



December 03, 2009

T-Mobile Heads Website Survey

It may have one or two issues concerning its customer data, but that hasn't prevented T-Mobile coming top of a survey of mobile phone websites for the second consecutive year. Independent research by customer experience benchmarking company Global Reviews reveals that T-Mobile remains No.1 in its 'Comparing the Mobile Phone Websites' league table. The study also found, however, that website development across the industry is not keeping pace with the huge number of new product offerings available from mobile phone companies.

The Global Reviews' benchmark objectively measured the experience of users on eight mobile phone websites: T-Mobile, Orange, Vodafone, 3, Virgin, O2, Carphone Warehouse and Tesco. The sites were assessed against more than 500 objective criteria, including content and tools, customer support, prospective customer information, purchasing process and site utility.

T-Mobile came top of the benchmark with a score of 66%, with O2 finishing second on 61%, up from fourth last year. Vodafone remains in third place with 59%. Carphone Warehouse comes in fourth place with 58%, but Orange has drops from second to fifth place with 54%.

The study found that T-Mobile offers the best overall customer experience, including the best information available to prospective customers; best overall site utility; and best content and tools. O2 offers the best customer support, while Vodafone offers the best purchasing process.

The study found that there is an area where all providers can improve. The range of products offered by mobile phone companies, including games, applications, downloads and mobile Internet access, has grown rapidly, but these products are not integrated online.

"Mobile phone providers are now offering an impressive array of products and services way beyond just mobiles and tariffs," notes Global Reviews Managing Director UK, Harvind Bhatti. "However, they haven't made it easy for customers, who at the moment have to do a lot of research to find out what products are available, if they can bundle them together, and how much these deals cost. Providers need to find a way to simplify these journeys their customers make online, and this is a key area where websites can improve the customer experience."

December 03, 2009 in [Front Page](#), [Networks](#), [News](#), [Stats](#) | [Permalink](#)

Comments

Verify your Comment

Previewing your Comment

Posted by: |

This is only a preview. Your comment has not yet been posted.



Your comment could not be posted. Error type:

Your comment has been saved. Comments are moderated and will not appear until approved by the author. [Post another comment](#)

The letters and numbers you entered did not match the image. Please try again.

As a final step before posting your comment, enter the letters and numbers you see in the image below. This prevents automated programs from posting comments.

Having trouble reading this image? [View an alternate.](#)

