



Changing your Communications Provider Survey

Thinking about switching from your current communications partner to a new provider, what would be the main causes of concern?

Which of the following factors might persuade or influence your decision to switch?

Which of the following factors might persuade or influence your decision NOT to switch?

Combination grid combining the totals of those who rated '5 - Least important' and '4'

Cost effectiveness

Smooth transition

Confidence in thorough trials and testing

Total project management via supplier

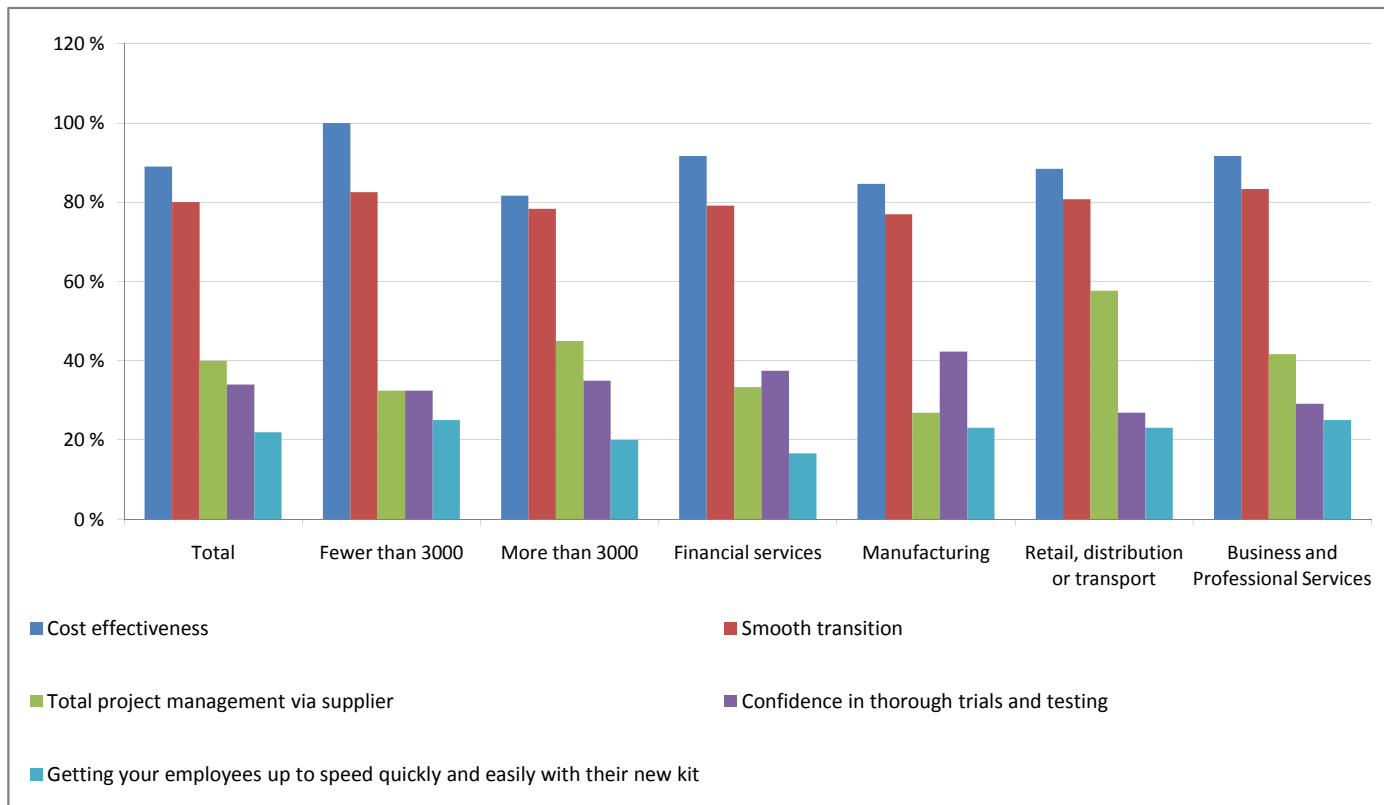
Getting your employees up to speed quickly and easily with their new kit

In your experience which is the more difficult supplier to switch?



Which of the following factors might persuade or influence your decision to switch?

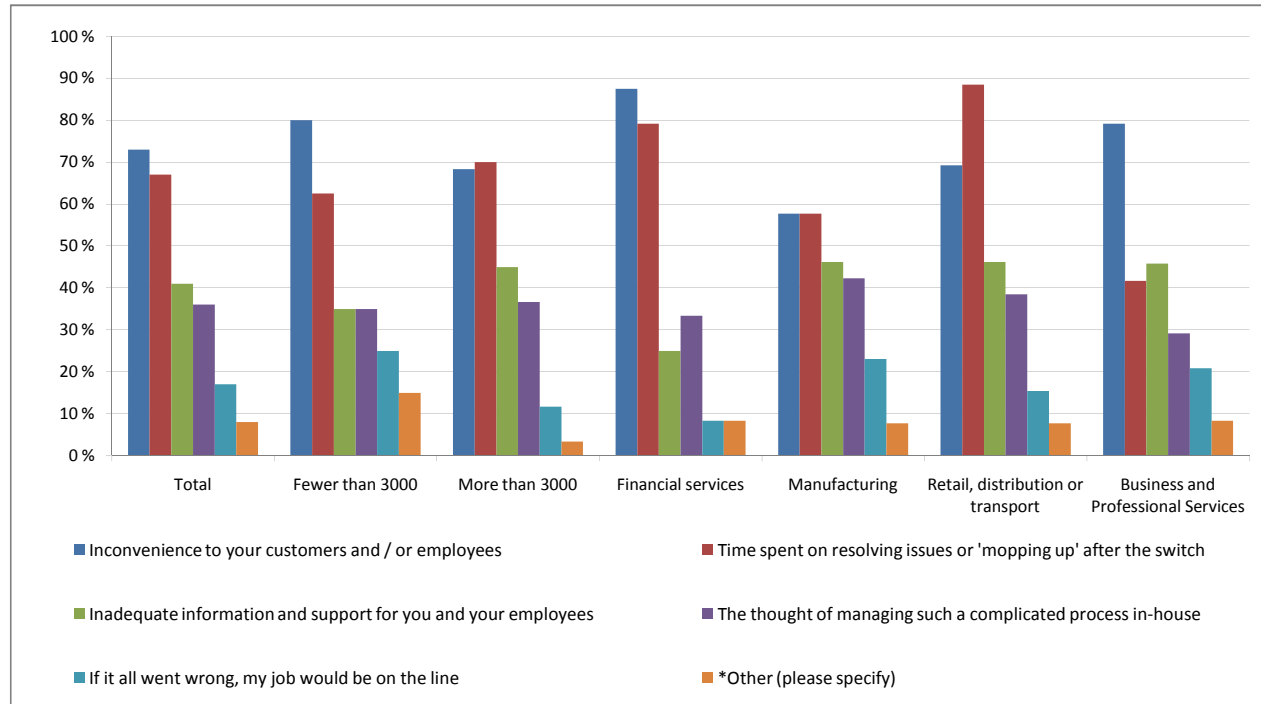
	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
Cost effectiveness	89 %	100 %	82 %	92 %	85 %	88 %	92 %
Smooth transition	80 %	83 %	78 %	79 %	77 %	81 %	83 %
Total project management via supplier	40 %	33 %	45 %	33 %	27 %	58 %	42 %
Confidence in thorough trials and testing	34 %	33 %	35 %	38 %	42 %	27 %	29 %
Getting your employees up to speed quickly and easily with their new kit	22 %	25 %	20 %	17 %	23 %	23 %	25 %



Which of the following factors might persuade or influence your decision NOT to switch?

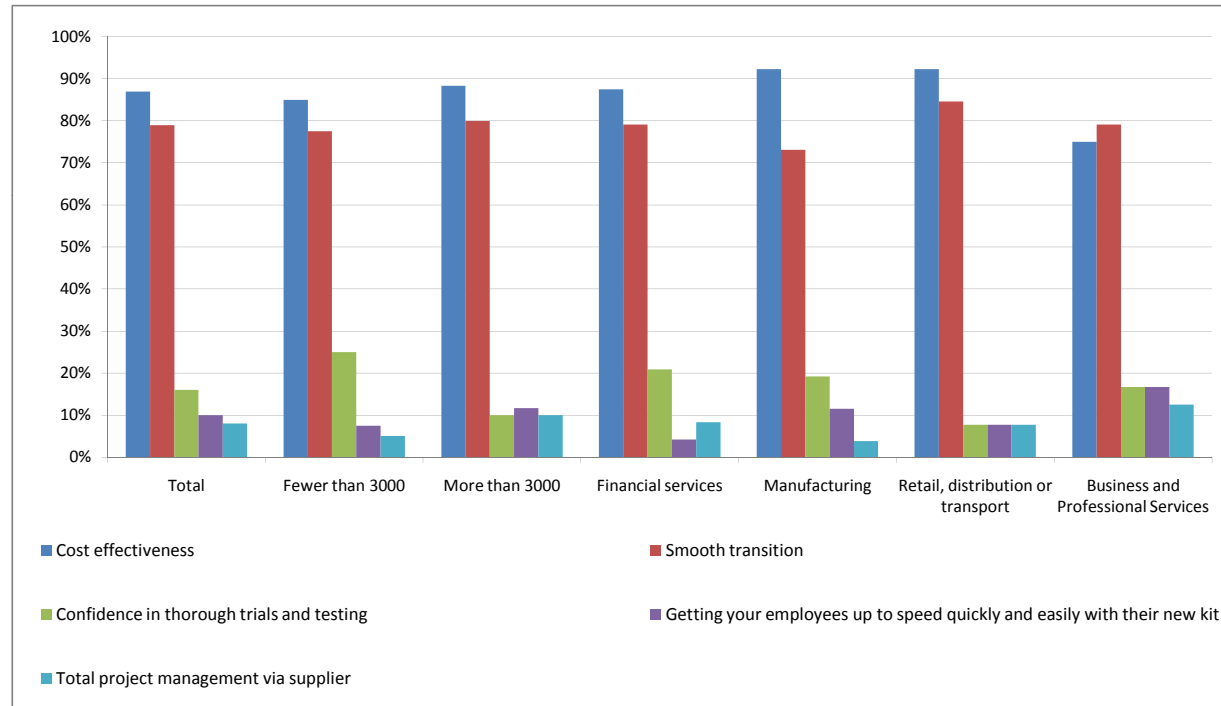
	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
Inconvenience to your customers and / or employees	73 %	80 %	68 %	88 %	58 %	69 %	79 %
Time spent on resolving issues or 'mopping up' after the switch	67 %	63 %	70 %	79 %	58 %	88 %	42 %
Inadequate information and support for you and your employees	41 %	35 %	45 %	25 %	46 %	46 %	46 %
The thought of managing such a complicated process in-house	36 %	35 %	37 %	33 %	42 %	38 %	29 %
If it all went wrong, my job would be on the line	17 %	25 %	12 %	8 %	23 %	15 %	21 %
*Other (please specify)	8 %	15 %	3 %	8 %	8 %	8 %	8 %

*Other (please specify): Cost (x3); Cost and effort to switch; Financial viability of the provider; Happy with existing provider; Inconclusive SLAs; Out of the frying pan in to the fire



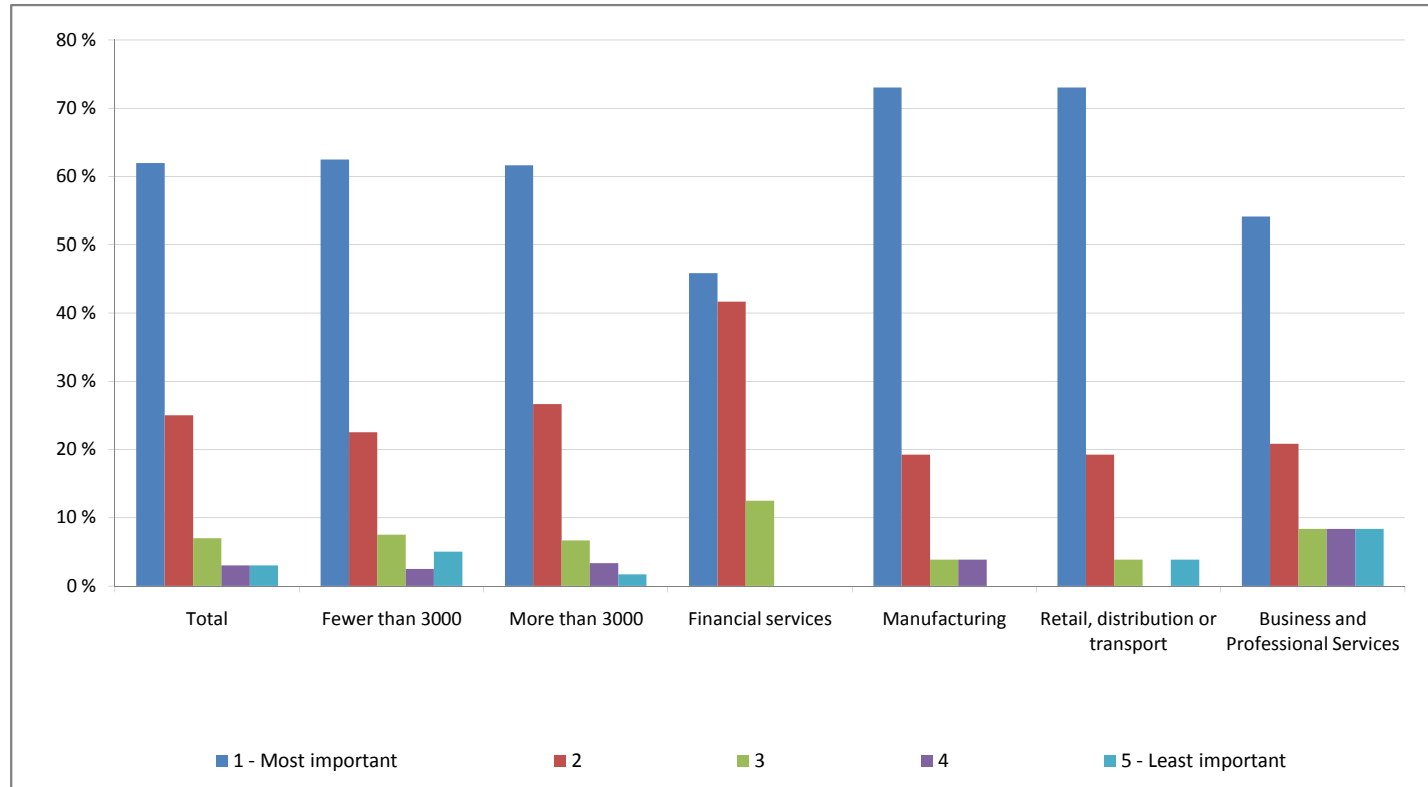
Combination grid combining the totals of those who rated '1 - Most Important' and '2 - Important' to the question "How important would the following factors be to you if you were switching your communications partner?"

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
Cost effectiveness	87%	85%	88%	88%	92%	92%	75%
Smooth transition	79%	78%	80%	79%	73%	85%	79%
Confidence in thorough trials and testing	16%	25%	10%	21%	19%	8%	17%
Getting your employees up to speed quickly and easily with their new kit	10%	8%	12%	4%	12%	8%	17%
Total project management via supplier	8%	5%	10%	8%	4%	8%	13%



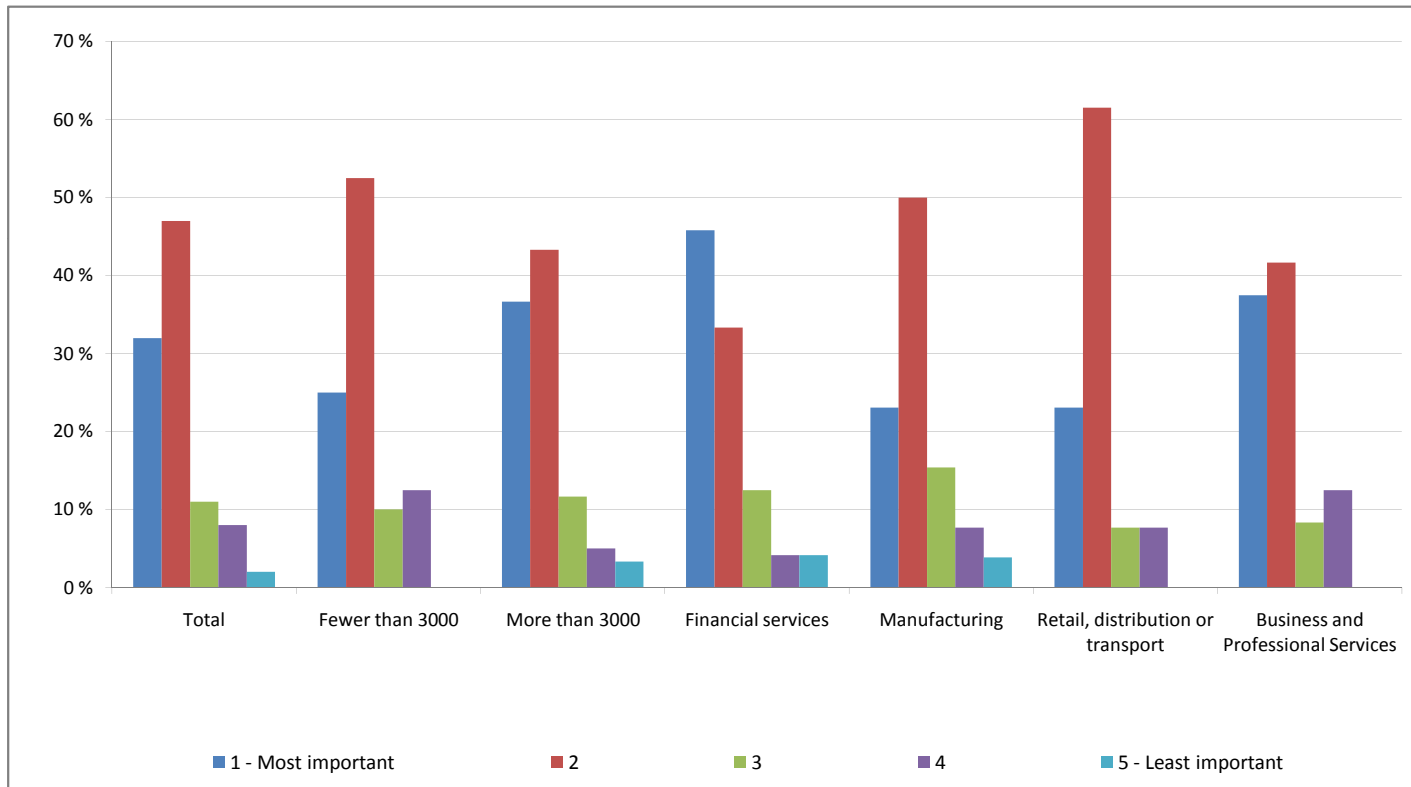
How important would the following factors be to you if you were switching your communications partner? Cost effectiveness

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
1 - Most important	62 %	63 %	62 %	46 %	73 %	73 %	54 %
2	25 %	23 %	27 %	42 %	19 %	19 %	21 %
3	7 %	8 %	7 %	13 %	4 %	4 %	8 %
4	3 %	3 %	3 %	0 %	4 %	0 %	8 %
5 - Least important	3 %	5 %	2 %	0 %	0 %	4 %	8 %
AVG	2	2	2	2	1	1	2



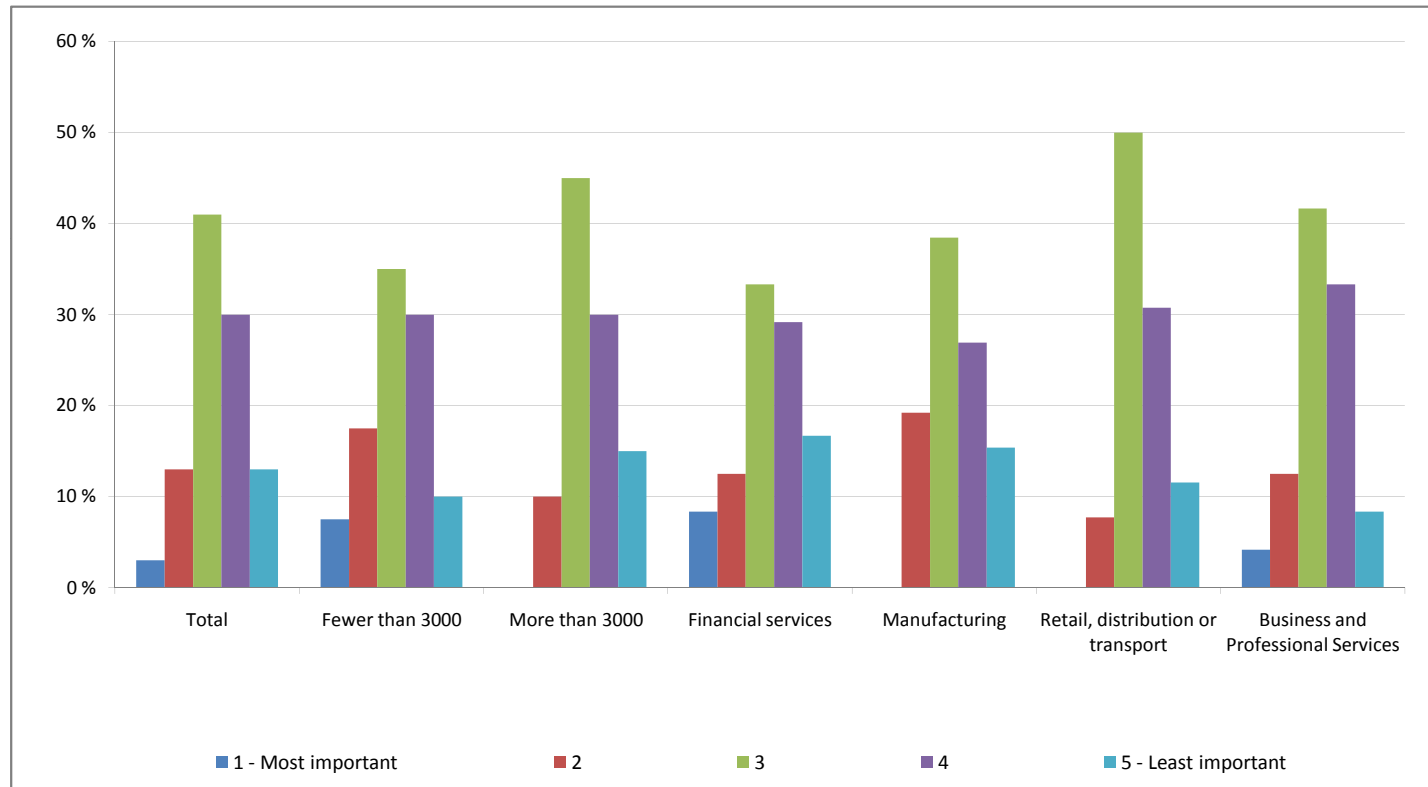
How important would the following factors be to you if you were switching your communications partner? Smooth transition

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
1 - Most important	32 %	25 %	37 %	46 %	23 %	23 %	38 %
2	47 %	53 %	43 %	33 %	50 %	62 %	42 %
3	11 %	10 %	12 %	13 %	15 %	8 %	8 %
4	8 %	13 %	5 %	4 %	8 %	8 %	13 %
5 - Least important	2 %	0 %	3 %	4 %	4 %	0 %	0 %
AVG	2	2	2	2	2	2	2



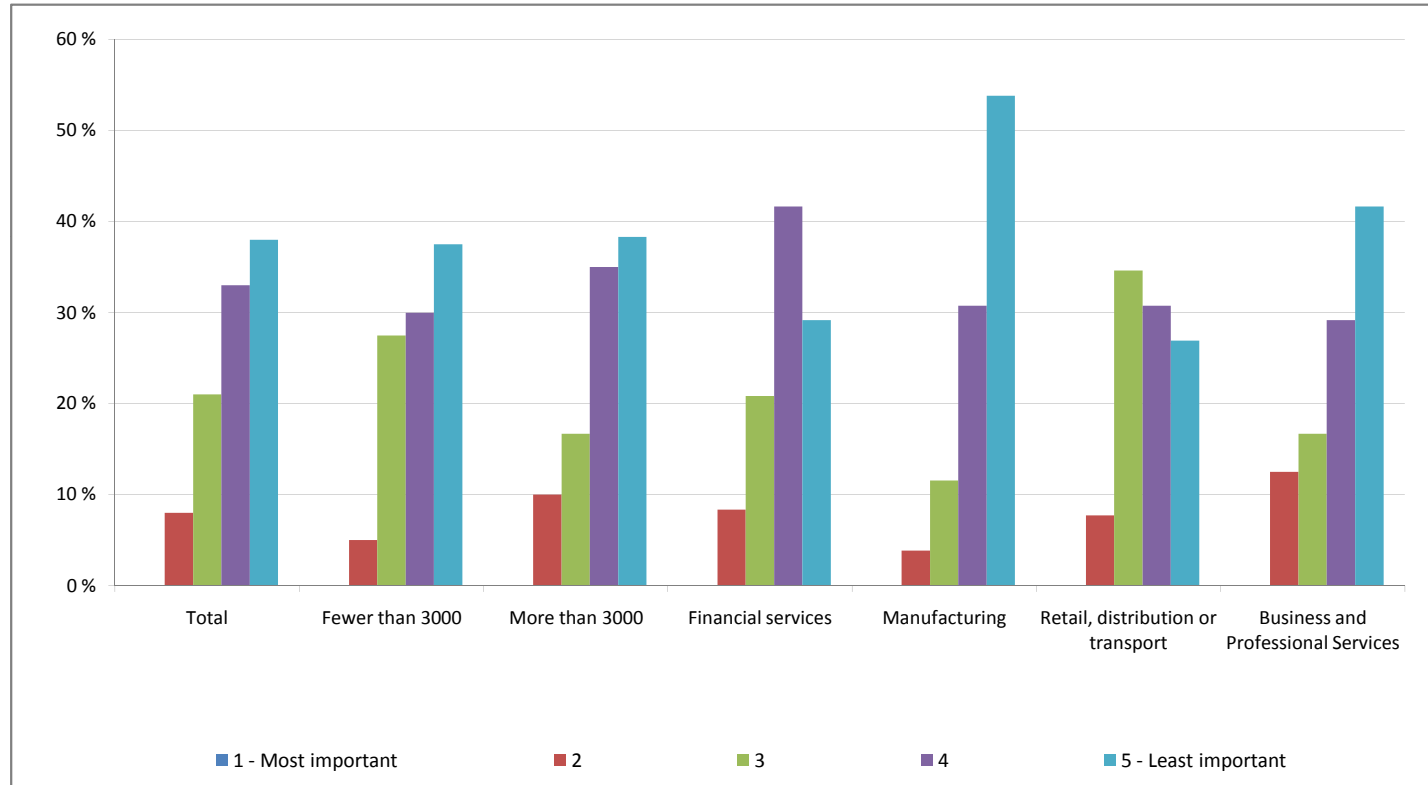
How important would the following factors be to you if you were switching your communications partner? Confidence in thorough trials and testing

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
1 - Most important	3 %	8 %	0 %	8 %	0 %	0 %	4 %
2	13 %	18 %	10 %	13 %	19 %	8 %	13 %
3	41 %	35 %	45 %	33 %	38 %	50 %	42 %
4	30 %	30 %	30 %	29 %	27 %	31 %	33 %
5 - Least important	13 %	10 %	15 %	17 %	15 %	12 %	8 %
AVG	3	3	4	3	3	3	3



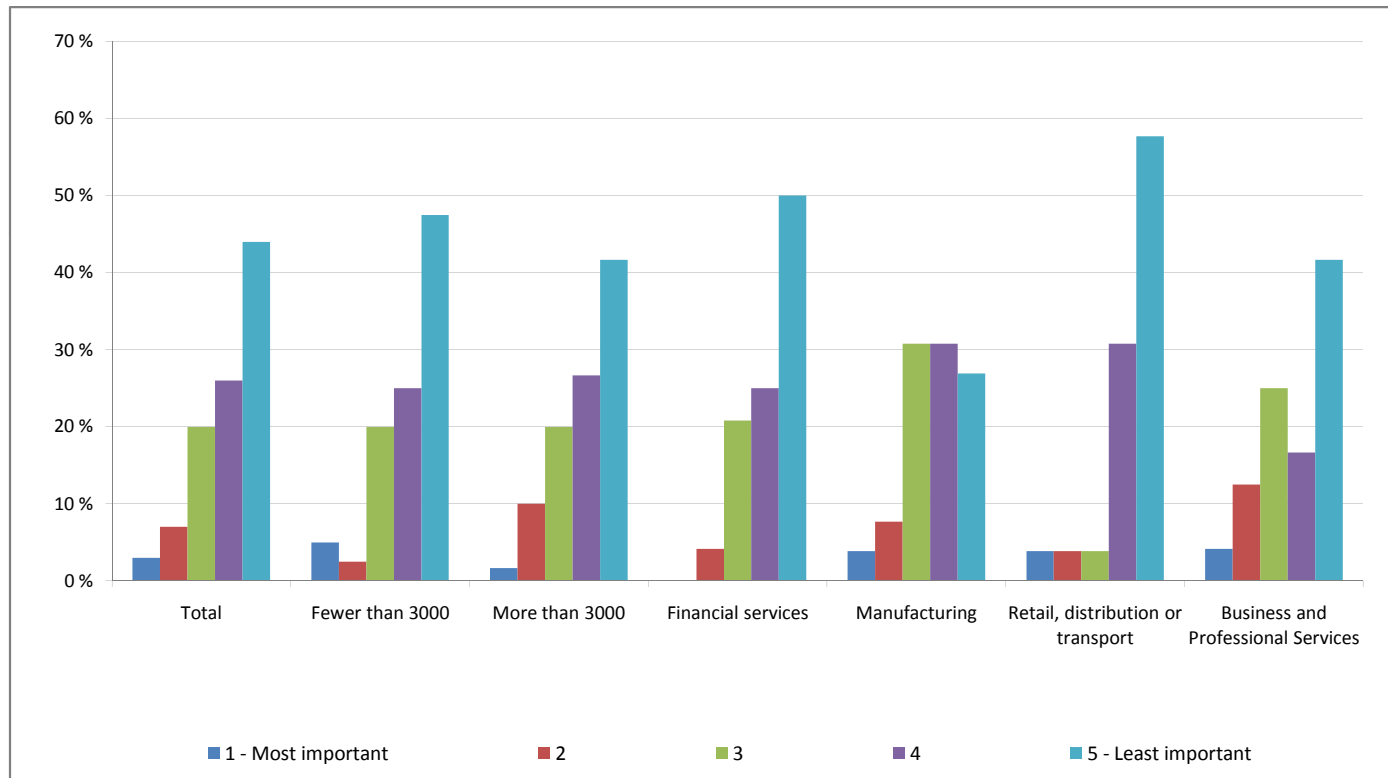
How important would the following factors be to you if you were switching your communications partner? Total project management via supplier

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
1 - Most important	0 %	0 %	0 %	0 %	0 %	0 %	0 %
2	8 %	5 %	10 %	8 %	4 %	8 %	13 %
3	21 %	28 %	17 %	21 %	12 %	35 %	17 %
4	33 %	30 %	35 %	42 %	31 %	31 %	29 %
5 - Least important	38 %	38 %	38 %	29 %	54 %	27 %	42 %
AVG	4	4	4	4	4	4	4



How important would the following factors be to you if you were switching your communications partner? Getting your employees up to speed quickly and easily with their new kit

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
1 - Most important	3 %	5 %	2 %	0 %	4 %	4 %	4 %
2	7 %	3 %	10 %	4 %	8 %	4 %	13 %
3	20 %	20 %	20 %	21 %	31 %	4 %	25 %
4	26 %	25 %	27 %	25 %	31 %	31 %	17 %
5 - Least important	44 %	48 %	42 %	50 %	27 %	58 %	42 %
AVG	4	4	4	4	4	4	4



In your experience which is the more difficult supplier to switch?

	Total	Fewer than 3000	More than 3000	Financial services	Manufacturing	Retail, distribution or transport	Business and Professional Services
Communications	60 %	70 %	53 %	79 %	50 %	58 %	54 %
IT	40 %	30 %	47 %	21 %	50 %	42 %	46 %

