

Global Telcos Multi-pronged Service Offerings in 2016

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Abstracts

“Global Telcos Multi-pronged Service Offerings in 2016” report provides an overview of the various services and strategies being pursued by the telcos globally to enhance their revenues and increase customer satisfaction. It includes an overview of the current fixed and mobile market global. The report also includes finding from more than 50 operators globally for the survey conducted by WiseStrokes for the pricing strategies for various services. The report highlights about the various services, strategies and offerings of the global telcos. The plans and service details alongwith the service overview can be used as benchmark against other telcos to launch new services and further enhance the existing offerings to increase revenue monetization.

Key Features:

An overview of the global mobile telephony market and growth trends across regions from 2006-2016.

Provides guidance on the mobile subscribers for various technologies – 2015 v/s 2016 and forecast of global smartphone shipments for 2015-2021 (by vendors and mobile OS).

Report emphasized and provides detailed information about the various services being offered by telcos like Connected Cars Apps, Music streaming services, real time campaign management, mobile apps, Handset promotions and device financing offerings by telcos.

Report contains data, details and analysis in graphical and tabular format- which makes it easily interpretable.

The report contains survey finding based on inputs received from more than 50

global telcos for the mobile services pricing strategies.

Some of the leading companies mentioned in the report includes AT&T, Verizon, Singtel, Vodafone, U Mobile Malaysia, Optus Australia, Spark, Boost Mobile, Airtel, Swisscom, Globe Telecom, Ooredoo, Telenor Pakistan, StarHub, M1, Mobily, Dialog, Ncell, Orange, MTN, Etisalat, Sprint, Virgin Mobile, DiGi, Robi, Claro, O2 UK

Executive Summary

The growth in the global mobile subscriptions has slowed down owing the saturation across developed countries and lack of affordability in the underdeveloped countries for subscribing to mobile services.

In order to increase the monetization from the existing customers, retain their existing market share owing to increasing competition, the telcos are pursuing multi-pronged strategies which includes competitive service offerings, customer experience management, service enhancement and focus on offering personalized content.

The telcos are pursuing multi-pronged strategies ranging from innovative services offerings, 24X7 connectivity services. In addition to expanding and upgrading their existing network, telcos are also focusing on leveraging the existing fixed line infrastructure, by offering multi-play and bundled services. Also, the mobile customers are also being promoted fixed services as bundled services.

This report

Global Telcos Multi-pronged services offering in 2016? consists of 3 major sections namely

Overview of Global Fixed and Mobile Market- Highlights the trends in the emergence of mobile telephony globally and on a regional basis, and also includes the comparison of adoption of various technologies. The section also provides forecast of smartphone shipments by vendor and mobile OS

WiseStrokes Survey Results- This section provides a graphical summary for the findings of the survey conducted by WiseStrokes for pricing strategies being preferred and adopted by leading telcos globally. The analysis includes the inputs received from more than 50 telecom operators globally.

Customer Engagement strategies and Services offerings by telcos- It contains the innovative services being offered and strategies being adopted by the telcos in order to enhance revenue and enhance customer experience.

Contents

1. OVERVIEW OF GLOBAL FIXED AND MOBILE MARKET

Overview

- Global Mobile Subscriptions growth trend, 2006-2016
- Regional Mobile Subscription growth trend, 2006-2016
- Mobile Subscription growth trends
- Mobile subscriptions per 100 inhabitants, 2006-2016
- Mobile Broadband subscribers across regions, 2010-2016
- Global Data Traffic, 2015-2021
- Global Handset and Smartphone Shipments
- Global Smartphone Shipments - By Vendors
- Global Smartphone Shipments - By Operating System

2. WISESTROKES SURVEY RESULTS

- Survey Results – Preferred Method for Charging for Mobile Data services
- Survey Results – Preferred Pricing methodology for Mobile data offerings
- Survey Results – Barriers for adoption of 3G or 4G/LTE services
- Survey Results – Factors for selection/Rejection of 3G or 4G/LTE services
- Survey Results – Factors for selecting the current mobile data provider

3. CUSTOMER ENGAGEMENT STRATEGIES AND SERVICES OFFERINGS BY TELCOS

OTT Video Services - Overview

- OTT Video services - Business Models
- OTT Video Providers – Service Offerings and Details

Music Streaming Services - Overview

- Music Streaming Monetization Strategies
- Music Streaming Services - U Mobile Malaysia
- Music Streaming Services - Optus Australia
- Music Streaming Services - Spark New Zealand
- Music Streaming Services - Indosat Ooredoo
- Music Streaming Services - Globe Philippines
- Music Streaming Services - Boost Mobile
- Music Streaming Services - Airtel India

Mobile Payments – Overview

- Benefits of Mobile Financial Services to the key Ecosystem Players
- Mobile Money services deployment across key regions, 2015
- Global Mobile money services availability, 2015
- Mobile Money Offerings - Bharti Airtel (India)
- Mobile Money Offerings – Telenor (Pakistan)
- Mobile Money Offerings – Econet Wireless (Zimbabwe)
- Multiplay Services – Overview
 - Multiplay Services - Initiatives
 - Multiplay Services – Offerings and Value Proposition
- Inflight Connectivity services - Overview
 - Technologies used to provide Inflight Connectivity Services
 - Inflight Connectivity services by Telcos
- Bill Shock Prevention Offerings – Overview
 - Bill Shock Prevention offerings - Singtel
 - Bill Shock Prevention offerings - Telstra
 - Bill Shock Prevention offerings - Verizon
 - Bill Shock Prevention offerings - Orange
 - Bill Shock Prevention offerings - Vodafone Australia
- Handset Promotions and Device Financing Plans by Telcos – Overview
 - Handset Promotions and Device Financing Plans by Telcos
 - Device Financing - MTN Nigeria
 - Device Financing - Orange Kenya
 - Device Financing - Etisalat Nigeria
 - Handset Discounts offered by Telcos - Sprint
 - Handset Discounts offered by Telcos - Boost Mobile
 - Handset Discounts offered by Telcos - Virgin Mobile
 - Device Financing by Telcos - AT&T
 - Device Financing by Telcos - Sprint
 - Device Financing by Telcos - Verizon
 - Device Financing by Telcos - Virgin Mobile
- Data Rollover Plans – Overview
 - Data Rollover Plans – AT&T and Virgin Mobile
 - Data Rollover Plans – Verizon and Telstra
 - Data Rollover Plans – H2O and Optus Australia
 - Data Rollover Plans – iDMobile and DiGi Malaysia
- Connected Cars – Overview
 - Connected Cars – Apps
- Customer Loyalty Programs – Overview
 - Loyalty Programs - Ways to enhance Customer Loyalty

Strategies adopted by Telcos to accelerate mobile data revenues

Customer Loyalty Program - RedOne Malaysia

Customer Loyalty Program - VIVA Bahrain

Customer Loyalty Program - Proximus Belgium

Customer Loyalty Program - Robi Bangladesh

Customer Loyalty Program - Airtel Rwanda

Customer Loyalty Program - Swisscom

Customer Loyalty Program - Claro Argentina

Customer Loyalty Program - MCI Iran

Customer Loyalty Program - Vivo Brazil

Mobile Applications – Overview

Mobile Applications – Inhouse Mobile Apps offered by Telcos

Real time Campaign Management - Overview

Real time Campaign Management - Optus Australia

Real time Campaign Management - Robi Axiata Ltd (Bangladesh)

Real time Campaign Management - Globe Telecom

Real time Campaign Management - Warid Telecom

Real time Campaign Management - Zantel Tanzania

Real time Campaign Management - O2 UK

List Of Figures

LIST OF FIGURES

- Figure 1: Global Mobile Subscriptions growth trend, 2006-2016
- Figure 2: Mobile Subscriptions growth trend across regions, 2006-2016
- Figure 3: Mobile Subscription per 100 inhabitants across regions, 2006-2016
- Figure 4: Active Mobile broadband subscriber growth trend across regions, 2010-2016*
- Figure 5: Monthly Data Traffic, 2015 & 2021
- Figure 6: Mobile Subscription trend by Technology, 2015 & 2021
- Figure 7: Global Fixed Telephony Subscribers across regions growth Trend, 2006-2016
- Figure 8: Fixed Broadband subscriber growth trend across regions, 2011-2016
- Figure 9: Global Handset and Smartphones sales forecast, 2015-2021
- Figure 10: Global Smartphone Shipments forecast (by vendors), 2015-2021
- Figure 11: Global Smartphone Shipments forecast (by mobile OS), 2015-2021
- Figure 12: Key Players involves in the Mobile Payment Ecosystem
- Figure 13: Mobile Money deployments across key regions, 2015
- Figure 14: Number of Mobile Money deployments globally across regions, 2015
- Figure 15: Telenor Pakistan- EasyPaisa Khushal Beema service offering
- Figure 16: Major telcos offering Inflight Connectivity services
- Figure 17: Orange Holiday Plan
- Figure 18: Vodafone Australia My Vodafone App offering
- Figure 19: LG and AT&T Device financing offering
- Figure 20: Orange Kenya and Equity Bank partnership for device financing
- Figure 21: Etisalat Nigeria and Samsung device financing partnership offering
- Figure 22: Airtel Night Plan
- Figure 23: Reliance Postpaid Device sharing plans
- Figure 24: Social Networking plans offering by Telenor India
- Figure 25: VIVA Bahrain - Customer Loyalty Program Partners
- Figure 26: Airtel Rwanda rewards program offerings
- Figure 27: Claro Club Program categories
- Figure 28: Claro Club Program benefits
- Figure 29: MCI Turquoise Club Program benefits
- Figure 30: Benefits of the Vivo compass loyalty program

List Of Tables

LIST OF TABLES

Table 1: Mobile broadband subscriber per 100 inhabitants, 2010-2016

Table 2: Music Streaming service price plans – U Mobile Malaysia

Table 3: Music Streaming service price plans – Optus Australia

Table 4: Music Streaming service price plans – Spark New Zealand

Table 5: Music Streaming service price plans – Indosat Ooredoo

Table 6: Music Streaming service price plans – Globe Philippines

Table 7: Music Streaming service price plans – Boost Mobile US

Table 8: Music Streaming service price plans – Airtel India

Table 9: Benefits of Mobile Financial Services to the key Ecosystem Players

Table 10: Airtel Money subscriber growth trends in India

Table 11: Key KPIs of EcoCash service in Zimbabwe, Feb'13-Feb'15

Table 12: New Zealand Inflight Connectivity Tariff

Table 13: Ncell Inflight Connectivity Tariff

Table 14: Omantel Inflight Connectivity Tariff

Table 15: Bill Shock offering by telcos

Table 16: Telstra international data roaming tariffs

Table 17: Vodafone Australia Data Add-ons

Table 18: Examples of Device Financing/Offerings by Telcos

Table 19: MTN Device Financing Details

Table 20: Customer Loyalty Program details- RedOne Malaysia

Table 21: Customer Loyalty Program Levels - VIVA Bahrain

Table 22: Robi Dhonnobad Program customer offering

Table 23: Robi Dhonnobad Program customer categories

Table 24: Swisscom Priorité rewards program details

Table 25: Data Rollover Plan details – AT&T

Table 26: Data Rollover Plan details – Virgin Mobile Australia

Table 27: Data Rollover Plan details – Verizon

Table 28: Data Rollover Plan details – Telstra

Table 29: Data Rollover Plan details – H2O

Table 30: Data Rollover Plan details – Optus

Table 31: Data Rollover Plan details – iDMobile

Table 32: Data Rollover Plan details – DiGi Malaysia

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