



SIP Trunking Customer Satisfaction Report

2020

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Introduction

The SIP Trunking Customer Satisfaction report was researched and developed by the Eastern Management Group, Inc.

The report has two important objectives:

- Give SIP trunking vendors substantial customer satisfaction information on themselves and peer companies to use for benchmarking purposes
- Give IT Managers customer evaluations of the leading SIP trunking companies, to use in the vendor selection process

Customer Satisfaction Research

More than 4,000 IT manager customers were surveyed by the Eastern Management Group for the report. IT managers reported on a range of experiences as a customer of one of 29 SIP trunking companies evaluated. Each provider has been quantitatively rated on 12 Customer Satisfaction Measurements including whether they would recommend their SIP trunking vendor to a friend.

29 SIP Trunking Companies

SIP Trunking Companies Customer Satisfaction Evaluations

8x8	Flowroute	Spectrum	Voxbone
AT&T	Fusion	Tata	Windstream
Bandwidth	IntelePeer	Telefonica	
BroadSoft	Inteliquent	Telstra	
BT	Level3	T-Systems	
CenturyLink	Mitel	Twilio	
Cisco	Nextiva	Verizon	
Comcast	Orange	Vodafone	
Deutsche Telekom	RingCentral	Vonage	

Source: The Eastern Management Group, Inc.

Customer Satisfaction Measurements

Three Categories and 12 Customer Satisfaction Measurements

12 Customer Satisfaction Measurements	
Product	Technology and Product
	Reliability
	Innovation
	Management Tools
Vendor Experience	Purchase Experience
	Installation
	Billing
	Support
	Contact Center Experience
Customer Delight	Value
	Overall Satisfaction
	Recommend to a Friend

Source: The Eastern Management Group, Inc.

Satisfaction Scale

Customers Tend to Be Satisfied with Their SIP trunk Provider

Satisfaction Rank		
	Highest Satisfaction	Heat
Technology and product	#1	Green
Reliability	#2	Green
Installation	#3	Green
Overall satisfaction	#4	Green
Purchase experience	#5	Green
Value	#6	Green
Innovation	#7	Light Green
Billing	#8	Light Green
Support	#9	Yellow
Contact center experience	#10	Yellow
Management tools	#11	Yellow

Source: The Eastern Management Group, Inc.

Overall Top-10-LeadersSM Customer Satisfaction

Leaders in Customer Satisfaction 2020	Rank
Flowroute	#1
Twilio	#2
Bandwidth	#3
Inteliquent	#4
8x8	#5
BroadSoft	#6
Level3	#7
Nextiva	#8
Verizon	#9
Vonage	#10

Source: The Eastern Management Group, Inc.

Twilio Satisfaction Ratings

Twilio Customer Satisfaction Measures

Customer Satisfaction Measurements	4 POINT SCALE
Technology and Product	3.48
Innovation	3.49
Reliability	3.49
Purchase Experience	3.36
Installation	3.28
Billing	3.33
Support	3.22
Management Tools	3.34
Contact Center Experience	3.38
Value	3.39
Overall Satisfaction	3.45

Source: The Eastern Management Group, Inc.

Twilio Customer Satisfaction Measures

Customer Satisfaction Measurements 4 Point Scale		
	Twilio	Industry Average
Technology and Product	3.48	3.21
Innovation	3.49	3.16
Reliability	3.49	3.25
Purchase Experience	3.36	3.13
Installation	3.28	3.14
Billing	3.33	3.13
Support	3.22	3.07
Management Tools	3.34	3.08
Contact Center Experience	3.38	3.08
Value	3.39	3.15
Overall Satisfaction	3.45	3.15

Source: The Eastern Management Group, Inc.

Twilio Customer Satisfaction Measures

Customer Satisfaction Measurements	4 STAR SCALE
Technology and Product	★★★1/2
Innovation	★★★1/2
Reliability	★★★1/2
Purchase Experience	★★★1/2
Installation	★★★1/2
Billing	★★★1/2
Support	★★★★★
Management Tools	★★★1/2
Contact Center Experience	★★★1/2
Value	★★★1/2
Overall Satisfaction	★★★1/2
Recommend-To-A-Friend	★★★★★

Source: The Eastern Management Group, Inc.

Appendix

Appendix A Stars Taxonomy

Customer Satisfaction Measurements Taxonomy	
Numerical Value	Stars
0.50 – 1.24	★★★★
1.25 – 1.499	★1/2★★
1.50 – 2.24	★★★★
2.25 – 2.499	★★★1/2★
2.50 – 3.24	★★★★
3.25 – 3.499	★★★★1/2
3.50 – 4.00	★★★★

Source: The Eastern Management Group, Inc.

Appendix B **About The Eastern Management Group**

The Eastern Management Group is a global communications research and management consulting firm that serves an array of communications service providers, technology firms and other institutions. We are one of the top communications research and consulting businesses in the world. Since our founding in 1979, we have maintained a concentration on global markets and vertical industries. And because we know products, services, applications, markets, suppliers and customers, we are able to conduct research and consulting assignments that meet our clients' needs.

The Eastern Management Group researches and advises clients on market behavior, and benchmark practices. Our expertise, industry contacts, database, and analytical skills help thousands of clients manage effectively in an ever changing technology world.

With a database of market information built and managed over decades, the information we collect, retain, and have available to our analysts and clients, is unparalleled.

Appendix C **Contact**

We would like to hear from you.

You can learn more about The Eastern Management Group on our web site.

www.easternmanagement.com

You can also contact our CEO directly.

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