Network Operator Benchmarks

How Does Your ISP Stack Up?

View the results from Preseem's Operational Survey with regional ISPs to see how you compare with peers on key performance indicators.

Net Promoter Score | Benchmark > 61

The majority of ISPs measuring NPS are doing very well—any score above 0 is considered good, above 50 is excellent, and above 80 is world-class. We highly recommend implementing methods to track customer satisfaction like NPS, as our survey results show it can positively impact other KPIs.

Churn | Benchmark < 3%

45% of respondents reported an annual churn rate of less than 3%, while 54% saw subscribers churn at a rate of more than 4% each year. 83% of ISPs with an NPS of > 61 report churn rates of less than 3%.

Spotlight Insight: **The higher the NPS score, the lower the churn.**


Annual Churn Rate
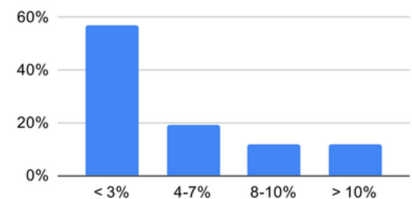
Support Call Resolution | Benchmark < 1 hour

52% of survey respondents said they can resolve network-related support calls (slow internet, high latency) in less than an hour, although 13% require more than 4 hours to resolve the same issues. ISPs reporting > 50% of support tickets related to network issues are more likely to have churn rates above 10%.

Spotlight Insight: **Proactively tackling network issues reduces support calls, resolution times, and churn.**


Network Performance Tickets
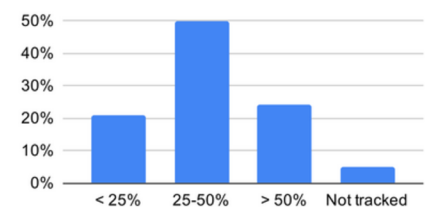
Network-related Support Tickets | Benchmark < 25%

76% of respondents said their network operations teams spend less than 25% of their time resolving network performance issues like slow speeds. These ISPs tend to report churn rates below 3% and NPS scores greater than 61.

Spotlight Insight: **Network performance has a direct connection to customer satisfaction and churn.**

Net Ops Time on Performance
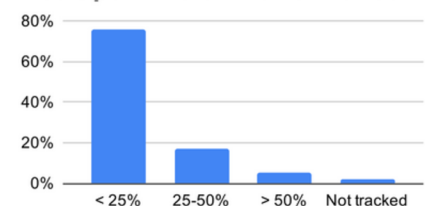
Download your free copy of the 2025 ISP Network Report for more metrics and insights on fixed wireless and fiber regional operators, vendors, subscriber behavior, and more.