

## MOBILE TRADE ILL-EQUIPPED FOR HEALTH RISK FEARS

### *... and plagued by an increasingly dissatisfied customer base*

- **96%** of consumers believe that the industry should provide the correct advice on mobile phone health hazards
- **BUT: only 29%** of the trade was very confident answering customers' questions on health risks
- **56%** of consumers say their last contact with the trade was poor or very poor
- **3 out of 4** customers consider receiving individual treatment as one of their top three reasons for switching to a new provider

Prosell, the sales and service performance improvement specialist, today announced findings from independent research in the mobile sector, polling consumers, trade providers and dealers across the UK. The findings reveal a serious gap between the trade's promises and the consumers' expectations.

#### Health Concerns

**62%** of consumers polled were concerned about mobile phone health hazards with **96%** of consumers expecting that the industry should be able to provide the correct advice. However, despite such clear concerns, less than one in three of trade respondents were very confident in answering customers' questions on health risks.

**Simon Morden, Chairman of Prosell**, commented: "The research points to a tremendous disconnect between the mobile sector's priorities and what customers are saying they want. We found the majority of consumers hold fears around the health implications of using mobile devices and almost 100% of them insist that it's the mobile provider's responsibility to provide information on this issue. Yet the industry doesn't seem to be able or willing to deal with this level of concern."

#### Money spent in other areas of customer service?

Apparently not. **56%** of consumers revealed that their most recent contact with their mobile provider was either poor or very poor and, of those, **30%** said that it would affect their future buying decision. Even more concerning was that **66%** of those polled rated their mobile operator's customer service as being worse than that of their supermarket, bank or pub. Only their local council was ranked lower revealing that the industry is failing to benchmark itself against other service providers.

Almost half (**48%**) would change their current mobile provider with a 5 minute phone call were it possible, indicating very low levels of customer satisfaction and loyalty. Yet, when the trade was

polled, **91%** of respondents believed that customer service was more important to their company than profit margins.

**Simon Morden** continued: “Customer service is an area of considerable spend for companies. Clearly they are getting it wrong when the trade firmly believes it is putting the customer first and the customer simply doesn’t agree.”

So, what do customers actually want?

The research found that almost half (**49%**) of customers ranked their desire to receive an individual service as their primary reason for switching networks, and **75%** ranked it in their top three. **67%** put clarity of tariffs and **61%** put better trained and informed staff as their reason to switch providers.

**Simon Morden, Chairman of Prosell**, concluded: “These findings are a wake-up call for a highly competitive industry where companies are searching for that sustainable competitive advantage.

“With constant price promotions, offers and new technology, providers and retailers need to own an area of differentiation. Customer service is such an area, but it needs to be approached in a way that will connect with consumers. Coaching staff on a one-to-one basis enables them to think on their feet, deliver a better service and respond to each customer as an individual – as opposed to box-ticking by rote. Rather than a one-size-fits-all approach, coaching delivers a winning service that delivers a rewarding experience for both the consumer and the provider.”

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About Prosell: [www.prosell.com](http://www.prosell.com)

Prosell is a leading training and development company which focuses on delivering measurable performance improvement for blue-chip organisations. Founded in 1985 and with offices in London and Sydney, Prosell works closely with customer-facing sales and service teams primarily within call centres, help-desks and retail outlets, helping them to achieve organisational brand, service and sales objectives.

Prosell uses a broad range of practices across a varied mix of projects within highly competitive market sectors. Each programme is always tailored to an organisation’s objectives helping to facilitate employee attitudinal change, introduce fresh working practices and measurably improve bottom-line performance.

Prosell’s client-base includes:- Dell, Post Office Ltd, Yell, EDS, Hackney Borough Council, Telewest Broadband, Sotheby’s, npower, Hertz, Ford, WPP, McDonalds and Lafarge.

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