

Competitive Intelligence Service

Consumer Service Europe

The **Current Analysis** CurrentCOMPETE coverage of consumer telecom services in Europe is designed to reflect the intelligence requirements of the 21st Century services industry, driven by a new breed of ‘total communications providers’. All of Europe’s top Tier 1s and many Tier 2s have now structured their formerly diverse fixed and mobile units down consumer-centric lines, with a single customer-facing business for consumers and enterprises respectively. Europe’s new ‘integrated operators’ are now exploring the competitive opportunity for multi-service provision in a bid to improve the customer base quality, lifetime longevity and nurture ARPU, whilst simultaneously reducing service provisioning costs (distribution, support and marketing).

Multi-service provision is now a strategic urgency, but it’s proving tricky to get right. Everyone’s working on it, but no one has really ‘cracked’ it, yet.

Consumer Services Europe will monitor the progress, flagging success stories, value-added innovation, best practice and disruptive behavior along the way, as well as ongoing evaluation of key new service launches across the entire communications field.

Consumer Services Europe includes analysis of major service launches, trends, and industry events in the form of structured Competitive Intelligence Reports and Intelligence Alert Reports from trade shows and vendor events. Longer, free-form Advisory Reports are also created to assess major market shifts. Company and Market Assessments provide context to events and help identify the strengths and weaknesses of competitors.

Current Analysis clients subscribe to CurrentCOMPETE to help in the planning stage (product planning and strategy managers), the decision and rollout stages (product and marketing managers), and sales execution (sales managers, field sales representatives, and merchandising managers). Clients are actively encouraged to reach out to analysts with specific questions – inquiry time is included with all CurrentCOMPETE subscriptions.

Companies covered include: 3 Group, Apple, Belgacom, BSKyB, BT, Deutsche Telekom, Facebook, France Telecom, Google, KPN, Swisscom, TDC, Tele2, Telecom Italia, Telefónica, Telekom Austria Group, Telenor, TeliaSonera, Virgin Media, and Vodafone Group

Current Analysis’ European Consumer Services team is led by Research Director Emma Mohr-McClune. Emma has been active in the industry for over fifteen years, both as an analyst, consultant, IT tech journalist and freelance researcher. Her specialist areas of coverage include fixed-mobile converged services, mobile voice and data, applications, content and media services.

Consumer Services Europe Analyst Team



Emma Mohr-McClune
Research Director,
Consumer Services
Europe

emcclune@currentanalysis.com



Natasha Rybak
Principal Analyst,
Consumer Services
Europe

nrybak@currentanalysis.com



Farah Jifri
Analyst, Consumer
Services Europe

fjifri@currentanalysis.com