

Customer Perception on Pricing

Confidence Building

Telemark analyses customer satisfaction in the following categories: Overall, Meeting Requirements, Customer Support, Network Installation, Network Operation, Pricing and Billing. The results are published in a series of reports on the customer service experience. The latest report, *Global dataVPN: Strive for 5*, examines customer confidence in each category. Customer confidence is a measure of the net strength of regard customers have for their service providers. Figure 1 shows the confidence results for the Pricing category. The net strength of regard is calculated by subtracting the percentage of Disaffected customers from the percentage of Delighted ones. The emotional effect is calculated in response to a single question, "How satisfied are you overall with Pricing?" The rational effect is calculated from satisfaction with Value for Money and Understandable Tariffs. BT is the only operator with a positive emotional and rational effect - implying confidence.

"BT understands that customers demand service continuity, support and value for money. It is very encouraging to see that Telemark's survey shows our success in each of these areas," comments Cristina Knapp, Head of Service Propositions Marketing for BT Global Services. "We know that quality is more important than price so we endeavour to offer real value for money without compromising service levels. That customers have expressed their confidence in the value they receive from BT confirms our commitment to helping them become more competitive in the digital networked economy."

Source: *Global dataVPN: Strive for 5*
November 2007

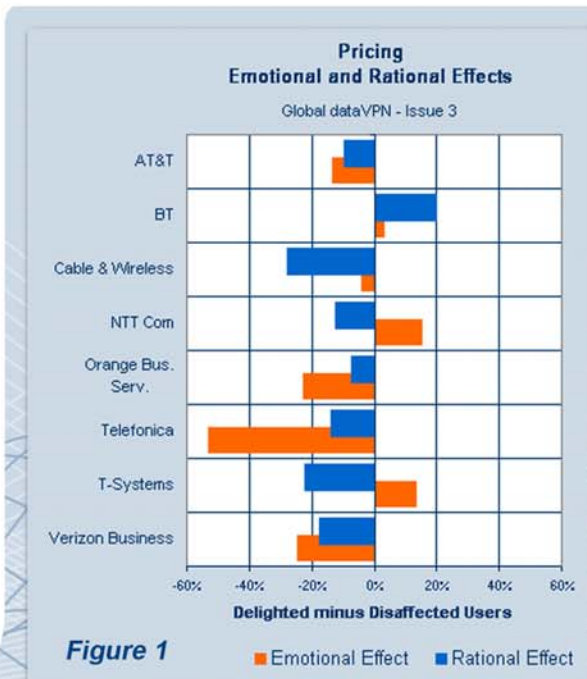


Figure 1

Emotional Effect Rational Effect

What Matters Most To Customers?

Top Three Priorities for DataVPN Users

The Top 3 service attributes most critical to dataVPN users are Network Reliability, Secure Data Transfer and Network Availability. Telemark categorises these as Indispensable to Customers because failure to provide a very high standard of performance here will be a major catalyst for change of supplier. Given the importance of these service attributes it is no surprise that, by and large, operators tend to excel in this category. The minimum standard is 'Good'. The majority of operators achieve an Excellent or Outstanding rating for indispensables.

"Service continuity is imperative to customer satisfaction. A reliable, secure network which is readily available is a necessity," states Kerry Tomlinson, senior analyst at Telemark. "If operators wish to keep existing customers, excellence must be consistently sustained in these priority areas."

An assessment of customer importance criteria is provided in Telemark's report *Global Data VPN: Great Expectations*.

Source: *Global dataVPN: Great Expectations*
November 2007

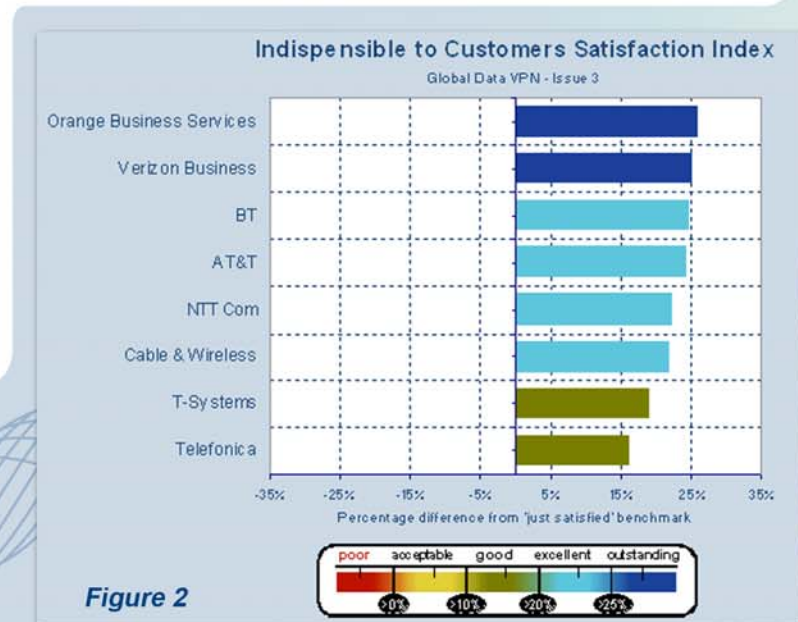


Figure 2