

## What is GiffGaff

According to Ofcom's recent report on the mobile phone market, 81% of users subscribe to the 'big 4' networks. Increasingly, however, people are moving towards smaller providers offering discounted call minutes and texts. Giffgaff are one of these providers, and here at Which? we often get asked questions about how they work and why we don't feature them for comparison.

## How much are calls and texts?

Giffgaff offers 8p/minute calls and 4p texts, with free minutes and messages to other Giffgaff customers. This is a similar price to other small scale networks like [Asda](#), [Tesco](#) and [Virgin](#) – known as MVNOs (Mobile Virtual Network Operators) which 'piggy-back' on the signal of existing networks.

In Giffgaff's case, it is owned by [O2](#) so runs off its network. Without the hardware of a network to maintain, MVNOs can keep costs down for their customers.

Giffgaff also claim that they keep their prices low by being 'community run'. This means that it is Giffgaff customers themselves who do a lot of the marketing of the network by word of mouth and also provide technical and customer service support through the community forum. In return, users receive account credit each time one of their friends joins the network or they answer another user's question.

## What do Giffgaff offer?

Unlike Virgin, Asda and Tesco, Giffgaff won't sell you a new handset. Instead, to join them you need to unlock your existing phone (unless your old provider was O2), but Giffgaff do provide a great resource for finding the quickest and cheapest way of unlocking your phone – the [Unlockapedia](#).

What you do get from Giffgaff is a pay-as-you-go Sim card.

If you use your mobile a lot, then you can buy a monthly 'Goodybag' with a selection of inclusive usage depending on how much you pay. This is paid for monthly out of your top-up credit just like an add-on from a larger network.

## What are the disadvantages of Giffgaff?

As Giffgaff don't sell handsets themselves you won't be able to get a cheaper phone by signing up to a long term deal. This will mean if you want a new phone you will have to pay for it upfront, but this can often work out cheaper overall.

You also will have to rely on the community to help you when things go wrong. This means you won't have a traditional customer service team to fall back on meaning issues may take a little longer to be sorted out.

Unfortunately due to the small size of the network we are unable to feature them in our [customer satisfaction survey](#) and see how they compare to the other mobile networks.

## Where can I join Giffgaff?

Since we don't offer PAYG Sim only deals for comparison on Which?, you won't find Giffgaff on our deals pages and will have to go to them [direct](#). We would always recommend that you shop around before signing up to a new network, so if you're interested in finding a new PAYG deal then take a look at our [call rates comparison table](#) and [PAYG deals](#).

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