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BT survey reveals European Businesses are concerned about costs of mobile communications.(Brief Article)

According to a survey commissioned by BT and conducted by Coleman Parkers Research, a business-to-business marketing research company, over half of European companies are concerned about the rising costs of mobile communications. In addition more than 90% of European companies recognise that mobile working is set to increase greatly in future years.

The survey revealed that Germany and the UK were the two countries most apprehensive about the costs involved in the use of mobile phones and in total more than 75% of companies are anxious to quickly control these increasing costs.

However, survey respondents did acknowledge the vast productivity and business benefits attached to mobile communications with approximately 75% of companies agreeing that the benefits of mobile working justify the costs. The survey also revealed that the majority of companies, including 90% of Belgian companies and 88% of UK companies, believe that mobile working enables employees to become more productive.