

Over half of European Businesses worried about costs of mobile communications

Over half of European companies are concerned about the escalating costs of mobile communications according to a survey commissioned by BT. Coupled with the fact that over 90% of European companies recognise that mobile working is set to increase greatly over the coming years, this finding highlights the growing concern around the cost implications of increased mobile communications. The countries most apprehensive about the costs involved in the use of mobile phones were found to be Germany and the UK. Overall, more than three quarters of companies are anxious to quickly control these soaring costs.

The survey carried out by Coleman Parkes Research, a business-to-business marketing research company across the UK, France, Belgium, Netherlands, Germany and the Nordics, identifies that the majority (54 per cent) of European businesses believe mobile bills will increase by up to 25% by 2007.

Despite their concerns, European businesses do acknowledge the vast productivity and business benefits attached to mobile communications. Around three quarters of all companies agree that the benefits of mobile working will justify the costs. This sentiment is most strongly expressed by the French companies surveyed (84%). Similarly, the large majority of companies, including 90% of Belgian companies and 88% of UK companies, believe that mobile working will allow employees to become more productive.

Harvey Deaton, general manager mobility propositions, BT Global Services commented, "In today's digital networked economy, businesses are increasingly dependent on mobile communications. This survey highlights the very real concerns European companies have about the rapidly rising costs of mobility and the need to control these costs. One of the reasons that mobile costs continue to escalate could be due to the continued use of multiple network providers. Twenty three per cent of European companies surveyed were found to be using multiple providers locally within their own country while 26 per cent were found to be using more than one provider across Europe. Through effective management and supervision of an enterprise's use of mobile devices and services, BT is pleased to be helping companies control the burgeoning costs and management challenges of rolling out mobility solutions".