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UK BROADBAND CUSTOMERS NAME THEIR FAVOURITE PROVIDERS IN THE BROADBANDCHOICES.CO.UK 2009 CUSTOMER SATISFACTION SURVEY

A record number of over 10,000 people have given their opinion of their broadband provider in the latest Broadband Customer Satisfaction Survey from BroadbandChoices.co.uk.

The survey, which is conducted every six months, aims to find out how UK broadband users view the services and costs of their internet providers.

Standing out in the spring 2009 survey:

- Less than half of broadband users are satisfied with the customer support they receive.¹
- More than half of broadband users are considering changing their ISP in the next six months as the credit crunch bites.²

And the winners are...

- O2 is king of the ISP hill, winning all six key satisfaction categories as well as being voted best overall provider.³
- Virgin Media is the most improved ISP overall, compared to the autumn 2008 survey.⁴
- Sky is best ISP overall for bundled services.⁵
- Virgin Media is winning the bundled services race for speed, voted fastest service for bundled packages.⁶
- TalkTalk provides consumers with best value for money for bundled services.⁷

Michael Phillips, product director of BroadbandChoices.co.uk said:

“We were overwhelmed by the responses to our survey, the sheer number of which indicates that broadband is coming under more scrutiny than ever before from consumers. The size of the survey this spring meant that we could confidently report results across a larger number of ISPs and also break out results on bundled services for the first time since these are now such an important part of the market.

“It’s impressive to see that O2 scored an average of 86% for very/fairly satisfied across all categories. They were streets ahead of the other ISPs who averaged 60%. For bundled packages, Sky took the top position overall but Virgin Media is close on its heels and manages to rank highest for download times with its cable network.

“Our findings indicate that more than 46% of customers have already switched provider⁸. As competition in the broadband market increases, it’s encouraging to see that consumers now recognise that there are viable alternatives. They can use our Ofcom accredited comparison

service and findings from research like this to refine their choice and make the right switching decision with confidence.

“The key reason for considering switching is overwhelmingly due to the frustration of not receiving the speed performance users have been promised⁹. As underlined in recent Ofcom tests, it’s clear that ISPs fall well-short of adequately managing their customers’ expectations in this respect.”

Phillips adds: “Every time we do our survey we get inundated with customers bemoaning the after sales support they receive. This spring’s survey further underlines this with customer service coming bottom across the board in terms of satisfaction.”

~ Ends ~

For further information and case studies please contact:

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Notes to editors:

BroadbandChoices.co.uk Spring 2009 Broadband Customer Satisfaction Survey:

- 10,031 people in UK with internet access surveyed online Feb/Mar 2009
- 9,599 respondents had broadband access
- Only ISPs that received 100 or more responses are presented in specific rankings or ratings
- 69% of respondents with broadband access had some form of bundled service

For full results, please contact Polhill Communications directly on 020 7655 0540

Respondents were asked to rank their ISP across six key categories:

Customer Satisfaction Categories	
Quality & Reliability	Download Times of Files and Web Pages
The Clarity of Pricing & Billing	After Sales Support
Good Value for Money	Speed of Service Activation

Awards were given in an “All ISPs” group (from all respondents with broadband access) and a “Bundle Services” group (from those respondents with broadband access that indicated they also subscribed to an additional communications service – eg home phone or digital TV - service from their ISP). Data was collated across all six categories and the following awards were given to the top three positions in each category: 1st = Winner; 2nd and 3rd = Highly Commended:

Eight awards were given in the All ISPs group:

- Overall Winner
- Quality & Reliability
- Download Performance
- The Clarity of Pricing & Billing

- After Sales Support
- Value for Money
- Speed of Service Activation
- Most Improved ISP

Three awards were given in the Bundled Services group:

- Overall Winner
- Download Performance
- Value for Money

1. 49% of respondents indicated they were Very Satisfied or Fairly Satisfied with the After Sales Support from their ISP.
2. 53% of respondents indicated that they are considering changing their internet service provider in the next six months
3. O2 was voted the best provider overall across All ISPs:

Overall - Very/Fairly Satisfied	
ISP	Ranking
O2	1st
PlusNet	2nd
Sky Broadband	3rd
Virgin Media	4th
TalkTalk	5th
Tiscali UK	6th
BT Broadband	7th
Orange	8th
Pipex	9th
AOL Broadband	10th

4. Virgin Media was the most improved ISP overall since the September 2008 Customer Satisfaction Survey results. Virgin Media was the only provider to improve its ranking whilst all other ISPs either held their position or were ranked lower. NB: O2, PlusNet and Pipex were not included in the September 08 survey results due to a sample size <100
5. Sky was voted the best Bundled Services ISP overall by respondents subscribing to bundled services:

Respondents with Bundles Overall - Very/Fairly Satisfied	
ISP	Ranking
Sky Broadband	1st
Virgin Media	2nd
TalkTalk	3rd
Tiscali UK	4th
BT Broadband	5th
Orange	6th

AOL Broadband	7th
Pipex	8th

6. Virgin Media was voted the best Bundle Services ISP for Download Time of Files & Web Pages by respondents subscribing to bundled services:

Respondents with Bundles	
Download Time of Files and Web Pages - Very/Fairly Satisfied	
ISP	Ranking
Virgin Media	1st
Sky Broadband	2nd
TalkTalk	3rd
BT Broadband	4th
Tiscali UK	5th
Orange	6th
AOL Broadband	7th
Pipex	8th

7. TalkTalk was voted the best Bundled Services ISP for Value for Money by respondents subscribing to bundled services:

Respondents with Bundles	
Value for Money - Very/Fairly Satisfied	
ISP	Ranking
TalkTalk	1st
Sky Broadband	2nd
Tiscali UK	3rd
Virgin Media	4th
Orange	5th
AOL Broadband	6th
Pipex	7th
BT Broadband	8th

8. 46.5% of respondents indicated that they had changed their internet service provider in the last four years.

9. 33% of respondents who indicated that they were considering changing their internet service provider in the next six months stated the reason as "I am not happy with the claimed speed vs. actual speed I receive from my internet service provider." The next highest reason given was price (19%).

About BroadbandChoices.co.uk

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

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We offer our users comprehensive and impartial advice to help them make the right choice of provider and get the most from their broadband service.

The BroadbandChoices.co.uk website provides daily news, detailed guides and expert advice and users can rank and compare broadband packages according to their individual needs.

Awards – All ISPs

All ISPs Overall	
ISP	Award
O2	Winner
PlusNet	Highly Commended
Sky Broadband	Highly Commended

All ISPs Quality and Reliability	
ISP	Award
O2	Winner
PlusNet	Highly Commended
Virgin Media	Highly Commended

All ISPs Download Performance	
ISP	Award
O2	Winner
PlusNet	Highly Commended
Virgin Media	Highly Commended

All ISPs The Clarity of Pricing & Billing	
ISP	Award
O2	Winner
PlusNet	Highly Commended
TalkTalk	Highly Commended

All ISPs After Sales Support	
ISP	Award
O2	Winner
PlusNet	Highly Commended
Sky Broadband	Highly Commended

All ISPs Value for Money	
ISP	Award
O2	Winner
TalkTalk	Highly Commended
PlusNet	Highly Commended

All ISPs Speed of Service Activation	
ISP	Award
O2	Winner
PlusNet	Highly Commended
Virgin Media	Highly Commended

Awards – Bundle ISPs

Bundled Services Overall	
ISP	Award
Sky Broadband	Winner
Virgin Media	Highly Commended
TalkTalk	Highly Commended

Bundled Services Download Performance	
ISP	Award
Virgin Media	Winner
Sky Broadband	Highly Commended
TalkTalk	Highly Commended

Bundled Services Value for Money	
ISP	Award
TalkTalk	Winner
Sky Broadband	Highly Commended
Tiscali UK	Highly Commended