

The Growth in Mobile Operator Apps: The acceleration of digital customer service through an App strategy

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Abstracts

The growth in Mobile operator Apps: The acceleration of digital customer service through an App strategy report – provides a detailed report on the market for Mobile Operator Apps, with case studies of deployments by selected mobile operators around the world. It also considers the deployments of a Mobile operator App as part of a wider digitalization strategy.

Telecomspricing considers the rapid spread of the mobile App by MNOs worldwide. They are introducing Mobile operator Apps as a form of customer care & to allow the user to access additional services.

With the rapid increase in smartphone sales and penetration rates worldwide smartphone Apps have also become ubiquitous. The most popular mobile Apps all remain free to use, although revenues from paid for Apps are also increasing over time.

Companies covered:

A1 (Austria), AIS (Thailand), Airtel (India), AT&T (USA), Digi (Malaysia), Globe (Philippines), Grameenphone (Bangladesh), Jio (India), Maxis (Malaysia), MTN Group, Orange Group, Safaricom (Kenya), Sky (UK), Sunrise (Switzerland), Swisscom (Switzerland), T-Mobile (USA), Telefonica Group, Telekom (Germany), Telekomsel (Indonesia), True ID (Thailand), Turkcell (Turkey), Vodacom (South Africa), Veon Group, Verizon (USA), Vivo (Brazil) and Vodafone Group.

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