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CONSUMERS BETTER OFF BUYING THEIR MOBILE PHONE ONLINE

Consumers are flocking to buy their mobile phones online as high street outlets do not meet the grade with unsatisfactory customer service and poor value for money. 78% of customers said they were satisfied with the process when buying a mobile phone online compared to the 70% who purchased their phone in a shop^[1].

- **64% surveyed who purchased a phone online were satisfied with the choice of phones offered, compared to the 62% who bought it in a shop^[2]**
- **A third (34%) were satisfied with the freebies they were offered in store compared to over four in ten (42%) who were satisfied when buying online^[3]**
- **Those that have switched network and made the change saved an average of £81 per year^[4]**

Good customer service, choice of handsets and freebies given by the retailer are factors which customers rate highly when buying their mobile phones according to the research from the independent price comparison and switching service uSwitch.com. The ease and convenience of buying your mobile phone online far outweighs the long wait times, fewer and limited selection of handsets at major mobile outlets. 64% surveyed who bought online were satisfied with the handsets they were offered compared to 62% who bought in a shop^[2].

Poor customer service seems to typify the British mobile phone shop experience and consumers are waking up to the fact that they deserve more which they can get online. Not only were customers more satisfied with the freebies they were offered online but, they were also getting more value for money. When making a switch, consumers were able to save an average of £81 annually^[4].

Ernest Doku, communications expert at uSwitch.com says: "It is clear that the high pressure selling environment of some high street mobile phone shops are allowing the consumer to win. In a time when getting the most out of a limited budget matters; the consumer needs the time and freedom to choose a deal that works for them as well as one

that gives them the most for a reasonable price. Buying your phone online certainly does this.”

Visit www.uSwitch.com or call 0800 093 06 07

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For more information, please contact:

Katherine Cooper, uSwitch.com on 020 7802 2961 / 07730 597 638 or katherinecooper@uswitch.com
Stuart Lerman, Lansons Communications on 020 7294 3674 / 07709 341 453 or StuartL@lansons.com

Notes to Editors

Total sample size of YouGov survey was 6,721 adults. Fieldwork was undertaken in May 2010 with analysis conducted in June. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). Specific reporting of results published for suppliers that received 50 or more responses.

Buying online constitutes buying via a mobile phone network's website or an independent mobile phone retailer's website.

Buying in a shop constitutes buying via a mobile phone network owned store or an independent mobile phone retailer store.

1. When asked how satisfied were you with the sign-up process; 78% said they were either 'very' or 'fairly' satisfied with this process when buying online; 70% were 'very' or 'fairly' satisfied when buying in a shop
2. When asked how satisfied were you with the handsets; 64% said they were either 'very' or 'fairly' satisfied with the handsets when buying online while 62% were 'very' or 'fairly' satisfied when buying in a shop
3. When asked how satisfied were you with the freebies offered; 42% said they were either 'very' or 'fairly' satisfied with the freebies when buying online while 34% were 'very' or 'fairly' satisfied when buying in a shop
4. According to a uSwitch survey in February 2010, customers spent £15 a month on their mobile phone and made individual savings of £81.24 per year by switching networks.

About us

uSwitch.com is a free, impartial, online and telephone-based comparison and switching service, helping consumers compare prices on gas, electricity, water, heating cover, home telephone, broadband, digital television, mobile phones and personal finance products including mortgages, credit cards, current accounts and insurance. In 2010 uSwitch.com celebrated ten years of saving customers money.

The service is also available via fax and post. Consumers should fax 020 7233 5933 or write to Customer Services, uSwitch.com, Floor 2, Centro 3, 19 Mandela Street, London, NW1 0DU, with their postcode and usage details.

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