Global Telcos Customer Loyalty Programs in 2016: Building Relationships, Enhancing Competitiveness

Description: This report provides an overview of the customer loyalty programs offered by the telcos, the features to be included in loyalty programs, ways to enhance the effectiveness of the customer loyalty programs and methods for enhancing customer loyalty.

It also includes an overview of global mobile telephony market. It also highlights about the various features/benefits being offered by the customer loyalty program of the telcos, which can used as blue-print for launching new services and enhancing the effectiveness of the existing customer loyalty program.

Key Features:
- An overview of the global mobile telephony market and growth trends across regions from 2005-2017
- Emphasis on the various aspects of the customer loyalty programs: Features, promotional methods, measuring effectiveness, enhancing its effectiveness, success measurement parameters of customer loyalty programs
- Includes a brief overview, features and benefits offered by the customer loyalty programs of telcos across all regions which can used as a benchmark parameter.
- Graphical analysis of the inputs received from more than 60 telcos globally. Report contains data, details and analysis in graphical and tabular format which makes it easily interpretable.

Contents:
1. Overview of Mobile Services
   - Mobile Services overview
   - Regional Mobile Subscription growth trends, 2005-2015
   - Mobile Subscription growth trends
   - Mobile subscriptions per 100 inhabitants, 2005-2015
   - Mobile Broadband subscribers across regions, 2010-2015
   - Global Mobile Broadband subscribers growth by technology, 2015-2021
   - Global Data Traffic, 2015-2021

2. Introduction to Customer Loyalty Programs
   - Overview of Customer Loyalty Programs
   - Loyalty Programs: Ways to enhance Customer Loyalty
   - Loyalty Programs: What should it focus upon
   - Benefits of Customer Loyalty Programs
   - The 4 Gaps which needs to be addressed
   - Popular customer focused methodologies by telcos to drive mobile data revenues
   - Key factors resulting in customers change mobile data provider
   - Way to increase the customer loyalty
   - Customer Centric Insights
   - How customer experience and better customer insights drives the customer loyalty programs
   - Customer Experience
   - Loyalty Management
   - Five distinct stages during a customer lifecycle
   - What should telcos focus upon
   - Key questions mobile service providers need to answer, in order to focus on customer experience
   - An end-to-end view of customer experience
   - How to increase the efficiency of loyalty program
   - How to increase the optimization of loyalty management programs
   - Major parameters for the success of any loyalty program
   - Increasing the effectiveness of customer loyalty program

3. Survey Findings

4. Customer Loyalty Program of Telcos
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- Spark
- Singtel
- Grameenphone
- Robi
- Airtel Malawi
- Airtel Rwanda
- Swisscom
- Tashicell
- Mobily
- Ooredoo Qatar
- Tunisie Telecom
- Claro Argentina
- Mobile Telecommunication Company of Iran (MCI)
- MTN Africa
- Vivo
- Orange Romania
- Telcel Mexico
- Entel Chile
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