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2021 Tariff Trend Report: Latest Trends in Mobile Operators' Loyalty Schemes - A survey of 45 MNOs Loyalty Schemes

https://marketpublishers.com/r/25B7F029F36AEN.html
Date: September 2021
Pages: 48
Price: US$ 540.00 (Single User License)
ID: 25B7F029F36AEN

Abstracts

Telecomspricing survey of 45 Mobile Operator's Loyalty Schemes across the globe identified four main types of Loyalty Programme used by MNOs for their users including:

Once-off reward programmes – applied for users as part of an online, SMS or Mobile App-based campaign, for a specific prize or product offer (e.g. discount voucher or 2 for 1 cinema tickets).

Complex non-mobile usage reward programmes – with points accumulated against the user's bill which can be redeemed against a wide range of non-mobile products or services (typically offering discounts off the standard list price) for selected partners.

Tiered points plan programmes – with points awarded according to an annual spend, with points awarded according to tiers (e.g. Bronze, Silver & Gold).

VIP mobile package programmes – available for the highest spending customers as a form of "Club" format and can include offers related to retail services, travel or entertainment.

MNOs were introducing wide ranging loyalty programmes that provided benefits beyond mobile or telecom services. So much so that non-mobile reward programmes were becoming the most popular type of reward programme used by the MNO.

The MNO continues to use a series of third-party offers – which are typically shown either as a discount or with a short-term access to a service - for example by using a voucher which can be redeemed for an offer as part of short promotional period.

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MNOs were introducing a Loyalty Programme in combination with a mobile App subscription, with users opting into the mobile App in order to receive special offers.

This 48-page report provides insight into the 45 covered Loyalty Schemes.

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