



19th September, 2008

**Phones 4u comes top in the 2008
ERIC Customer Empathy Rating Index**

This month Phones 4u were recognised among the mobile industry players as demonstrating the most empathy and understanding towards its customers for the second year, after coming joint top with Virgin Mobile in February 2007. Online retailer Dial-a-Phone, owned by Phones 4u, came 3rd in this year's league table - a significant rise of 8 places since Phones 4u acquired the business in February 2008.

ERIC League Table: Mobile Phone - August 2008

Company	ERIC Rating	Ranking	Movement
Phones 4u	6.73	1	+7
T-Mobile	6.62	2	-1
Dialaphone	6.56	3	+8
Orange	6.47	4	=
3	6.36	5	-3
Vodafone	6.35	6	+1
Carphone Warehouse	6.14	7	-3
Tesco Mobile	6.08	8	-6
Virgin Mobile	5.96	9	-3
O2	5.94	10	=
BT Mobile	5.73	11	-2

Source: ERIC Rating: Mobile Phone, August 2008 Report

Harding and Yorke's ERIC (Empathy Rating Index Company) Rating Index measures corporate ability to address the needs of customers, and this highly esteemed survey judges the empathy skills of mobile companies' telephone advisors.

Harding and Yorke's research team made a significant number of 'unscripted' calls to each company, which this year included T-Mobile, Orange, Three, Carphone Warehouse, Vodafone, Tesco Mobile, Virgin Mobile, O2, Dial-a-Phone and BT Mobile. Each researcher completed a questionnaire based on the results of each call, which judged the helpfulness, understanding, honesty, professionalism and customer focussed attitude of each agent.

The researchers quoted Phones 4u as prioritising its customers 'individual needs', going out of their way to 'find the most suitable tariff and network coverage' for its customers. They claimed its agents were highly 'knowledgeable about its products', offering 'clear and concise information' in a sincere manner that was 'warm and friendly, yet professional'.

Delivering excellent customer service is Phones 4u's number one priority, and it constantly looks at ways to listen, understand and improve in this area. This year Phones 4u has invested significantly in the training and development of its staff, and in Q3 alone delivered over 80,000 hours of training. After introducing a sales and service NVQ training programme earlier this year, Phones 4u will ensure that it continues to have the most knowledgeable staff, with expertise in ALL mobile communication and entertainment solutions, along with the best customer service in the mobile industry.

Brendan Sweeney, Phones 4u Managing Director said: "We are extremely proud of our employees at the front line for delivering exceptional service to our customers.

"Coming top in this survey is a testament to the training, passion and hard work of everyone at Phones 4u and Dial-a-Phone."

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About Phones 4u:

In 2008, [Phones 4u](#) won the Mobile award for Best Retailer in the UK. Phones 4u is an independent mobile retailer, offering all networks and handset manufacturers' products. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, [Phones 4u](#) has over 450 stores and is still rapidly growing. Phones 4u employs circa 6,000 people. Phones 4u recognises that buying a new phone can be a complex and confusing affair. Phones 4u cuts through this confusion with its unique consumer consultation process, resulting in accurate, impartial advice and a package that is right for each customer. As a result it sells more new contracts than anyone else on the High Street. <http://www.phones4u.co.uk/>

All Harding and Yorke quotes included within this release are from the Mobile Phone ERIC Rating, August 2008 report.

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