Republic of Lebanon
Telecommunications
Regulatory Authority

TELECOMMUNICATIONS CONSUMER SATISFACTION SURVEY REPORT

LEBANON – DECEMBER 2025

INTRODUCTION

This report presents the findings of a national telecommunications consumer satisfaction survey conducted by the Telecommunications Regulatory Authority of Lebanon in November 2025, capturing responses from 615 participants across Lebanon.

The findings presented in this report were collected through multiple outreach and engagement channels. These included invitations disseminated via a nationwide bulk SMS campaign targeting all regions of Lebanon, awareness efforts conducted across various social media platforms, as well as contributions obtained through local community initiatives and on-the-ground activities.

Together, these channels ensure broad participation and a diverse representation of perspectives. This report shows consumer satisfaction levels for residential customers compared across the telecoms industry including:

- **Mobile phone services**
- **Home fixed broadband/internet**
- **Landline services**

The assessment aims to support evidence-based regulatory decision-making, highlight consumer priorities, and identify areas requiring improvement.

RESPONDENT PROFILE & DEMOGRAPHICS

1. Age & Eligibility

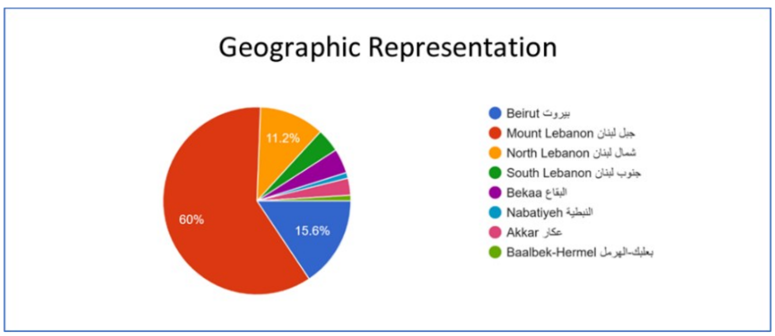
- The majority of respondents were 18 years and older, confirming valid participation in line with survey requirements.
- The age distribution includes all major groups from 18–24 up to 65+, giving a balanced overview across generations with the highest representation in the 35-44 years old group.

2. Geographic Representation

Respondents came from all Lebanese governorates, including:

- Beirut
- Mount Lebanon
- North Lebanon
- South Lebanon
- Bekaa
- Nabatiyeh
- Akkar
- Baalbek-Hermel

This geographic spread ensures wide national representation.



3. Service Usage

Almost all respondents indicated using at least one telecom service, including:

- Mobile phone service
- Fixed broadband internet
- Landline telephone

Many reported using multiple services, enabling cross-category comparisons.

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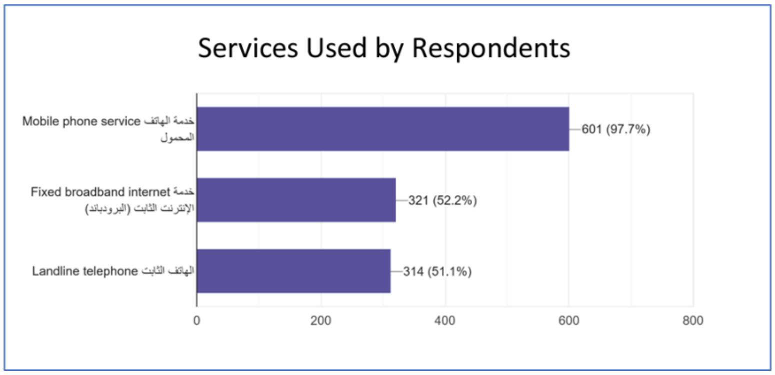


Mobile Phone Services (Section A)

1. Providers

Respondents primarily rely on the two national mobile operators:

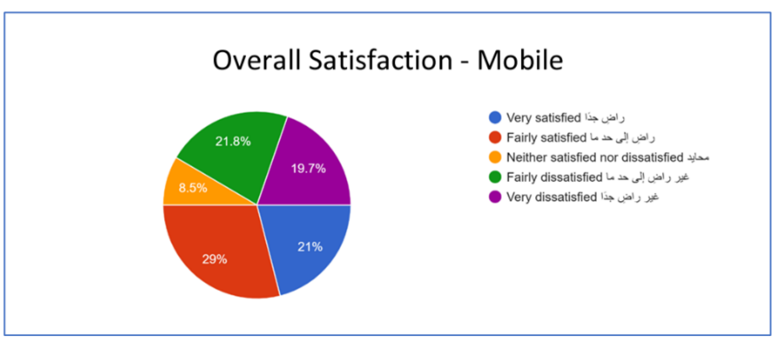
- **Alfa**
- **Touch**

Both providers showed significant representation with a higher representation in Alfa.

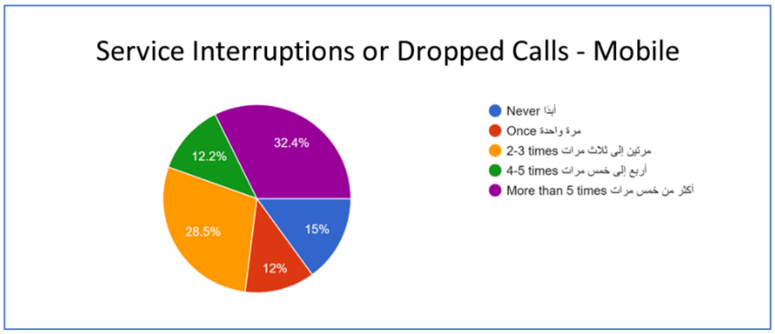
2. Satisfaction Indicators

Graphs indicate a mixed satisfaction profile:

- Many respondents fall into **"**fairly satisfied" or "satisfied" categories for overall satisfaction and overall value for money

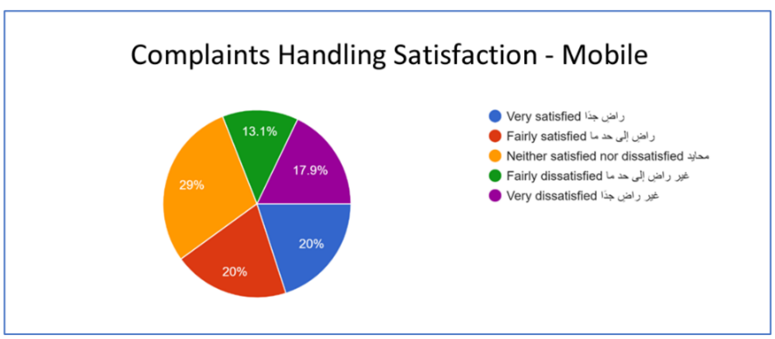


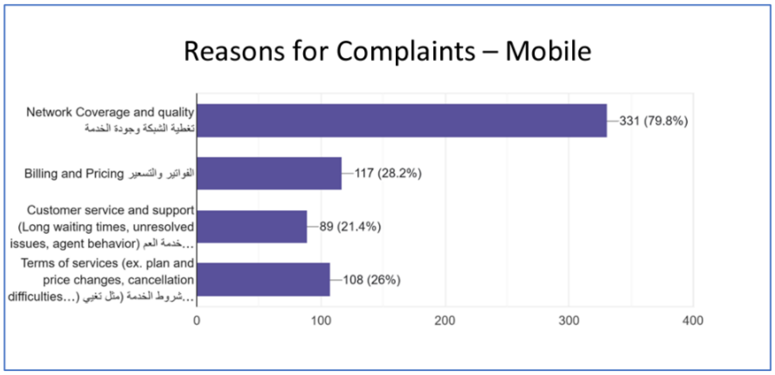
- Several respondents report only moderate satisfaction with coverage and signal strength.
- A noticeable proportion indicates dissatisfaction with service interruptions or dropped calls, suggesting persistent issues with interruptions of more than 5 times in the past 3 months, indicating instability in certain areas. Dissatisfaction peaks in certain geographic regions with weaker infrastructure.
- Consumer sentiment regarding price transparency is generally higher than overall service satisfaction.



3. Consumer Complaints

- A noticeable share of respondents did not file a complaint to the mobile companies in the last 6 months. Most respondents who complained had a fairly to very satisfied experience with the complaints handling. Most complaints revolved around Network Coverage and Quality.





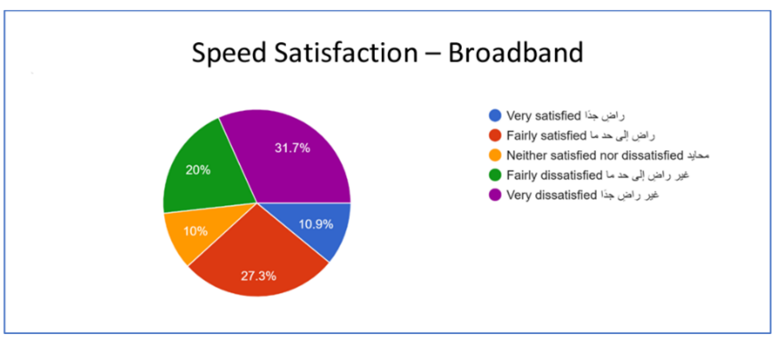
HOME FIXED BROADBAND/INTERNET SERVICES (SECTION B)

1. Providers

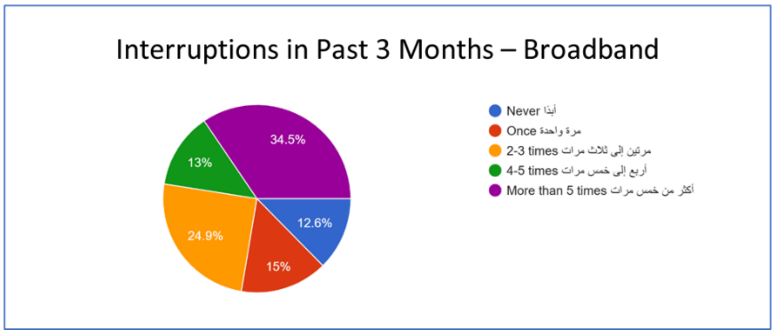
Responses identify various Internet Service Providers, representing both private sector providers, un-licensed service providers and state-affiliated Ogero.

2. Satisfaction Indicators

- Respondents of overall satisfaction with home/Broadband internet is divided equally between satisfied and not satisfied with mixed results in both the private and public sector.



- A distribution appears between fair satisfaction and moderate dissatisfaction in the speed of broadband internet services when online; while a noticeable proportion indicates dissatisfaction with service interruptions, of more than 5 times in the past 3 months.



- Most respondents indicate never receiving service speeds they pay for, while less than 10 percent indicate receiving the broadband internet speed they were promised.
- Consumers show lower value-for-money satisfaction, with a spending monthly average of $30 per month

3. Complaints

- Almost half of respondents indicate making a complaint to their Internet service provider in the last 6 months while satisfaction with complaint handling is often neutral or fairly dissatisfied
- Most Issues largely mirror mobile service concerns with network coverage and quality

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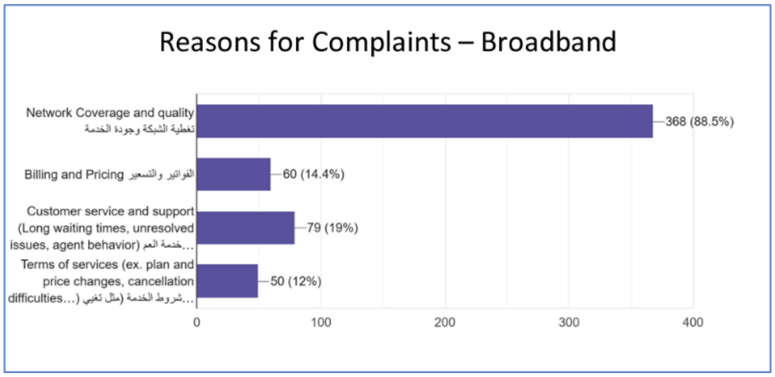


LANDLINE SERVICE (SECTION C)

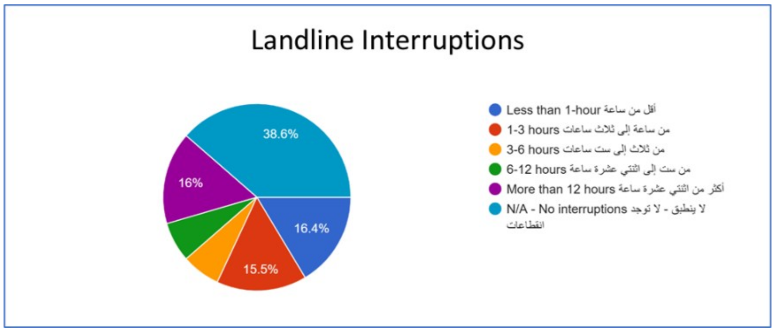
1. Providers

This section pertains exclusively to landline services; therefore, Ogero is the sole entity involved, as it remains the primary fixed-line service provider and infrastructure incubator.

2. Satisfaction Indicators

- Landline overall satisfaction along with call quality satisfaction show a more polarized distribution, with a significant percentage indicating **fairly or very satisfied** responses.

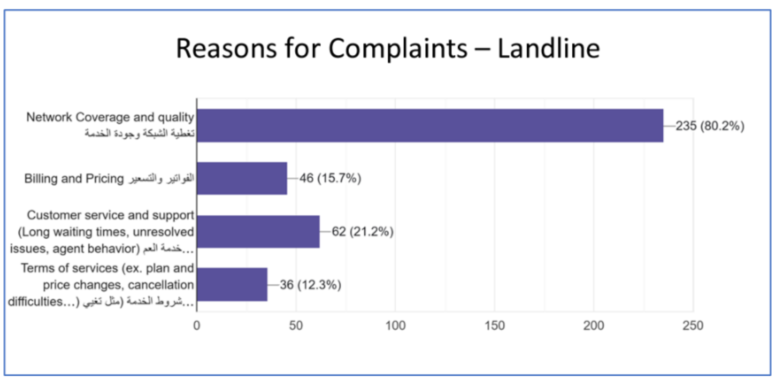
- Many respondents indicate rare or no interruptions in landline service and when interruptions occur, they mostly occur between 1 and 6 hours before being repaired.



- Satisfaction in value for money dominates in landline services

3. Complaints

- The majority of respondents did not complain in the last 6 months and those who have, express neutral satisfaction in handling of complaints.
- Main complaint drivers are network coverage and quality, mirroring Mobile and Broadband complaints



Key Findings & Cross-Cutting Themes

1. Overall Consumer Satisfaction

- Across all telecom services, consumer satisfaction is generally moderate, with significant variation depending on service type and provider.

- Mobile services show mixed satisfaction, with “fairly satisfied” responses prevailing. Coverage and service interruptions remain the main sources of dissatisfaction.
- Home broadband/internet satisfaction is polarized; many consumers report not receiving the speeds they pay for and are dissatisfied with value for money.
- Landline services (Ogero) demonstrate higher satisfaction levels overall, particularly in service reliability and value for money, with fewer reported interruptions.

2. Service-Specific Insights

- **Mobile Services:** Alfa and Touch dominate the market. While price transparency scores relatively well, network reliability issues, including dropped calls and coverage gaps, remain significant pain points. Complaint handling is generally satisfactory for those who engage with the process.
- **Home Broadband/Internet:** Consumers report persistent issues with speed and service continuity. Less than 10% receive the promised speeds, and complaints handling is often neutral or slightly dissatisfied. Monthly spending averages $30, indicating sensitivity to value for money.
- **Landline Services:** Exclusively provided by Ogero, landline satisfaction is relatively higher, with infrequent service interruptions and positive perceptions of call quality and value for money. Complaints are minimal and mostly neutral in handling satisfaction.

3. Cross-Cutting Themes

- **Network Coverage & Service Quality:** Across mobile, broadband, and landline services, network coverage and service interruptions are the most common drivers of complaints.
- **Complaint Handling:** Consumers who lodge complaints generally experience neutral to positive resolution, though broadband users express more dissatisfaction compared to mobile and landline users.
- **Value for Money vs. Service Delivery:** Satisfaction with pricing transparency is higher than overall service satisfaction, highlighting a gap between expectations and actual service performance.
- **Geographic Disparities:** Certain regions report higher dissatisfaction, particularly where infrastructure is weaker, emphasizing the need for targeted network improvements.
- **Multi-Service Consumers:** Many respondents use multiple services, enabling direct comparisons and highlighting consistency of issues across service types.

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4. Implications for Regulation and Improvement

- Strengthening network reliability and ensuring delivery of promised speeds are key priorities.
- Continued focus on effective complaint handling and consumer education around service expectations will support satisfaction improvements.
- Ongoing monitoring of regional disparities can guide infrastructure investments and targeted interventions.