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## **Easynet Connect asks peers whether business ISPs should adopt a common benchmark for measuring customer service**

- Should Net Promoter Score be adopted by the industry?
  - Watch the video discussion on YouTube:  
[http://www.youtube.com/watch?v=XkRB\\_05r5xE](http://www.youtube.com/watch?v=XkRB_05r5xE)

*London, 24 November 2009.* [Easynet Connect](#), the leading internet service provider (ISP) for small to medium size businesses and the Communications Management Association (CMA), have asked whether all business ISPs should adopt a common benchmark for measuring customer service. In a video posted on YouTube, the two organisations discuss the advantages that a single reference point for comparing customer service would provide the small business community.

“Businesses already have access to fairly detailed technical data when choosing their ISP, but information on the levels of customer service can be patchy,” says Harry Eastman, Operations Director, Easynet Connect. “While the technical data is still important in the buying process, only feedback from customers themselves can tell you what it is really like to rely on their services day in, day out. Fundamentally, the real question is whether or not businesses have enough information to make informed choices about who to choose as their internet service provider (ISP). If they don’t, is a customer service benchmark just what they need? If so, shouldn’t we, as an industry, look into providing it?”

The Net Promoter Score (NPS) is one example of a pre-existing benchmark for measuring customer service that could be adopted by business ISPs. Already in use by organizations such as Amazon, eBay and Dell, and used internally within Easynet Connect, the NPS is based on just one question; ‘Would you recommend us?’ From this one question, other measurements such as overall satisfaction, value for money, network reliability, sales and communications naturally flow.

“We’ve been using the Net Promoter Score internally for a few years now. Since adopting it our score, and therefore the customer service that we actually deliver, has improved significantly in just a few years. It is a powerful tool that keeps you on your toes,” said Eastman. “Crucially for us, we use the NPS to zone in on problem areas. If our CRM is the big gun in our arsenal, then NPS is without doubt our targeting system for that gun.”

Julian Harriott, Business Manager, CMA says “Guidelines and standards are important for suppliers and users alike, both in terms of selection and expectations. Adopting a standard like Net Promoter Score is the responsible thing to do. Telecoms is a heavily-regulated industry. If organisations look after customer service themselves, it gives the regulators one less thing to worry about.”

#### **Supporting materials for media:**

- Video discussion on YouTube: [http://www.youtube.com/watch?v=XkRB\\_05r5xE](http://www.youtube.com/watch?v=XkRB_05r5xE)
- Opinion piece by Harry Eastman, Easynet Connect, discussing the benefits of adopting the Net Promoter Score (available on request: [easynetconnect@brands2life.com](mailto:easynetconnect@brands2life.com))
- What is Net Promoter?: <http://www.netpromoter.com/np/index.jsp>
- Harry Eastman and Julian Harriott are both available for interview (contact [easynetconnect@brands2life.com](mailto:easynetconnect@brands2life.com))

#### **Tags**

- NPS, customer service, business ISP, SME, SMB, benchmark

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#### **About Easynet Connect**

Easynet Connect is a leading provider of quality connectivity and internet access for small to medium size businesses.

Established in 1994 and part of BSkyB Group, Easynet Connect is one of the largest networks in the UK with 6030km of fibre and last mile access to more than 70% of UK businesses via a network of more than 1,200 unbundled exchanges.

Easynet Connect was the first provider in the UK to provide DSL services over an unbundled local loop and has pioneered managed LLU services for business. The services range from business class ADSL and SDSL through to high-quality, leased line equivalent and Ethernet based services. Our SDSL coverage is currently the most extensive in the UK.

We offer a range of uncontended symmetrical speeds up to 1Gbps, all backed by 24x7 UK-based network monitoring and customer support, 99.9% Service Level Guarantees and an enviable 95% First Time Fix rate.

Our 20-day installation pledge for our EtherStream and SureStream products is the shortest of the few installation pledges currently available on the market.

For more information visit [www.easynetconnect.net](http://www.easynetconnect.net) or call 0800 053 1777

### **About the Communications Management Association**

CMA (The Communications Management Association) is the UK's premier independent membership body for professionals and organisations focused on exploiting communications, networking and ICT for business advantage. We have been supporting telecoms and ICT professionals and organisations within private and public sectors for 50 years. Through our research & analysis, specialist forums, publications and events we provide the assistance, information, training and representation so essential in an ever changing business environment.

Our goal is to ensure that CMA's members, who spend £13.4 billion in the communications market annually are the best informed professionals in the industry.

CMA is the definitive voice of the ICT user on key issues to government and regulatory authorities. We work directly with Ofcom in the UK and are represented internationally through our membership of the international telecoms user group - INTUG.

In 2007 CMA joined the BCS Group to strengthen both organisations. This will enable the BCS to have a stronger offering in the field of communications and for CMA to have access to new resources and a wider community of IT professionals.

BCS, The Chartered Institute for IT promotes wider social and economic progress through the advancement of information technology science and practice.

We bring together industry, academics, practitioners and government to share knowledge, promote new thinking, inform the design of new curricula, shape public policy and inform the public.

As the professional membership and accreditation body for IT, we service over 70,000 members including practitioners, businesses, academics and students in the UK and internationally. We deliver a range of professional development tools for practitioners and employees.

A leading IT qualification body, we offer a range of widely recognised professional and end-user qualifications.