

Customer Experience in the Internet Service Provider Industry by Country

CX Metrics in the Internet Service Provider Industry

KEY TAKEAWAYS

+ Indian consumers are the most likely to recommend after an internet service provider experience, while UAE consumers are the most likely to trust and Chinese consumers the most likely to purchase more.

+ Consumers are likely to purchase more (+6), trust (+5), and recommend (+3) after an internet service provider experience in 2022 than in 2025.

	Satisfaction	Trust	Recommend	Purchase More
Australia	67%	65%	62%	65%
Brazil	72%	73%	75%	73%
Canada	74%	72%	67%	62%
China	88%	81%	75%	85%
Denmark	64%	62%	56%	57%
France	67%	67%	66%	73%
Germany	73%	63%	61%	42%
Hong Kong (China)	76%	69%	63%	64%
India	82%	80%	81%	82%
Ireland	70%	64%	65%	65%
Italy	68%	60%	63%	59%
Japan	43%	57%	33%	33%
Mexico	79%	79%	78%	77%
Netherlands	68%	70%	65%	56%
New Zealand	69%	76%	67%	66%
Philippines	74%	76%	75%	80%
Singapore	80%	74%	70%	65%
South Korea	71%	64%	55%	78%
Spain	70%	71%	66%	63%
Sweden	65%	62%	59%	66%
United Arab Emirates	75%	82%	80%	83%
United Kingdom	70%	71%	66%	66%
United States	75%	74%	72%	69%

ABOUT

Base: 23,730 consumers across 23 countries
Source: Qualtrics XM Institute Q3 2024 Global Consumer Study

Customer Experience in the Internet Service Provider Industry, 2022-2025

Customer Experience in the Internet Service Provider Industry

Satisfaction Trust Recommend Purchase More

Global: 2025

71%
Satisfaction

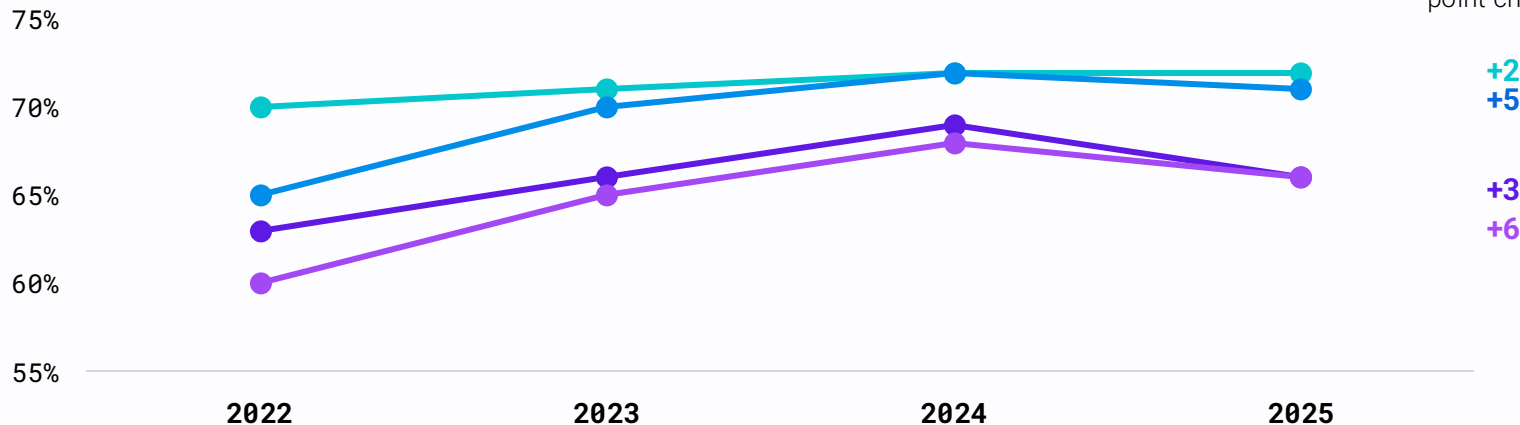
70%
Trust

66%
Recommend

66%
Purchase More

CX Metrics over time
2022-2025

3 year %-
point change



ABOUT

Base: 23,730 consumers across 23 countries

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DATA CALCULATION

Data was only reported on and analyzed from industries with a sample size of 100+ in each country – otherwise reported as N/A. Consumers responded only about experiences with industries they had an interaction with in the previous 90 days.

Year-over-year calculations were performed using data only from the 20 countries from which we collected data in both 2023 and 2024. Calculations of CX metric changes from 2022-2025 were conducted only using data from the 19 countries from which we collected data in 2022, 2023, 2024, and 2025. Year-over-year calculations were not conducted including Hong Kong (China) due to small sample sizes. Data was not collected on auto dealer, electronics, and hotel industries in 2022.

CX metrics for all years are reported as the percentage selecting the top 2 boxes on a 5-point Likert scale out of the total number of responses for each country/industry.

All Global numbers are an average across all countries.

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