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ComReg survey shows Businesses believe telecoms sector has become more competitive over the last 12 months

The Commission for Communications Regulation (ComReg) today published the results of its six-monthly survey of the telecommunications needs of large Corporates and Small and Medium Enterprises (SMEs).

The ComReg survey revealed that 86% of the businesses polled believe that the telecommunications market has become more competitive in the last 12 months. The survey of 50 large corporates and 500 SMEs examined the attitudes and perceptions of the business sector towards fixed, mobile and internet services. The following are the main findings of the survey:

- Broadband take-up: over half of businesses with Internet access are now using broadband. Almost half of all SMEs have a broadband connection, an increase of 21 percentage points on last year.
- 27% of SMEs changed their fixed line operator in the first half of 2005, an increase on 16% in 2004.
- Awareness of Carrier Pre-Select and Single Billing is very high among both corporates and SMEs (86% SMEs and 92% of corporates aware of CPS, 75% of SMEs and 94% of corporates aware of single billing).
- Potential cost savings is the main driver for switching fixed and mobile telecoms suppliers and companies perceive there is higher satisfaction with value for money of fixed telecoms than mobile telecoms services.

- Some businesses expressed dissatisfaction with aspects of their mobile services such as the cost of roaming, the cost of mobile to fixed-line calls and the cost of calls to mobile numbers on a different network.
- Awareness of Voice over Internet Protocol (VoIP) is high and although usage is low, interest in VoIP is reasonably high among corporates.
- Awareness of ComReg's role and responsibilities among business telecoms users seems to be linked to company size with 82% of Corporates being aware of ComReg and its functions compared to 54 % of SMEs.

ComReg has published two documents in relation to this survey – ComReg 05/76a (Report and Analysis) and ComReg 05/76b (Survey Results) - Both documents are available in the publications section of the ComReg website - www.comreg.ie

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