



Can I cancel?

Mobile coverage and contract cancellation

Annexes to the Consumer Research Report

Contents

Annex A: Methodology.....	2
Annex B: Operator and Third Party Retailer Policies.....	5
Annex C: Third Party Retailer Flow Diagrams.....	9
Annex D: Evaluation Forms	21
Annex E: Shopper Scenarios	44

Annex A

Methodology

The research programme comprised four distinct components: in store mystery shopping, telesales mystery shopping, website evaluations and in-depth telephone interviews. All four components were carried out by Synovate, an independent market research agency commissioned by the Panel.

The focus of the research was the seven largest mobile operators and the two largest third party retailers, listed in table A1 below. Operators were chosen to include all five UK network operators and the two largest service providers, which together accounted for around 98% of all UK mobile subscriptions in 2009.¹ The two third-party retail chains were Carphone Warehouse and Phones 4u. These retailers were chosen since they are the two largest nationwide specialist mobile retailers.

Table A1 Research subjects: operators and third-party retailers

• H3G	• T-Mobile	• Carphone Warehouse
• O2	• Virgin Mobile	• Phones 4u
• Orange	• Vodafone	
• Tesco Mobile		

A.1 In-Store Mystery Shopping Evaluations

514 mystery shopping visits were undertaken between 31 March and 22 April 2010 in the stores of the seven main operators (50 or more visits per operator) and the two main third-party party retailers (c. 50 visits per retailer). These visits resulted in 1,034 evaluations - the table below provides a breakdown.

The evaluations were undertaken in stores throughout England (83%), Scotland (10%), Wales (4%) and Northern Ireland (3%) and in a mix of areas: half with poor network coverage and half with good network coverage.

¹ Figure stated refers to Q2 2009: Ofcom (December 2009) *Mobile Evolution*
http://stakeholders.ofcom.org.uk/binaries/consultations/msa/statement/MSA_statement.pdf, p.19

Table A2: Overview of study sample sizes

	Operator Stores		* 3 rd Party Retailers		Evaluations per operator
	<i>Bad coverage</i>	<i>Good coverage</i>	<i>Bad coverage</i>	<i>Good coverage</i>	
3	25	25			154
O2	26	27			157
Orange	25	25	53	51	154
T-Mobile	28	25			157
Vodafone	27	26			157
Virgin Mobile	25	25			154
Tesco	60	41	-	-	101
TOTAL	216	194	53	51	1,034

* (54 evaluations in Carphone Warehouse, 50 evaluations in Phones4u)

A.2 Telesales Mystery Shopping Evaluations

90 mystery shopping calls in total were made between 9 and 22 April 2010 to the seven main network operators (10 calls per operator) and the two main third-party retailers (10 calls per retailer).

As with the in-store mystery shopping, half of the calls used as an example a postcode with poor network coverage and half used a postcode with good network coverage, according to operator coverage checkers.

A.3 Website Evaluations

Synovate executive staff undertook an evaluation of all nine of the operator and third-party websites to record the information available and ease of locating this information.

A.4 In-Depth Telephone Interviews

30 telephone interviews were conducted with consumers who had previously cancelled or tried to cancel a contract due to poor coverage, independent of this research programme. Synovate contacted an existing database of consumers who had indicated that they would be interested in taking part in market research. The agency found people on this database who had had problems with coverage and had tried to cancel their contracts within the previous three months. It then conducted in-depth interviews with 30 of them and presented case studies that represented both positive and negative outcomes. All operators and third-party retailers were represented.

Annex B

Operator and third-party retailer policies

Table B1: Operator's cancellation policies applicable to coverage problems²

	H3G	O2
Time limit (in store)	Entire contract	14 days after purchase
Time limit (distance)	Entire contract	14 days after purchase
Coverage issues only (in store)?	Yes	No, general 'change of mind' policy
Coverage issues only (distance)?	Yes	No, general 'change of mind' policy
Applicable to contracts bought via third parties?	Customers must contact H3G and deal with the issue directly with the operator.	No
Notes	<p>Customers must contact H3G to discuss their coverage issues. If the operator confirms a network issue and is unable to fix it within 30 days, the customer can cancel their contract without penalty.</p> <p>H3G also offers 14-day 'change of mind' policy on its in-store and distance-selling channels; however, the handset must be unused, so this policy is unsuitable for customers who have used their phone to check coverage levels.</p>	Customers must return any equipment to the store where they bought it within the 14 days.

² These policies were collected from the operators and retailers' legal and regulatory departments during December 2009 to May 2010. The policies were subsequently clarified and checked for accuracy with the operators and retailers during June 2010, prior to publication of this research.

Can I cancel? [Mobile coverage and contract cancellation](#)
Annexes to the Consumer Research Report

	Orange	Tesco Mobile	T-Mobile
Time limit (in store)	No automatic right to cancel	14 days after purchase	7 days after purchase
Time limit (distance)	7 days after receiving SIM card	14 days after receiving SIM card	7 days after receiving SIM card
Coverage issues only (in store)?	n/a	No, general 'change of mind' policy	Yes
Coverage issues only (distance)?	No, general 'change of mind' policy	No, general 'change of mind' policy	No, general 'change of mind' policy
Applicable to contracts bought via third parties?	No	Tesco Mobile contracts are not available through third parties	No
Notes	<p>Customers should contact the operator if they find they have a problem with coverage.</p> <p>For contracts bought at a distance, customers should contact Orange within 7 days and return any equipment to the operator within 30 days.</p>		<p>Customers must use T-Mobile's StreetCheck coverage checker before purchase and receive a network guarantee code.</p> <p>The customer should then use this code within 7 days of purchase if they find they do not get the coverage they expected.</p> <p>Handset must be in perfect condition and any accessories should be unopened.</p>

Can I cancel? [Mobile coverage and contract cancellation](#)

Annexes to the Consumer Research Report

	Virgin Mobile	Vodafone
Time limit (in store)	28 days after purchase	7 days after purchase
Time limit (distance)	28 days after receiving SIM card	7 days after receiving SIM card
Coverage issues only (in store)?	No, general 'change of mind' policy	Yes
Coverage issues only (distance)?	No, general 'change of mind' policy	No, general 'change of mind' policy
Applicable to contracts bought via third parties?	No	No
Notes	Handset must be returned during the cancellation period 'as new', in original packaging and with proof of purchase.	Contracts and handsets bought in a store must be returned to a store.

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Annexes to the Consumer Research Report

Table B2: Third-party retailer's cancellation policies applicable to coverage problems

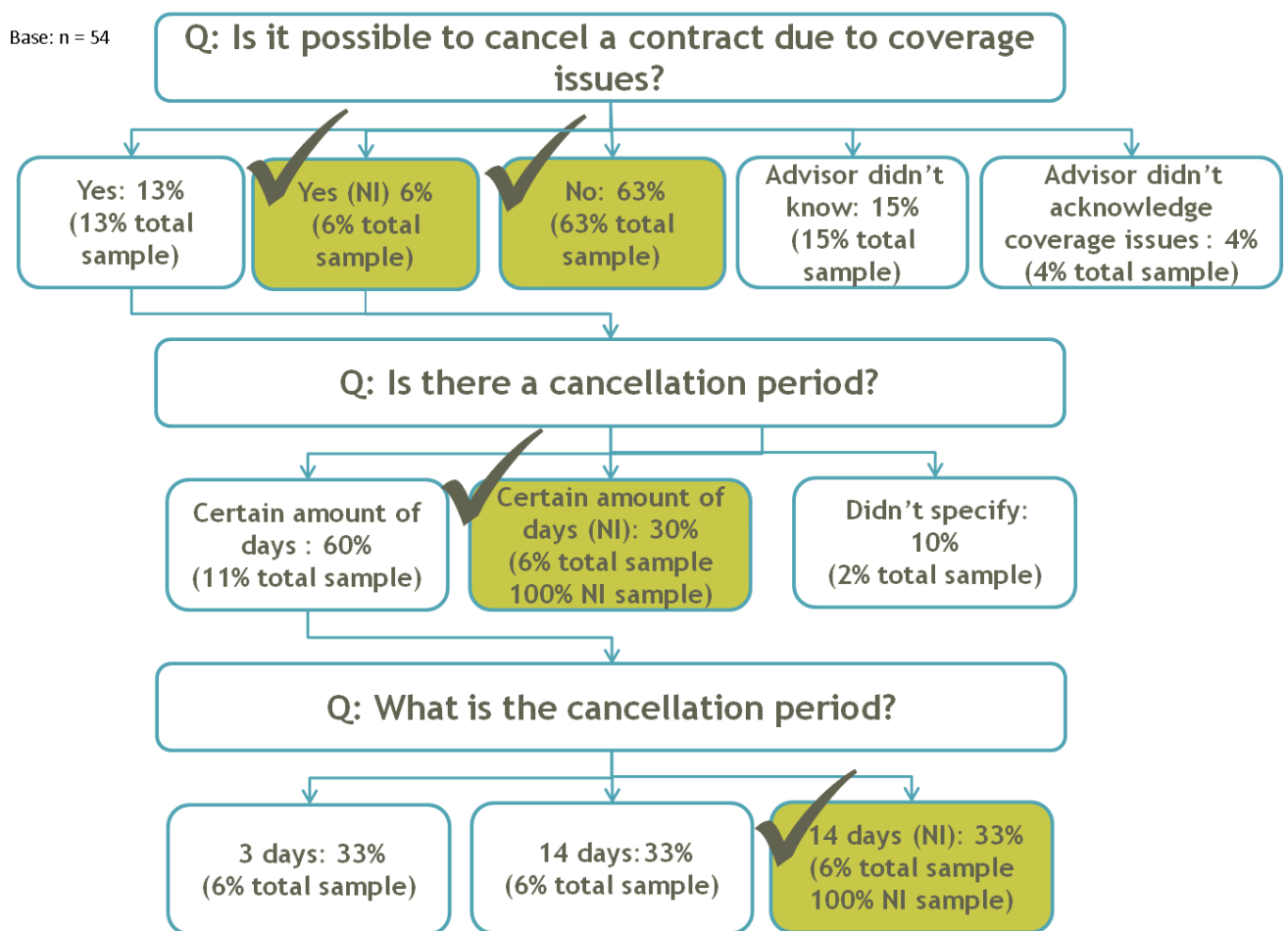
		Carphone Warehouse	Phone 4U
Time limit (in store)	H3G	No automatic right to cancel	Entire contract
	O2	14 days after purchase	
	Orange	No automatic right to cancel	
	T-Mobile	No automatic right to cancel	
	Virgin Mobile	14 days after purchase	
	Vodafone	No automatic right to cancel	
Time limit (distance)	H3G	14 days after receiving SIM card	7 days after receiving SIM card (general 'change of mind') Entire contract for coverage issues
	O2		
	Orange		
	T-Mobile		
	Virgin Mobile		
	Vodafone		
Coverage issues only (in store)?		No, general 'change of mind' policy (where applicable)	Yes
Coverage issues only (distance)?		No, general 'change of mind' policy	General 'change of mind' policy applies for first 7 days after purchase Cancellation due to coverage issues possible throughout contract
Notes			Customers who wish to cancel due to coverage issues outside of cooling-off period must first try to solve the problem by swapping their contract for similar deals on other networks. If this does not resolve the issue, the customer may cancel their contract without penalty.

Annex C

Third party retailer flow diagrams

Fig C1: Carphone Warehouse/H3G results tree for in-store evaluations

Carphone Warehouse's coverage returns policy for H3G contracts (voice & text): No contractual right, except Northern Ireland (14 days)
 % shoppers given accurate general information about whether or not they can cancel : 69%[†]
 % shoppers given accurate specific information about the policy, including any deadline : 69%^{††}



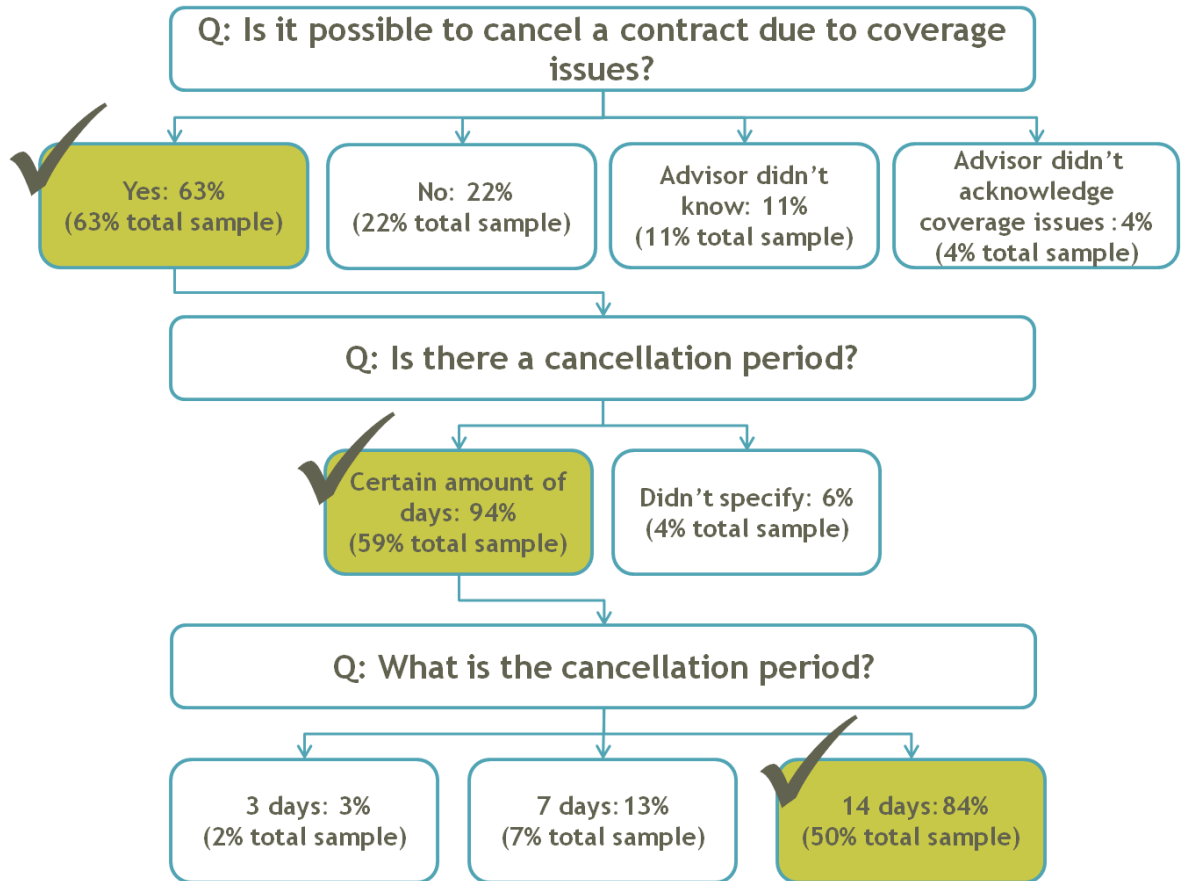
[†]Percentage of total sample told, correctly, it was not possible to cancel (63%) plus percentage of total sample told, correctly, it was possible to cancel because they were in Northern Ireland (6%)

^{††}Percentage of total sample told, correctly, it was not possible to cancel (63%) plus percentage of total sample told the correct cancellation period, because they were in Northern Ireland (6%)

Fig C2: Carphone Warehouse/O2 results tree for in-store evaluations

Carphone Warehouse's coverage returns policy for O2 contracts (voice & text): 14 days
 % shoppers given accurate general information about whether or not they can cancel : 63%[†]
 % shoppers given accurate specific information about the policy, including any deadline : 50%^{††}

Base: n = 54

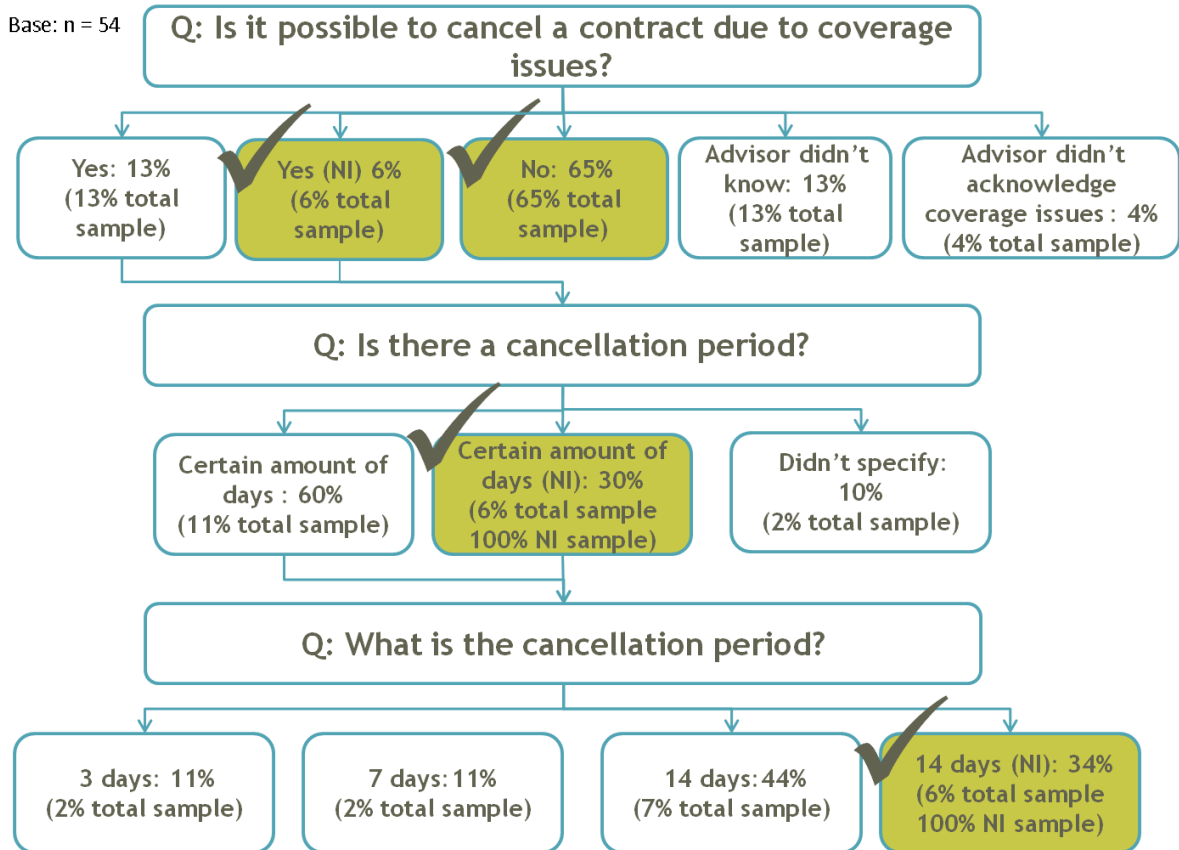


† Percentage of total sample told, correctly, it was possible to cancel (63%)

†† Percentage of total sample told, correctly, it was possible to cancel AND told the correct cancellation period (50%)

Fig C3: Carphone Warehouse/Orange results tree for in-store evaluations

Carphone Warehouse’s coverage returns policy for Orange contracts (voice & text): No contractual right, except Northern Ireland (14 days)
 % shoppers given accurate general information about whether or not they can cancel : 71% †
 % shoppers given accurate specific information about the policy, including any deadline : 71% † †



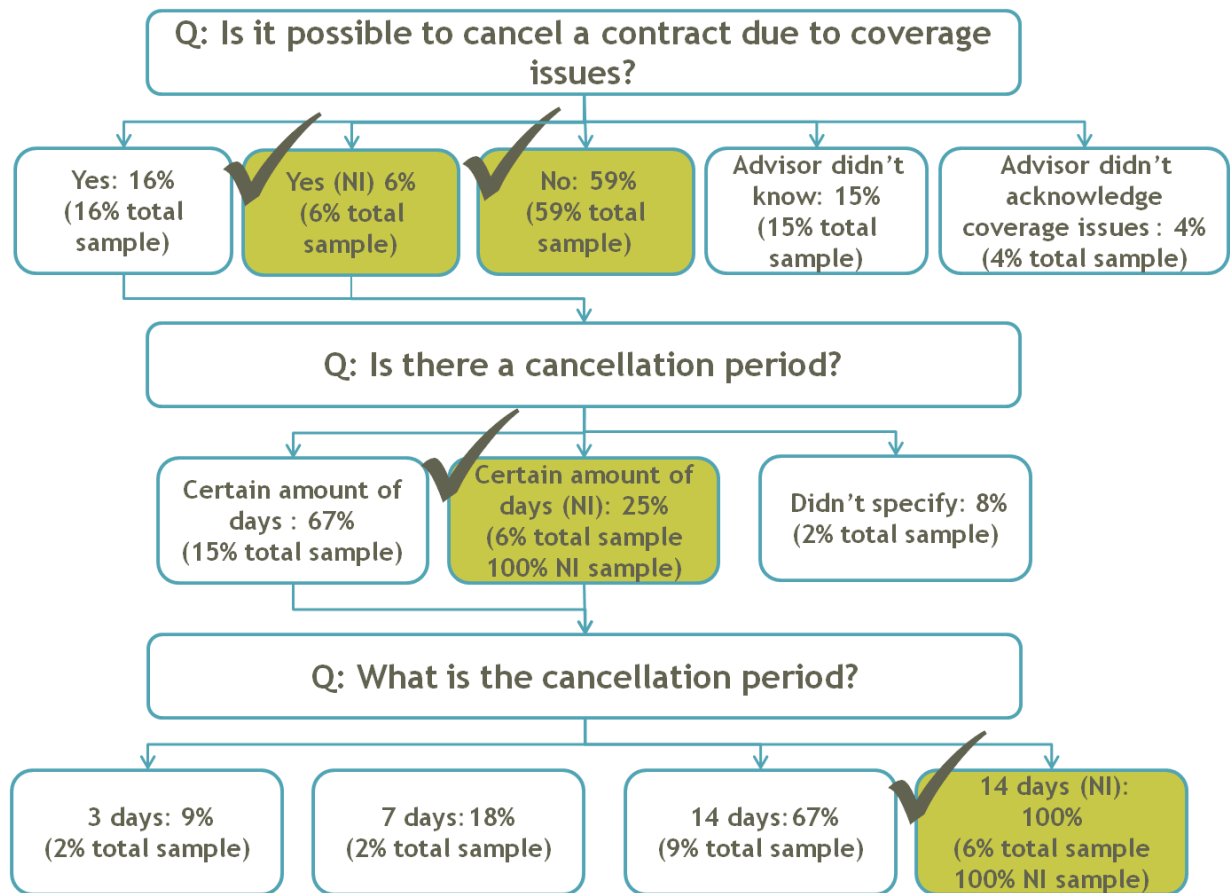
† Percentage of total sample told, correctly, it was not possible to cancel (65%) plus percentage of total sample told, correctly, it was possible to cancel because they were in Northern Ireland (6%)

† † Percentage of total sample told, correctly, it was not possible to cancel (65%) plus percentage of total sample told the correct cancellation period, because they were in Northern Ireland (6%)

Fig C4: Carphone Warehouse/T-Mobile results tree for in-store evaluations

Carphone Warehouse’s coverage returns policy for T-Mobile contracts (voice & text): No contractual right, except Northern Ireland (14 days)
 % shoppers given accurate general information about whether or not they can cancel : 65% †
 % shoppers given accurate specific information about the policy, including any deadline : 65% ††

Base: n = 54

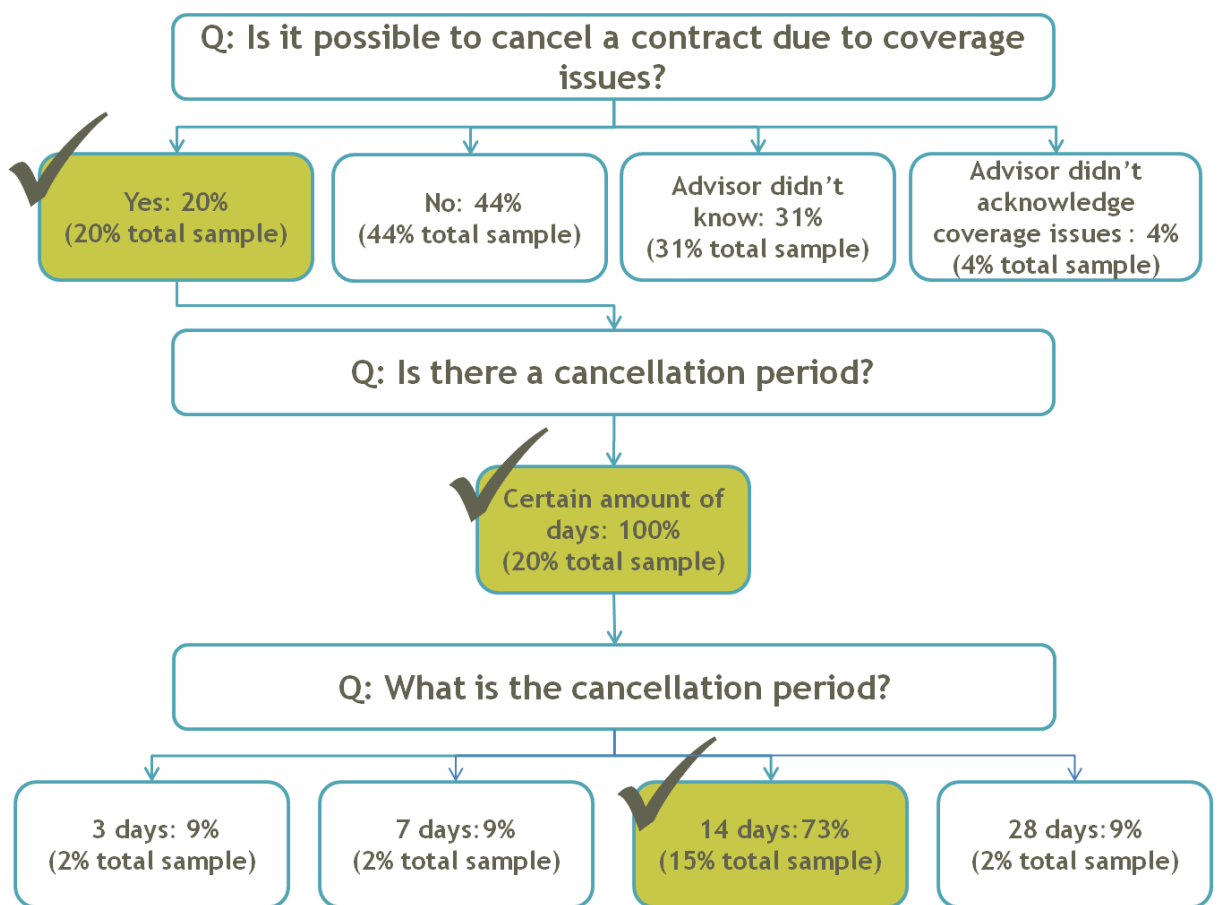


† Percentage of total sample told, correctly, it was not possible to cancel (59%) plus percentage of total sample told, correctly, it was possible to cancel because they were in Northern Ireland (6%)
 †† Percentage of total sample told, correctly, it was not possible to cancel (59%) plus percentage of total sample told the correct cancellation period, because they were in Northern Ireland (6%)

Fig C5: Carphone Warehouse/Virgin Mobile results tree for in-store evaluations

Carphone Warehouse's coverage returns policy for Virgin Mobile contracts (voice & text): 14 days
 % shoppers given accurate general information about whether or not they can cancel : 20% †
 % shoppers given accurate specific information about the policy, including any deadline : 15% ††

Base: n = 54



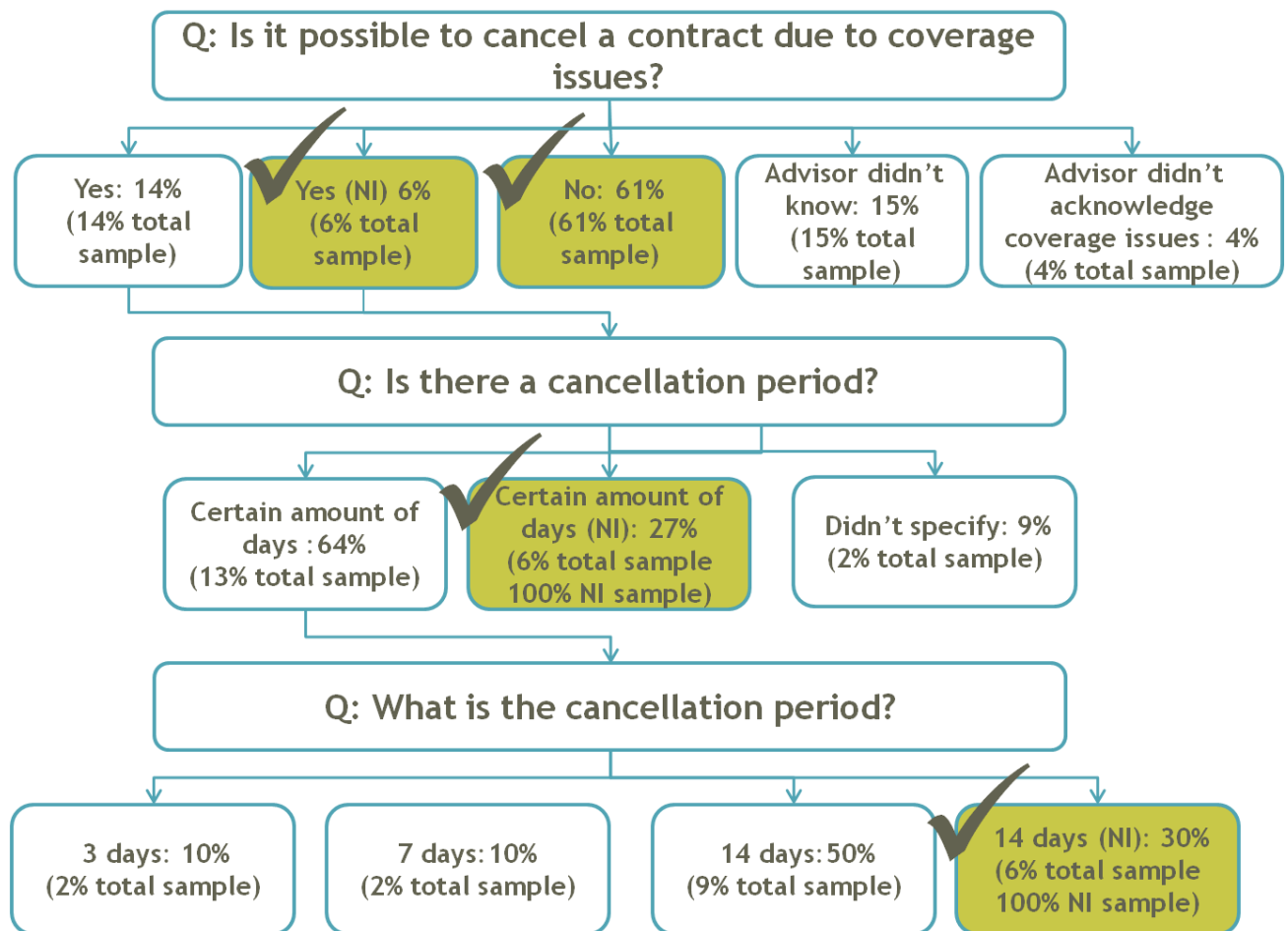
† Percentage of total sample told, correctly, it was possible to cancel (20%)

†† Percentage of total sample told, correctly, it was possible to cancel AND told the correct cancellation period (15%)

Fig C6: Carphone Warehouse/Vodafone results tree for in-store evaluations

Carphone Warehouse's coverage returns policy for Vodafone contracts (voice & text): No contractual right, except Northern Ireland (14 days)
 % shoppers given accurate general information about whether or not they can cancel : 67% †
 % shoppers given accurate specific information about the policy, including any deadline : 67% † †

Base: n = 54



† Percentage of total sample told, correctly, it was not possible to cancel (61%) plus percentage of total sample told, correctly, it was possible to cancel because they were in Northern Ireland (6%)

† † Percentage of total sample told, correctly, it was not possible to cancel (61%) plus percentage of total sample told the correct cancellation period, because they were in Northern Ireland (6%)

Fig C7: Phones 4u/H3G results tree for in-store evaluations

Phones 4u coverage returns policy for H3G contracts (voice & text): No cancellation period
 % shoppers given accurate general information about whether or not they can cancel : 10%
 % shoppers given accurate specific information about the policy, including any deadline : 0%

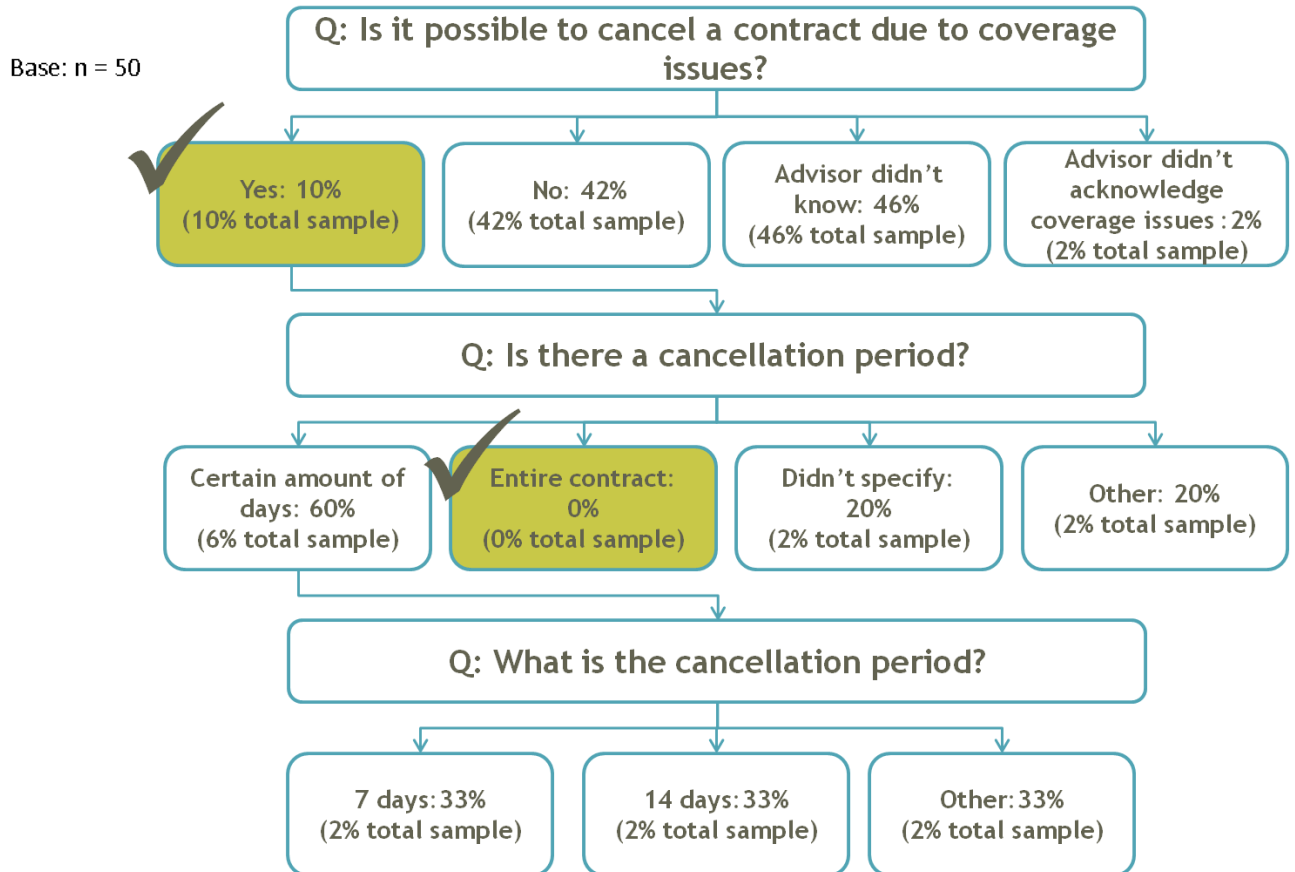


Fig C8: Phones 4u/O2 results tree for in-store evaluations

Phones 4u coverage returns policy for O2 contracts (voice & text): No cancellation period
% shoppers given accurate general information about whether or not they can cancel : 34%
% shoppers given accurate specific information about the policy, including any deadline : 6%

Base: n = 50

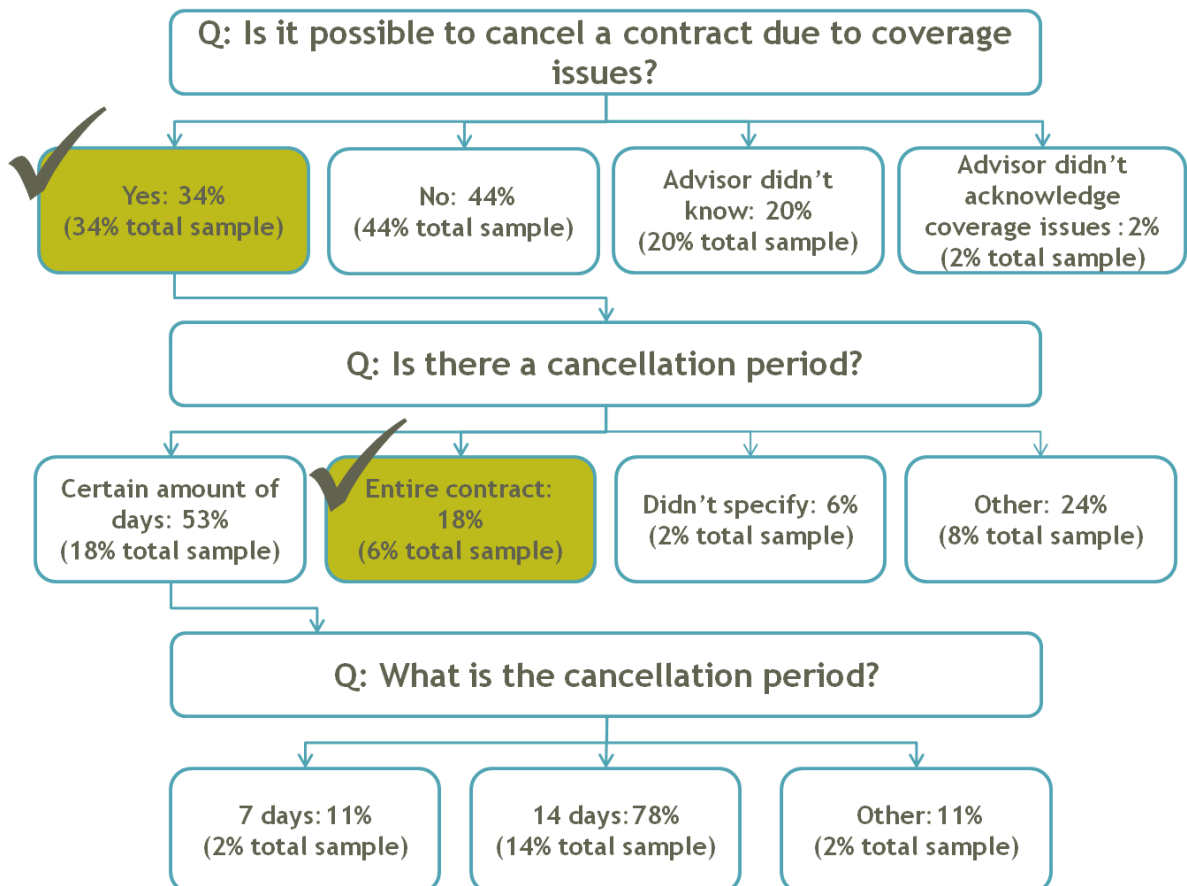


Fig C9: Phones 4u/Orange results tree for in-store evaluations

Phones 4U coverage returns policy for Orange contracts (voice & text): No cancellation period
% shoppers given accurate general information about whether or not they can cancel : 32%
% shoppers given accurate specific information about the policy, including any deadline : 6%

Base: n = 50

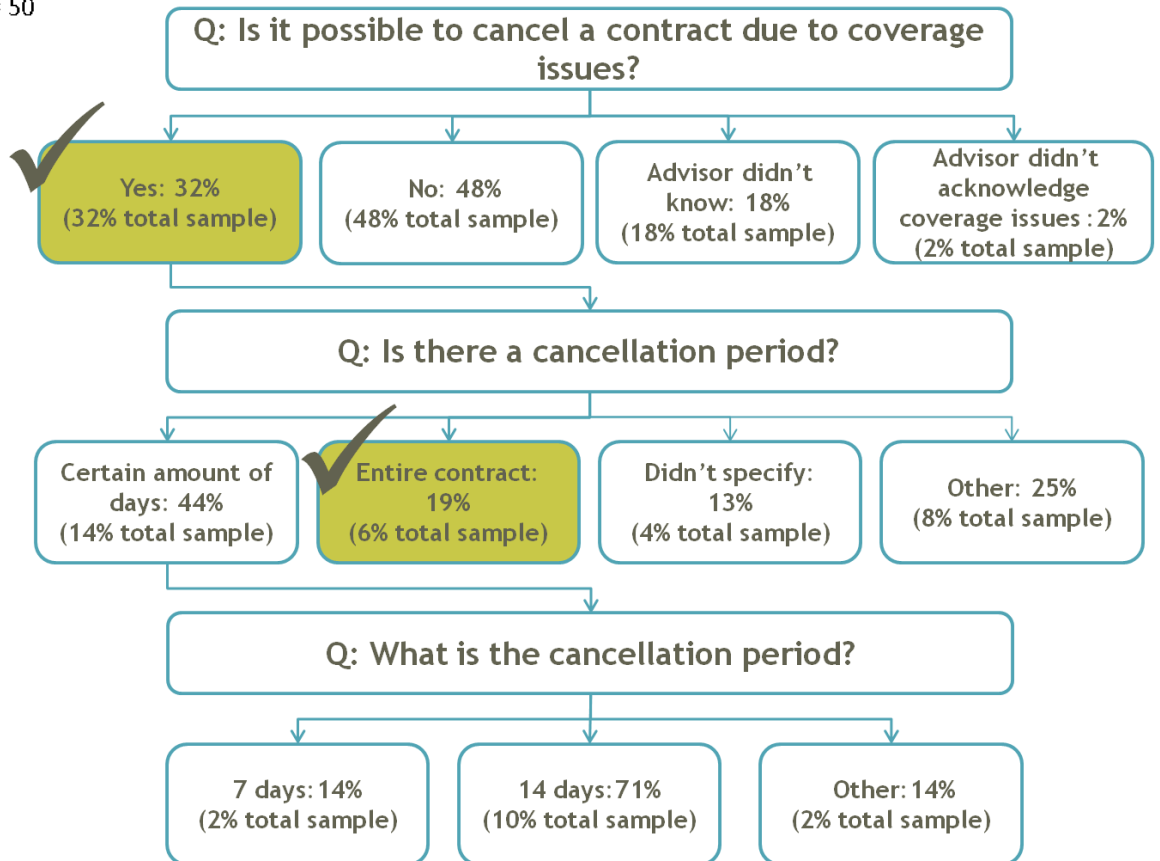


Fig C10: Phones 4u/T-Mobile results tree for in-store evaluations

Phones 4U coverage returns policy for T-Mobile contracts (voice & text): No cancellation period
% shoppers given accurate general information about whether or not they can cancel : 14%
% shoppers given accurate specific information about the policy, including any deadline : 2%

Base: n = 50

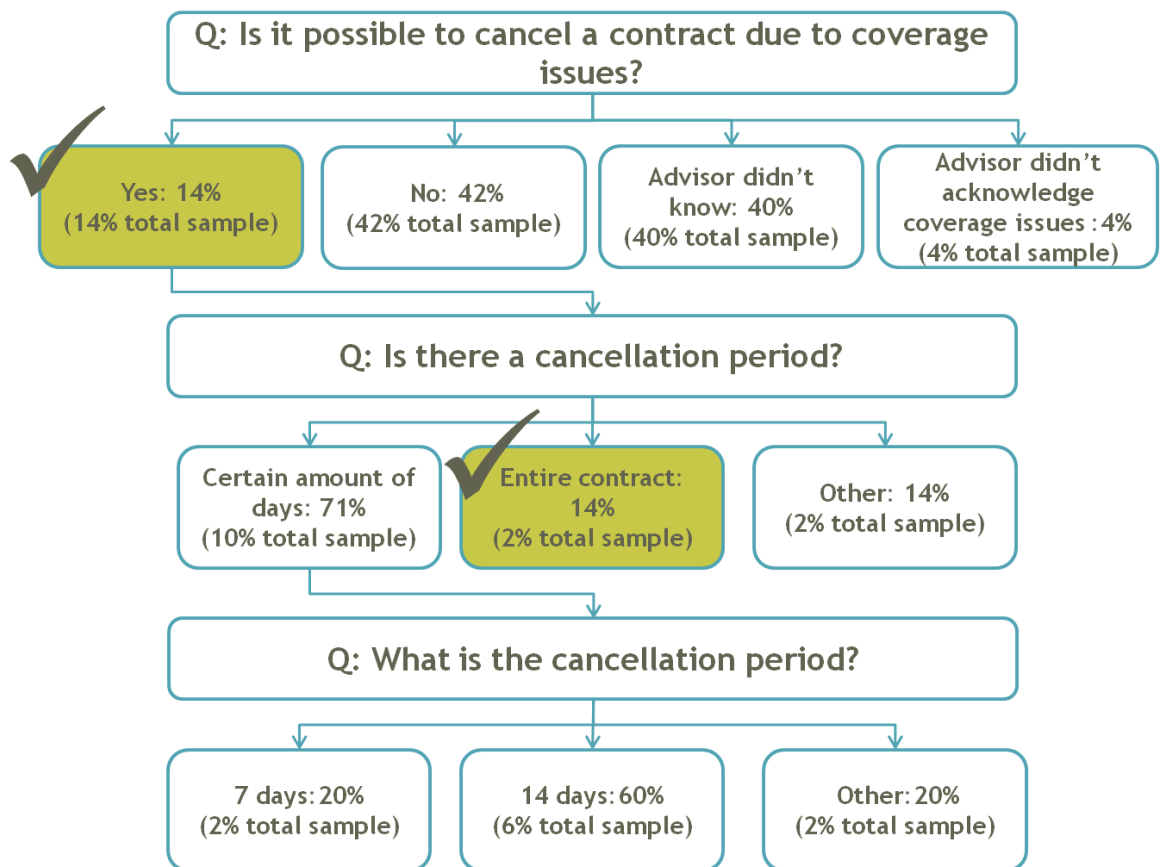


Fig C11: Phones 4u/Virgin Mobile results tree for in-store evaluations

Phones 4U coverage returns policy for Virgin Mobile contracts (voice & text): No cancellation period
% shoppers given accurate general information about whether or not they can cancel : 8%
% shoppers given accurate specific information about the policy, including any deadline : 0%

Base: n = 50

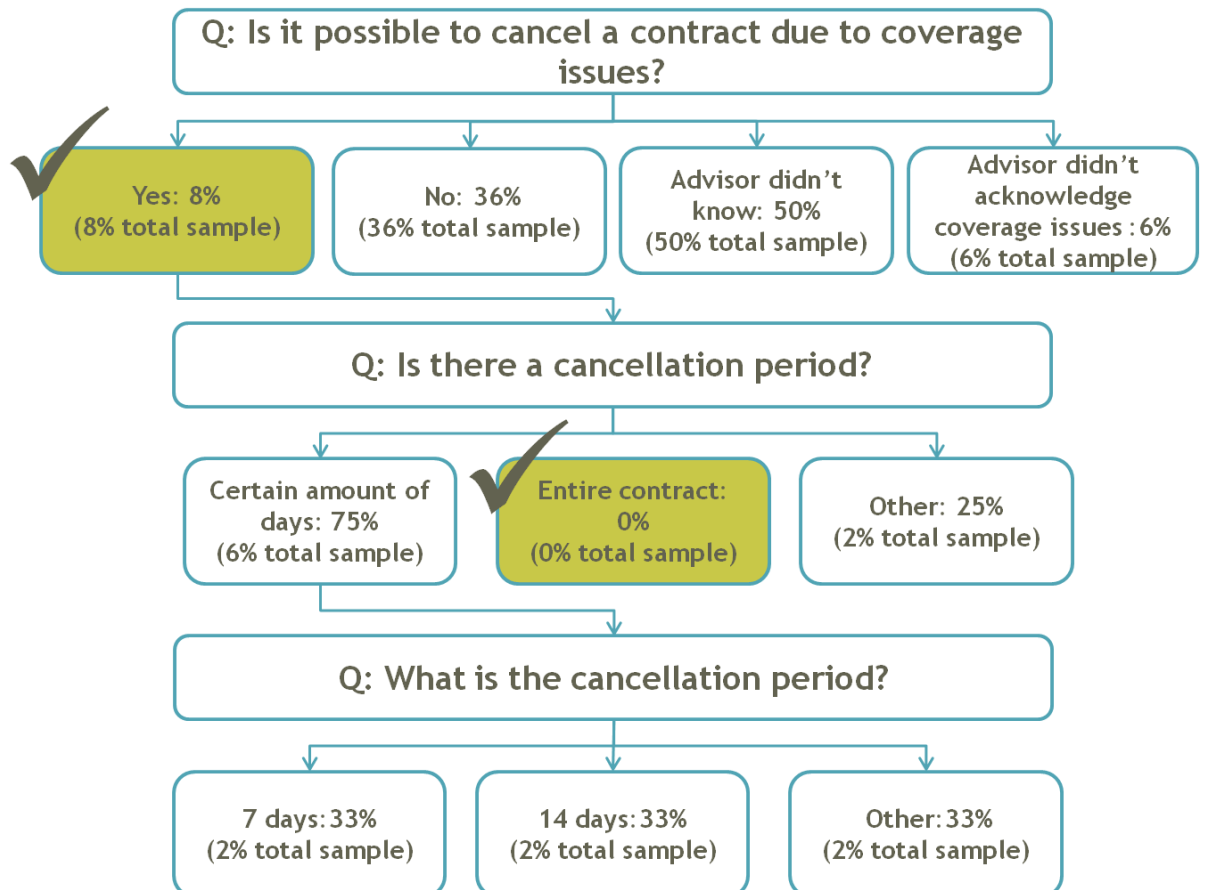
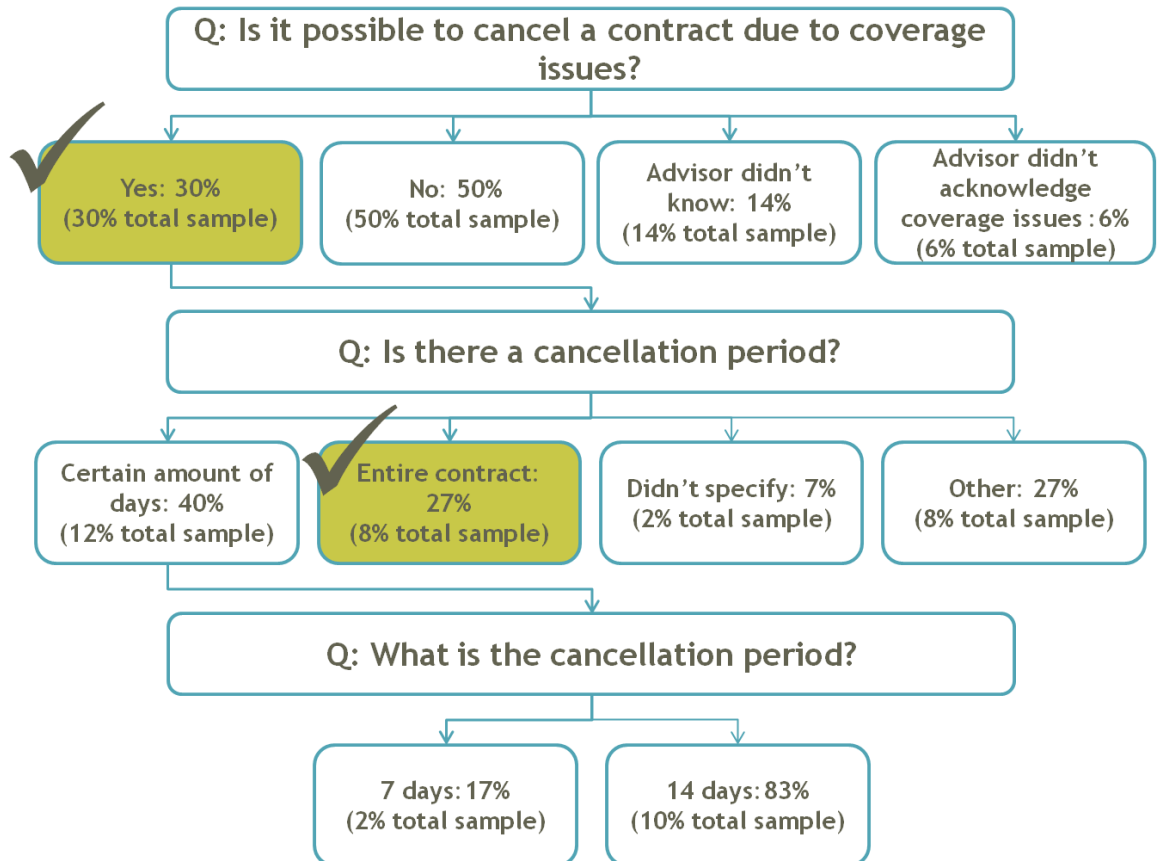


Fig C12: Phones 4u/Vodafone results tree for in-store evaluations

Phones 4U coverage returns policy for Vodafone contracts (voice & text): No cancellation period
% shoppers given accurate general information about whether or not they can cancel : 30%
% shoppers given accurate specific information about the policy, including any deadline : 8%

Base: n = 50



Annex D

Evaluation forms

D.1 Evaluation Form - Operator Stores

Circle store visited below:

3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile	Tesco
1	2	3	4	5	6	7

Q1. When you entered the store, did a salesperson approach you?

- a. Yes
- b. No

Q2. How many different salespeople did you speak to in store?

- a. One
- b. More than one

Q2a. If more than one, please answer WHY below:

.....
.....
.....
.....

Q3. Did the salesperson voluntarily offer to check the coverage in the area of concern?

- a. Yes, for voice/text and mobile internet
- b. Yes, for voice/text only
- c. Yes, for mobile internet only
- d. No

VOICE AND TEXT

Q4. Did the salesperson you spoke to provide any details about contract cancellation due to poor coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

- a. Information provided by salesperson without you asking
- b. Had to ask for information
- c. Other (SPECIFY)

ANSWER Q5 IF 4b

Q5. How many times did you have to probe to be told whether or not you can return or cancel the contract due to poor coverage?

- a. Asked once
- b. Asked more than once

Q6. Did the salesperson confirm whether it would be possible to cancel a contract due to coverage issues?

- a. Yes, possible to cancel
- b. No, not possible to cancel
- c. Did not acknowledge any poor coverage issues

ANSWER Q.7 IF YES AT Q6, OTHERS SKIP TO Q11

Q7. What different terms and conditions were provided by the salesperson under which you would be able to cancel your contract due to poor coverage?

- a. Able to cancel within a certain number of days of entering the contract
- b. Able to cancel throughout the entire length of contract
- c. Salesperson did not specify the terms and conditions
- d. Other (specify)

ANSWER Q8 IF SELECTED 'ABLE TO CANCEL WITHIN A CERTAIN NUMBER OF DAYS' AT Q7

Q8. Please specify the number of days within you were told you would be able to cancel.

- a. 3 days
- b. 7 days
- c. 14 days
- d. Other, please specify

ANSWER Q9 IF ANSWERED YES AT Q6

Q9. Please specify the exact conditions under which you were told you would be able to cancel the contract. For example, you might be able to cancel within 7 days but only if you have no coverage at all in your area. (MULTICODE)

- a. Unable to send a text message
- b. Unable to make a call
- c. Bad call quality or calls frequently drop
- d. One bar of signal
- e. Two bars of signal
- f. No signal bars / no coverage at all
- g. Unable to access mobile internet
- h. Other, please specify

Q10. Were you told that there was any difference in the cancellation policy depending on whether issues were with indoor or outdoor coverage?

- a. Yes, please specify
- b. No

ANSWER Q.11 IF NO AT Q6

Q11. If you were told you would not be able to cancel the contract due to poor coverage, what were the reasons that were provided by the salesperson? Please elaborate your response in the space below.

.....
.....
.....
.....

MOBILE INTERNET

Q12. Did the salesperson you spoke to provide any details about contract cancellation due to poor mobile internet coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

- a. Information provided by salesperson without you asking
- b. Had to ask for information
- c. Other (SPECIFY)

Q13. Did the salesperson confirm whether it would be possible to cancel a contract due to poor mobile internet coverage issues?

- a. Yes, possible to cancel
- b. No, not possible to cancel
- c. Did not acknowledge any poor coverage issues

ANSWER Q14 IF YES AT Q13

Q14. Please specify the exact conditions under which you were told you would be able to cancel the contract due to poor mobile internet coverage.
(MULTICODE)

- a. Unable to access mobile internet at all
- b. Access interruptions, i.e. mobile internet connection breaks down frequently
- c. Very slow connection
- d. Other, please specify

ANSWER Q15 IF YES AT Q13

Q15. What were the reasons provided by the salesperson for being unable to cancel the contract due to poor mobile internet coverage? Please elaborate your response in the space below

.....
.....
.....
.....
.....

GENERAL INFORMATION

FOR ALL TO ANSWER

Q16. Was the information given to you by the sales person about cancelling the contract due to poor coverage (voice, text and mobile internet) clear and easy to understand?

- a. Yes
- b. No

Q17. Please provide a brief commentary on your experience with regards to your general impression as a consumer. Please also use this section to detail any problems you might have had in getting information from the salesperson or the team in the store who were dealing with your queries. Please also write in any additional information about your shopping experience not covered elsewhere in the questionnaire.

.....
.....
.....
.....
.....

D.2 Evaluation Form - 3rd Party Retail Stores

Circle store visited below:

Carphone Warehouse	Phones4u
8	9

Q1. When you entered the store, did a salesperson approach you?

- a. Yes
- b. No

Q2. How many different salespeople did you speak to in store?

- a. One
- b. More than one

Q2a. If more than one, please answer WHY below:

.....
.....
.....

Q3. Did the salesperson voluntarily offer to check the coverage in the area of concern?

- a. Yes, for voice/text and mobile internet
- b. Yes, for voice/text only
- c. Yes, for mobile internet only
- d. No

VOICE AND TEXT

Q4. Did the salesperson provide any details about contract cancellation due to poor coverage?

- a. Yes, without me probing
- b. Yes, after I probed
- c. No, not even after I probed

ANSWER Q5 IF 4b

Q5. How many times did you have to probe to be told whether or not you can cancel the contract due to poor coverage?

- a. Asked once
- b. Asked more than once

Q6. Did the salesperson confirm that it would be possible to cancel a contract due to coverage issues for any of these network providers? Please tick where relevant.

	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Yes, possible to cancel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, not possible to cancel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not acknowledge any poor coverage issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
He/she did not acknowledge poor coverage issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ANSWER Q7 FOR THOSE NETWORKS WHERE SELECTED YES AT Q6

Q7. What were the different terms and conditions provided by the salesperson under which you would be able to cancel your contract due to poor coverage?

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Able to cancel with a certain number of days of entering the contract	()	()	()	()	()	()
Able to cancel throughout the entire length of contract	()	()	()	()	()	()
Salesperson did not specify the terms and conditions	()	()	()	()	()	()
Other (specify)

ANSWER Q8 FOR THOSE NETWORKS WHERE SELECTED 'ABLE TO CANCEL WITHIN A CERTAIN NUMBER OF DAYS' AT Q7.

Q8. Please specify the number of days within you were told you would be able to cancel.

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
3 days	()	()	()	()	()	()
7 days	()	()	()	()	()	()
14 days	()	()	()	()	()	()
Other (specify)

ANSWER Q9 ONLY FOR THOSE NETWORKS WHERE ANSWERED YES AT Q6

Q9. Please specify the conditions under which you were told you would be able to cancel (e.g. only able to cancel if no coverage at all in-home etc.).

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Unable to send a text message	()	()	()	()	()	()
Unable to make a call	()	()	()	()	()	()
Bad call quality or calls frequently drop	()	()	()	()	()	()
One bar of signal	()	()	()	()	()	()
Two bars of signal	()	()	()	()	()	()
No signal bars / no coverage at all	()	()	()	()	()	()
Unable to access mobile internet	()	()	()	()	()	()
Other (specify)

Q10. Were you told that there was any difference in the cancellation policy depending on whether issues were with indoor or outdoor coverage?

- a. Yes, please specify
- b. No

ANSWER Q11 IF NO AT Q6

Q11. If you were told you would not be able to cancel the contract due to poor coverage, what were the reasons that were provided by the salesperson? Please elaborate your response in the space below.

.....

MOBILE INTERNET

Q12. Did the salesperson you spoke to provide any details about contract cancellation due to poor mobile internet coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

- a. Information provided by salesperson without you asking
- b. Had to ask for information
- c. Other (SPECIFY)

Q13. Did the salesperson confirm whether it would be possible to cancel a contract due to poor mobile internet coverage issues?

	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Yes, possible to cancel	()	()	()	()	()	()
No, not possible to cancel	()	()	()	()	()	()
Did not acknowledge any poor coverage issues	()	()	()	()	()	()

ANSWER Q14 IF YES AT Q13

Q14. Please specify any conditions under which it would be possible to cancel due to poor mobile internet coverage.

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Unable to access mobile internet at all	()	()	()	()	()	()
Access interruptions, i.e. mobile internet connection breaks down frequently	()	()	()	()	()	()
Very slow connection	()	()	()	()	()	()
Other (specify)

ANSWER Q15 IF NO AT Q13

Q15. What were the reasons provided by the salesperson for being unable to cancel the contract due to poor mobile internet coverage? Please elaborate your response in the space below

.....
.....
.....
.....

GENERAL INFORMATION

FOR ALL TO ANSWER

Q16. Was the information given to you by the sales person about cancelling the contract due to poor coverage clear and easy to understand?

- a. Yes
- b. No

Q17. Please provide a brief commentary on your experience with regards to your general impression as a consumer. Please also use this section to detail any problems you might have had in getting information from the salesperson or the team in the store who were dealing with your queries. Please also write in any additional information about your shopping experience not covered elsewhere in the questionnaire.

.....
.....
.....
.....
.....
.....

D.3 Evaluation Form - Operator Telesales Shops

Circle operator called below:

3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile	Tesco
1	2	3	4	5	6	7

Q1. How many different call advisers did you speak to during the phone call?

- a. One
- b. Two
- c. Three
- d. More than three

Q1a. If more than one, please answer WHY below:

- a. Call adviser did not have information
- b. Call adviser needed to speak to his/her supervisor
- c. Other(SPECIFY).....

Q2. Did the call adviser voluntarily offer to check the coverage in the area of concern?

- a. Yes, for voice/text and mobile internet
- b. Yes, for voice/text only
- c. Yes, for mobile internet only
- d. No

VOICE AND TEXT

Q3. Did the call adviser you spoke to provide any details about contract cancellation due to poor coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

Information provided by call adviser without you asking

Had to ask for information

Other (SPECIFY)

ANSWER Q4 IF 3b

Q4. How many times did you have to probe to be told whether or not you can return or cancel the contract due to poor coverage?

- a. Asked once
- b. Asked more than once

Q5. Did the call adviser confirm whether it would be possible to cancel a contract due to coverage issues?

- a. Yes, possible to cancel
- b. No, not possible to cancel
- c. Did not acknowledge any poor coverage issues

ANSWER Q6 IF YES AT Q5, OTHERS SKIP TO Q10

Q6. What different terms and conditions were provided by the call adviser under which you would be able to cancel your contract due to poor coverage?

MULTICODE

- a. Able to cancel within a certain number of days of entering the contract
- b. Able to cancel throughout the entire length of contract
- c. Call adviser did not specify the terms and conditions
- d. 'General' cooling off period when purchased over the phone
- e. Other (SPECIFY)

ANSWER Q7 IF SELECTED 'ABLE TO CANCEL WITHIN A CERTAIN NUMBER OF DAYS' OR 'GENERAL COOLING OFF PERIOD' AT Q6

Q7. Please specify the number of days within you were told you would be able to cancel.

- a. 3 days
- b. 7 days
- c. 14 days
- d. Other, please specify

ANSWER Q8 IF ANSWERED YES AT Q5

Q8. Please specify the exact conditions under which you were told you would be able to cancel the contract. For example, you might be able to cancel within 7 days but only if you have no coverage at all in your area. (MULTICODE)

- a. Unable to send a text message
- b. Unable to make a call
- c. Bad call quality or calls frequently drop
- d. One bar of signal
- e. Two bars of signal
- f. No signal bars / no coverage at all
- g. Unable to access mobile internet
- h. Other, please specify
- i. No reason needed

Q9. Were you told that there was any difference in the cancellation policy depending on whether issues were with indoor or outdoor coverage?

- a. Yes, please specify
- b. No

ANSWER Q10 IF NO AT Q5

Q10. If you were told you would not be able to cancel the contract due to poor coverage, what were the reasons that were provided by the call adviser? Please elaborate your response in the space below.

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MOBILE INTERNET

Q11. Did the call adviser you spoke to provide any details about contract cancellation due to poor mobile internet coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

- a. Information provided by call adviser without you asking
- b. Had to ask for information
- c. Other (SPECIFY)

Q12. Did the call adviser confirm whether it would be possible to cancel a contract due to poor mobile internet coverage issues?

- a. Yes, possible to cancel
- b. No, not possible to cancel
- c. Did not acknowledge any poor coverage issues

ANSWER Q13 IF YES AT Q12

Q13. Please specify the exact conditions under which you were told you would be able to cancel the contract due to poor mobile internet coverage.
(MULTICODE)

- a. Unable to access mobile internet at all
- b. Access interruptions, i.e. mobile internet connection breaks down frequently
- c. Very slow connection
- d. Other, please specify
- e. No reason needed

ANSWER Q14 IF NO AT Q12

Q14. What were the reasons provided by the call adviser for being unable to cancel the contract due to poor mobile internet coverage? Please elaborate your response in the space below.

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GENERAL INFORMATION

FOR ALL TO ANSWER

Q15. Was the information given to you by the call adviser about cancelling the contract due to poor coverage (voice, text and mobile internet) clear and easy to understand?

- a. Yes
- b. No

Q16. Please provide a brief commentary on your experience with regards to your general impression as a consumer. Please also use this section to detail any problems you might have had in getting information from the call adviser or the team who were dealing with your queries during your call. Please also write in any additional information about your call experience not covered elsewhere in the questionnaire.

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D.4 Evaluation Form - 3rd Party Retailer Telesales Shops

Circle operator called below:

Carphone Warehouse	Phones4u
8	9

Q1. How many different call advisers did you speak to during your phone call?

- a. One
- b. Two
- c. Three
- d. More than three

Q1a. If more than one, please answer WHY below:

- a. Call adviser did not have information
- b. Call adviser needed to speak to his/her supervisor
- c. Other (SPECIFY).....

Q2. Did the call adviser voluntarily offer to check the coverage in the area of concern?

- a. Yes, for voice/text and mobile internet
- b. Yes, for voice/text only
- c. Yes, for mobile internet only
- d. No

VOICE AND TEXT

Q3. Did the call adviser you spoke to provide any details about contract cancellation due to poor coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

Information provided by call adviser without you asking

Had to ask for information

Other (SPECIFY)

ANSWER Q4 IF 3b

Q4. How many times did you have to probe to be told whether or not you can cancel the contract due to poor coverage?

- a. Asked once
- b. Asked more than once

Q5. Did the call adviser confirm that it would be possible to cancel a contract due to coverage issues for any of these network providers? Please tick where relevant.

	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Yes, possible to cancel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No, not possible to cancel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did not acknowledge any poor coverage issues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ANSWER Q6 FOR THOSE NETWORKS WHERE SELECTED YES AT Q5

Q6. What were the different terms and conditions provided by the call adviser under which you would be able to cancel your contract due to poor coverage?

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Able to cancel with a certain number of days of entering the contract	()	()	()	()	()	()
Able to cancel throughout the entire length of contract	()	()	()	()	()	()
Call adviser did not specify the terms and conditions	()	()	()	()	()	()
'General' cooling off period for purchase on telephone/online	()	()	()	()	()	()
Other (specify)

ANSWER Q7 FOR THOSE NETWORKS WHERE SELECTED 'ABLE TO CANCEL WITHIN A CERTAIN NUMBER OF DAYS' OR 'GENERAL COOLING OFF PERIOD' AT Q6

Q7. Please specify the number of days within you were told you would be able to cancel.

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
3 days	()	()	()	()	()	()
7 days	()	()	()	()	()	()
14 days	()	()	()	()	()	()
Other (specify)

ANSWER Q8 ONLY FOR THOSE NETWORKS WHERE ANSWERED YES AT Q5

Q8. Please specify the conditions under which you were told you would be able to cancel (e.g. only able to cancel if no coverage at all in-home etc.).

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Unable to send a text message	()	()	()	()	()	()
Unable to make a call	()	()	()	()	()	()
Bad call quality or calls frequently drop	()	()	()	()	()	()
One bar of signal	()	()	()	()	()	()
Two bars of signal	()	()	()	()	()	()
No signal bars / no coverage at all	()	()	()	()	()	()
Unable to access mobile internet	()	()	()	()	()	()
Other (specify)
No reason needed	()	()	()	()	()	()

Q9. Were you told that there was any difference in the cancellation policy depending on whether issues were with indoor or outdoor coverage?

Yes, please specify

No

ANSWER Q10 IF NO AT Q5

Q10. If you were told you would not be able to cancel the contract due to poor coverage, what were the reasons that were provided by the call adviser? Please elaborate your response in the space below.

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MOBILE INTERNET

Q11. Did the call adviser you spoke to provide any details about contract cancellation due to poor mobile internet coverage without you having to ask about this OR did you have to ask about this at some point during your shop?

1. Information provided by call adviser without you asking
2. Had to ask for information
3. Other (SPECIFY)

Q12. Did the call adviser confirm whether it would be possible to cancel a contract due to poor mobile internet coverage issues?

	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Yes, possible to cancel	()	()	()	()	()	()
No, not possible to cancel	()	()	()	()	()	()
Did not acknowledge any poor coverage issues	()	()	()	()	()	()

ANSWER Q13 IF YES AT Q12

Q13. Please specify any conditions under which it would be possible to cancel due to poor mobile internet coverage.

Conditions	3	O2	Orange	T-Mobile	Vodafone	Virgin Mobile
Unable to access mobile internet at all	()	()	()	()	()	()
Access interruptions, i.e. mobile internet connection breaks down frequently	()	()	()	()	()	()
Very slow connection	()	()	()	()	()	()
Other (specify)
No reason needed	()	()	()	()	()	()

ANSWER Q14 IF NO AT Q12

Q14. What were the reasons provided by the call adviser for being unable to cancel the contract due to poor mobile internet coverage? Please elaborate your response in the space below

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GENERAL INFORMATION

FOR ALL TO ANSWER

Q15. Was the information given to you by the call adviser about cancelling the contract due to poor coverage clear and easy to understand?

- a. Yes
- b. No

Q16. Please provide a brief commentary on your experience with regards to your general impression as a consumer. Please also use this section to detail any problems you might have had in getting information from the call adviser or the team who were dealing with your queries during your call. Please also write in any additional information about your call experience not covered elsewhere in the questionnaire.

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Annex E

Shopper scenarios

E.1 Shopper Scenarios (In-Store and Telesales)

Scenario 1 (shoppers in good coverage area):

You are planning to move to (...). When you have visited this area in the past, the coverage has been very poor. Tell them that you often have no signal whatsoever and find you are receiving text messages a lot later than when they are originally sent. When asked if there are any particular zones in the house you have been staying that has poor coverage, you are to tell them it is the AREA in general. Also, your contract is nearing its end and you are looking to get a contract with a service provider with good coverage in this area.

Scenario 2 (shoppers in good coverage area):

Your son/daughter/partner/family member is living in an area that does not have good coverage. You spend a lot of time in this area and experience problems with poor coverage. Tell them that you often have no signal whatsoever and find you are receiving text messages a lot later than when they are originally sent. When asked if there are any particular zones in your son's/daughter's/partner's/family member's house, you are to tell them it is the AREA in general. Your contract is nearing its end and you are looking to get a contract with a service provider with good coverage in this area.

Scenario 3 (shoppers in bad coverage area):

You experience bad coverage (i.e. you do not get any signal) in some rooms in your house/flat (e.g. the kitchen or the bed room). Tell them that you often have no signal whatsoever and find you are receiving text messages a lot later than when they are originally sent. When asked about your post code/town, you are to give YOUR OWN postcode/town. Your contract is nearing its end and you would like to enquire whether other operators have better network coverage.