



# What quality of service means to consumers

# Who are we talking about?



Consumers and citizens

# The consumer perspective



“Access to the applications and services that they need and value in a consistently reliable way”

# The citizen perspective

Fundamental rights

Broader societal value

Access to public services

# So what about transparency?



## Consumers

- Is traffic management a meaningful concept?
- What are the barriers to switching?
- How to measure harm?

## Citizens

- Can transparency protect citizens?
- What will be the impact of traffic management on wider public policy?

# Some suggestions

- Positive commitments made by companies to empower consumers to select and switch
- Potential to establish some 'must carry' requirements in the future

But above all .....

- **Better consumer and citizen research**

# To sum up ...

Two significant questions:

1. Are the issues and remedies the same for consumers and citizens?
2. How do consumers really behave?