



Methodology

Mobile: Value Rank

2020

What is the Canstar Blue Mobile comparison tool?

Canstar Blue’s mobile comparison tool, allows consumers to compare the estimated cost of a plan against its included features, by providing an estimated monthly cost, and feature score (out of 10) for each of these three main categories:

- **Customer Service and Support** – availability of customer support through call centre, in-store, in-home, electronic, self-service, and other support services.
- **Inclusions** – Data, Call and SMS allowances as well as additional offerings such as international functions or data free streaming.
- **Billing and Payments** – payment frequencies and options and statement and billing options.

Canstar Blue considers plan features most relevant to consumers in the calculation of Value Rank. However, not every feature is included in the Value Rank, nor every feature that is relevant to you.

What are the types of Plans compared in the Mobile comparison tool?

Canstar Blue’s mobile comparison tool, allows consumers to compare three distinct types of plans: Prepaid SIM only plans, Postpaid SIM only plans and Plans with a device included.

Plan Type	Description	Eligibility Criteria
Prepaid SIM-only	BYO device and pay upfront for each selected period.	Plan must be a SIM only plan that meet the data, calls and SMS requirements of the user.
Postpaid SIM-only	BYO device and enter a contract for regular payments over a selected period.	Plan must be a SIM only plan that meet the data, calls and SMS requirements of the user.
Phone on a Plan	Enter a contract for regular payments over a selected period which include the cost of a device.	Plan must be available for the selected device/s as well as meeting the data, calls and SMS requirements of the user.

Consumer Profiles

Canstar Blue takes into account a number of variables such as data, call and SMS allowances as well as different devices included for phone on a plan. The following combination of variables determine the plan requirements per billing period for each profile.

Data Required*	Calls Required	SMS Required	Device(s) Required
500MB +	10		<i>Popular Devices Available^</i>
1GB +	30		
5GB +	60	50	
10GB +	90	100	
20GB +	100	500	
40GB +	250	1000	
60GB +	500	Unlimited	
80GB +	800		
100GB +	Unlimited		

*Data required is based on plans standard data allowance. ^Multiple Devices can be selected at once for Phone on a Plan and are regularly updated to suit market trends and new releases.

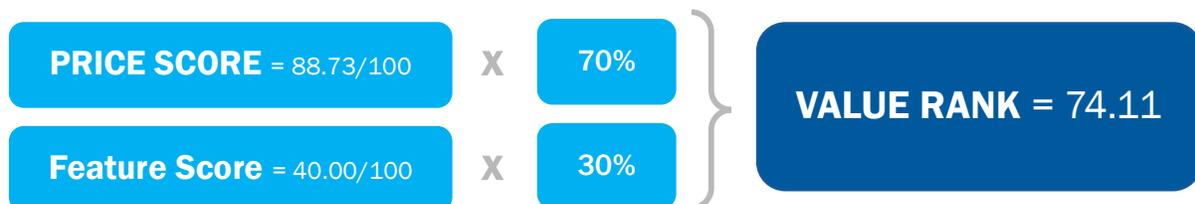
How does it work? How is the display order determined?

The plan's display order, or Value Rank, is determined by the Price Score and the Feature Score. Canstar ranks Mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



TOTAL SCORE = PRICE SCORE + FEATURE SCORE

The plans are ordered by Value Rank (i.e. total score), which incorporates a price score weighted at 70% and a feature score of 30%. Below is an example of how the Value Rank score is derived, using the raw weighted figures from the price score and feature score.



Price Score

The Pricing Score is calculated based on a comparison of a plan's average monthly cost compared to the cost of the plans available in the market. The price score is calculated by indexing each plans' average monthly cost along a normal distribution based on the standard deviation and mean of the plans which meet the eligibility criteria.

The average monthly cost of a plan is used rather than the advertised price because some plans renew on the basis of a number of days (e.g. 10, 28, or 30 days) rather than once a month. This enables a comparison to be done on a like-for-like basis.

The following is a general representation for calculating the average monthly cost of a plan:



The following assumptions are applied in the calculation of average monthly cost:

Average monthly cost is based on the following:	
Period	Contract period (for phone on a plan and SIM-only contract), or, 12-month 365-day period (for prepaid and SIM-only month-to-month).
Monthly/Renewal Cost	The sum of the subscription costs for the period – assumes that subscription costs will not change during the period in instances where an ongoing contract is not in place.
Cost of device	The cost of the device above the plan cost.
Setup fees	Any initial account setup fees that may be applicable, including delivery, SIM fees, and fee waivers.
Discounts	Discounts or credits that may be applied to the plan, either at sign-up, for a defined period, or ongoing. This does not include conditional discounts, such as, but not limited to: bundle discounts (bundle mobile and broadband to receive a discount), or, discounts which require a reference code on sign-up, etc.

Feature Score

Canstar Blue's mobile feature scores use a unique methodology that compares the functionality and flexibility of mobile providers and their plans. Over 100 features are captured on each plan and grouped into three categories as outlined below:

- **Customer Service and Support** – availability of customer support through call centre, in-store, in-home, electronic, self-service, and other support services.
- **Inclusions** – Data, Call and SMS allowances as well as additional offerings such as international functions or data free streaming.
- **Billing and Payments** – payment frequencies and options and statement and billing options.

The plan with the highest feature score is allocated the maximum score, with all remaining plans within the profile scored against it. Canstar Blue considers plan features most relevant to consumers in the feature score. However, not every feature is included in the feature score, nor every feature that is relevant to you.

Category	Weight	Description
Customer Service & Support	40%	
Enquiries	35%	Hours of availability for billing and enquiries, technical support, etc.
Self Service	25%	Access previous bills, usage insights, check data balances, etc.
Electronic Support	25%	Email and live chat support availability.
Instore Assistance	15%	Ability to make account enquiries and receive technical support instore.
Inclusions	35%	
Data Inclusions	75%	Based on standard and bonus data usage within Australia without shaping.
Network Coverage	10%	Percentage of Population Coverage
Call Inclusions	5%	Based on standard calls within Australia to local, national, and mobile phone numbers.
SMS Inclusions	5%	Based on standard text messages to Australian numbers.
Other Call Inclusions	2.5%	Availability of international, 1800 and 13 number call allowances
Other Data Inclusions	2.5%	Availability of family sharing and other data free inclusions
Billing & Payments	25%	
Options & Charges	50%	Ability to pay via various channels (e.g. BPAY, Direct Debit, Credit Card, cheque, etc.) and fees that may apply.
Contract Terms	40%	Considers the duration of and flexibility in the contract or renewal period, including break costs. For example, a shorter term may mean that you have paid more of the handset up front, which may make any break cost lower if you need to exit the plan early.
Alerts & Reminders	10%	Payment reminders, outstanding bill alerts, SMS alerts, etc.

The feature categories are displayed on Canstar Blue's comparison tool as a rounded number between 1 & 10. The raw weighted scores of the feature categories are used for this display purpose.

Feature score 

 *Customer Service & Support*

 *Inclusions*

 *Billing & Payments*

e.g. 1: A score of 82.65 for the category of 'Customer Service & Support' is rounded to display as a '8'.

e.g. 2: A score of 65.00 for the category of 'Inclusions' is rounded to display as a '7'.

e.g. 3: A score of 98.97 for the category of 'Billing & Payments' is rounded to display as a '10'.

Does Canstar rate all products in the market?

We endeavour to include the majority of product providers in the market and to compare the product features most relevant to consumers in our ratings. However, this process is not always possible and it may be that not every product in the market is included in the rating nor every feature compared that is relevant to you.

How often are Mobile plans reviewed for the Mobile comparison tool?

Canstar monitors changes on an ongoing basis, and the Value Rank, Pricing Score and Feature Scores of each plan are fully re-calculated every day.

How are the plans ordered?

Canstar ranks mobile plans based on value-for-money. Whereby, the Value Rank takes into account a plans' estimated cost and features offered as compared to the market. The plans that are lower in cost and have higher features will be ranked higher than plans which have higher cost and less features.



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