

2021 Tariff Trend Report: The Evolution of Operators' 'MyApp'

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Abstracts

In this Report, Telecomspricing assesses the MNO Apps and the additional services that are being offered with a mobile App by MNOs (36) worldwide split between developing and developed markets.

MNOs are firstly using Apps to provide a lower cost form of distribution and customer service. The MNO App is now also being used to offer a range of additional digital services as a loyalty device.

The survey finds that MNOs are providing their own MNO App as part of a digital strategy to reduce customer service costs and allows the MNO to expand their loyalty programme within the App as a means of reducing churn. MNO Apps are being deployed in all markets worldwide, in developing markets as well as developed markets, as MNOs globally adopt digital services. In the survey, Telecomspricing considers the MNO Apps and the additional services being launched worldwide through the App in both Developing markets and Developed markets.

Most MNO Apps are generic to a large extent offering similar services, they provide the user with tools to monitor service usage, to change account details, and access loyalty plans.

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