Understanding Consumer Reviews in the Telecommunications Industry

Internet and TV are essential services for most homes across the globe, which is why making sure you choose the right provider is so important.

Key to Reviews

One of the best ways to see how providers perform in the real world is by looking at reviews from their current customers online. While even the best providers may occasionally receive negative reviews, what truly matters is how they respond to those reviews. The key is to ensure that the overwhelming majority of feedback consists of 5-star reviews, reflecting consistent quality and customer satisfaction.

Google reviews are an important way for businesses to connect with customers and get feedback about their products and services. You'll notice Google reviews are usually both positive and negative. See below for standing ratings of the major broadband providers in the area.



While assessing reviews for different companies, it is important to consider the industry in which they fall and also the platform in which they are posted. Paying attention to whether the company engages with these reviews is also a great way to assess customer service. Good customer service isn't about eliminating all mistakes — an impossible task — but about leveraging the opportunity created by a mistake to build a deeper relationship with the customer.

Note, review information subject to change as updated in real time. Effective 12/24.