


How Do Consumers Handle Network Outages?

Communications services are critical to our daily lives, with many consumers and business owners being fully reliant on them.

How resilient are consumers when network outages occur?

 Select the consumer type to understand their network outage journey

02 When the outage occurs - initial impact

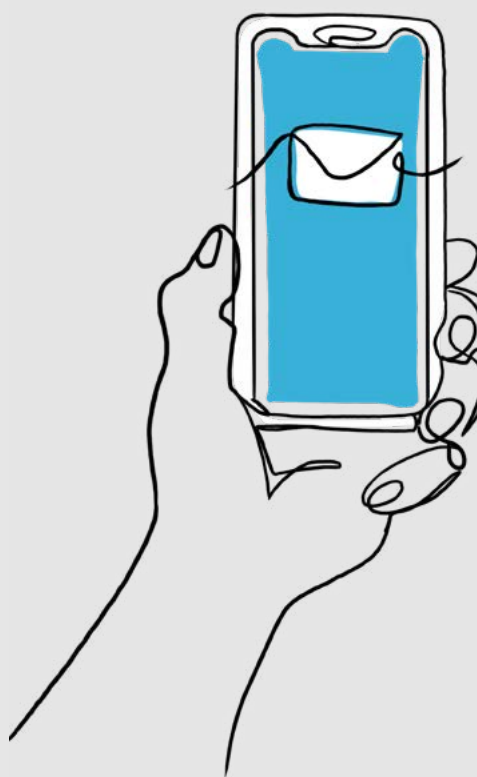
- Initial impact of the outage on the consumer
- The initial impact by outage type or causes of the outage
- Emotional impacts

03 Experience during the outage

- How does this group handle outages?
- What alternatives do they utilise?
- What back-up plans do they have in place?
- What sources of support do they draw upon?
- Impact or experience by the length of outage



04 Provider communication during outages



- Overall experience with provider communication

Provider communication during outages is often criticised for lacking transparency and timely updates. The focus can sometimes shift towards up-selling or commercial aspects rather than addressing consumer concerns and resolving service issues.
- Differences by provider type

Experiences vary by provider, with some companies offering more comprehensive support and clearer communications than others. Consumers note disparities in how different providers manage outages and inform their customers about ongoing issues.
- Preferred communication methods

Consumers prefer receiving SMS or app notifications directly from providers as these methods provide immediate and direct updates on outages, repair timings, and affected areas. This helps manage expectations and facilitates alternative planning.
- Planned vs. unplanned outages

Planned outages generally receive better communication with advance notifications, allowing consumers to prepare or plan accordingly. In contrast, unplanned outages are characterised by insufficient notice and reactive communication.

"Nothing at all, other than me reaching to them to find out what was going on."

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05 Post-outage experiences

- What have consumers done as a result of the outages they have faced?
- What communication or support do they receive from their provider after the outage?



06 Consumer recommendations from their experiences

- Support wanted during the outage
- Communication wanted from their provider
- Recommendations for improving infrastructure and reliability of service

