



VoIP Phones Customer Satisfaction Report 2018

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Table of Contents

Introduction	5
Top 10 Leaders	7
Best-Of-The-Best	8
Ascom	9
ATCOM	14
AudioCodes	19
Cisco	24
Digium/Sangoma	29
Fanvil	34
Gigaset	39
Grandstream	44
Htek	49
Mitel	54
Panasonic	59
Polycom	64
snom	69
Unify	74
VTech	79
Yealink	84
Zultys	89

Table of Contents

Appendix A Research Methodology	94
Appendix B About The Eastern Management Group	95
Appendix C Contact	96

Introduction

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

The report has two important objectives:

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

Customer Satisfaction Research

More than 2,850 VoIP phone customers were surveyed by the Eastern Management Group for the report. IT managers reported on their experience as a customer of one of 17 VoIP phone companies evaluated (see table next page). All VoIP phone providers were quantitatively rated on 10 Customer Satisfaction Measurements (see table next page).

Introduction Continued

VoIP Phone Providers Evaluated			
Ascom	Fanvil	Mitel	Unify
ATCOM	Gigaset	Panasonic	VTech
AudioCodes	Grandstream	Polycom	Yealink
Cisco	Htek	snom	Zultys
Digium/Sangoma			

10 VoIP Customer Satisfaction Measurements
Technology and Product
Purchase Experience
Reliability
Installation
Support
Management Tools
Contact Center Experience
Value
Overall Satisfaction
Recommend to a Friend

Top 10 LeadersSM VoIP Phones Customer Satisfaction

Leaders in Customer Satisfaction	4 POINT SCALE
Yealink	3.404
Unify	3.359
Digium/Sangoma	3.319
snom	3.271
Polycom	3.254
Fanvil	3.248
Grandstream	3.241
Mitel	3.231
Panasonic	3.201
Zultys	3.200

Source: The Eastern Management Group, Inc.

Best-Of-The-BestSM VoIP Phones Customer Satisfaction

Leaders in Customer Satisfaction	4 POINT SCALE
Yealink	3.404
Unify	3.359
Digium/Sangoma	3.319
snom	3.271
Polycom	3.254

Source: The Eastern Management Group, Inc.

Yealink

Yealink Customer Satisfaction Measures

Customer Satisfaction Measurements	4 POINT SCALE
Technology and Product	3.50
Purchase Experience	3.43
Reliability	3.48
Installation	3.52
Support	3.27
Management Tools	3.30
Contact Center Experience	3.24
Value	3.46
Overall Satisfaction	3.44

Source: The Eastern Management Group, Inc.

Yealink Customer Satisfaction Measures

Customer Satisfaction Measurements	4 STAR SCALE
Technology and Product	★★★★
Purchase Experience	★★★★1/2
Reliability	★★★★1/2
Installation	★★★★
Support	★★★★1/2
Management Tools	★★★★1/2
Contact Center Experience	★★★★★
Value	★★★★1/2
Overall Satisfaction	★★★★1/2

Source: The Eastern Management Group, Inc.

Yealink Customer Satisfaction Measures

Customer Satisfaction Measurements 4 Point Scale		
	Yealink	Industry Average
Technology and Product	3.50	3.34
Purchase Experience	3.43	3.29
Reliability	3.48	3.33
Installation	3.52	3.34
Support	3.27	3.15
Management Tools	3.30	3.14
Contact Center Experience	3.24	3.11
Value	3.46	3.25
Overall Satisfaction	3.44	3.25

Source: The Eastern Management Group, Inc.

Yealink Customer Satisfaction Measures

Would You Recommend Yealink to a Friend		
	Yealink	Industry Average
Very Likely	73.8%	57.6%
Somewhat Likely	24.7%	33.9%
Not Likely	1.5%	8.5%

Source: The Eastern Management Group, Inc.

Appendix A **Research Methodology**

The Eastern Management Group conducts ongoing global surveys of IT managers. Participants report on their company's current and future technology usage. They also report on their experience with individual vendors solutions.

This report contains findings only from our survey. Data on each vendor represents data from the surveys.

Data presented in Customer Satisfaction Reports may not be representative of all customers of any individual vendor.

Appendix B **About The Eastern Management Group**

The Eastern Management Group is an American technology company. 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 investigates and advises clients on market behavior, and best practices. Our expertise, 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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