



We're busy people. If something doesn't work, it's quicker to fix it ourselves

Rehan, 35

British Indian

Analyst

Rehan and wife

1 bed apartment outside of London with good train connections

Broadband + TV

Personality Traits

As he is a busy professional and a rather impatient person, Rehan won't spend time keeping track of bills or waiting on the phone. He expects the service he's paying for to work, without much effort invested by him.

Summary

Rehan and his wife are very busy individuals who work from home on a regular basis.

They are very tech-savvy and always try to fix a problem themselves as they have the skills and it saves a lot of time. They mainly use the internet to make life more convenient by shopping and banking online.

They won't wait for phone conversations with Customer Service, and they can't be without internet for long.

About me

Household circumstances

I use the internet a lot. My wife and I work from home so we're constantly connected via our laptops. I love technology, so I want to be up to date and use the latest gadgets. I wish I could sign up for fibre, but it's not available in my area. If I can't fix a problem myself, I go online for quick, direct support.

Role of the internet in my daily life

We depend on the internet for work, banking and shopping. We also stream shows in the evening and keep in touch with friends. I'm losing patience with standard broadband – I need fast fibre soon.

Why did I leave my previous service provider?

I had problems with BT that I couldn't fix myself and the customer service was awful. So I compared a few providers and found TalkTalk offered the best value for money.

Why did I opt for TalkTalk?

Put simply: we found a better deal. We know broadband products well, and figured out that TalkTalk is using the BT lines but for less money. We don't mind switching providers and we found smart solutions to bridge the gap between leaving BT and starting with TalkTalk.

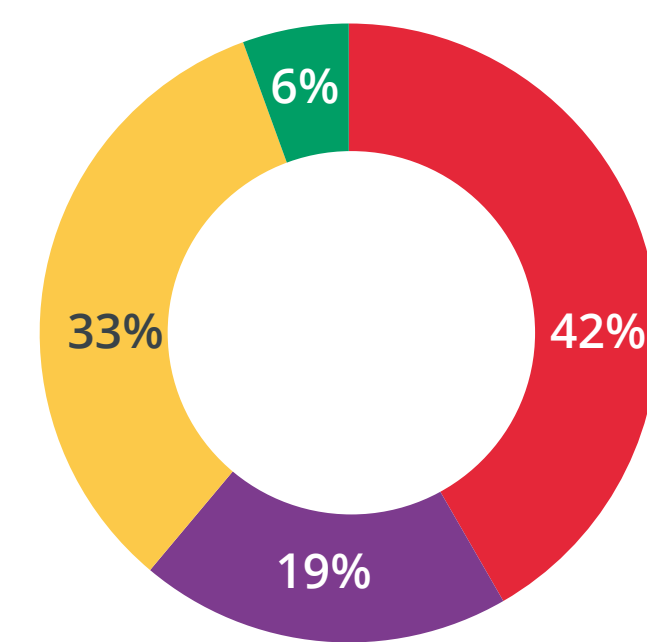
My perception of TalkTalk

It's not the fastest, but it's enough for now, and relatively problem-free.

Additional Info

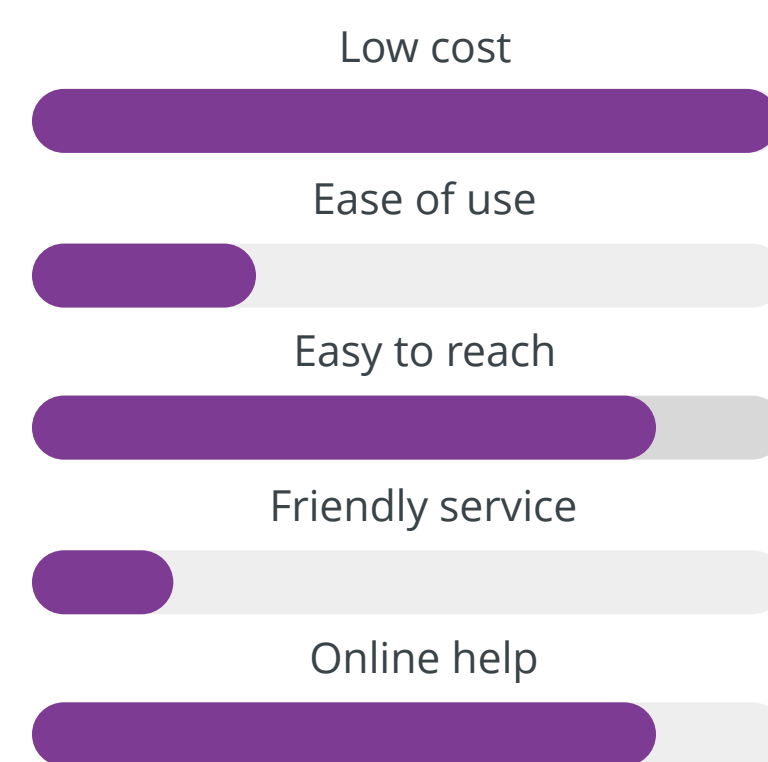
We take care of our finances and we're always trying to find ways to save money. So we often compare different broadband providers and if we find a similar service for less money, we'll switch again straight away.

Time spent online



● Browse the web ● Communication
● Social media ● Streaming

My motivation when choosing broadband



Touch points

- Direct Debit payment
- Email bills
- TalkTalk App
- My account

On a typical day



Morning

Rehan and his wife both watch the news on TV as well as visiting news websites. They check social media and emails.

Noon

Throughout the day, both use multiple online tools on their laptop and phones. In the background they have their smart TV running constantly.

Afternoon

The afternoon continues in the same vein.



Evening

In the evening, usage slightly reduces. The TV keeps running as they settle down for some entertainment. They will still communicate with friends via social media on their phones, but that reduces in the evening.