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**2008 CUSTOMER SATISFACTION SURVEY RESULTS ACROSS TOP TEN
INTERNET SERVICE PROVIDERS**

***PlusNet comes out top overall across six categories in a survey conducted by
BroadbandChoices.co.uk***

BroadbandChoices.co.uk today announces its customer satisfaction results across the top ten ISP brands. PlusNet topped the table with an average of 79 per cent of users saying they were 'very/fairly satisfied' with their broadband service across all six customer satisfaction service categories.

BroadbandChoices.co.uk asked broadband users to rate their ISP across six different areas: (1) Quality and reliability, (2) download time, (3) clarity of pricing and billing, (4) aftersales support, (5) good value for money and (6) speed of service activation. Top of the class were PlusNet, Sky Broadband and Pipex.

Michael Phillips, product director at BroadbandChoices.co.uk, said: "We weren't surprised to see PlusNet at the top of the table. Being a relatively small provider compared to the other contenders in this category, allows them to really focus on customer service and deliver consistently across the board. It has a UK-based call centre, which is important, as in a recent poll by Mori almost 80 per cent of British people said that they didn't like getting through to foreign call centres¹. This has helped it to achieve the highest score in 'after sales support'. It also has very clear and up front language on things like 'download limits' so customers know exactly where they stand."

Around 4,000 households were surveyed to see who's coming out top for customer satisfaction in the UK. Across all six categories, the ISPs by overall customer satisfaction were:

1. PlusNet
2. Sky Broadband
3. Pipex
4. Tiscali UK
5. Virgin Media
6. AOL Broadband
7. BT Broadband
8. Talk Talk
9. Tesco
10. Orange

The results concluded that PlusNet was the broadband supplier that gave the most consistent levels of customer satisfaction. Scoring the highest level of satisfaction, 88.3 per cent, in 'quality and reliability' and coming out top in five of the six categories. Sky Broadband was a close second, ranking at the top of the table in 'clarity of pricing and billing'.

Not doing so well in the rankings were Orange and Tesco. Tesco came bottom of the table in 'quality and reliability'² and Orange lost the customer vote for 'after sales support'³. Phillips says, "Tesco's broadband proposition hasn't fundamentally altered for some time now, so if things don't start change soon, it could find itself being left behind in a fast moving market."

Michael Phillips comments, "Orange coming bottom of the table only goes to show the importance of 'after sales support', in the light of their recent results. Bad service is one of the contributing factors that is driving UK broadband customers to swap ISPs in search of a better deal. Internet service providers are increasingly faced with the challenge of holding onto their existing users in a highly competitive market, and this is certainly an area they can't afford to slip up on"

"Our customer satisfaction results demonstrate that price should not be the only deciding factor. PlusNet and Sky's performance demonstrate that you can get excellent value for money by switching to the right package, which can offer reliable connection speeds, faster downloads and better quality customer service.

"Consumers must consider the level of service they will get from their ISP after they have signed 12 or even 18 month contracts, rather than being swayed by flashy advertising and introductory pricing offers," concludes Philips.

- Ends -

For a breakdown of the winners and losers by customer satisfaction category follow this link:

<http://www.broadbandchoices.co.uk/customer-service-awards-2008.html>

Notes to Editors

About BroadbandChoices.co.uk: <http://www.BroadbandChoices.co.uk>

BroadbandChoices.co.uk is a broadband comparison service in the UK. Unlike other comparison sites, BroadbandChoices.co.uk doesn't just focus on price but total package value. Consumers can now refer to this impartial Website to access the latest broadband advice and deals, to help them make the right choice.

What makes BroadbandChoices.co.uk different:

- Most comprehensive range of consumer guides and advice
- Emphasis on value rather than cost alone
- Variety of ways to rank products according to individual priorities
- Detailed product information
- A community of like minded people where you can read reviews or share your thoughts
- Up-to-date information regarding key industry developments
- Access to bespoke interactive tools (*speed tester & download monitor*)

¹ Mori (2006)

BroadbandChoices.co.uk Customer Satisfaction Awards was based on research conducted by YouGov (Jan - Feb 2008) querying about 4,000 household respondents in an online survey throughout GB (excluding Northern Ireland), in association with the Point Topic Broadband User Service.

Figures relating to top 10 ISP brands covers over 3000 household respondents in each question category:

² Only 68.3 per cent were very/fairly satisfied with the quality and reliability and 23.8 per cent said they were fairly unsatisfied/not at all satisfied

³ Only 39.6 per cent of customers were very/fairly satisfied with after sales support and 28.8 per cent said that they were fairly unsatisfied/not at all satisfied