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## Customer Monitor 2010: O<sub>2</sub> Network Operator Boasts Most Satisfied Customers for the Fourth Time in a Row

**MUNICH.** For the fourth time in a row, the telecommunications company Telefónica O<sub>2</sub> Germany is the network operator with the most satisfied mobile phone customers in Germany. This is the result of the new Customer Monitor Germany, the largest independent cross-industry survey that measures customer satisfaction in the Federal Republic of Germany. In 2010, the customer monitor again designated O<sub>2</sub> as the operator with the highest global satisfaction. The survey is conducted once a year by ServiceBarometer AG.

O<sub>2</sub> again emerged as the winner in its class in the "global satisfaction" category. The company has been the best network operator in this area for four years. O<sub>2</sub> again leads ahead of Vodafone, T-Mobile, and E-Plus, recording another significant improvement. The Munich-based company also had the best price/performance ratio, the best contract terms and the best tariffs.

"Our O<sub>2</sub> o tariff without minimum terms and basic charges is well received by customers", says Peter Rampling, Managing Director Marketing at O<sub>2</sub>. "This is also evident from the Customer Monitor, in which we have been occupying top positions for many years. The results of the survey confirm that we are on the right path with our transparent pricing strategy."

Fairness is appreciated, too. O<sub>2</sub> does not limit tariff improvements to new customers, which is often common practice among mobile phone providers. Rather, existing customers also benefit from such improvements. Just recently, for example, the limit for the cost airbag which makes O<sub>2</sub> o a flat rate automatically dropped from 60 to 50 euros for all customers.

The Customer Monitor Germany is a cross-industry survey of customer orientation in the German B2C market, which has been conducted once on a yearly basis since 1992. In 2010, more than 20,000 private households in Germany are surveyed, and the results of the more than 2,600 interviews about the mobile phone industry have already been published.

A *Telefónica* company

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**Telefónica O<sub>2</sub> Germany GmbH & Co. OHG** belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has about 55 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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