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### T-Mobile Website Best for Second Year Running

In the results of a mobile phone website survey undertaken by customer experience benchmarking specialists Global Review, T-mobile came out on top as having the best website for the second year running

The study asked 1000 mobile users what they look for when buying a mobile, how much they planned to use the internet during the process, and what information they would like providers to offer online. They then assessed the answers of people questioned which let them set 500 different criteria to base their benchmark assessment on. This criteria was used to evaluate eight UK providers- Tesco, T-Mobile, 3, Carphone Warehouse, Orange, O2, Vodafone and Virgin.

T-Mobile scored 66% to come out on top, but while the top four providers in the survey - O2, Vodafone and Carphone Warehouse being the other three-did meet customer expectations overall Global Review's study did find that websites weren't keeping pace and being developed at the same rate as new handset offerings from the mobile companies.

With mobile phone companies now providing other items like games, applications, downloads and mobile broadband it was noted that while there has been rapid growth in these areas, the websites of the mobile providers didn't utilise these areas fully and there could be significant improvement made to fully integrate them into their sites. Global Reviews Managing Director UK, 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."

Although T-Mobile came out on top of the overall customer experience, that was because they scored relatively highly in lots of areas. When it came to customer support O2 had a very high score and came out on top. The mobile provider who offered the best service when it came to actually purchasing a phone online was Vodafone- although their score of 63% meant the purchasing experience was just average.

Well what do you think? Is the survey right, could the websites of mobile phone providers offer more? How do you think they could improve their websites? We would love to hear your ideas and views, why not leave us a comment and let us know what you think.



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