

Post-recession Telecoms Strategies: Loyalty Grows in Importance



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Operators adapted their offerings to cater to changing consumer demands during the poorer economic conditions caused by the global financial crisis. In particular, many operators focused on maintaining and extracting more value from their existing subscribers, placing more emphasis on effective loyalty initiatives. This report analyzes how operators used loyalty initiatives to counter the negative effects of the recession, and also identifies some of the potential opportunities and weaknesses of operator loyalty strategies.

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