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O2 revamps broadband offering

Price reduction and 50-day happiness guarantee

by Katie Scott published on 31 October 2008

O2 has responded to feedback from broadband users and made some changes to its packages.

According to the research by One-Poll, one in ten mobile broadband users feel they have been mis-sold on what they were being offered.

What's bothering us? The main issues were high cost, no return guarantee and lack of network coverage.

Nearly a third of those polled complained that the ongoing cost was higher than expected. One-fifth were also upset that they were unable to use mobile broadband where they wanted it despite being told by providers that there would be coverage.

Another 13% were frustrated that there was no returns guarantee if the service wasn't right for them and around half wanted inclusive Wi-Fi as standard.

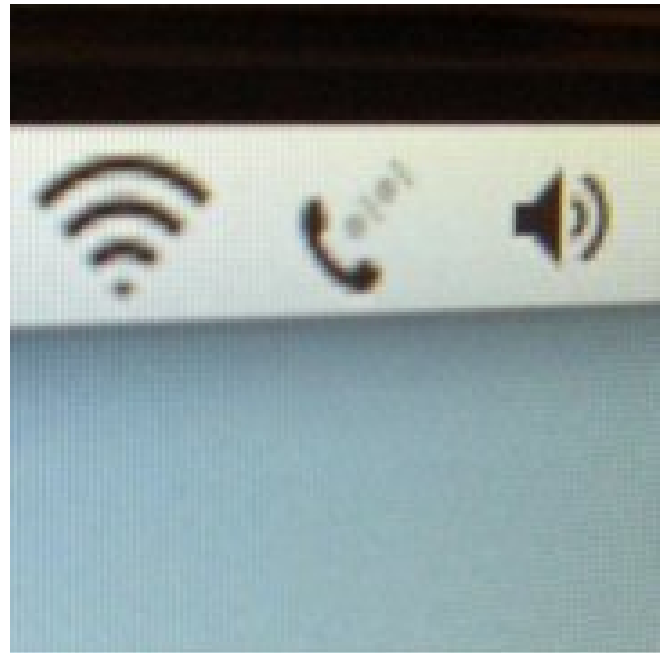
So O2 has opted to offer "simple and honest" advice to customers, it's created a Network coverage checker and is also offering a 50-day "Happiness Guarantee".

But most importantly, it's bringing down prices.

For heavy Mobile Broadband users, O2 is introducing a new 10GB package for £30 per month on a 2-year tariff and with this, you get unlimited Wi-Fi through any of the 6100 hotspots through O2's partnership with The Cloud.

O2 is also reducing the price of its core Mobile Broadband tariffs, with 3GB packages costing just £15 per month.

Customers purchasing an 18-month or 24-month contract will also receive a free USB modem (or



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£99.99 on a rolling monthly contract).

And to save any nasty surprises, O2 has decided that international roaming will not be automatically enabled for all new O2 Mobile Broadband customers.