

**Business use of mobile telephony –
Oftel small and medium business survey**

Q8 February 2002

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Chapter 1 – Introduction

1.1 This report provides an overview of the key findings of business behaviour in the mobile telecoms market, taken from the eighth wave of Of tel's quarterly business survey, conducted in February 2002 amongst 801 UK businesses. The results are subject to an error margin of about 2-4%, this is slightly higher amongst smaller subgroups. Results referred to as 'significantly' different, have been tested at the 95% level of confidence, please see footnote for further sample details¹.

1.2 The survey sample was changed in wave five, and hence results are not directly comparable with waves previous to that. Details and implications of the changes can be found in Appendix 1. Quotas and weighting were applied to small and medium businesses separately so that the sample was representative of SMEs (Small and Medium Enterprises) in the UK in terms of business size, industry sector and region.

1.3 The survey was conducted on behalf of Of tel by Continental Research during February 2002. This report has been prepared by Of tel² based on the results provided by Continental Research.

1.4 The report covers:

- number of mobiles used, and mobile telecoms spend;
- service providers and packages used;
- switching network and number portability;
- use of GPRS phones;
- satisfaction with mobile service;
- use of mobiles abroad; and
- current methods used to reduce the cost of calling mobiles.

1.5 A copy of the questions is attached in Appendix 2. Topics to be researched each quarter are requested by Of tel project teams, and results feed into current investigations and reviews in individual market areas.

¹ The survey was conducted amongst a representative sample of small and medium enterprises (SMEs) in the UK, reflecting the UK profile in terms of business size, sector and region. As small businesses (1-50 employees) make up around 97% of businesses in the UK, medium businesses (51-250 employees) were over-sampled in the survey to produce a sufficiently robust sample to allow analysis of the results among medium businesses. The combined results were re-weighted to be representative of UK SMEs as a whole (97% small businesses; 3% medium businesses), consequently the results for small businesses closely resemble those for SMEs as a whole. The error margin for this survey of 801 businesses is about 2-4%, but is higher amongst small subgroups. Results referred to as 'significantly' different, have been tested at the 95% level of confidence and hence are outside of the error margins and therefore can be considered real changes. All data shown is weighted data. Unweighted base sizes are shown on charts and tables to show the number of businesses who were asked the question.

² The report should not be seen as recommended best buys and should not therefore be relied upon when making purchase decisions. Of tel has conducted its own checks on the data in this report and whilst we consider it to be correct, Of tel accepts no liability in respect of any of the results provided to it by Continental or any decisions taken by any person in reliance on the report.

Chapter 2 – Summary findings

Headline figures

- 62% all businesses have a mobile phone
- £138 spent on mobile services per month by small businesses with mobiles
- £1,581 spent on mobile services per month by medium businesses with mobiles
- equates to £17 spent on mobile services per employee amongst all SMEs with mobiles
- 94% satisfied with overall mobile service

Little change in mobile ownership although an increase in average number of mobiles

2.1 Just over three in five (62%) businesses currently own at least one mobile phone. This figure remains broadly similar to recent quarters. Medium businesses remain more likely to own mobiles (78%) than small businesses (61%). The rise in mobile ownership amongst single employee businesses has been sustained (60% penetration).

2.2 Small businesses currently own an average four mobile phones and medium sized businesses own an average 22. These figures have increased from two and 15 respectively over the last nine months.

Satisfaction with overall mobile service recovered to 94%

2.3 Currently 94% of UK SMEs are satisfied with their overall mobile service compared to 88% in November '01. Medium sized businesses are more satisfied with various cost aspects than they were last quarter, however they remain significantly less satisfied (67%) than small businesses (77%) with regard to the overall cost of making calls from mobiles.

Average monthly spend risen slightly this quarter

2.4 Small businesses are spending £138 per month on average for mobile telecoms services, and medium sized businesses are averaging £1,581 per month. These figures have risen slightly since November '01 and are consistent with the rise in the average number of mobiles owned and rise in average spend per mobile. Currently, UK SMEs average spend on mobile services is £186 compared to £159 in November.

Significant improvement in use of mobile number portability but still not working for some

2.5 Around three in 10 (29%) businesses have ever switched mobile network/service provider and more than half of these (53%) retained all of their numbers. This figure has risen from 39% in August '01. The majority (71%) of those businesses that switched within the last 12 months retained **all** of their numbers and a further 3% retained **some** of their numbers. Lack of knowledge amongst businesses about the

ability to port numbers and the porting process, and incorrect advice from operators were the main reasons given for not porting.

Businesses appear to be aware of incoming call charges whilst abroad but are not satisfied with them

2.6 Around three in five (59%) businesses with mobiles claim to use them abroad, 15% frequently. 73% of all businesses with mobiles were aware that they were charged to receive incoming calls whilst abroad, (75% amongst those who have ever used a mobile abroad). However, 27% of businesses which have used mobiles abroad were satisfied with these charges.

Many businesses are trying to reduce the costs to customers calling their mobiles

2.7 Almost two thirds (64%) of businesses with mobiles claim they try to reduce the cost to their customers calling the business on its mobile numbers, and others are considering doing so in the future.

2.8 Over half (51%) claim they keep the call short if a customer calls their mobile and a further 10% say they would consider doing this in the future. Over one in 10 (13%) businesses with mobiles claim to have a freephone or local rate number for calls to its mobiles and almost two in 10 (19%) claim to have chosen the mobile network cheapest to call. The least considered option was to encourage customers to call at the cheapest time of day – perhaps as these times may not be within normal working hours.

2.9 22% of businesses claim to have taken steps to reduce the cost of in house calling to their mobiles. These steps include 8% claiming to use private wires, 7% mobile to mobile adaptations and 2% claiming to use leased lines.

2.10 Medium-sized businesses with mobiles are more likely to have taken steps to reduce their in house costs (39%) and the cost to customers of calling their mobiles (72%) than small businesses. 22% of small businesses with mobiles claim to have taken steps to reduce their in house costs and 64% claim to have tried to reduce the costs to customers.

Chapter 3 – Main findings

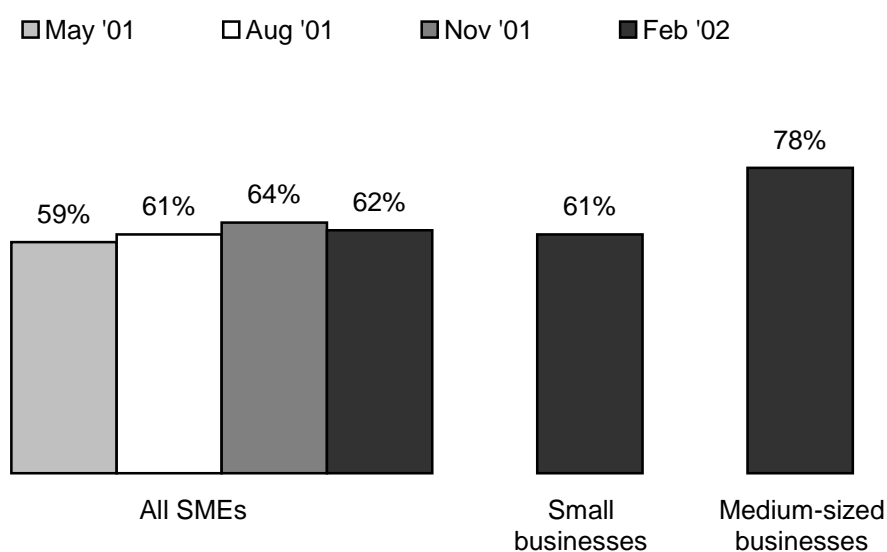
Business use of mobile telephony

Ownership of mobiles

3.1 Currently, 62%³ of all UK businesses own at least one mobile phone, broadly similar to recent quarters. Medium businesses remain more likely to own mobile phones than small businesses – 61% of small businesses have a mobile compared to 78%³ of medium businesses as shown in figure 3a.

Figure 3a: % UK SME businesses with mobiles

Base: UK SME businesses, Feb '02 (Base: small - 500, medium - 301)



3.2 On average UK small businesses with mobiles currently have on average four mobile phones while medium sized businesses with mobiles claim to have 22, as shown in the table below. While the proportion of businesses with mobiles appears broadly similar across recent quarters, there has been a rise in the average number of mobiles owned. Spend per mobile is covered later in this section.

Figure 3b: Average number of mobile phones amongst UK SME businesses

Base: UK SME businesses with mobile phones

	May '01 (Base: 556)	Aug '01 (Base: 587)	Nov '01 (Base: 591)	Feb '02 (Base: 549)
Small businesses	2	2	3	4
Medium sized businesses	15	17	20	22

3.3 The rise in mobile ownership amongst single employee businesses reported in November '01 has been sustained – currently 60% of these businesses have a mobile phone, up from 56% in August 2001 and 59% November. Mobile ownership

³ The apparent drop is not statistically significant but within the error margins for the survey, and therefore may not be a 'real' drop.

in UK SMEs increases with the number of employees, reaching 80% penetration in businesses employing between 101-250 staff.

Use of service providers and mobile packages

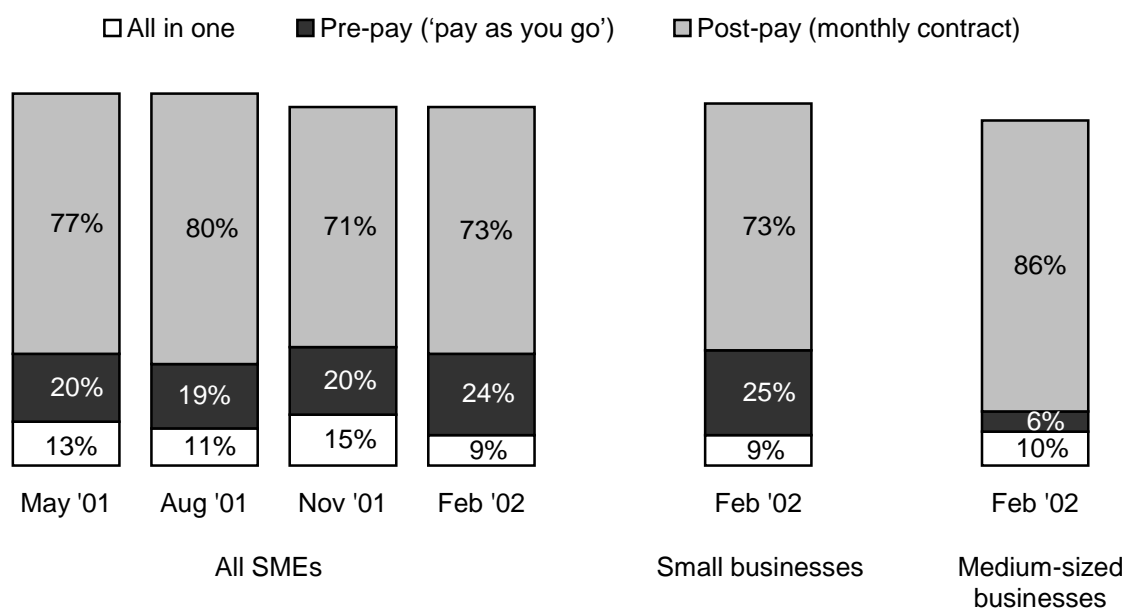
3.4 Monthly contract (post-pay) packages remain most popular amongst businesses. Currently almost three-quarters (73%) of UK SMEs with mobiles are using a post-pay package.

3.5 Medium sized businesses are more likely to use post-pay packages (86%) than small businesses (73%) who are in turn, increasingly more likely to use pre-pay packages (25%) than medium sized businesses (6%). There has also been a significant rise in usage of post pay monthly contract packages amongst medium-sized businesses (currently 86% compared to 77% in November '01) bringing usage of this package back in line with previous quarters (82%) shown in figure 3c. Some totals add to more than 100% as some businesses were using more than one type of package.

Figure 3c: Use of mobile packages by UK SME businesses

Base: UK SME businesses with mobiles, Feb '02 (Base: small – 314, medium – 235)

NB: packages used total more than 100% as some businesses using more than one type of package

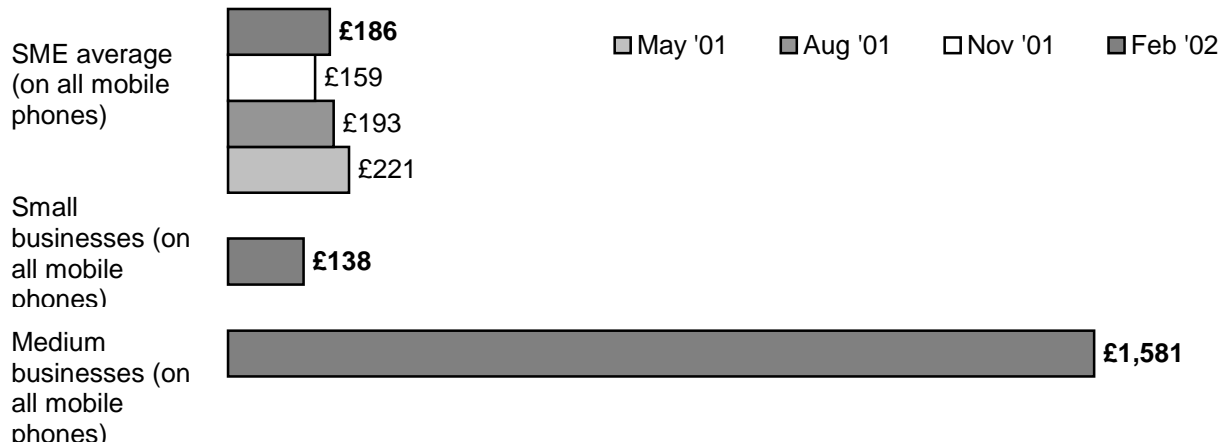


Business spend on mobile telecoms

3.6 Average monthly spend amongst UK SMEs has risen this quarter to £186 – from £159 in November. The rise is driven mainly by medium sized businesses which are currently spending on average £1,581 per month on mobile services (including subscription and call costs) compared to £1,358 last quarter, see figure 3d. However, current spend amongst UK businesses remains lower than reported in May '01, an indication that businesses may be benefiting from the introduction of new tariffs since August.

Figure 3d: Average monthly business spend on mobile telecoms services

Base: UK SME businesses with mobiles, Feb '02 (Base: 549), 'don't knows' have been excluded

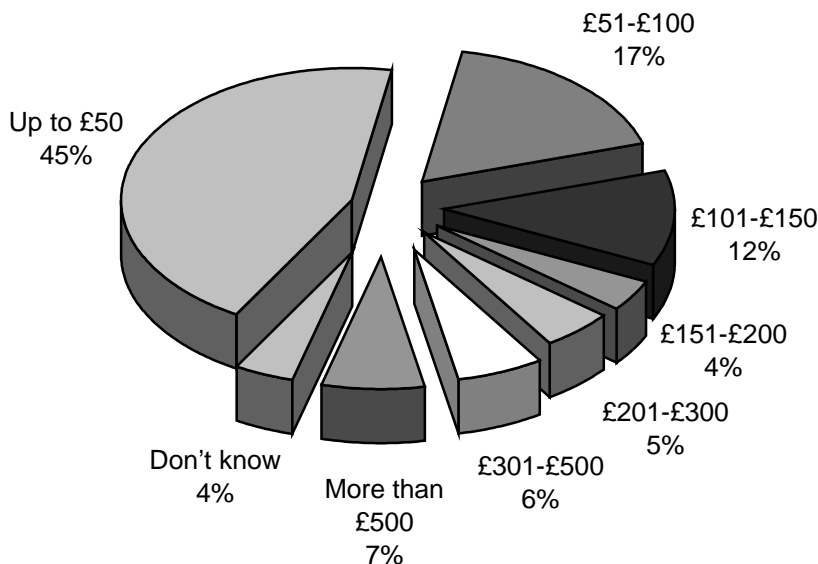


3.7 Most businesses actually spend less than these averages (62% spend up to £100 per month – shown in figure 3e) as they are inflated by a small number of higher spenders (7% spending more than £500 per month). In comparison, fixed monthly spend is currently £318 (£255 amongst small businesses and £2504 amongst medium sized businesses).

3.8 Spend varies according to the type of package used, those using pre-pay packages spend on average less than half as much per month (£85) as those using monthly contract packages (£216).

Figure 3e: Proportion of monthly spend on mobile services

Base: UK SME businesses with mobiles, Feb '02 (Base: 549)



3.9 Figures 3f compares small and medium businesses' average spend per phone. Medium businesses are spending around twice as much per phone than small businesses but less per employee. In line with overall average monthly spend, spend

per mobile had also increased this quarter and is now broadly similar to those reported in August '01.

Figure 3f: Average monthly spend on mobile telecoms services per mobile and employee
Base: UK SME businesses with mobiles

Average spend per mobile	May '01 (Base: 556)	Aug '01 (Base: 587)	Nov '01 (Base: 591)	Feb '02 (Base: 549)
All SMEs	£51	£46	£40	£45
Small businesses	£44	£41	£35	£40
Medium businesses	£91	£75	£69	£72
Average spend per employee				
All SMEs		£16	£14	£17
Small businesses		£20	£16	£20
Medium businesses		£13	£12	£14

Switching mobile networks and number portability

3.10 Almost three in 10 (29%) UK businesses with mobile phones have ever switched network, 11% did so within the last 12 months and 18% switched longer ago. These figures are broadly similar to August '01 (26% had ever switched). Medium sized businesses remain significantly more likely to switch mobile network or service provider than small businesses, 44% and 28% respectively.

3.11 The proportion of UK businesses retaining all their mobile numbers when switching network/service provider has increased significantly since August '01. Over half (53%) of businesses that have switched mobile network or service provider claim to have retained all of their mobile phone numbers, compared to 39% in August. This figure is significantly higher amongst those who switched in the last 12 months (71%) than longer ago (42%).

Figure 3g: % UK SME businesses that kept numbers when switching networks
Base: UK SME businesses with mobiles that switched their supplier, Feb '02 (Base: 204)

	Total		Switched in last 12 months	Switched over 1 year ago
	Aug '01	Feb '02	Feb '02	Feb '02
Kept all numbers	39%	53%	71%	42%
Kept some numbers, changed some	11%	9%	3%	12%
Changed all numbers, kept none	50%	38%	26%	46%

3.12 Nearly three-quarters (71%) of businesses who switched within the last 12 months claim to have retained all of their mobile numbers when doing so, again a significant improvement since August 2001. Small businesses were as likely to have retained all their numbers (52% did so) as medium sized businesses (58%).

3.13 The main reasons given by those not retaining **all** of their numbers when switching (47% of switchers) were; a lack of awareness about number portability – thinking that they had to have new numbers when changing network or phones, or

being given incorrect advice from operators (both new and existing) about the ability to port numbers. Around a quarter (26%) mentioned that to keep mobile numbers would have been too costly.

GPRS mobile phones

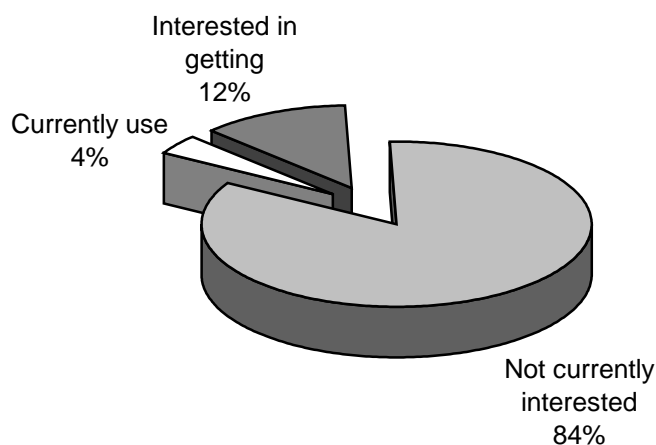
3.14 GPRS phones are mobiles which offer faster access to mobile Internet services than WAP services. Users are always connected to the Internet rather than having to dial up each time and are billed according to the amount of data downloaded as opposed to the amount of time online. There may be an additional line rental charge for GPRS services. Are UK businesses using GPRS mobiles?

3.15 Currently 4% of all UK SMEs with mobiles use GPRS phones, 4% of small businesses and 6% of medium sized businesses.

3.16 Of those businesses not currently using GPRS mobile phones, 12% said they would be interested in having them in the future (3% very interested, 9% fairly interested). Medium sized businesses were twice as likely to be interested in using these types of mobiles in the future as small businesses (24% and 12% respectively). Interest in GPRS phones increased with the number of employees – ranging from 8% very or fairly interested amongst single employee businesses to 27% amongst businesses with 101-250 employees.

Figure 3h: % interested in having GPRS phones

Base: UK SME businesses with mobiles, Feb '02 (Base: 549)



Chapter 4 – Satisfaction with mobile telecoms service

4.1 Figure 4a shows businesses' satisfaction with a range of aspects of mobile service. Overall satisfaction with mobile telecoms services has recovered to 94% from 88% during November '01. This is driven primarily by small businesses where overall satisfaction has risen from 87% to 94%. The increase in overall satisfaction may also be driven by the general improvement across most of the measures, although no individual measure has experienced a significant rise in satisfaction.

4.2 83% of UK businesses with mobiles are satisfied with value for money and 91% are satisfied with their ability to access the network (ie lack of congestion). Fewer (69%) are satisfied with the incidence of dropped calls (ie being cut off mid-call). The cost of off-net calls remains the least satisfactory cost aspect of mobile usage amongst businesses with mobiles, 49% satisfied.

Figure 4a: % UK SME businesses satisfied with various aspects of their mobile service
Base: UK SME businesses with mobiles, 'don't knows' have been excluded

	All SMEs				Small	Medium
	May '01 (Base: 556)	Aug '01 (Base: 587)	Nov '01 (Base: 591)	Feb '02 (Base: 549)	Feb '02 (Base: 235)	Feb '02 (Base: 202)
Overall service	95%	94%	88%	94%	94%	92%
Overall value for money	88%	81%	82%	83%	83%	82%
Call costs (from mobiles)	82%	76%	76%	77%	77%	67%
Off-net call costs	59%	51%	55%	49%	49%	46%
Cost to others calling your mobile	71%	68%	63%	66%	66%	62%
Network coverage	85%	81%	78%	81%	81%	88%
Network congestion	89%	87%	89%	91%	91%	93%
Dropped calls	75%	68%	68%	69%	68%	83%

4.3 There is little difference in satisfaction levels between small and medium businesses except with regard to the overall call costs from mobiles where small businesses remain significantly more satisfied (77%) than medium-sized businesses (67%), and satisfaction with the proportion of dropped calls. Medium sized businesses are significantly more satisfied (83%) with the number of dropped calls than small businesses (68%).

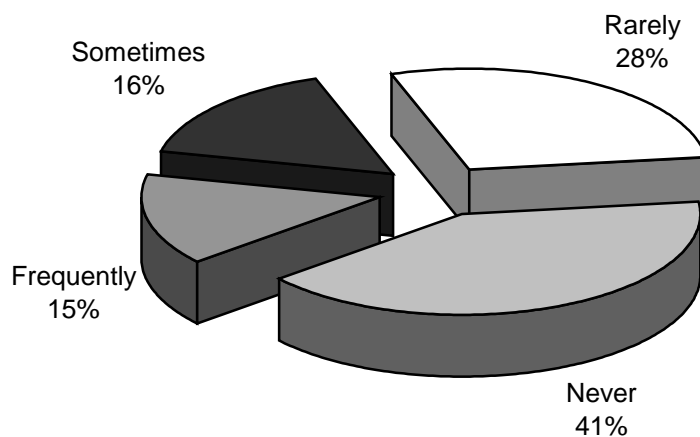
4.4 The individual measures are not meant to 'total' overall satisfaction as there are likely to be many other factors which are not included in this survey which businesses consider important in contributing to their overall satisfaction with their mobile service.

Chapter 5 – Use of mobiles abroad

Mobile usage abroad

5.1 Currently around three in five (59%) businesses use their mobile phones abroad for work purposes. The rise in mobile usage abroad amongst UK businesses reported in August '01 has been sustained (50% in May '01 and 59% in August '01). Frequency of use abroad is shown in figure 5a.

Figure 5a: Frequency of mobile use abroad amongst UK SME businesses
Base: UK SME businesses with mobiles (Base: 549)



5.2 Medium sized businesses remain more likely to use their mobile abroad than small businesses, 79% and 58% respectively have ever used their mobile abroad.

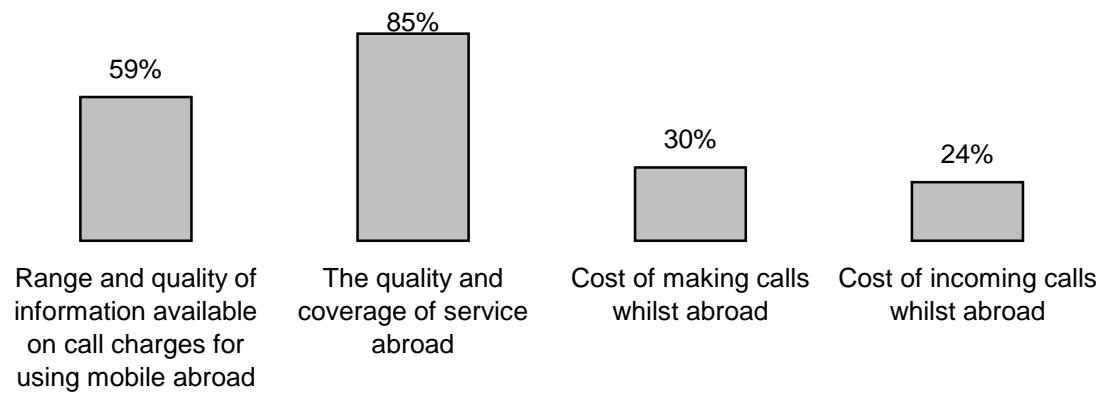
5.3 Of those businesses who have ever used their mobile abroad, three-quarters were aware that they are charged for receiving incoming calls whilst abroad. Just over one in 10 (11%) thought they were not charged for these calls and a further 14% did not know. The total percentage aware is slightly higher than that reported amongst residential consumers (62% GB roaming customers were aware of the incoming call charges – the full report of consumer awareness of mobile roaming can be found at www.oftel.gov.uk/publications/research/2002/odtr0402.htm#consumer). There was no difference in awareness of these charges in relation to business size.

Satisfaction with various aspects of mobile usage abroad

5.4 Around three in five (59%) businesses which use their mobiles abroad, are satisfied with the range and quality of information available on call charges for using a mobile abroad. Just over four in five (85%) are satisfied with the quality of coverage and service whilst abroad.

Figure 5a: % UK SME businesses satisfied with aspects of mobile phone use abroad

Base: UK SME businesses ever used mobile abroad, Feb '02 (Base: 291), don't knows have been excluded



5.5 Satisfaction with cost aspects are fairly low in comparison to quality issues, with three in 10 claiming to be satisfied with the cost of making calls whilst abroad and 27% satisfied with the cost of incoming calls whilst abroad. There is no difference in satisfaction levels for these aspects according to the size of the business.

Chapter 6 – Reducing the cost of calling mobiles

Reducing the cost of calling mobiles

6.1 22% of businesses with mobile phones claim to have taken steps to reduce the cost of calling their company's mobiles by using various methods. 8% claim to use private wires, 7% claim to use mobile to mobile adaptations, 2% claim to use leased lines⁴ and 11% claim to use some other method. These total more than 22% as some businesses are claiming to use more than one of these options. Medium-sized businesses are more likely to have taken steps to reduce these costs (39%) than small businesses (22%).

Customers calling business' mobiles

6.2 Two thirds of UK SMEs with mobiles say that it is important for their customers to be able to call them on their mobile phones (44% very important and 22% fairly important). 66% of small businesses say this is important compared to 72% amongst medium sized businesses.

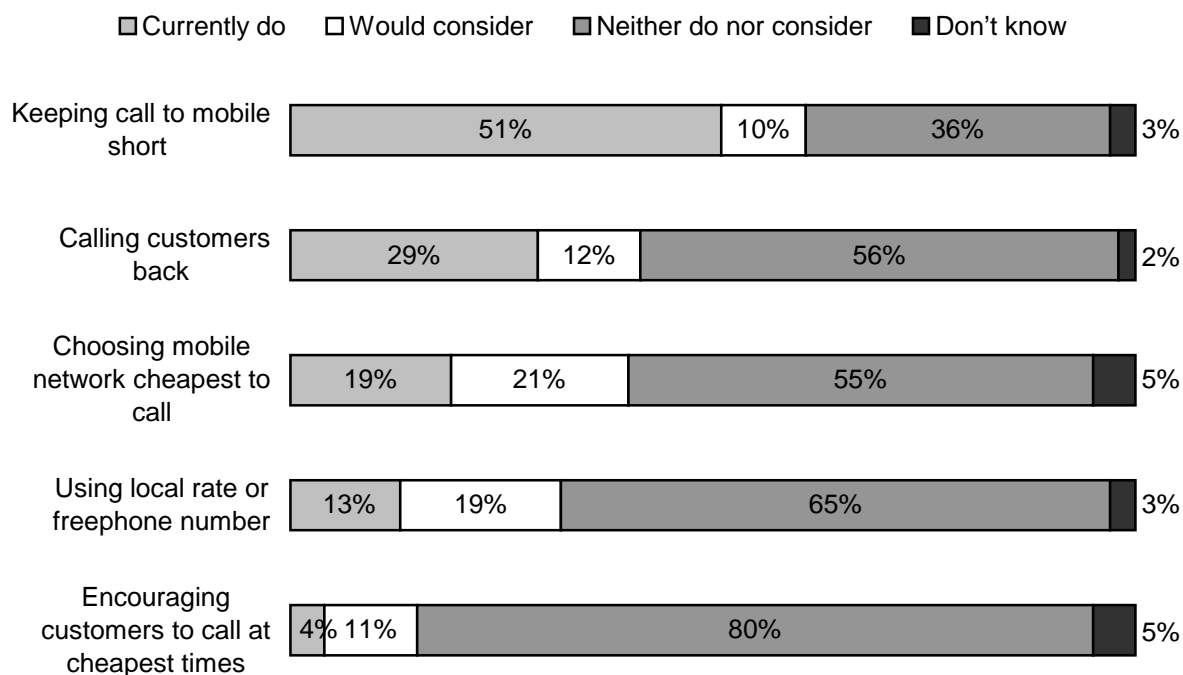
6.3 Figure 6a shows the extent to which businesses with mobile phones would consider or are currently using methods to reduce the cost to customers calling their mobile phones. Currently 64%⁵ of businesses with mobiles are using at least one of these methods to reduce the cost to their customers, 72% of medium sized businesses and 64% of small businesses.

⁴ Private wires connect companies' private exchanges (PBXs) to a mobile network allowing companies to make and receive calls to and from mobiles on that network without paying a fixed line operator to carry that call to/from the mobile network. Mobile to mobile adaptations – giving companies radio links to a mobile network allowing companies to call from fixed phones to mobile phones for the price of a mobile to mobile call which might be cheaper if the mobile phones are on the same network. As with private wires, leased lines connect companies' private exchanges (PBXs) to a mobile network allowing companies to make and receive calls to and from mobiles on that network without paying a fixed line operator to carry that call to/from the mobile network.

⁵ In Oftel's February '01 survey, 63% of businesses with mobiles had taken steps to reduce the cost to their customers when contacting the business on its mobiles and around 1 in 5 had tried to reduce their in-house costs of calling their mobiles. Due to sampling differences the results of these two surveys are not directly comparable – full details of the changes made to the sample are detailed in appendix 1.

Figure 6a: % UK SME businesses using methods to reduce the cost to customers calling their mobiles

Base: UK SME businesses with mobiles, Feb '02 (Base: 549)



6.4 Over half (51%) of businesses with mobiles claim that if the customer is calling a mobile they keep the call short or perhaps arrange to discuss detail later when not using a mobile. A further 10% claim they would consider doing this in the future. Three in 10 claim to call the customer back immediately if they receive the call on their mobile phone and a further 12% say they would consider doing this.

6.5 A fifth (19%) of businesses with mobile phones claim to have chosen the network by picking the one which is cheapest for other to call, and a further 21% said they would consider this. However, over half (55%) said they would not consider this option, perhaps valuing other aspects of their mobile service more, for example network coverage, quality of service or overall costs.

6.6 Just over one in 10 (13%) claim to have a freephone or local rate number for calls to their mobile phone. Few businesses (4%) claim to encourage the customer to call them on their mobile at the cheapest time although the vast majority (80%) would not consider doing so, which is perhaps unsurprising as off-peak times are likely to be out of normal working hours.

Appendix 1 – Changes to Oftel’s Quarterly Business Survey

Background

A.1 Oftel’s quarterly business surveys began in August 2000. The purpose of these surveys is to provide better information for Oftel decision making and to assist stakeholders in their response to Oftel documents and policy decisions.

A.2 The surveys focus on small and medium-sized businesses and exclude large businesses for a number of reasons:

- large businesses account for less than 1% of all UK businesses;
- they are very over-researched particularly in the field of telecoms (primarily due to their limited number) and for this reason are often reluctant to participate in research;
- they have considerably greater buying power for telecoms services and can negotiate bespoke deals with individual suppliers, enabling them to get better deals, and making it difficult to make any meaningful comparisons in a research context; and
- Oftel uses its large business advisory panel to conduct research on specific topics.

A.3 Oftel’s business surveys are conducted among a representative sample of UK small and medium businesses (with a minimum turnover of £50,000), reflecting the UK profile in terms of number of employees, business sector, and geographic region. As small businesses (with up to 50 employees and over £50,000 annual turnover) account for around 97% of UK businesses, the surveys over-sample medium businesses in order to produce a sufficiently robust sample to allow analysis of results among medium businesses.

A.4 Quotas are set for small and medium businesses separately to ensure each sample is representative of businesses of these different sizes, in terms of number of employees, business sector, and geographic region. After interviewing, the results are combined and weighted to be representative of UK small and medium businesses as a whole. This enables us to present representative results for small and medium businesses separately, each based on sufficiently robust samples, and representative results for the combined small and medium business sector.

Details of changes to the sample

A.5 A review of the first four surveys was conducted in March 2001, and a segmentation study conducted enabling the data to be examined in greater detail than was possible during each separate wave. As a result of this work, three key changes have been made to the surveys between waves four (February 2001) and five (May 2001):

a) larger quarterly sample

- The first four waves of Oftel's business survey interviewed 700 businesses each quarter – 400 small, 300 medium. From wave five, each quarterly sample has been increased to 800 businesses – 500 small, 300 medium.
- *Increasing the overall sample will provide greater scope for a wider variety and more detailed analysis among subgroups.*

b) change to definition of 'medium' businesses

- The first four waves of Oftel's business survey sampled 'medium' businesses with between 51-500 employees in order to be as inclusive of as many businesses as possible. From wave five, the survey samples 'medium' businesses with between 51-250 employees.
- *Businesses with more than 250 employees were generally found to be making fairly good use of competition and choice, and were exhibiting behaviour that was more in line with larger businesses than smaller businesses in relation to their use of telecoms. It was therefore decided to exclude them from future surveys and focus resources on smaller businesses who generally require greater assistance to make best use of the choices available. This definition of medium businesses as up to 250 employees is now in line with that of the DTI.*

c) more detailed sampling of small businesses

- The first four waves of Oftel's business survey applied quotas and weights for small businesses' number of employees in the categories 1-10 employees, 11-25 employees, and 26-50 employees. From wave five, these categories have been expanded and quotas and weights are now applied to 1-5 employees, 6-10 employees, 11-25 employees, 26-50 employees.
- *Businesses with 1-10 employees account for around 86% of all SMEs. However, use of telecoms can differ quite significantly between businesses with one employee compared to those with ten. Refining the sampling methodology to interview consistent numbers of 1-5 and 6-10 employee businesses wave-on-wave, should result in fewer fluctuations in results, and enable greater opportunity for analysis and trend data based on number of employees at this lower end of the spectrum.*

Implications of changes, for comparison between surveys

A.6 The changes to the sampling methodology (employee categories) as described above, mean that the results from wave five onwards are not directly comparable with those from waves one to four. This does not however mean that the results from waves one to four are inaccurate or invalid. Waves one to four are representative of businesses with up to 500 employees, whereas waves five, and onwards, are representative of businesses with up to 250 employees, and provide a greater focus on businesses with up to five employees than waves one to four.

A.7 Whilst this unfortunately results in a discontinuity of trend information between waves four and five, the re-focus on smaller businesses following the review of the first four waves of data, was felt to be of greater benefit in assisting Oftel's policy development and assessment, and other work in respect of small businesses.

Appendix 2 – Q8 business questions on mobile telephony

- Q1 Does your company own any mobile phones which are currently connected to a network?
- Q2 How many mobile phones which are currently connected does your company **own**?
- Q3 And thinking just about your company's mobile phones, what is the approximate monthly mobile telecoms bill for your business. Please include all subscription and call costs and VAT.
- Q4 Which of the following best describes the mobile phone packages your company uses?
- Pre-paid (ie after paying a one-off fee for the phone, top up is bought as and when required)
Monthly subscription contract (ie line rental and call charges are paid each month)
All in one package (ie line rental paid in advance and calls either billed monthly or paid by call vouchers)
- Q5 Are you satisfied with the mobile phone service and service supplier you use on the following attributes?
- Overall mobile phone service
Value for money of overall package
Overall cost of calls from your mobiles
Amount it costs for others to call your mobiles
Network coverage
Dropped calls ie cut off in middle of call
Congestion ie ability to access the network
The cost of calling other mobile networks
The range and quality of information available on call charges for using your mobile abroad
The quality and coverage of service abroad
The cost of making mobile calls whilst abroad
Cost of receiving incoming calls whilst abroad
- Q6 How often if at all are your company's mobile phones used abroad for work purposes?
- Frequently
Sometimes
Rarely
Never
- Q7 When used abroad, is your business charged for receiving incoming calls to any of its mobiles?
-

Yes
No

Q8 GPRS mobile phones offer faster access to mobile Internet services. You are always connected to the Internet rather than having to dial-up each time. You are billed according to the amount of data that you download not the length of time you spend connected. You may have to pay extra line rental to get the GPRS service

Does your company already use GPRS phones?

Q9 How interested would your company be in having GPRS phones?

Very interested
Fairly interested
Not very interested
Not at all interested

Q10 Have you changed your mobile phone network or service provider? Was this in the last 12 months or longer ago?

Yes, in last 12 months
Yes, more than a year ago
No, never changed supplier

Q11 When you changed mobile phone network or service provider did you keep all the same mobile phone numbers that you had with your old supplier?

Yes, all
Not, all but some
No, none

Q12 Why did you change your mobile phone numbers?

Q13 Has your business taken steps to reduce the cost of calling your mobile phones by...

Using private wires
Using leased lines
Using mobile to mobile adaptations
Using some other method

Q14 How important is it for your customers to be able to call you on your mobile phones?

Very important
Fairly important
Not very important
Not at all important

Q15 A list of ways that you could reduce the cost to your customers of calling your mobiles, please can you tell me if you are currently doing it, and if not whether you would consider it?

Calling your customers back on your mobile immediately after they called you so that you pay for the call

Keeping the call to your mobile phone short, perhaps arranging to discuss detail later when not on your mobile phone

Choosing the mobile network which is cheapest to call

Encouraging customers to call you at times when the calls to your mobile are cheapest

Using local rate or freephone number
