

Beyond Voice

A Survey of Voice Enhanced Services Consumer Offerings Across Europe

The 2005 Market Intelligence report from VMA, in partnership with Arthur D Little, is now available.

The research has been undertaken with European operators during the last quarter of 2005 and is focussing on the following core features and functionalities:

- Call completion
- SMS
- Payment alternatives
- Convergence
- Customer care
- Handsets and personalisation
- Data & Rich media

The key goals of this study are the following:

- Assess the availability of the features/services in the various European markets
- Measure adoption differences in the various countries
- Assess the impact on both ARPU and subscribers' loyalty of the various services

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