



The inside track on the mobile industry

T-Mobile tops consumer mobile website survey

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Operator retains first position in survey carried out by Global Reviews

T-Mobile has come top of a survey of websites selling mobile phones for the second year in a row.

The survey, carried out by Global Reviews, measured users' experience on eight leading mobile phone websites including T-Mobile, Orange, Vodafone, 3, Virgin, O2, Carphone Warehouse and Tesco.

Each website was assessed against more than 500 different criteria.

T-Mobile came first with a score of 66%, O2 achieved second place with a score of 61% after coming fourth last year, while Orange dropped from second place last year to fourth this year.

T-Mobile came top of the benchmark with a score of 66% and O2 has rocketed into second place with a score of 61% after coming fourth last year. Vodafone remains in third place with 59%. Carphonewarehouse comes in fourth place with 58%, but Orange has dropped from second to fifth place with 54%.

However, the survey also found that the websites are not providing the same level of service for new products being sold by mobile phone retailers.

Global Reviews UK MD, Harind 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.'

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