



Press Release

For immediate release 15 May 2012

ISPs must give consumers information on their likely broadband speeds early in the sales process, Panel says

Responding to the publication of Ofcom's mystery shopping research into the information internet service providers (ISPs) give consumers on broadband speeds, Communications Consumer Panel Chair Bob Warner said:

"ISPs must give consumers information on their likely broadband speeds early in the sales process, before any decision is made. Consumers can only make an informed choice if they can easily compare different packages and providers.

"There have been improvements in ISPs' provision of information since 2009 when Ofcom introduced the *Voluntary Code of Practice on Broadband Speeds*, and it's encouraging that some ISPs acknowledge that better training is needed for sales staff. Consumers should also consult the helpful new consumer guides from Ofcom.

"The Panel will monitor closely the outcome of Ofcom's further action to improve the provision of broadband speeds information for consumers."

Ends

CONTACTS

Consumer Panel Media Adviser Siân Evans on 07713997510 or 020 7981 3898

NOTES TO EDITORS

The Communications Consumer Panel encourages Ofcom, Government, industry and others to look at issues through the eyes of consumers and citizens and protects and promotes their interests. The Panel is independent and sets its own agenda. Visit www.communicationsconsumerpanel.org.uk for more information.

Ofcom's *Voluntary Code of Practice on Broadband Speeds* Mystery shopping research found:

- 7% of consumers would not receive speed estimate via telephone sales
- Of those that did, in just over a third of cases (34%) the caller had to request this information.

<http://consumers.ofcom.org.uk/2012/05/call-for-broadband-providers-to-improve-speeds-information/>

Ofcom's updated consumer guides can be found at:

- *Choosing your broadband service*
<http://consumers.ofcom.org.uk/files/2009/07/bbchoice.pdf>
- *Advice for consumers: broadband speeds*
<http://consumers.ofcom.org.uk/files/2010/07/Broadband-Speeds-July-2010.pdf>