

BROADBANDCHOICES.CO.UK REVEALS WINNERS IN ANNUAL BROADBAND CUSTOMER SATISFACTION SURVEY

Submitted by: BroadbandChoices.co.uk

Tuesday, 5 April 2011

Over 11,000 UK broadband (<http://www.broadbandchoices.co.uk>) customers have given their opinions of their broadband provider in the 2011 Broadband Customer Satisfaction Survey from Broadbandchoices.co.uk. The annual survey aims to find out what consumers really think of the service they receive across several categories including value for money, reliability, customer service and speed.

The 2011 survey results reveal that niche broadband companies are upping the ante and pulling ahead of the major providers when it comes to keeping customers happy. But it's not all doom and gloom for the major players which managed to collect over 15 awards between them.

And the winners are...

- BE Broadband (<http://www.broadbandchoices.co.uk/be-broadband.html>) steals the show, winning 5 out of 6 key satisfaction categories ;
- O2 Broadband (<http://www.broadbandchoices.co.uk/o2-broadband.html>) takes the crown for bundled services, coming top in all categories
- Plusnet (<http://www.broadbandchoices.co.uk/plusnet-broadband.html>) nips at the winner's heels, receiving commendations in both the all package and bundles services categories;
- Virgin Media (<http://www.broadbandchoices.co.uk/virgin-broadband.html>) continues to be highly commended for broadband speed and took home a total of four awards; and
- BT (<http://www.broadbandchoices.co.uk/bt-broadband.html>), TalkTalk (<http://www.broadbandchoices.co.uk/talktalk-broadband.html>) and Orange (<http://www.broadbandchoices.co.uk/orange-broadband.html>) received awards for Customer Service, Value for Money and Clarity of Pricing & Billing respectively.

Michael Phillips, product director at Broadbandchoices.co.uk commented:

"Broadband services have never been under so much strain. Networks are under mounting pressure from the increasingly sophisticated services that consumers are using online, and it is only through direct research like ours that the real experience of consumers can be accurately tracked. The sheer volume of respondents to our survey - which reached over 11,000 this year - demonstrates how important broadband has become to UK households.

"As competition in the broadband market has increased, a number of small broadband firms have invested heavily in their customer service capability - a move which is clearly paying dividends as Be and O2 swept the board and Plusnet achieved numerous commendations.

"Our research shows general consumer dissatisfaction with broadband speed is at its highest level for four years (33.5%), having doubled since 2008 when it was only at 16.2%. Speed frustration is also overwhelmingly the most common reason cited for wanting to switch broadband provider (38%). Anyone who is considering switching or opening a new broadband account can compare customer satisfaction results for their postcode on Broadbandchoices.co.uk and, with packages presently costing from as little as £5 per

month, now is a good time to switch."

Full details of the awards can be found at:

<http://www.broadbandchoices.co.uk/broadbandchoices-customer-satisfaction-awards-2011.html>

Ends

For further information please contact:

Michael Phillips/Jon Ingram
Broadbandchoices.co.uk
020 7400 6234

Karen Wagg/Emily Church
Peregrine Communications
020 3178 5013

Notes:

Broadbandchoices.co.uk Customer Satisfaction Awards 2011:

Online survey conducted by Broadbandchoices.co.uk January 2011 11,703 respondents

All providers data based on 9,300 fixed line broadband respondents

Bundled providers data based on 6,996 fixed line broadband respondents that indicated their ISP also supplied them with other bundled services (such as home phone or digital TV)

Only providers with more than 100 respondents were included in rankings and awards

"Overall" category calculated by sum of rank in the other six award categories

"Most Improved" category calculated by year-on-year improvement in each category by sum of rank from 2010 survey results and 2011 survey results

About Broadbandchoices.co.uk

Broadbandchoices.co.uk was launched in 2005 and is the UK's leading Ofcom accredited broadband comparison calculator.

We offer comprehensive and impartial advice on broadband, mobile broadband and bundled packages (broadband with home phone and digital TV) saving our users over £200 when they switch.

The Broadbandchoices.co.uk calculator compares thousands of different combinations of packages and provides results in a clear, intuitive table where users can rank and compare services according to their individual needs.

Users can switch online or by calling our sales team on 0800 232 1279.

Broadbandchoices.co.uk powers over 20 leading comparison services including Confused.com,

Comparethemarket.com and GoCompare.com.

Broadbandchoices.co.uk – working hard to save you money