

Background

- **Telecommunication Dispute Resolution (TDR) is a free and independent service that helps resolving disputes between consumers and providers of telecommunication services.**
- **TDR is managed and provided by Dispute Resolution Services Limited (DRSL).**
- **TDR is a relatively new service, having begun operation in 2007.**

Research Objectives

DRSL requires an indication of:

- The level of awareness of TDR among members of the general public; and
- How this level of awareness is changing over time.

This presentation outlines the key findings from the August 2009 oMMnibus™:

- Are New Zealanders aware that there are telecommunication dispute resolution services available to them?
- Are they aware of TDR in particular?
- Have these levels changed since the August 2008 oMMnibus™?
- How do awareness levels for TDR compare to other dispute resolution services?

[Note: Q3 has been expanded since the previous oMMnibus™ to test for prompted awareness of the ISO, Banking Ombudsman, and the Electricity and Gas Complaints Commission]

Methodology

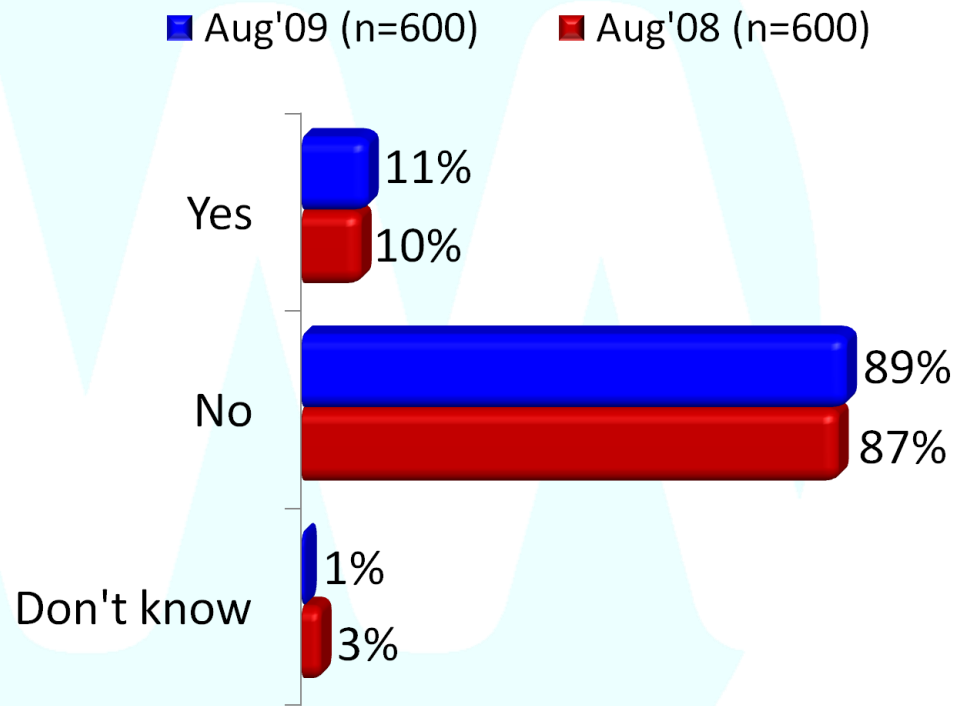
- oMMnibus™ is conducted quarterly using MMResearch™'s CATI system. For each iteration of the survey, a total of 600 individuals aged 15 years and over are interviewed from throughout New Zealand.
- The sample for this survey was n=600. Respondents were randomly selected from a national database of the residential White Pages®.
- The margin of error for a sample size of 600 at the 95% confidence level is ± 4%.
- All interviews were conducted by trained and experienced interviewers between the 19th and 26th August 2009.
- Contact profile:

	n
Total contacts	2,683
Surveys completed	600
Refusals	1,992
Surveys incomplete	23
Bad/invalid numbers	68
Response rate	23%

Survey Highlights

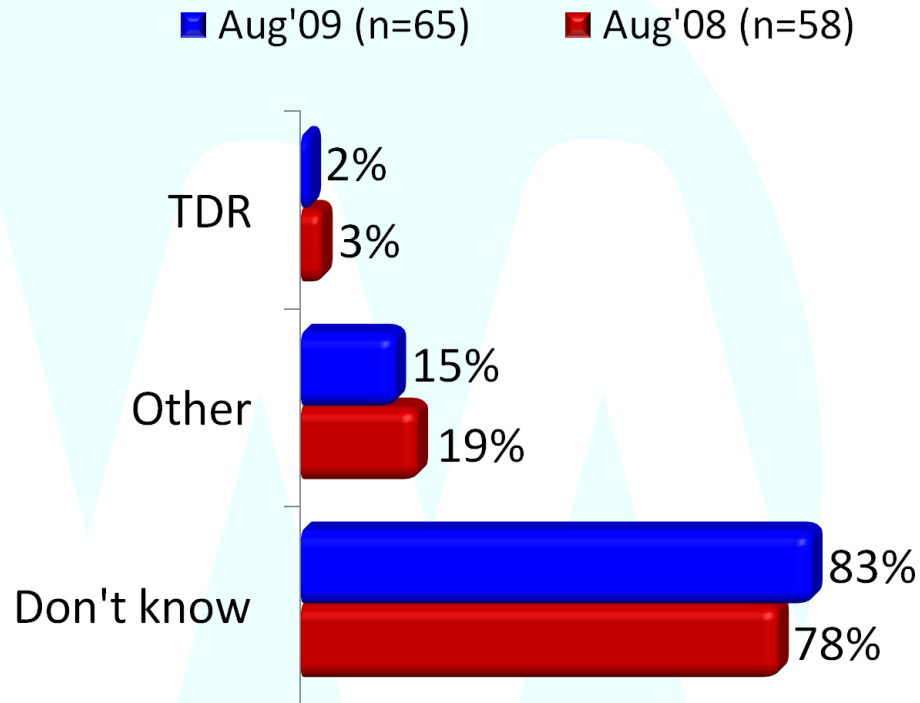
- **One year on from the initial survey, awareness of TDR and the services it provides is still very low among members of the general public.**
- **There is a small, but positive increase in awareness of the service compared to August 2008.**
- **Compared to the other dispute resolution organisations surveyed (albeit for different services), TDR has by far the lowest level of awareness.**

Have you heard of a service that assists customers of telecommunication companies in the event they have a dispute with their telecommunication provider?



- Only 11% of respondents (65 people) were aware that a telecommunication dispute service is available to them. This represents little change from August last year.

What is the name of this service? (unprompted awareness)

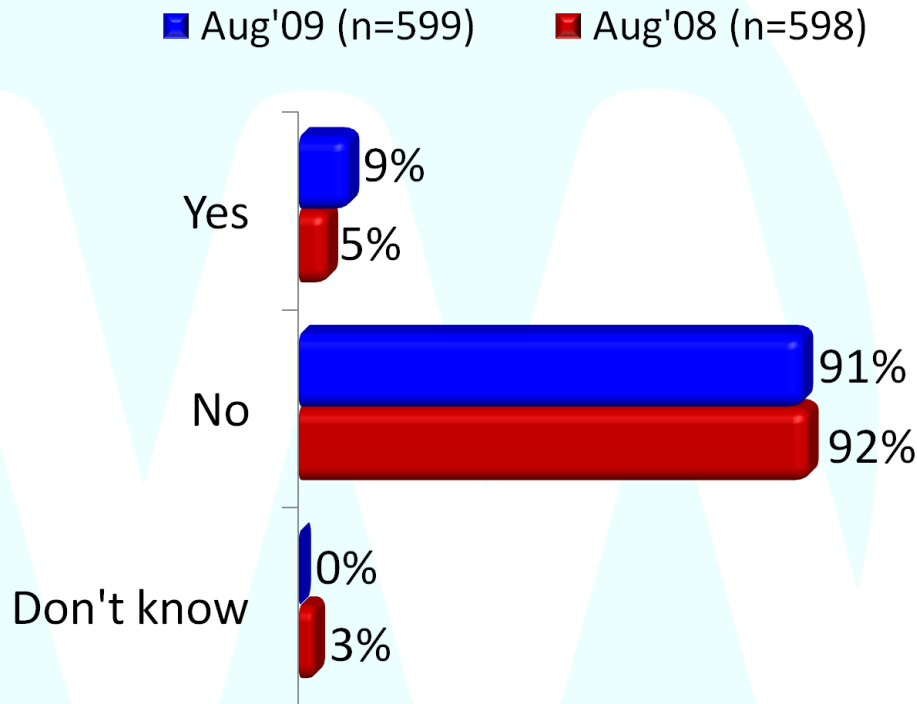


- Of the 65 respondents who knew of a telecommunication dispute resolution service, only one named TDR as the provider (unprompted awareness). Once again, this shows little change since the previous survey.
- 'Other' responses included Reconnect, Chorus, Telecom and various ombudsmen.

**Which of the following
dispute resolution organisations
have you heard of?**

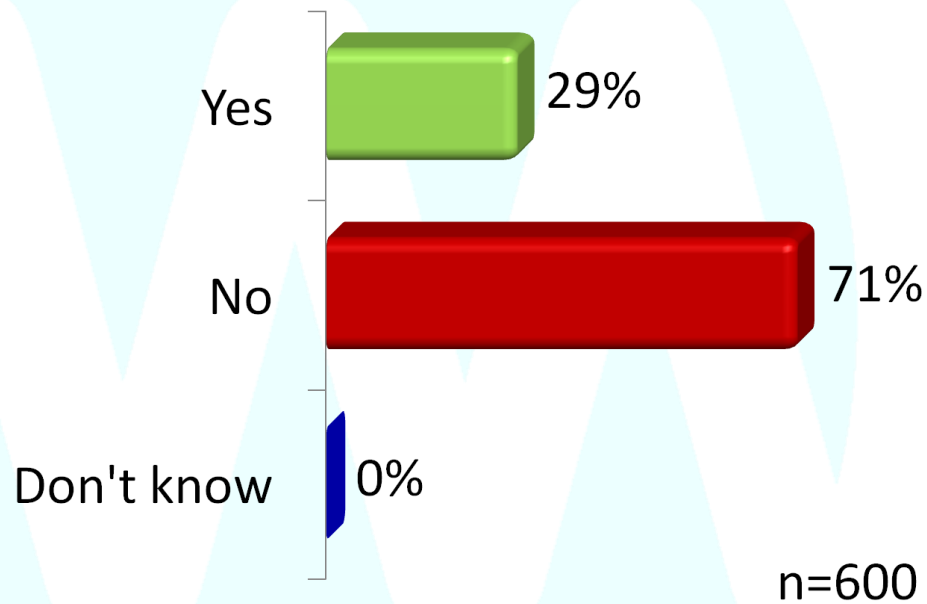
(prompted awareness)

Telecommunication Dispute Resolution service (TDR)?



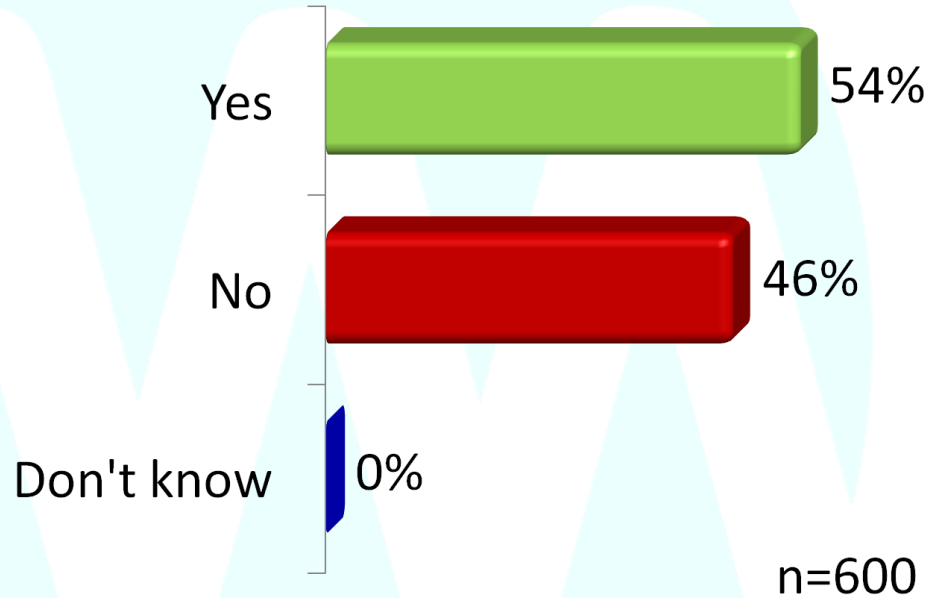
- When asked if they had heard of TDR (prompted awareness), only 9% (54 people) of the remaining 599 respondents said that they had. This represents a small, but positive increase from August 2008.

Insurance and Savings Ombudsman (ISO)?



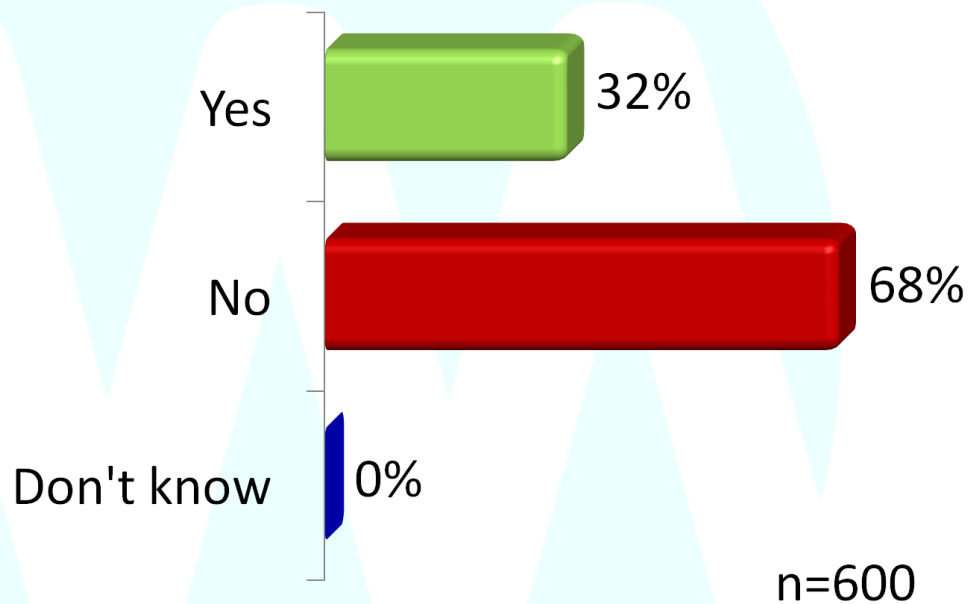
- Over a quarter (29%) of the respondents had heard of the Insurance and Savings Ombudsman.
- Instituted in 1995

Banking Ombudsman?



- Over half (54%) of the respondents had heard of the Banking Ombudsman.
- Instituted in 1992

Electricity and Gas Complaints Commission?



- Almost a third (32%) of the respondents had heard of the Electricity and Gas Complaints Commission.
- Instituted in 2001