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?

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)

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

Delivery
- PowerPoint Report

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

Investment: $25,000

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

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HarrisX is a boutique market research and consulting services company focused on telecom, media, and technology with focus in syndicated survey research, claims substantiation studies, retail analytics, message testing, and passive behavior measurement.