

MVNOs Successful Marketing Strategies

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Abstracts

Following TCL's MVNO report published in 2007 looking at the future of MVNOs, this new report looks beyond Europe and covers the 'Successful Marketing Strategies Of MVNOs' across all regions.

The aim of the research was to establish the 'Successful Marketing Strategies of MVNOs'. Each in-depth profile is built upon topics such as overview of basic service offers, price positioning vis-à-vis MNOs, disruptive business strategy, building flexibility around the basic service offer, enriching customer experience and self care apps.

The research discovers a range of different approaches and trends that are now driving the market, for example, companies active in the insurance and financial services looking to enhance their services to their customer base and develop new distribution channels by offering mobile services.

MVNO coverage - 20 profiles in total

Europe:

Telenet - Belgium

Sosh - France

Ay Yildiz – Germany

Cyta - Greece

Dekatel – Netherlands

Poste Mobile - Italy

Jazztel - Spain

Tuenti Movil - Spain

giffgaff - UK

Lebara Mobile – UK

Lycamobile – UK

Tesco Mobile - UK

Truphone – UK

Virgin Mobile – UK

Middle East

Friendi Mobile - Oman

Americas

Porto Seguro Conecta – Brazil

Uff Movil - Colombia

Boost Mobile - USA

Asia-Pacific

Amaysim – Australia

Tune Talk – Malaysia

Contents

1. SUMMARY AND LEVEL OF SUCCESS AS AN MVNO AND IN THE COUNTRY OF OPERATION

2. OVERVIEW OF BASIC OFFERS

3. PRICE POSITIONING VIS-À-VIS MNOS

4. DISRUPTIVE BUSINESS STRATEGY

5. BUILDING FLEXIBILITY AROUND THE BASIC SERVICE OFFER

6. ENRICHING CUSTOMER EXPERIENCE

7. SELF-CARE APP

Plus provision of some key shots of the providers' website.

CONCLUSION

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