

What does AI say about UK broadband and mobile providers?

How Google, ChatGPT and Claude describe and recommend the providers serving UK consumers.

Which brands stand out, what earns praise or criticism, and where communications could support stronger visibility.

People in the UK are using AI more

GEO means understanding and improving how your brand appears in AI-generated answers.

#2

ChatGPT's rank among search services, behind Google, according to Ofcom in 2025.

+156%

Year-on-year growth in ChatGPT's UK web visits, August 2025 vs August 2024.
Claude grew 138% over the same period.

Provider comparisons happen in AI

Questions about coverage, price and reliability bring providers into consideration before a customer reaches their website.

Different needs produce different recommendations

This study covers broadband and mobile, from full fibre and roaming to complaints and social tariffs. The questions use the UK as the user's location.

The next 12–18 months: our outlook

We expect AI to play a larger role in researching providers. Understanding the sources behind its answers can help focus content and communications.

Source: [Ofcom, Online Nation 2025, p.30](#). Ranking based on UK web traffic. Growth compares August 2025 with August 2024.
The 12–18 month outlook is Omniscan AI's assessment.

Different providers lead for different customer needs

Vodafone and **EE** have the broadest visibility, appearing in 85% and 83% of answers. **EE** is the top choice in every mobile-coverage answer. **O2** leads for European travel at 93%, while **Vodafone** leads for full fibre at 60%. Broad visibility therefore sits alongside distinct strengths by subject.

Zen Internet, **Community Fibre** and **Hyperoptic** have the strongest positive shares among the brands shown. Their positive shares are 100%, 95% and 91% of their own mentions respectively. Zen leads recommendations for working from home and streaming, while **SMARTY** leads the SIM-only value question.

Comparison guides are a useful starting point for communications. **Uswitch** is cited in 54% of answers, ahead of **Ofcom** at 39% and **Which?** at 31%. These include buying guides, provider reviews and regulatory reporting. Keeping relevant comparisons accurate and supported by current evidence could help brands strengthen how AI describes them.

The questions we asked

Covering broadband, mobile and issues that affect customers across both services.

01 Which UK broadband provider is the best?

03 Which broadband provider is cheapest, and who has the best deals?

05 Which UK broadband provider is most reliable for working from home and streaming?

07 Which UK providers raise prices mid-contract, and how do I avoid it?

09 Which UK mobile network is best for travelling in Europe?

02 Which UK mobile network has the best coverage?

04 Which UK broadband and mobile providers get the most complaints?

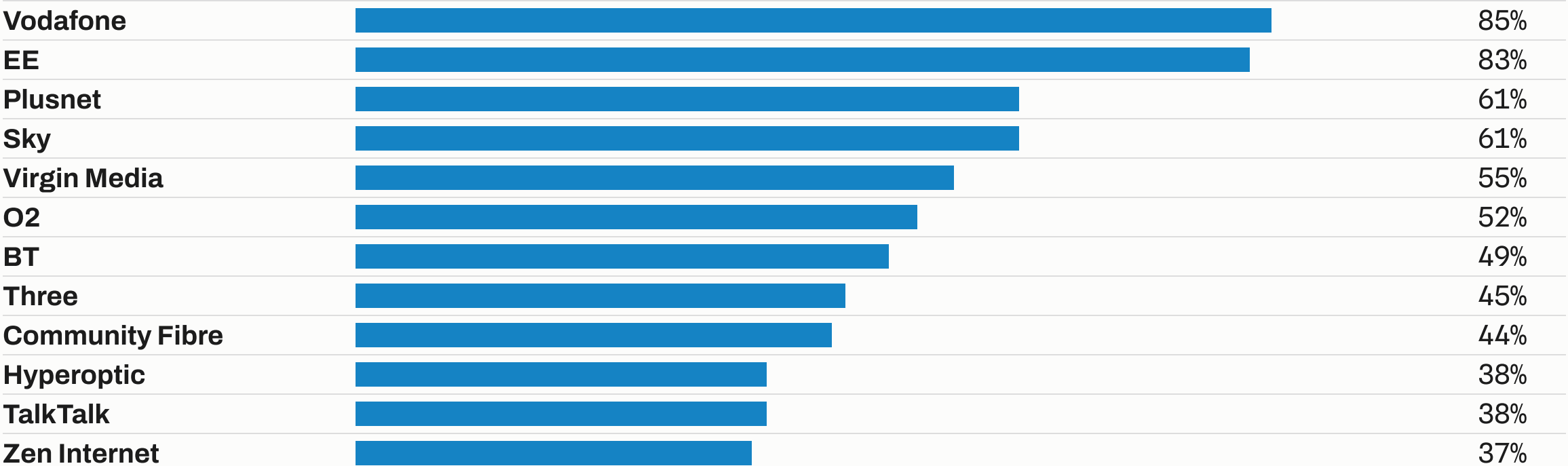
06 Which UK mobile network is best value for a SIM-only deal?

08 Which UK broadband provider is best for full fibre?

10 Which UK providers have the best social tariffs for people on low incomes?

Vodafone and EE have the broadest presence

Share of all answers mentioning each brand across the broadband and mobile questions.

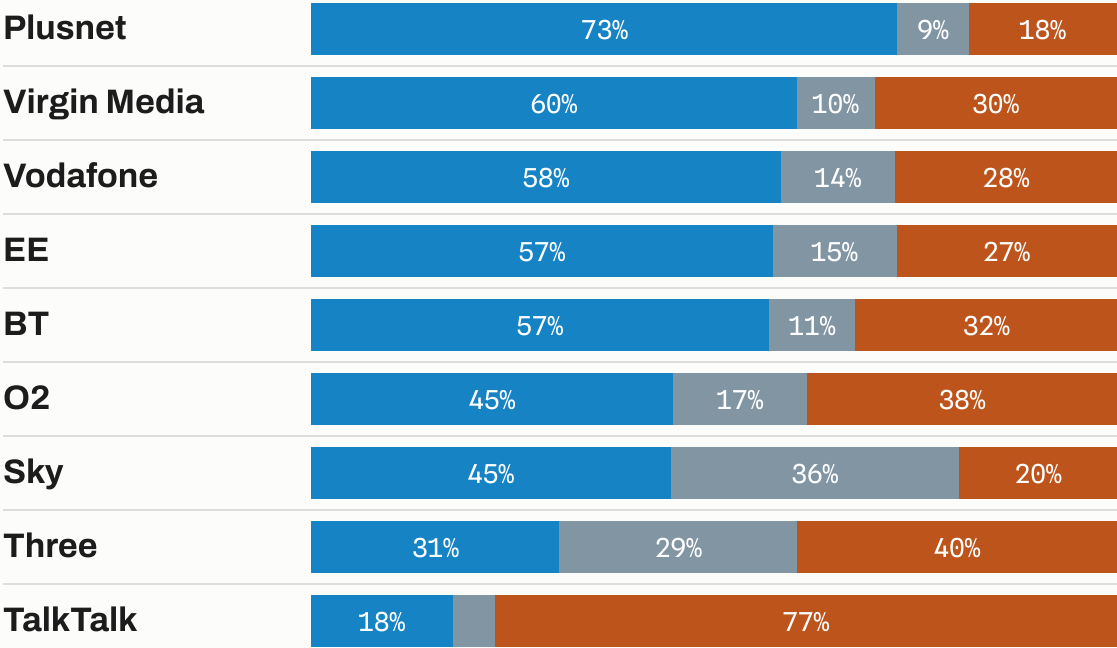
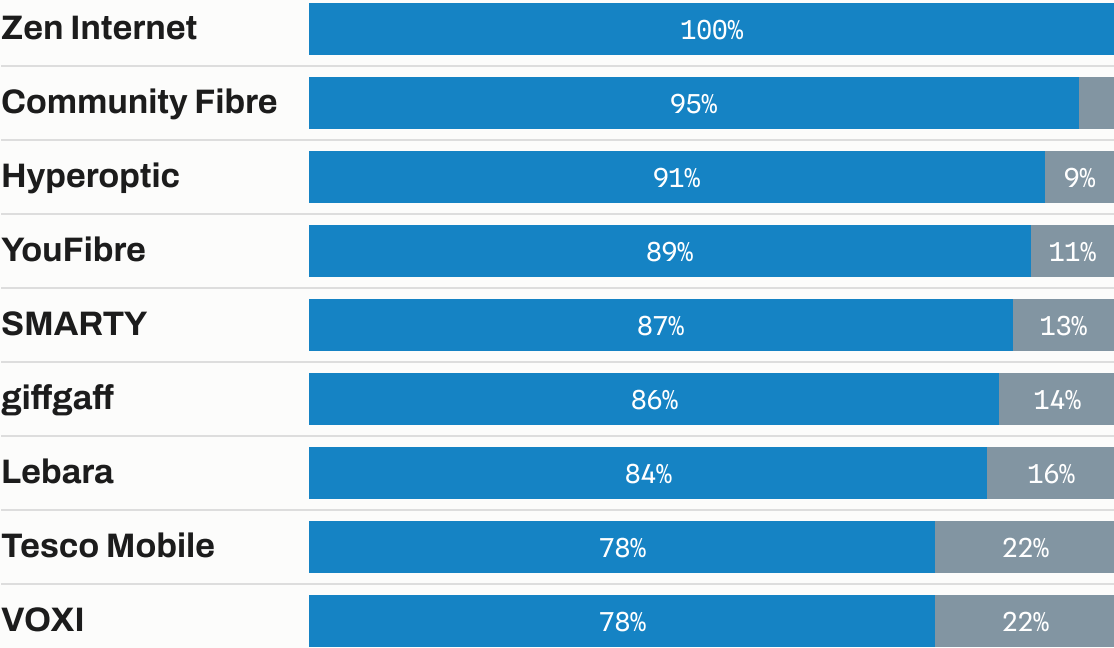


The most-mentioned providers are shown. Brand totals include their broadband and mobile services where relevant.

Zen and fibre specialists earn the most praise

Share of each brand's own mentions. Ranked by positive share, down the left column then down the right.

Positive Neutral Negative



TalkTalk has the highest negative share shown, at 77%. Zen Internet's mentions are entirely positive.

Coverage and roaming have the clearest leaders

The provider most often singled out as the best option in each question's answers.

Customer need	Leading provider	Share naming it as the best option	
Best broadband overall	Plusnet		27%
Mobile coverage	EE		100%
Broadband price & deals	Community Fibre		13%
Home working & streaming	Zen Internet		33%
SIM-only value	SMARTY		20%
Full fibre	Vodafone		60%
European travel	O2		93%
Social tariffs	Hyperoptic		40%

Broadband deals are more fragmented: Community Fibre leads at 13%. A leading share does not always mean a majority recommendation.

Service and price certainty create clear contrasts

Share of answers on each subject describing a provider positively or negatively.

Complaints

TalkTalk receives negative descriptions in **100%** of answers to the complaints question, and O2 in **87%**.

Tesco Mobile is described positively in **100%** of these answers, and giffgaff in **87%**.

Mid-contract price rises

EE, BT and Vodafone each receive negative descriptions in **93%** of answers about mid-contract increases.

Zen Internet is described positively in **80%** of these answers.

Ofcom is cited in every complaints answer. Clear service evidence and accessible pricing information are useful areas to explore.

Provider visibility varies across AI platforms

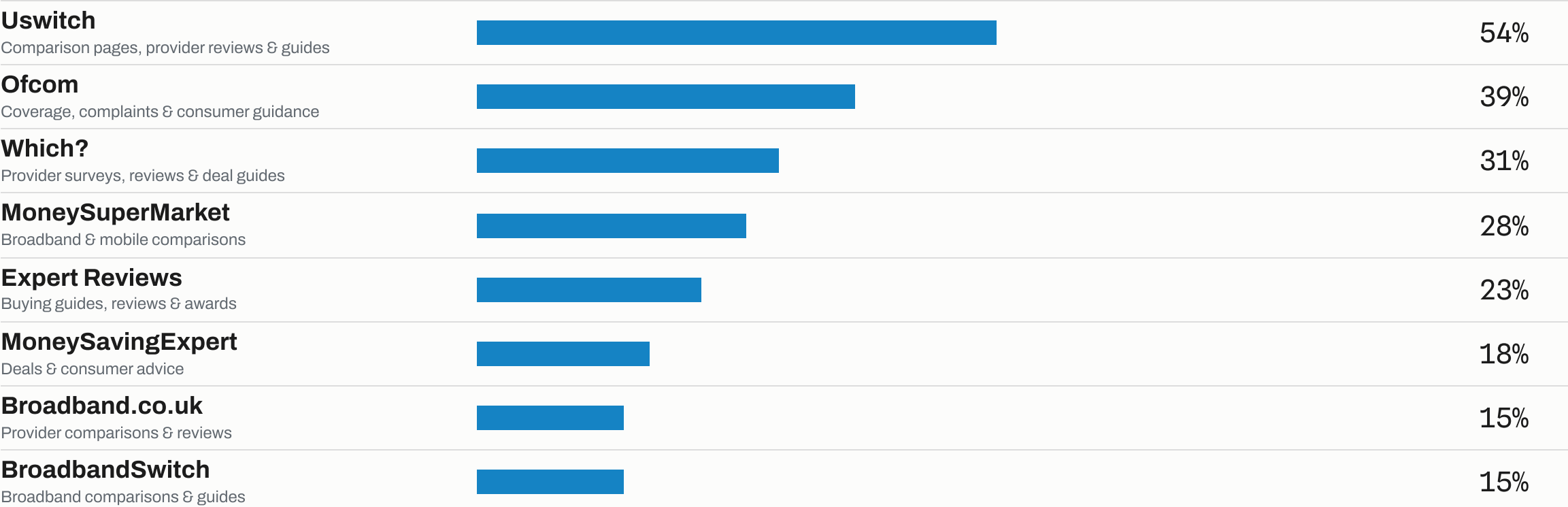
Share of each AI platform’s answers mentioning each provider.

Provider	ChatGPT		Claude		Google	
Vodafone		74%		100%		80%
EE		78%		94%		76%
Plusnet		48%		76%		60%
Sky		48%		84%		52%
Virgin Media		58%		70%		38%
O2		50%		60%		46%
BT		42%		68%		38%
Three		42%		54%		40%

These figures measure presence across the questions, including positive, neutral and negative descriptions.

Comparison guides are central to AI’s answers

Share of all answers citing each website, with the types of content appearing in the citations.



Uswitch leads at 54%. The sources include commercial comparison pages, independent reviews and Ofcom evidence, as well as news coverage.

Provider reviews and buying guides recur

Share of all answers citing each page. Click a title to view the source.

WHICH?	19%
Best and worst broadband providers	

EXPERT REVIEWS	18%
Best broadband UK	

USWITCH	13%
Broadband deals comparison	

Reviewing how these pages describe a provider could be a useful first step: product details, pricing, availability and the evidence behind comparisons.

Broadband choices draw on different comparison sources

Most-cited websites for each question. Tied sources share the same percentage.

Question subject	Most-cited source	Share of answers on this subject	
Best broadband overall	Which?		93%
Broadband price & deals	Uswitch		60%
Home working & streaming	Expert Reviews Which?		73% each
Full fibre	Expert Reviews		67%
Social tariffs	Ofcom		67%

Which? leads for broadband overall, Expert Reviews for full fibre, and Ofcom for social tariffs. Source priorities can vary with the product story.

Sources vary across mobile and customer issues

Most-cited websites for each question. Tied sources share the same percentage.

Question subject	Most-cited source	Share of answers on this subject	
Mobile coverage	MyAmplifiers Ofcom		60% each
Complaints	Ofcom		100%
SIM-only value	MoneySuperMarket		67%
Mid-contract price rises	Ofcom Uswitch		60% each
European travel	MoneySuperMarket Uswitch		60% each

The coverage question draws equally on Ofcom and MyAmplifiers, a signal-booster retailer. A cited domain’s role matters as well as its name.

Where AI visibility could support communications

01 Focus campaigns on the sources AI cites

Uswitch, Which? and Expert Reviews could be useful priorities for relevant product stories. Review the pages that recur, check factual accuracy and offer current evidence that helps reviewers assess each provider.

02 Make product differences easier to compare

Clear information on coverage, full contract costs, roaming and social-tariff eligibility could support more useful descriptions. Align claims across provider pages and the comparison guides customers encounter.

03 Track the topics that matter to each brand

The findings suggest different strengths by subject. Choosing a few relevant questions could help teams assess whether communications activity is reflected in visibility, sentiment and the sources AI uses.

A clearer view of your reputation

We help communications and corporate affairs teams understand what is being said, who is shaping the conversation and what could come next.

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