

## Press Release

January 20, 2004

### Many small companies miss orders in Sweden

**One out of three people working at a small company in Sweden have missed an important project or order because they could not be reached via the Internet or on the phone. The figure is even higher for self-employed people with businesses. The best thing about being available is that it increases efficiency. These are some of the findings in Telia's most recent "Communications Barometer" for companies.**

Telia, with the assistance of the Quickwise market survey company, asked 1,457 Swedes who work in companies with up to ten employees about positive and negative experiences related to their availability. The findings of the survey were compiled in a report titled "Availability and business".

Four out of ten people who are self-employed and have small businesses said they had missed an important project or order because it was hard to reach them. The corresponding figure is 30 percent for the employees of small companies.

"Customers are increasingly demanding that companies answer phone calls and e-mail messages quickly. We are now working on solutions that will make it easier for companies to keep in touch with their customers," says **Erik Heilborn, head of the Business Segment at TeliaSonera Sweden.**

#### **Business travellers miss the most**

Among those who travel more than ten days a year, 44 percent said they had missed a business opportunity because people had a hard time getting hold of them. The corresponding figure was 34 percent for people who travel one to ten days a year.

Four out of ten people stated that they had missed a message from a customer or supplier because they could not be reached at the time. Twenty-two percent had missed an important message from their boss and 16 percent had missed a new job opportunity.

#### **Availability increases efficiency**

The best thing about being available is that it increases your efficiency, said seven out of ten people in the survey. Almost just as many said that, by being easy to reach, they can respond and act quickly. Fifty-one percent stated that it is easier to get important projects or orders if customers can easily reach them.

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#### **Graphics, illustrations, other press material and the report are available at:**

[www.teliasonera.se](http://www.teliasonera.se) Click on Press.

**Publication rules:** Material may be freely used provided that the source is given ("Telia's Communications Barometer for Companies").

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