI staff		<input type="checkbox"/> Someone taking responsibility				
<input type="checkbox"/> Timeliness of response		<input type="checkbox"/> Being kept informed on progress				

What is ONE thing we could do to improve our internet customer service to you?

5. Postal

Please complete this section ONLY if you have used Telecom Cook Islands postal services.

Overall satisfaction with Telecom Cook Islands' postal service

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
5.1 Overall, I am satisfied with the postal service I have received from Telecom Cook Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Overall, the postal service I have received from Telecom Cook Islands is of high quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.3 Overall, the postal service I have received from Telecom Cook Islands represents good value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please answer the questions 5.4 – 5.10 ONLY if you have contacted Telecom for postal customer service in the past 12 months. If you have not contacted Telecom for postal customer service, please move to the next page.

Thinking about your last postal customer service experience, please rate your satisfaction with the following:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't know
5.4 Knowing how to contact Telecom Cook Islands with enquiries or problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.5 Being listened to and understood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 The product knowledge of Telecom Cook Islands' staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 Someone taking responsibility to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.8 The timeliness of response to enquiries/problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.9 Being kept informed and updated on progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.10 Select ONE THING from the following list that is most important to your level of satisfaction with postal customer service:						
<input type="checkbox"/> Knowing how to contact TCI			<input type="checkbox"/> Being listened to & understood			
<input type="checkbox"/> Product knowledge of TCI staff			<input type="checkbox"/> Someone taking responsibility			
<input type="checkbox"/> Timeliness of response			<input type="checkbox"/> Being kept informed on progress			

What is ONE thing we could do to improve our postal customer service to you?

6. Overall Perceptions of Telecom Cook Islands

Considering the level of service you have received from Telecom Cook Islands and the products and services offered, please answer the following questions:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
6.1 I am satisfied with the range of products/services available from Telecom Cook Islands	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 Telecom Cook Islands staff go the 'extra mile'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.3 If I had a choice, I would use Telecom Cook Islands again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 I would recommend Telecom Cook Islands to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.5 Telecom Cook Islands delivers on the promises it makes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is ONE thing we do well when providing our services to you?

Thank you for completing this survey.

If you wish to make any additional comments, please use the space below or overleaf.