

**20 NOVEMBER 2012**

**BROADBANDCHOICES.CO.UK REVEALS WINNERS IN ANNUAL CUSTOMER SATISFACTION SURVEY**

- **O2 steals limelight from mainstream providers**
- **Sky dominates the digital TV space collecting 4 awards**
- **Broadband speed frustration still an issue**

Over 11,000 UK consumers have passed judgement on their broadband, home phone and digital TV provider in the [broadbandchoices.co.uk](http://broadbandchoices.co.uk) 2012 Customer Satisfaction Awards.

The survey<sup>1</sup>, which is carried out every year, aims to give customers the chance to say what they really think of the service they receive across categories including broadband speed, value for money, customer service and overall quality.

**The Good...**

- O2 scoops top prizes for broadband customer service, quality & reliability and best overall, as well as the home phone customer service gong.
- BT broadband scores a broadband hat trick for best quality of router, best additional customer benefits and best online security features.
- Sky TV sweeps the digital TV board, winning fastest speed of activation, best range of channels, best set-top box and best overall digital TV provider.
- Freesat wins best value for money in the digital TV space.
- Virgin Media takes the broadband speed crown

**The Bad...**

- Broadband speeds continue to be the bone of contention as dissatisfaction levels are almost double what they were in 2008, reaching 31% in the latest survey.

**The Unexpected...**

- Consumers are much more likely to be satisfied with the overall quality and reliability of their home phone service (71%) compared with their broadband (66%) and digital TV (62%) service.

**Dominic Baliszewski, telecoms expert at broadbandchoices.co.uk commented:**

“The home communications market is evolving all the time. Consumers are, quite rightly, expecting more from their broadband, home phone and digital TV services and it is only through independent surveys like this that a picture of the true customer experience can be observed. The number of

respondents to our survey has grown every year since we started in 2008, and with over 11,000 respondents this year it is clear how important these services, have become to the modern UK household.

“It is disappointing to see that frustration with broadband speed has almost doubled (to 31%) since 2008. Providers still have a long way to go to win back consumer trust over broadband speed. Poor connection speed is frequently cited as a reason for wanting to switch provider and unhappy customers that are considering switching broadband, home phone or digital TV provider should use an [Ofcom-accredited website](#) to compare the deals available in their area.”

To see the full list of winners in this year’s broadbandchoices.co.uk 2012 Home Services Customer Satisfaction Awards, visit the site [here](#).

**ENDS**

#### **Notes to Editors**

<sup>1</sup> broadbandchoices.co.uk 2012 Customer Satisfaction Survey. Online survey conducted June 2012. 11,209 respondents were asked for their opinion of their home phone, broadband and digital TV provider. Only providers with more than 100 respondents were included in rankings and awards.

#### **For further information please contact:**

Emily Church

PR Manager

020 7400 7403

#### **About Us:**

broadbandchoices.co.uk is a free, impartial and award winning price comparison site with over 50 staff based in central London.

We are the UK’s number 1, Ofcom accredited comparison company for fixed line communications services - broadband, home phone and digital TV.

Our broadband and home phone comparison services have the much sought after Ofcom accreditation, and our spokespeople are widely quoted in the national press and broadcast media.

Our website attracts over 1.8 million visitors per month, and every month we help thousands of customers find better deals on their broadband, phone and digital TV services.

Our white label programme provides the cutting-edge technology behind some of the biggest names



in the comparison market including: [Comparethemarket.com](http://Comparethemarket.com), [Confused.com](http://Confused.com) and [GoCompare.com](http://GoCompare.com).