

Elizabeth Gannon
Floor 4
Competition Group
Ofcom
Riverside House
2A Southwark Bridge Road
London
SE1 9HA



Government Affairs

Asda House
Gt Wilson St
Leeds
LS11 5AD

Tel: 0113 241 7135
www.ASDA.com

Consultation response

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Mobile Number Portability; Review of the porting process

About ASDA Mobile

- Our Pay As You Go tariff is the lowest priced on the market - 8p per min / 4p per text. It has been voted 'Money Saver' by *Which?* magazine.
- We have worked hard to ensure ASDA Mobile provides a simplified and transparent offer.
- We have offered a £5 handset in store so that everyone can have access to mobile technology.
- We are a Mobile Virtual Network Operator using the Vodafone network.

ASDA's position

- We support any improvement to the porting process which makes it easier and quicker for customers to transfer their phone number from one operator to another.
- We frequently hold listening groups with Asda customers to understand their priorities and concerns. When mobile phones are discussed, customers regularly identify the porting process – which to them means hassle and waiting – as a major factor in their decision to stay with their current operator.
- We know that if it becomes easier and quicker for customers to change their mobile operator they will seek out the best deal. Each individual consumer who does this will benefit, but so will all mobile users. Mobile operators will have to do, and should have to do, more to retain their customers and gain new ones.
- We strongly support Ofcom's proposal that under any future donor-led process a PAC has to be supplied within two hours. This would be an important improvement for the consumer.
- We do not in particular favour the donor-led or recipient-led process, although we note with interest the survey for Ofcom that suggests consumers would prefer a recipient-led process. What is important to our customers is that the process is simple and quick.
- Since Asda Mobile entered the market in 2007 we have already seen the larger and more established operators being forced to respond by improving their prices and service. We are

confident that we offer the lowest priced tariff on the market and will continue to do so, but we want our customers to be able to decide that for themselves.

- In these difficult economic times it is particularly important that customers are able to get the best value. We encourage Ofcom to do everything it can to enable consumers to choose the best deal quickly and easily.

Further information

For any further information, please contact Mark Ramsden on mark.ramsden@asda.co.uk or 0113 241 8894.