

TELECOM CONSUMER SENTIMENT

Surge in telecom consumer sentiment

Nigeria social media discourse| 22–28 August 2026

Social media discourse across Nigeria -most notably on X (Twitter), Facebook, and Instagram -shows high levels of consumer frustration over telecom network failures this week. Beyond general data complaints, issues such as unrefunded failed SMS billing, dropped calls, and failed top-ups dominate public discussion.

Key Figures At A Glance



Consumer Escalation & Demand Sentiment



- Unresolved Escalations

78%



All platforms



- Demands for Compensation

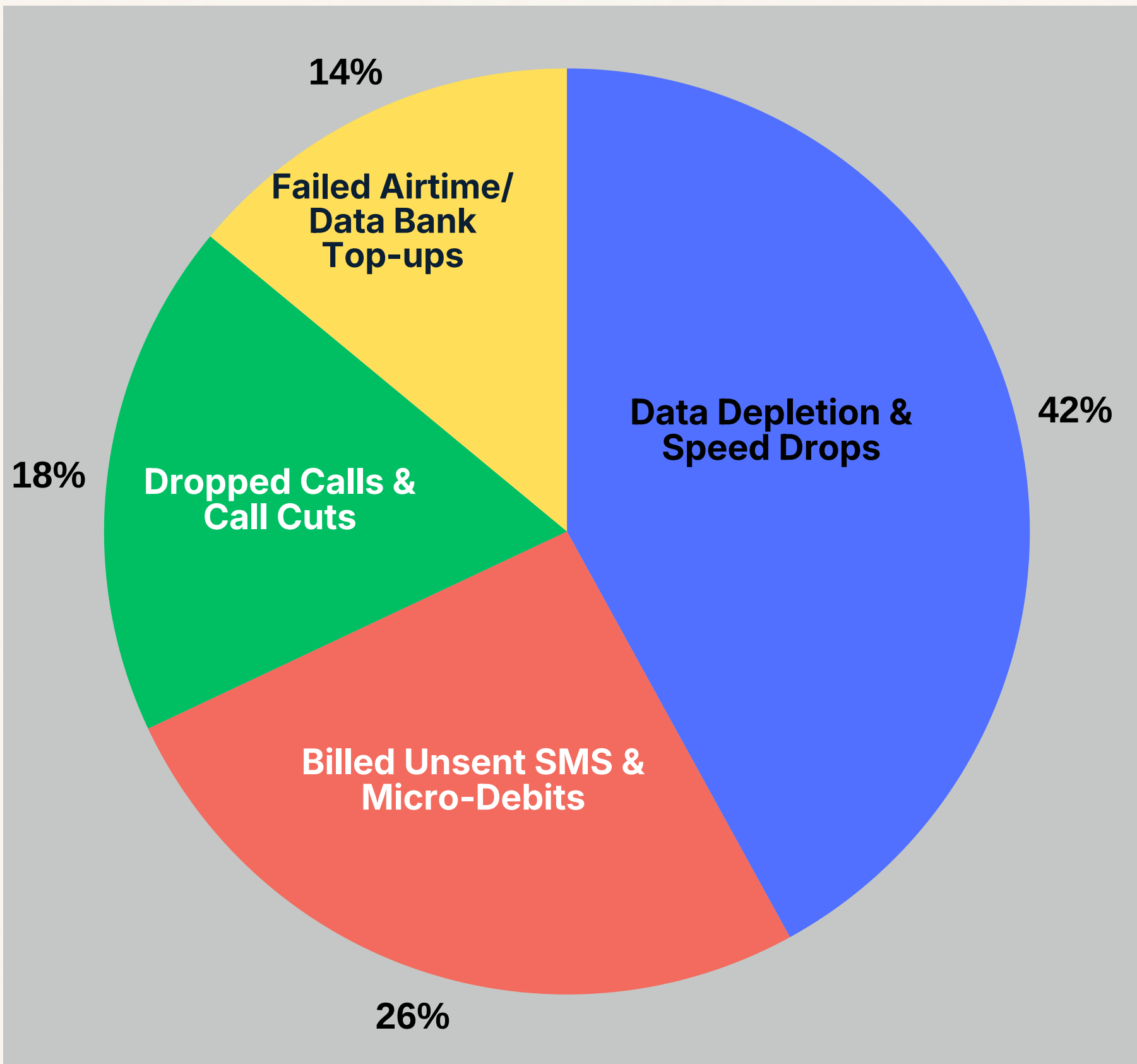
85%



X, News
Commentaries

Telecom Consumer Complaint breakdown

Complaint types share



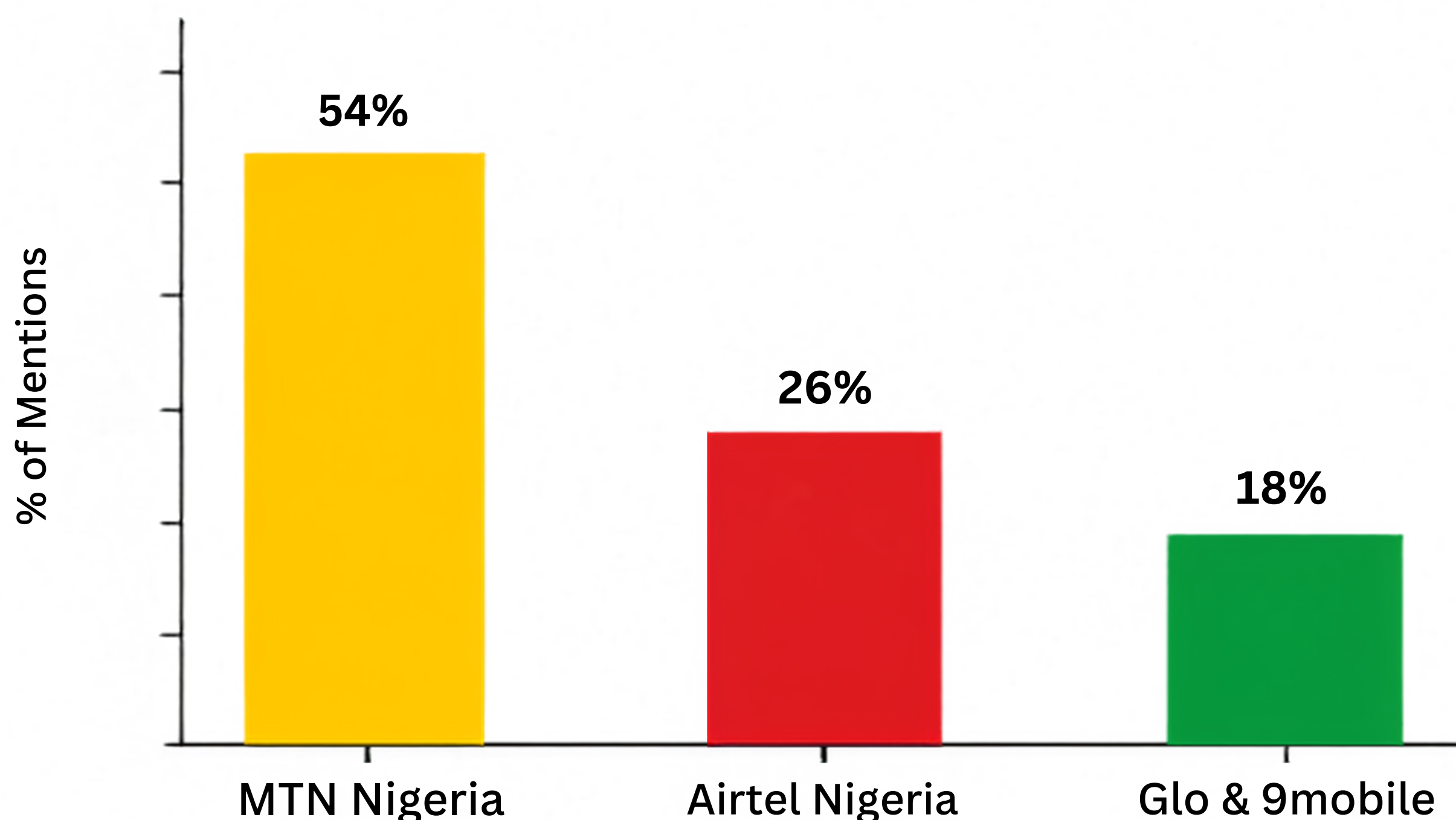
Key Drivers & Grievances

Dominant Platforms

	Rapid bundle exhaustion on 4G/5G, bandwidth throttling, and persistent low speeds.	
	Billing for SMS that returns "Message Failed" due to network failure, with no automatic refund.	
	Disconnections in early call seconds and being charged for non-established audio sessions.	
	Debits without instant airtime/data credit, coupled with delayed automated reversals.	

Brand Share of Mentions

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Largest share of mentions; primary target for complaints regarding failed SMS and data rates.



Frequently tagged over sudden network drops and delayed transaction reversals.



High packet loss, poor coverage in secondary hubs, and slow load times.

The silent loss

The micro-debit trap



The Core Problem



Unlike large bank transfer errors that trigger active follow-ups, failed SMS billing involves small, individual micro-charges that are automatically debited when a transmission fails due to network downtime.

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Scaled to
150M+ active
subscribers

5%
SMS failure rate
per failed attempt

0
without automated
reversals, **will result in**



**Millions of naira deducted daily
for services never rendered.**



Pay Us Back



78%

Unresolved Escalations

All platforms

Users reporting that direct messaging (DMs) and tickets receive automated, generic responses.



85%

Demands for Compensation

X, News Commentaries

Public demands for automated airtime refunds, zero-rating failed transactions, and consumer compensation.



High levels of unresolved escalations and strong public demand for compensation reflect growing consumer frustration.



Data source: Social listening across X, Facebook, Instagram, LinkedIn -Nigeria

X @AGoal_



A-Goal Initiative Nigeria



www.agoinitiative.org



About Us

A-Goal Initiative (A-Goal) is an independent, non-partisan, and non-profit organization dedicated to promoting public education on inclusive governance, enhancing public service delivery and accountability, and fostering civic engagement in Nigeria.

The biggest social challenge we aim to address is a measurable shift from citizen frustration and distrust toward responsive, accountable, and citizen-centred public service delivery in Nigeria.

Contact us via info@agoalinitiative.org

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