SYNOPSIS

The mobile service industry in the U.S. market has reached its saturation point. Service providers have intensified their marketing to gain customers from competitors or defend their turf through innovative service offerings and customer loyalty programs. This consumer research provides an objective analysis of how service providers are successful in this very competitive industry and explores reasons behind consumers’ decision to change operators or stay with their existing one. It also explores consumer interest in using alternative mobile services from new entrants such as Google.

ANALYST INSIGHT

“Mobile service providers’ marketing activities, aimed at luring customers away from competitors, have become less effective as operators exhaust their levers. In response, operators are shifting their strategies from spending on user acquisition to focus on retention and raising ARPU.”

— Kristen Hanich, Research Analyst, Parks Associates

Number of Slides: 55
CONTENTS

Executive Summary
- Industry Insight
- Key Findings & Market Impact

Mobile Service Market Competition
- Net Promoter Score by Mobile Service Provider (Q2/17)
- Net Promoter Score by Age (Q2/17)
- Net Promoter Score by Income (Q2/17)
- Net Promoter Score by Technology Adoption Segment (Q2/17)
- Mobile Plan Type (Q2/17)
- Mobile Plan Type by Mobile Service Provider (Q2/17)
- Net Promoter Score by Mobile Plan Type (Q2/17)
- Data Plan Size by Mobile Service Provider (Q2/17)
- Fixed Data Plans: Data Plan Size by Mobile Service Provider (Q2/17)
- Net Promoter Score: Mobile Service as Part of a Bundle (Q2/17)

Top and Bottom Spenders
- Cost of Mobile Service Per Month Among Top Brands* (2015-2017)
- Cost of Mobile Service Per Month: Bundled vs Standalone (Q2/17)
- Average Monthly Service Cost by Provider (Q2/17)
- Average Monthly Service Cost by Provider & Plan Type (Q2/17)
- ARPU: Top & Bottom Tiers of Mobile Spenders by Provider (Q2/17)
- Net Promoter Score: Top & Bottom Tiers of Spenders by Provider (Q2/17)
- Top and Bottom Spenders by Age (Q2/17)
- Top and Bottom Spenders by Household Income (Q2/17)
- Top and Bottom Spenders by Marital Status (Q2/17)
- Top and Bottom Spenders by Children at Home (Q2/17)

Service Switching Behaviors
- Time Since Last Change to Mobile Service (Q2/17)
- Most Recent Change Made to Mobile Service (Q2/17)
- Most Recent Plan Change by Provider (Q2/17)
- Most Recent Change Made to Mobile Service by MSP (Q2/17)
- Comparison of Respondent Churn to Market Share (Q2/17)
- Mobile Churner Destinations (Q2/17)
- Respondent Churn Destinations (Q2/17)
- Respondent Churn Origins (Q2/17)
- Standalone or Bundled Mobile Service by Switching to a New Service Provider in Past 12 Months (Q2/17)
- Household Income by Switching to a New Service Provider in Past 12 Months (Q2/17)
- Smartphone OS by Switching to a New Service Provider in Past 12 Months (Q2/17)
- Important Factors in Choosing Next MSP (Q2/17)
- Important Factors in Choosing Next MSP by Switching to a New Service Provider in Past 12 Months (Q2/17)
- Top 6 Features Important in Selection of Next MSP by Current MSP (Q2/17)
• High Importance of Unlimited Data Plan in the Selection of Next MSP by Current MSP (Q2/17)

• Factors Influencing Decision to Switch Mobile Service Provider (Q2/17)

• Participation in Loyalty Programs by Mobile Service Provider (Q2/17)

• Net Promoter Score by MSP Loyalty Program Enrollment (Q2/17)

• Loyalty Programs as a Very Important Factor in Selection of Next MSP by Current MSP (Q2/17)

• Loyalty Programs as a Very Important Factor in Selection of Next MSP by Enrollment in a Loyalty Program from Current MSP (Q3/17)

• High Importance of Sponsored Media by Service Provider (2016 - 2017)

Appendix
Mobile Service Churn:
Managing Consumer Expectations

ATTRIBUTES

Parks Associates
5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com
sales@parksassociates.com
PHONE 972.490.1113
Toll free 800.727.5711
FAX 972.490.1133

Authored by Kristen Hanich, Yilan Jiang, David Mitchel, and Katherine Li
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2018 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.
Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.