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## T-Mobile tops website study

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**T-Mobile has finished top of Global Reviews' 'Comparing the Mobile Phone Websites' league table for the second year running**

T-Mobile has topped a survey of mobile phone websites for the second consecutive year.

Independent research by customer experience benchmarking group Global Reviews revealed that the operator remains number one in its 'Comparing the Mobile Phone Websites' league table. However the research found that website development across the industry is not keeping pace with the large number of new product offerings available.

The study 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 finished top of the benchmark with a score of 66 per cent, with O2 finishing second with a score of 61 per cent having finished fourth last year. Vodafone stays in third with 59 per cent, Carphone finished fourth with 58 per cent but Orange dropped from second to fifth with 54 per cent. Tesco finished bottom with 52 per cent.

games,downloads,applications,mobile broadband,mobile news

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

However Global Reviews said that there is an area where website can improve. Products offered has grown rapidly, including games, applications, downloads and mobile internet. However the study found that the websites have not changed at the same rate and these products are not integrated online.

Global Reviews UK managing director Harvind Bhatti said: "Mobile phone providers are now offering an impressive array of products and services way beyond just mobiles and tariffs. 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 the journeys their customers make online and this is a key area where websites can improve the customer experience."