



25th August 2009

Phones 4u takes the importance of customer communication one step further with the launch of its own virtual neighbourhood, the uBar

This month, Phones 4u will launch the uBar, an exciting co-creative consumer panel and the first of its kind in the mobile industry. The panel will help drive innovation in the mobile research space, by using people's everyday lives to gather valuable insight on the youth market.

This online neighbourhood takes a unique approach to gathering customer opinion, by providing Phones 4u with a platform in which to engage in a 2-way dialogue with our customers in real time.

Through the uBar, Phones 4u hopes to create a more active exchange of customer feedback and ideas, and create an ideal testing environment for new products and services.

uBar it's time to try a new kind of bar...

Want guest list entry to the uBar?
Hello! We love you...
Phones 4u welcomes you to join the 'uBar', an exclusive online opinion neighbourhood.
You are our eyes, ears, and our passion to drive innovation into the world of mobile phones.
We also know people love winning new toys, so we have plenty of monthly prizes in return for your opinions.
At the end of the day, we want you to be happy.

Not a VIP member?
Click here to become an exclusive uBar member

VIP Member login
Please enter your log-in information below:
Email address:
Password:
 Remember me
Forgot password? **LET ME IN!**

Why Join?
FAQ
Share | Facebook | Twitter | LinkedIn | YouTube

Privacy Policy | Technical Support | Phones 4u
POWERED BY VISIONCRITICAL™

Current and new Phones 4u customers will be invited to join the uBar via store and online, though everyone is welcome to join the uBar community by visiting www.theubar.co.uk

uBar members will be regularly invited to participate in various research topics and surveys, whilst telling us what they really think about our products, our customer service and the world of mobile as a whole.

Surveys will include testing new mobile phones, products or marketing concepts and ideas. Monthly prizes will be given as a thank you for uBar members' feedback and opinions.

The socially interactive platform also allows them to engage in dialogue with other uBar members, socialise, share opinions and find out about new handsets and all things mobile related.

Members can also ask Phones 4u any questions THEY want answered and add their own questions to surveys in a live environment, reducing the one-way effect of traditional research.

The uBar will offer valuable insight into how the mobile youth market are engaging with the Phones 4u brand and our advertising, what their purchasing habits are both online and offline, and provide Phones 4u with an even greater insight into the lifestyles of our customers. It will also provide useful future insight into the market and consumer trends. The uBar platform will be used to track brand and competitor perceptions, customer experience and provide a recruiting platform for product trials.

Phones 4u will email monthly newsletters to uBar members, sharing key insights, news on music, mobile, social media and life stuff in general. The newsletters will also inform of uBar application developments, product trialling opportunities, events and competitions.

In keeping with the brand, the uBar continues to speak to Phones 4u customers in their language, adopting a relaxed, laid back and youthful tone of voice. Fun and engaging surveys will ensure that panel members WANT to get fully involved.

Phones 4u head of customer insight, Graeme Ford said: "The uBar puts power into the hands of our customers, giving them a voice and a platform with which to tell us what we're doing well, and more importantly what we could do better.

"The insight we gain from the uBar will increase the accuracy of tariff and product placement and increase marketing effectiveness and engagement. This ultimately will make Phones 4u an even better place for our customers."

About Phones 4u:

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 growing. Phones 4u employs circa 6,000 people.

In 2008, Phones 4u won the Mobile industry award for Best Retailer in the UK and came top in Harding and Yorke's 2008 ERIC Customer Empathy Rating Index after it was recognised among the mobile industry players as demonstrating the most empathy and understanding towards its customers. It also ranked highly in the Harding and Yorke CXI League (Customer Experience Index) in December, which ranked in order the top 10 customer experiences across all industries of 2008. Phones 4u came in at 8th position and was the only mobile retailer to make it into the top 10.

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/>

-ENDS-

For further information please contact Phones 4u internal press office: Chloe Farrow
Tel: 01782 677572 M: 07766 883388 E: Pressoffice@phones4u.co.uk