Cross-selling and Upselling With Content & Adjacent Services

Description: Operators face new and more dangerous challenges brought about by evolution in data consumption and the market for digital services.

New service areas are being developed, such as the connected home, sophisticated mobile money services and personal health and fitness applications, that have the potential to increase mobile usage but also to disintermediate the MNO. Mainstream content consumption has evolved from downloads to streaming, and users in developed and developing markets are quite happy to deal direct with content owners rather than requiring someone to curate content for them. Skinny bundles with a high degree of personalisation are required when dealing with these sophisticated and increasingly cost-conscious consumers.

MNOs have a unique opportunity to exploit their existing assets (networks, customer relationships, partnerships, billing and support systems) to increase their share of the total spend of these new consumers. If successful, they will have a strong role to play in the new digital content-oriented markets. If they do not carve out their own role, they stand to be bypassed and confined to connectivity provision at marginal profitability.

This report looks at services operators are already using to maintain and increase the value of their existing customers and explores how innovative and flexible product design and relationship management, combined with effective cross-selling and upselling, can help to ensure a more central (and profitable) future.

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