

# The New Age MVNOs Report

How Google Fi and Xfinity Mobile are changing the market

## Report Summary

The HarrisX New Age Mobile Virtual Network Operator (MVNO) Report deep dives into Google Fi and Xfinity Mobile to explore performance to date, customer perceptions versus traditional MVNOs and other top providers, and identifies future growth opportunities.

## Business Questions Answered

- ✓ What is the perception and satisfaction of the new age MVNOs?
- ✓ What is driving customer perception and satisfaction?
- ✓ Where are these MVNOs grabbing share from?
- ✓ What does future growth look like?

## Key Metrics

- Market Share
- Plan Type Information
- Device Usage
- Customer Demographics
- Path to Purchase
- Satisfaction and Perception KPIs

## Delivery

- PowerPoint Report

## Sample (15 month)

- Google Fi (n=~1,000)
- Xfinity Mobile (n=~1,400)
- Top 4 U.S. Carriers
  - AT&T (n=~105,000)
  - T-Mobile (n=~57,000)
  - Verizon (n=~120,000)
  - Sprint (n=~46,000)

## Client Benefits

### Top Carriers

Risk assessment

Increase retention efforts

### Smaller MVNOs

Understand

strengths/weaknesses

Improve retention efforts

### Device Manufacturers

Understand device usage

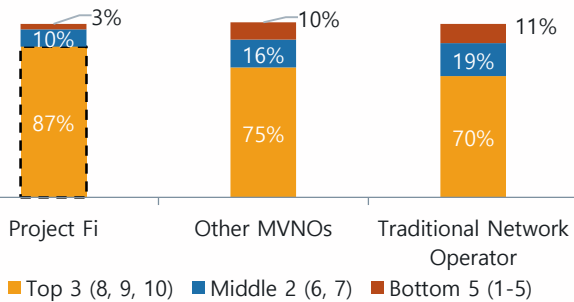
Determine opportunity to increase device penetration

**Investment: \$25,000**

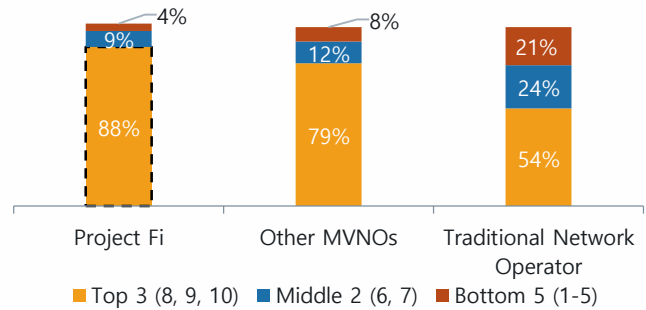
## SAMPLE INSIGHTS

Project Fi shows overall satisfaction scores that are 10 percentage points higher than other providers...

...with a 35 percentage point advantage in price satisfaction versus traditional operators



Satisfaction (10 Point Scale)



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