Telefónica

Press release

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New study: The mobile revolution raises productivity and satisfaction in companies

MUNICH. Mobile communications are revolutionising everyday business life. This is the result of a new study by market research institute CN St.Gallen | The Refresh Company GmbH commissioned by Telefónica Germany. It shows that the use of mobile communications clearly raises companies' productivity and provides employees with much more freedom.

Almost 1,000 users of business mobile phones were surveyed for the study. Over two-thirds (66.8%) indicated that the assistance provided by new mobile communications had decisively enhanced their way of working in terms of flexibility and efficiency. Almost three-quarters (73%) can now be reached around the clock and can react immediately if business demands it. Thanks to modern telecommunications equipment, the travel time has become working time for more than every second professional mobile phone user (57.3%). More than half (52.8%) even described their business mobile phone as the "central cockpit" of their professional routine.

"The mobile revolution has unleashed unbelievable potential. But companies must use it too if they want to compete successfully," explains Johannes Pruchnow, Managing Director Business at Telefónica Germany. "The majority of respondents (58.0%) said they could operate even more productively if their employers equipped them with the latest end devices and usage options."

Mobile telecommunications have already become an important sales instrument for almost two-thirds of those surveyed (62.4%). Through it, new markets and business fields have opened up in their companies, which will become steadily more important in the years to come. Changed

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business telecommunications make it possible to address customers far more directly, according to 59.4%. In their view there is still great potential here in terms of more successful customer acquisition and customer retention.

It is not just companies' productivity that improves, but employees' quality of life too. More than half of the respondents (52.5%) would already describe themselves as "mobile nomad". "Mobile communications and data organisation allow me to move as I like so that my office follows me and not vice-versa," was the most frequent answer. Just as many participants said that they had been able to reduce their "physical presence" in the office thanks to the altered technology and infrastructure. Most (54.5%) even stated that their most important business and communication processes are now virtual and that they only see the office as the "interface between the inside and outside world".

Telefónica Germany GmbH & Co. OHG and its brands O_2 and Alice belong to Telefónica Europe and are 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. "Kundenmonitor Deutschland 2011" honoured Telefónica Germany as the network operator with the most satisfied mobile phone customers in the German market for the fifth time in a row. Telefónica Europe has more than 58 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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