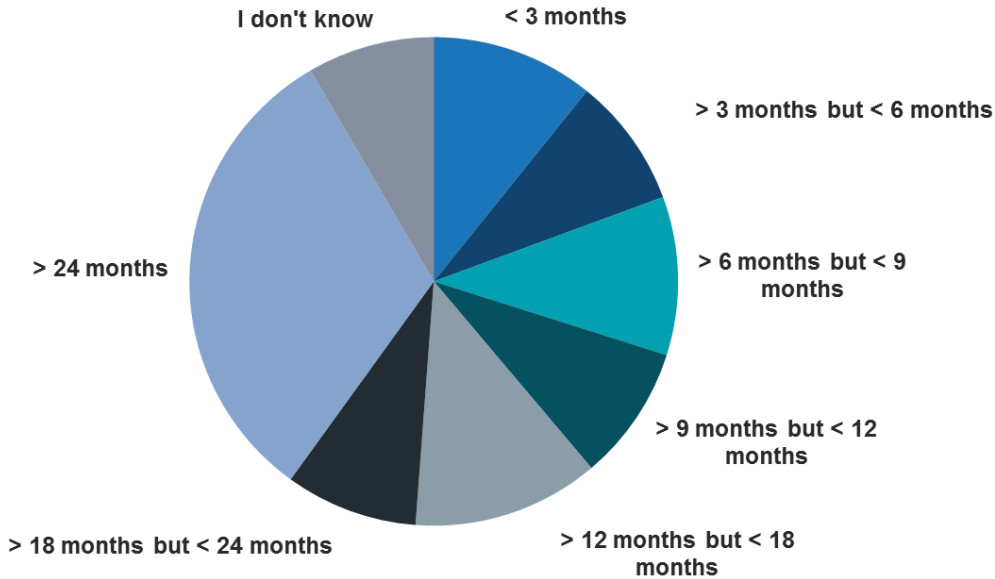


Time Since Last Change to Mobile Service Mobile Service Subscribers



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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



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Executive Editor: Jennifer Kent

Published by Parks Associates

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