



Customer Survey Summary

Academic Year 24/25



NPS Customer Survey Background

Net Promoter Score (NPS) at a glance

NPS distils customer loyalty into a single number by asking one question: “How likely are you to recommend us to a colleague or friend?” on a 0–10 scale. Respondents scoring 9–10 are **Promoters**, 7–8 are **Passives**, and 0–6 are **Detractors**. The index is calculated as *% Promoters minus % Detractors*, so results can range from –100 to +100, with higher scores indicating stronger advocacy.

What ‘good’ looks like

Independent benchmarks place anything above +50 in the “**excellent**” bracket and scores over +70 as “**world-class**.”

UK sector NPS benchmarks (2025)	Average score
IT & Managed Services	+44 (Source: Clearly Rated)
Business Internet / Telecoms	+31 (Source: Clearly Rated)

Wave 9 NPS Survey Summary

Wave 9's Feedback Cadence

Wave 9 contacts every customer it has actively supported in the previous 90 days and issues its one-click NPS survey at the close of each academic term (Autumn, Spring, Summer). This rolling 90-day window keeps feedback fresh while ensuring that every customer is invited no more than once per term, thereby protecting response quality.

Term	NPS	Responses	Surveys sent	Response rate
Autumn 24	93	60	454	13.21%
Spring 25	90	52	300	17.33%
Summer 25	93	40	269	14.86%
Average	92	152	1,023	15.13 %

What the numbers mean

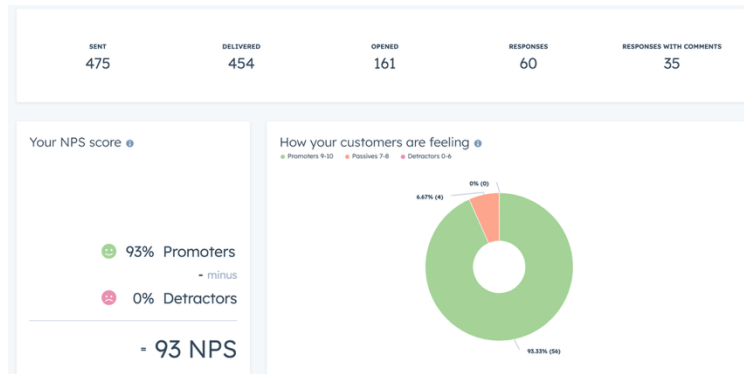
Wave 9's trio of scores—93, 90 and 93—sit 50-60 points above the UK IT-services norm and 60-plus points above the business internet service providers' average. In NPS terms, that is firmly “world-class,” signalling an exceptionally high share of Promoters, a minimal number of Passive responses and no Detractors. Sustaining ≥ 90 across three consecutive terms demonstrates:

- **Consistent service excellence:** Variation stays within three points, indicating that service quality remains consistent even across busy periods.
- **Very Strong loyalty:** The vast majority of respondents are promoters of the business, resulting in organic referrals and low churn rates.
- **Validity of Survey Methodology:** Termly-based, 90-day surveys yield well-considered feedback without survey fatigue, as evidenced by a respectable response rate of ~15% for a B2B audience.

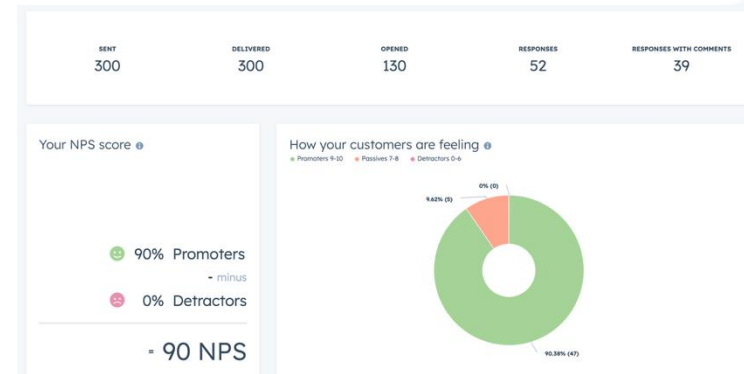
In short, Wave 9 is outperforming the wider UK managed-services and connectivity markets by a wide margin, and its customers express advocacy at a level usually seen only among the very best-loved brands.

Survey Results at a Glance

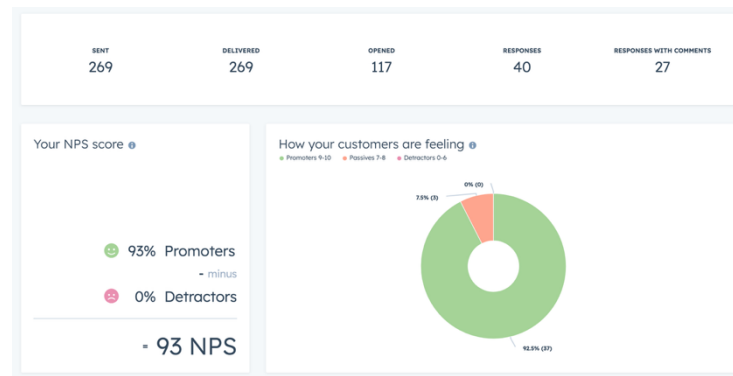
Autumn Term 2024



Spring Term 2025



Summer Term 2025



Customer Comments - Themes

Theme	Typical comment
Speed & responsiveness	"Got the problem fixed very quickly ."
Knowledgeable, friendly team	"Brilliant team, always helpful and friendly ."
Reliable connectivity & project delivery	"Seamless migrations with zero downtime ."
Perceived value for most schools	"Competitive pricing and an affordable managed firewall."



Customer All Comments Detail

101 Wave 9 customer-service comments were logged across the academic year.

Great service from placing the order to going live. Very good tech support and pricing to boot. The other school ISPs should be very worried!

Excellent service all round from dealing with our account manager, placing the order, installation and support from the helpdesk. Definitely the best ISP I have used in my 20+ years working in schools.

Great service. Response to queries are prompt, friendly and helpful. Answers to questions are well explained allowing me to learn along the way too.Thanks.

Got the problem fixed very quickly.

Brilliant team, always helpful and knowledgeable. Take the burden off onsite IT for certain tasks which is really useful.

Excellent Service.

Technical expertise and knowledge of support team

Fantastic advice and implementation from project start to finish; excellent support; and a very fast and reliable internet service. Nothing is too hard for these people and we feel like we have another arm in our support structure because of them. Highly recommend.

Only just starting to put the phones into school and migrate to your services but so far everyone I've been in contact with have been very helpful and done everything they said they were going to do.

Fast service. Most problems fixed very quickly.

Very supportive by providing solutions to network challenges, make changes and amendments when necessary to firewall, and someone is always available for communication via phone, for network/filter trouble shooting.

Excellent service

Lee is always ready to help.

Excellent support.

Good support, friendly and always coming through with good pricing.

Great value and Great support

Great customer service and project management, only problem we have sometimes is the price is too high for some of our clients and we would like to partner

You provide a great service and your team is very professional.

Amazing, dedicated team, always willing to offer support or guidance! Extremely grateful!

The staff at Wave9 are always quick to respond and are very helpful. Anything we raise is generally quickly resolved. and anything we need help with they are quick to guide and help as necessary.Best money we spend on external support all year!

your support team is just the best especially Alex. give that man a raise!

Support has been quick to resolve any issue.

Very good service

Outstanding service, very helpful, easy to work with, good value for money.

Every time we've needed support Wave 9 have been there.

Always a quick response and highly technical people to talk with

Great value for money, excellent aftersales support.

The most flexible broadband for a school that I've used, and support are always knowledgeable and helpful when I have a question. I always push to switch to Wave9 when I talk to schools with broadband issues.

Good, reliable service and friendly staff.

Good customer service, prompt replies and efficient resolutions.

Wave9 have been an absolute lifesaver for us, both in cost and support. A very affordable, managed firewall solution for the education sector.

Don't take me wrong the service is good but there is room for improvement, at first, I was in the impression that wave 9 would correct and improve on our setting that were brought from our old hardware, but this was not the case, and we ended up with some configuration not working as they should after couple of e-mail with the support team this was sorted.

From initial conversation to building a tailored solution that would work for our Trust, to implementation and support, Wave9 have been absolutely amazing. We would have no hesitation whatsoever in recommending them!

Wave 9 are probably the most versatile education ISP in the UK! They cater for all needs, no matter how basic or complex your environment is and the needs of your users. The team are always prompt and professional, processing both filtering and technical configurations when required. Highly recommended and competitively priced over a wide range of carriers.

Great staff, fast response, good technical knowledge.

Customer All Comments Detail (2)

Great customer service

Great customer service - very accessible phone support.

Always a very efficient and fast turn around when any issues arrive.

We use a few products from Wave 9 and have always received exemplary service and support.

Excellent customer service.

The service is excellent for connectivity and in particular the managed firewall piece. The only issue is the cost of connectivity, which can be prohibitively expensive.

The best ISP

Good service and support.

Knowledgeable support, always happy to help and friendly and courteous. Quick to respond to get the issue resolved.

Dealing with 30 different schools and various ISPs we have found Wave9 to be the best with helping us and the schools resolving issues quickly.

We have been using Wave9 now for at least 2 years and the support and Firewall expertise is second to none. The guys have helped us with many things from a total reconfiguration of our Firewalls, firmware updates and day to day whitelisting and general support. As we are absolutely no experts, their knowledge is excellent, and their speed of actioning tickets is impressive indeed. Presently, there is no reason why would not continue to continue our excellent relationship with Wave9, and would highly recommend their services to anyone. Thank you!

When thrown under the bus by our local authority and under increasing demand Wave 9 stepped in and provisioned just what we needed in a timely and cost effective manner. Thank you, it made a less than three month crossover possible with virtually zero downtime

Excellent Service and uptime. Highly reliable and knowledgeable staff that offer very swift response times.

We have been with your company for a considerable amount of time and have always been happy with the service provided.

Support is the best we have received from an ISP

I like how easy it is. The support is always there and manage to resolve the very few problems we do have.

I have been very happy with the services and more importantly the support from Wave9. There has been a few things that I have discussed for example : -the install of a new sophos utm box (it is best for a Wave9 technician to do the install instead of expecting the school to take responsibility of the switch over).

Excellent communication right from the very start of negotiations. Nothing is too much trouble. Wave9 are fully conversant with upto date regulations regarding KCSIE, they have been a breathe of fresh air.

Fantastic team, and always super helpful. Our backup firewall recently died due to a hardware failure, and Wave 9 turned around a replacement and had it up and running within 48 hours. Couldn't have asked for more.

Excellent service on every occasion.

Problems and requests always responded to and resolved in a timely manner.

The service is consistently reliable, and whenever support is needed, the team is knowledgeable, responsive, and usually resolves issues within an hour. Their expertise and efficiency make a real difference.

Great service, Great support

Since moving to Wave9 a year ago I have nothing but praise for the service provided. Emails are answered quickly, websites unfiltered or blocked when requested and help given when "strange" questions are asked. The team are friendly and professional at all times.

Very efficient, quick response times and very helpful.

Great service very quick response time

Always prompt service and willing to help with anything not understood. For firewall and phone management Wave9 is good to work with.

Wave 9 always deliver!

Such a fantastic company. Everyone at Wave 9 is so friendly and helpful. I have been with them a few years now and always get a quick response from someone eager to help. I could not recommend their service enough.

Customer All Comments Detail (3)

Great support throughout of the various managed services provided by Wave 9 (e.g. internet, firewall, Sophos Endpoint, networking infrastructure & wireless upgrade etc) - and potentially VoIP Support has always been great, if we ever had any questions Tim has always had time for us and Lee has been a great contact. I have recommend Wave9s services to multiple other schools.

Excellent customer service. Always at hand to resolve queries - Better then the other ISPs we have moved from. Keep up the good work and give your staff a pay rise!

Friendly, fast , amazingly knowledgeable team that will bend over backwards to help you!!!

You're always so friendly, helpful and efficient. Thank you :)

Excellent experience from procurement to project management of the transition to a new ISP and filtering solution. We've not had as seamless a purchase and installation than this. Not to mention the top-notch post-installation support!!

Smooth installation backed with fast, efficient and knowledgeable support staff.

Great team, very knowledgeable and always happy to help.

Friendly and efficient staff

We have always been very happy with the service provided.

Excellent support.

I little more communication during service config would of been advantageous, bot overall good and seems to be working well

All enquiries are dealt with really quickly, nothing ever seems too much trouble, and the support staff are amazing!

Excellent service, communication and support.

Prompt response to filtering or any queries that I have. I am never left wondering if they have received my email.

The service/ support is what is important and it has been very good. I have a few times recommended Wave9 on network manager forums and speaking with fellow professionals

Great service

Always very helpful, prompt and after sales is very good.

You are always very prompt, professional and efficient. We never have to wait long when we have/cause(!) problems. Thank you :)

Good product - great service from quotation through to installation and very responsive to any minor issues we have had day to day.Good pricing too.

I have always found Wave 9 to be professional and accommodating.

The friendly, efficient and personal service.

The team at Wave 9 are fantastic. They have been incredibly supportive to me as I have embraced a new senior role (still getting used to some aspects) as well as supporting the Academy prior to my arrival.Always willing to respond to any query, even if it is to point in the right direction, if it doesn't come under their remit, with politeness and curtesy.Established a great professional relationship, which I am hoping continues for many years to come. Have recommended Wave 9 to my previous employment as well as associates in other settings.Keep up the great work!

Fantastic service with no internet outages and fantastic support for kit both legacy and new

I have found the service to be very reliable, however, unlike other providers if we have issues the staff on the phones have extensive knowledge of the product and usually resolve the issue after one call.I would've given a 10, however, it recently became apparent that our managed WiFi wasn't being managed. This has since been addressed

From the start of our dealings with Wave9 we were delighted and continue to be so .

There's someone at the end of the phone rather than a 'ticket' when you need help. We've always had a good and helpful response to queries. The moving process from another supplier was well managed too.

Considering the level of service from my previous broadband supplier, I still can't believe I can email Wave9 support and get a response within an hour in most cases. Friendly, quick and knowledgeable support and sales makes dealing with Wave 9 a pleasure.

The support is the main benefit to us, always answer the phone and issues resolved promptly

Helpful, easy to deal with and prices are competitive.

Customer All Comments Detail (4)

Easy to work with from setting up an account to support requests. The team are very professional. Updates and followup of actions is also very good.

The support is fantastic, we've been really impressed when there has been a problem it has been resolved quickly. Would I recommend wave9? I already have on a number of educational forums and to other schools in my local area.

Amazing service, friendly staff and rapid response times.

Really helpful techs, absolute first class service all round.

Excellent service from quotation to installation and beyond.

Everything just works and support is fantastic

Fast forward covid lockdown, trust mergers and all that - we are still using wave9 because they answer questions which might be simple for them without the fear of a laughing emoji or no question is too simple. My team enjoy that and thrive from their no nonsense support