



# Telecoms sector overview

UK Customer Experience  
Excellence report  
2024/25

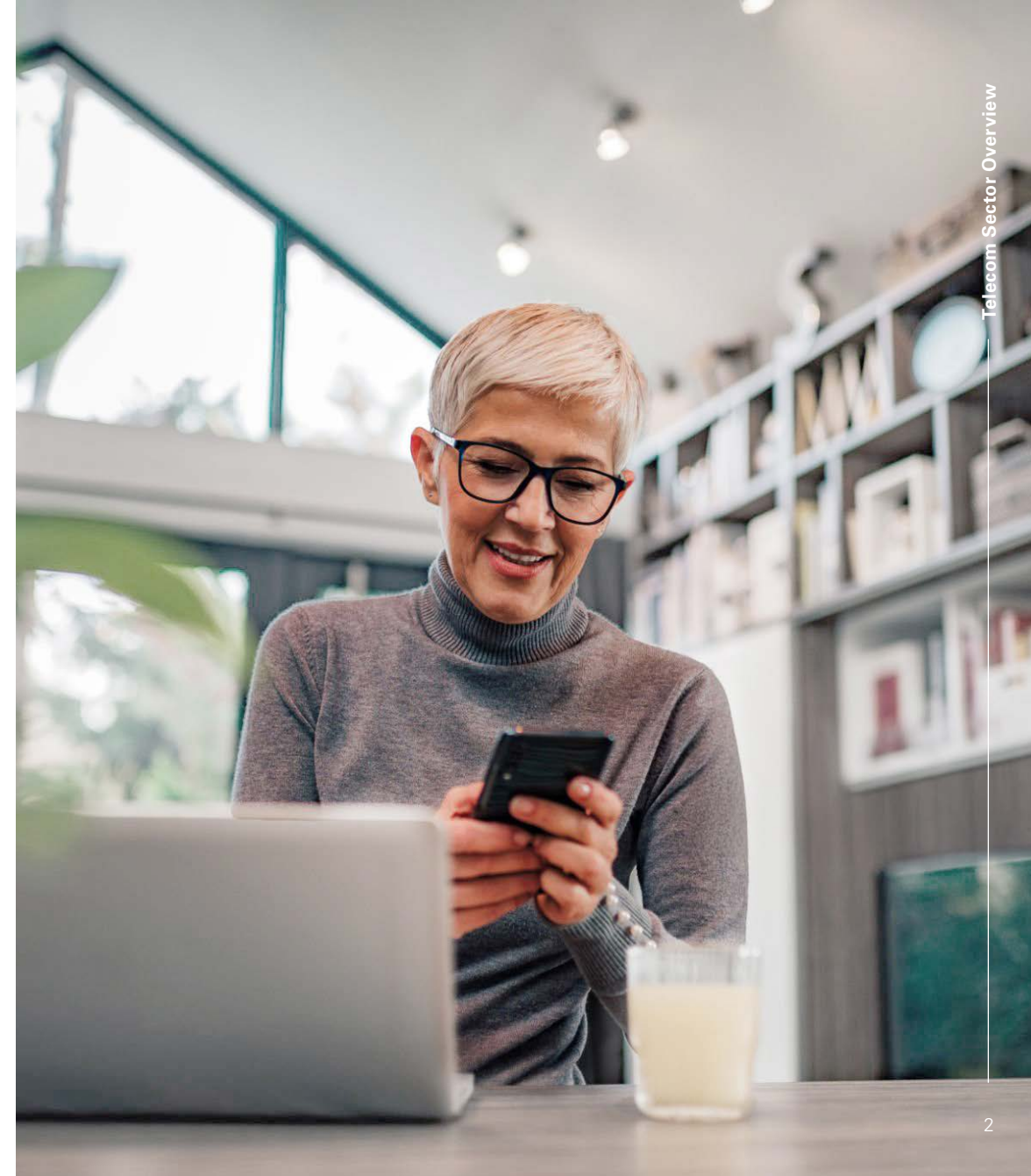


## Strategic context: trust and a new threat landscape

**As technology advances and digital threats multiply, the ability of telecom companies to safeguard communication channels, ensure data privacy, and maintain network resilience is more crucial than ever. This growing emphasis on trust is driven by several factors, including the rise of deepfakes, the spread of disinformation through social media, the increasing sophistication of cyber threats, and the relentless demand for always-on connectivity.**

The advent of deepfakes – highly realistic fake videos or audio generated using artificial intelligence (AI) – has introduced a new dimension to the challenge of maintaining trust. These manipulations can deceive viewers, manipulate public opinion, or even perpetrate fraud. For telecom companies, which serve as the conduits for such content, the implications are significant. If consumers begin to doubt the authenticity of the communications passing through these networks, it could erode confidence in the entire telecom infrastructure.

Social media platforms, heavily dependent on telecom networks, have become notorious for the rapid spread of disinformation. The ability to instantly share content with millions of users across the globe has turned social media into a powerful tool for both positive and negative influence. Telecom companies, as the backbone of these platforms, bear a significant responsibility in managing the flow of information. This expectation requires telecom companies to collaborate with social media platforms to curb the spread of false information.



## Maintaining trust is key

For consumers, trust in their telecom provider hinges on the assurance that their personal data and communications are secure. Telecom companies that demonstrate robust cybersecurity measures, quick and effective responses to incidents, and transparency in their handling of data breaches are more likely to retain customer loyalty.

As reliance on telecom infrastructure grows, especially with the expansion of 5G and the Internet of Things (IoT), ensuring the resilience of these networks is crucial. Customers need to be confident that their telecom provider can maintain service continuity, even in the face of natural disasters, technical failures, or cyberattacks. Trust in the telecom industry, therefore, is increasingly tied to the reliability and robustness of its infrastructure.

Telecom companies are now at the forefront of combating these threats and are working to ensure that their networks are not used to propagate harmful or misleading information. In this context, trust becomes not just a desirable attribute, but a necessity for maintaining the integrity of communication.

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## 2024/25 top telecom companies in the UK

The following telecom companies are in the top 100 in the Customer Experience Excellence Report UK 2024/25.

Company	Index ranking	Movement (places)
Tesco Mobile	20	0 - No change
giffgaff	31	+48
Netflix	57	+106

When it comes to customer experience and value, companies such as Tesco Mobile and giffgaff continue to outperform established players, largely due to their distinctive value propositions, perceived independence, and a more customer-centric approach.

giffgaff offers a flexible relationship, with customisable packages, and rolling monthly contracts. This flexibility allows customers to tailor their plans to their specific needs, avoiding the long-term contracts that are typical of larger providers. It is also known for its strong community-based model, where customers can help each other with issues, often leading to a more positive and personalised customer service experience. This sense of community and peer support can enhance customer satisfaction, making customers feel more valued and connected to the brand.

Both giffgaff and Tesco Mobile are known for offering competitively priced plans that provide good value for money. They cater to cost-conscious consumers who prioritise affordability without wanting to compromise on essential services. This focus on clear, straightforward pricing and good value resonates well with customers, particularly in the current market where price sensitivity is high. They avoid complex contracts and hidden fees, which are common complaints among customers of larger providers, and are better at communicating their value propositions clearly and effectively. This straightforward approach builds trust and loyalty.

The worlds of telecoms and media have been steadily converging, driven by the digital revolution, advances in network technologies, and shifting consumer behaviours. This year, Netflix has moved 106 places up the index. It has invested in new programming, illustrating the importance of content as a central element of the customer experience. The largest increase across The Six Pillars was Expectations, as Netflix set and met higher expectations for the overall experience.



**As technology continues to evolve at breakneck speed, trust underpins every aspect of modern telecommunications. Telcos are not just managing networks—they're curating digital ecosystems where authenticity, security, and customer experience converge. While core responsibility lies in service excellence and data integrity, the real opportunity lies in transforming reliable utility into valued relationships. When done right, this opens doors to deeper customer connections and innovative partnerships that drive growth beyond traditional boundaries.**

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