

# Shoppers Vote For Tesco Mobile As The Number One Network



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Author: **Tesco Mobile**

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Tesco Mobile has once again proved that it puts customers first by beating all other leading networks to scoop the top position in the prestigious mobile satisfaction survey from Which? Magazine for the fourth year in a row.

The authoritative survey of over 5,000 people found that Tesco Mobile was the favourite mobile operator for [Pay as you go](#), with customers nominating the network for services including its wide handset range, affordable tariffs and exceptional customer service.

Tesco Mobile's handsets were also applauded with the Nokia 2610 highlighted as 'cheapest best buy' and the Nokia 5310 as 'best buy under £80'.

Tesco Mobile's Pay as you go [tariff](#) which rewards customers with free triple credit, was also given a special mention by Which?, who called it the 'best top-up incentive', beating other mobile networks' top up bonuses for value.

The Which? report is backed up by other recent mobile surveys including the 2009 Aura Mobile Customer Survey which selected Tesco Mobile as the top operator for customer satisfaction.

Lance Batchelor, Chief Executive Officer of Tesco Mobile and Tesco Telecoms said:

"This is a powerful endorsement for our brand and we are delighted that Which? members have voted for Tesco Mobile.

"Customer service is crucially important to mobile users who will often select their operator on the experience they have had. It's great news for us that consumers have chosen Tesco Mobile over the other networks for four years in a row and shows that people are prepared to shop around to get the very best in customer care."

- ENDS -

#### EDITOR'S NOTES

##### **About**

##### **Tesco**

##### **Mobile:**

Tesco Mobile is a 50:50 joint venture between Tesco and O2. The company sells exclusively Tesco Mobile branded services in Tesco stores, online and through Tesco Direct, across the UK using O2's technology and network. This partnership means the Tesco Mobile network currently covers 99% of the UK population. The service gives Tesco Mobile customers value, simplicity and choice, offering them simple, great value tariffs with rewards such as free credit, [free sim cards](#) and Clubcard points. Tesco Mobile has been voted as the number one mobile network for customer satisfaction by Which Magazine (May 09).

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

Joanna Kinloch  
Tesco Mobile  
Cirrus A  
Shire Business Park  
Welwyn Garden City  
AL7 IAB  
07770 435 943  
[www.tesco.com/mobilenetwork](http://www.tesco.com/mobilenetwork)