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## **USWITCH.COM MOBILE AWARDS 2011: O2 AND T-MOBILE VOTED CONSUMERS' FAVOURITE NETWORKS; APPLE AND HTC VOTED BEST MANUFACTURERS**

*The annual [uSwitch.com](http://uSwitch.com) award results are in, revealing what Britons really think of their network coverage, service and mobile phone handsets. The winners, as voted for by 2,000 consumers and a judging panel of industry experts, were announced last night at a glittering ceremony at Paramount, atop of London's iconic Centre Point building. Host Adam Buxton, of cult comedy duo Adam & Joe, and uSwitch.com's technology expert Ernest Doku, handed out awards to the UK's most popular mobile manufacturers, networks and retailers.*

### **People's choice:**

- **Best Network Coverage: O2 takes the award, while T-Mobile wins Best Network For Roaming**
- **Best Customer Support: O2's UK based customer helpline keeps seven out of 10 customers happy, helping it win the top accolade**
- **Best Value: Pay As You Go and Monthly customers both voted T-Mobile the Best Value Network**
- **Best Manufacturer: Apple and HTC steal the limelight in the manufacturer category, winning five out of six awards**

### **Judges' choice:**

- **Best Network: Three takes gold, with the judges highlighting impressive improvements in coverage and great new tariff offers**
- **Best Handset Manufacturer: Samsung scoops this award thanks to the achievements of the Google Nexus S and Galaxy SII**
- **Best High Street Retailer: Carphone Warehouse voted the best 'bricks and mortar' store, while Mobiles.co.uk receives Online Retailer award.**

**The People's Vote** – In the categories voted for by visitors to the uSwitch site, mobile giants went head-to-head in a bid to win the network awards. O2 took the most coveted gong for Best Network Coverage, followed closely by Vodafone and Virgin Mobile.

This was a hard-fought category, with only a few percent separating the top three contenders. In the end, O2's broad coverage of the UK and swift 3G rollout saw it win the

category, with almost eight out of 10 customers (78%) either satisfied or very satisfied with the network's coverage.

O2 also offered the Best Customer Support, according to consumers. Comprehensive guides on its website, helpful UK based contact centre staff and concise, no-jargon advice from its 'Gurus' initiative helped O2 win votes from over two-thirds (68%) of those surveyed.

T-Mobile was voted Best Value For Money by both Pay As You Go and Monthly customers. With offers of free internet on smartphones, low balance alerts and a range of freebies for frequent top-ups, T-Mobile scored a satisfaction rating from PAYG customers of 75%.

With its YouFix plan enabling users to set a monthly spending limit and flexible boosters enabling anything from unlimited internet to international calls, T-Mobile was voted Best Value For Money by more than two-thirds of pay monthly customers.

When it comes to roaming – a thorny issue for many mobile users – T-Mobile customers were happiest, thanks largely to the network's Flexible Boosters, with the Euro Booster enabling cheaper rates for calling and texting in almost 30 countries.

**Manufacturer** - The late CEO Steve Jobs leaves a legacy with the iPhone, as tech giant Apple scoops three out of six handset awards. The iPhone picked up consumer awards for Most Easy To Use, Best Design and Best For Internet, though Apple had stiff competition from HTC and Samsung in all three categories.

Indeed, it was HTC that clinched Best Camera and Best Use of Android, showing that for an alternative user-friendly mobile, smartphone fans need look no further than the Taiwanese manufacturer. However, it was Nokia's mobiles that just kept on running as the manufacturer scooped the Best For Battery Life prize, with Sony Ericsson and BlackBerry proving strong contenders.

**The Judges' Choice** – This year, for the first time, uSwitch.com asked a panel of technology journalists and industry insiders to give their verdicts on the networks, handset manufacturers and retailers they saw as breaking new ground in the mobile market over the last 12 months.

The panel awarded Three and Samsung with Best Network and Best Manufacturer respectively. The uSwitch judges said: "Three has come on in leaps and bounds in recent years, with impressive improvements in coverage and great new tariff offers. The judges were particularly impressed with the One Plan (proving by far the most popular smartphone tariff for iPhone owners on uSwitch) and its generous 'all-you-can-eat' data allowance."

With regards to the Best Manufacturer award, the judges added: "Samsung has managed to trump the competition with the Google Nexus S and its own Galaxy SII with stunning Super AMOLED screen technology. The Galaxy SII surpassed five million sales within three months of release, before even being launched in the US. This strong showing is evidence of Samsung's phenomenal rise to power as one of the go-to smartphone brands."

Carphone Warehouse and Mobiles.co.uk were voted Best High Street and Online Retailer respectively. For this category, the judges looked at every aspect of the service provided by the stores, including value for money, the variety of handsets on offer and the standard of customer service.

**Ernest Doku, communications expert at uSwitch.com, comments:** "Customer satisfaction is not achieved overnight, it can take years to get right, and only those networks and manufacturers who really understand what consumers want can deliver it.

"When it comes to handsets, it's all about pre-empting the market, and deciding what consumers want before they know it themselves. For a company in the technology sphere, foresight is everything.

"Customers can see beyond gimmicks. A flash camera, for example, is useless if it's not easy to access and easy to use. And good network coverage and value for money should go hand in hand, rather than consumers having to compromise. Companies that offer exciting handsets, low-cost tariffs, excellent customer service and user-friendly websites are getting it right, as are those that reward their loyal customers with perks and freebies, rather than focusing all their attentions on new sign ups."

**You can view the full results [here](#)  
Photos from the awards ceremony can be downloaded from [here](#)**

**Visit [www.uSwitch.com](http://www.uSwitch.com) or call 0800 093 0607**

**– ENDS –**

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### **Results of the uSwitch.com Mobile Customer Satisfaction Awards 2011**

#### **Network Awards**

Place	Roaming		Customer Support		Network Coverage	
<b>1</b>	T-Mobile	41%	O2	68%	O2	78%
<b>2</b>	O2	38%	Vodafone	59%	Vodafone	73%
<b>3</b>	Vodafone	37%	Orange	59%	Virgin Mobile	70%

Place	Pay as you go				Pay monthly			
	Customer benefits		Best Value		Customer Benefits		Best Value	
1	Three	45%	T-Mobile	76%	O2	45%	Three	74%
2	T-Mobile	44%	Virgin Mobile	71%	T-Mobile	45%	Virgin Mobile	71%
3	Orange	42%	Vodafone	71%	Orange	43%	T-Mobile	69%

### Manufacturer Awards

Place	Camera		Internet		Ease of Use		Design		Battery Life		Best Use of Android	
1	HTC	66%	Apple	74%	Apple	93%	Apple	87%	Nokia	53%	HTC	85%
2	Apple	58%	HTC	59%	HTC	79%	HTC	78%	Sony Ericsson	48%	Samsung	56%
3	Sony Ericsson	56%	Samsung	42%	BlackBerry	73%	BlackBerry	70%	BlackBerry	43%	Sony Ericsson	51%

### Judges Choice Awards

Place	Best Network	Best Manufacturer	Best Online Retailer	Best High Street Retailer	Best Handset
1	Three	Samsung	Mobiles.co.uk	Carphone Warehouse	Samsung Galaxy S2
2	Orange	Apple	Expansys	Phones 4 U	Apple iPhone 4
3	O2	HTC	DialAPhone	O2	HTC Sensation

### Notes to Editors

#### The Research

Total sample size for the customer service survey was 2,547 people. Responses were collected in September 2011 with analysis conducted in October 2011. 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.

Results have been split by customers on pay as you go and those on pay monthly networks. Best network scores and overall positions have been calculated by totalling the scores for 'very satisfied' and 'fairly satisfied' across each category.

The mobile customers referred to throughout the report refer to all who haven't changed their mobile provider in the last month.

#### 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 celebrates ten years of saving customers money.

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