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# TELECOMMUNICATIONS PERSONALIZATION IN THE AGE OF THE **MOBILE SUBSCRIBER**

Insights Into The Mobile Behavior Of The  
Modern Consumer

INDUSTRY RESEARCH:  
TELECOMMUNICATIONS Q4 2017

# OVERVIEW

The world is mobile. People communicate with each other on their mobile phones, they stay on schedule with the help of their smartwatches, and, perhaps most importantly, they interact with brands via mobile apps. Therefore, it's important for brands to focus on their mobile experiences. To investigate the preferences and behaviors of consumers when using mobile applications within the U.S., SundaySky conducted an online survey with 226 total respondents.

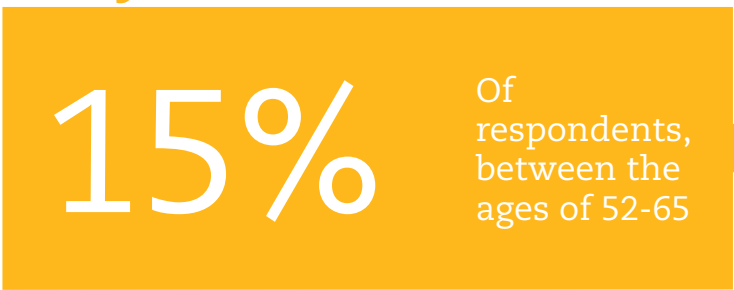
226

total respondents

Respondents received a series of 21 questions that referred to their current behaviors in terms of mobile app usage, as well as what they'd like to see from mobile apps in the future.

**Respondents were asked questions about both general mobile app behavior as well as their specific behavior within the apps of three different verticals.**

## Baby Boomers



## Gen-Xers



## Millennials



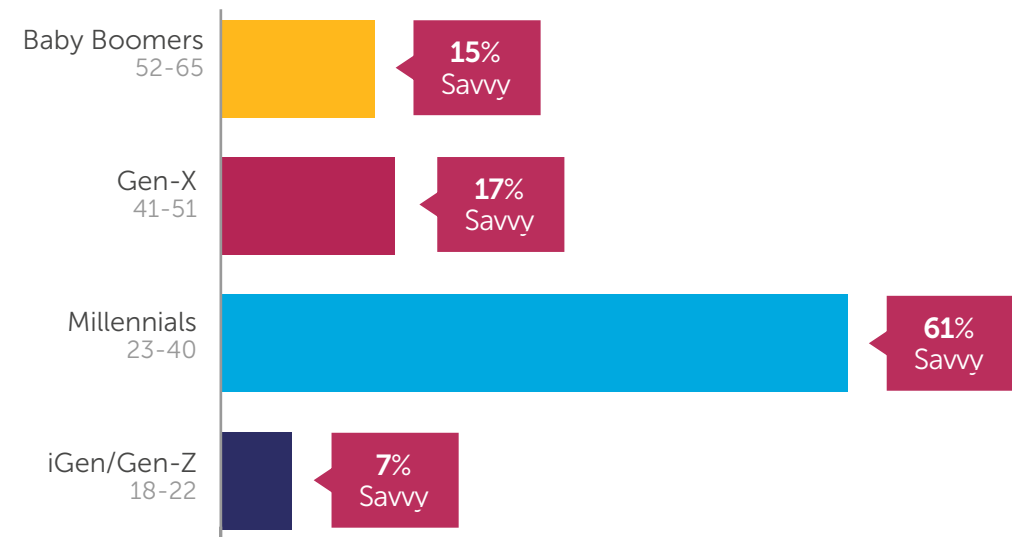
## iGen/ Gen-Zers



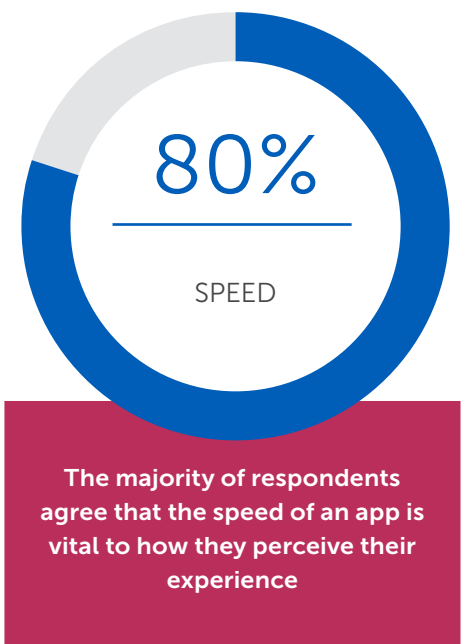
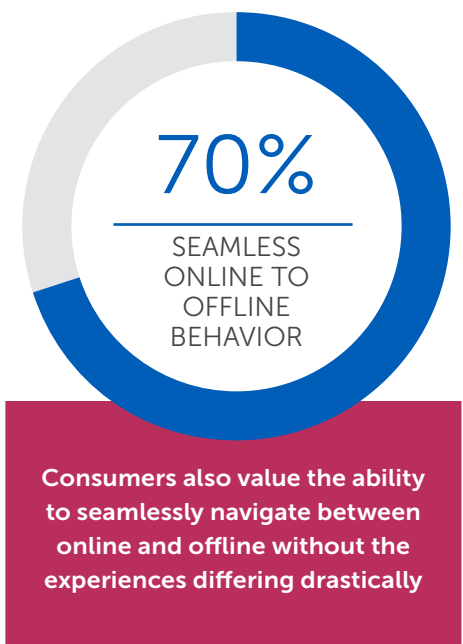
# MOBILE SAVVY GENERATION

With Millennials—the most self-identified mobile savvy demographic— becoming the largest generation in the American workforce, it’s more important than ever for brands to focus on mobile-first strategies that assume consumers engage with brands primarily through their mobile devices across multiple verticals.

**In fact, just over 60% of Millennials consider themselves mobile savvy, which is more than 3x the amount of those who consider themselves as such in previous generations.**



## WHAT CONSUMERS VALUE IN AN APP



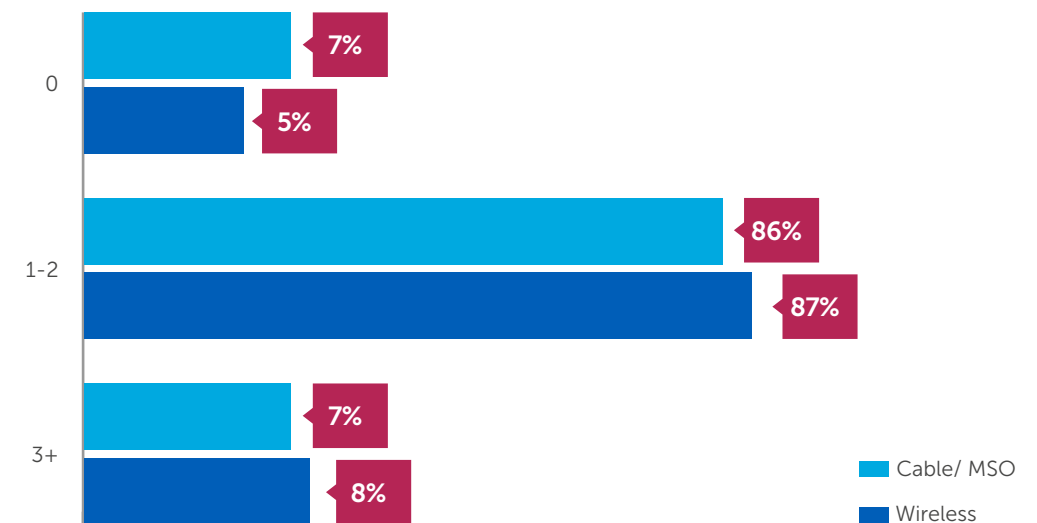
# TELECOMMUNICATIONS MOBILE APP USAGE

For the purpose of this study, cable and multiple-system operators (MSO) mobile apps were differentiated from wireless provider mobile apps, and, as expected, the majority of subscribers say they only have one or two telecom apps currently downloaded on their phones. This makes sense since people rarely have a relationship with more than one MSO and one wireless provider at any given point in time. Not only are telco subscribers loyal in the sense that once they become a customer they aren't engaging with competitors, but the majority of them engage with the telecom brands they are loyal to on a regular basis via their mobile apps.

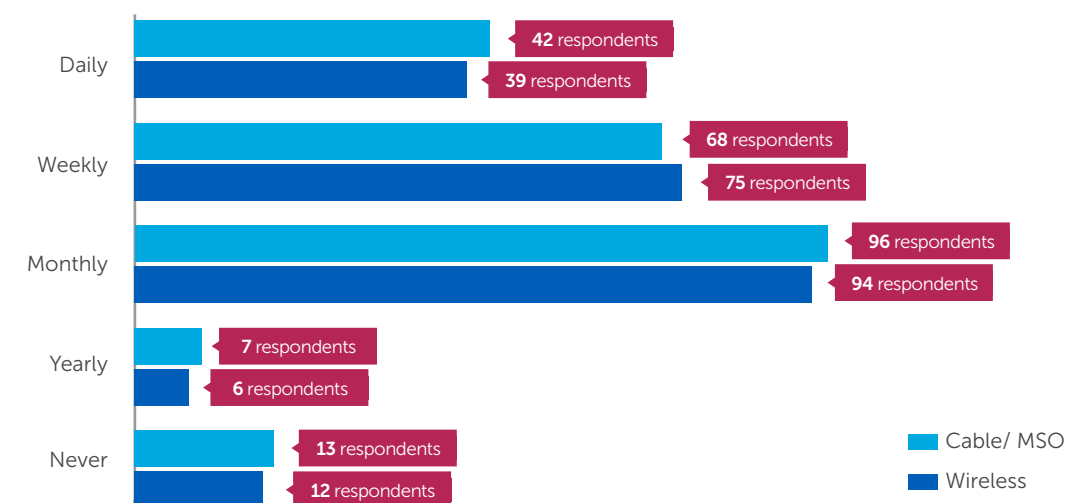
As shown in the second graph, most telecom subscribers use their mobile apps daily, weekly or monthly. With monthly use coming in at the top, it can be deduced that many subscribers are simply using their mobile apps to pay their bills each period, but the amount who are using their apps daily and, especially, weekly is so close to those that use monthly it's important to keep note of their in-app behaviors as well.

EACH TIME A SUBSCRIBER LOGS INTO THEIR APP IS AN OPPORTUNITY TO INCREASE SATISFACTION WITH PERSONALIZED CONTENT.

## APPS DOWNLOADED



## APP USE FREQUENCY

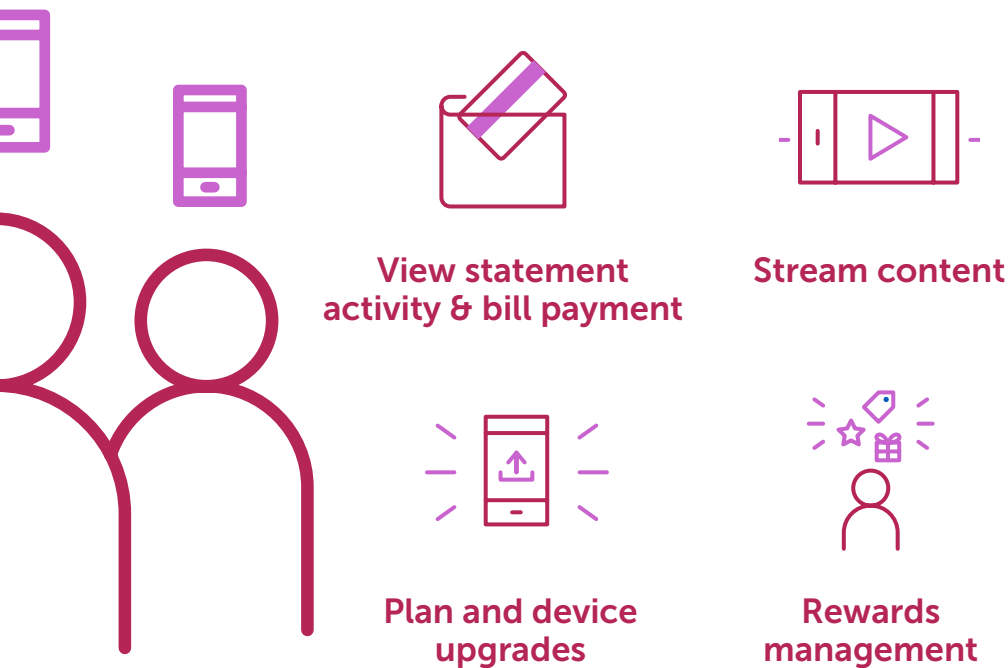


# IN-APP BEHAVIORS OF SUBSCRIBERS

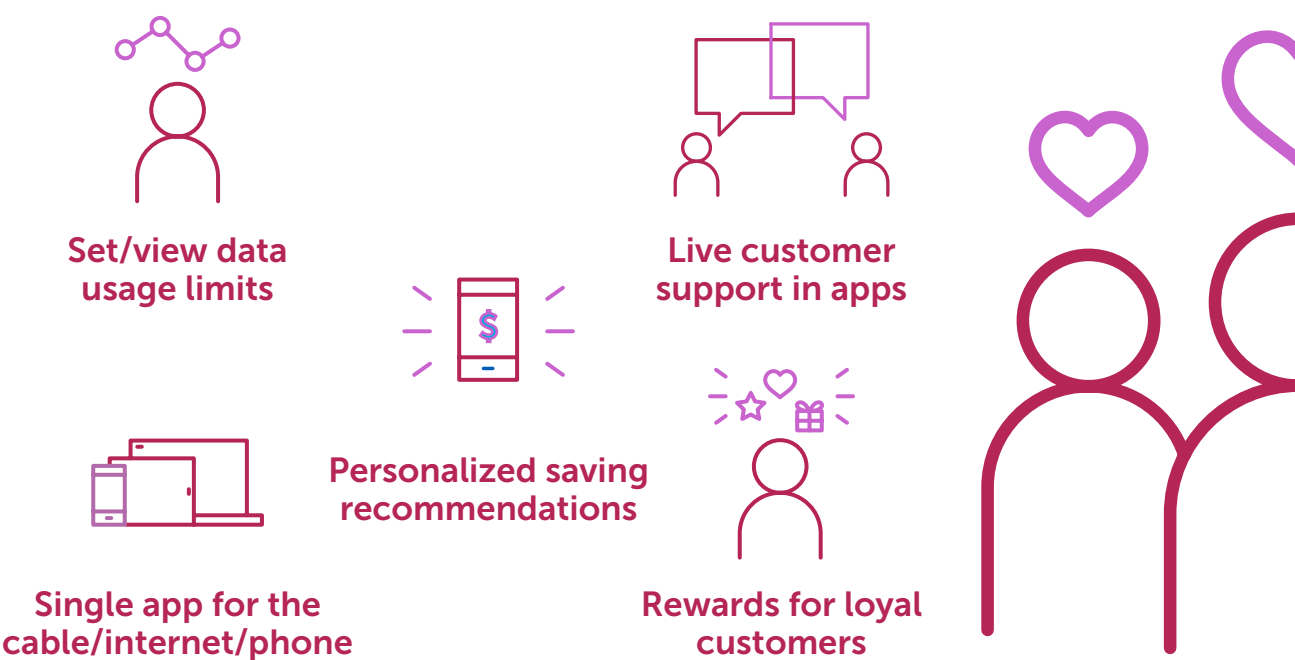
The majority of telco subscribers use the mobile apps of their telco brand of choice simply to view and pay their bill each month in an efficient way. As for the subscribers who use their apps more frequently, they said their top behaviors other than paying their bill include upgrading plans or devices, managing rewards, and even streaming content. When it comes to features they'd like to be able to use in their apps in the near future subscribers agree they want features that are more seamless and more personalized. This further proves that the solution for telcos wanting to drive lifelong loyalty falls into the realm of personalized content within their mobile apps.

WHEN IT COMES TO FEATURES THEY'D LIKE TO BE ABLE TO USE IN THEIR APPS SUBSCRIBERS AGREE THEY WANT FEATURES THAT ARE MORE SEAMLESS AND MORE PERSONALIZED.

## CURRENT IN-APP BEHAVIORS

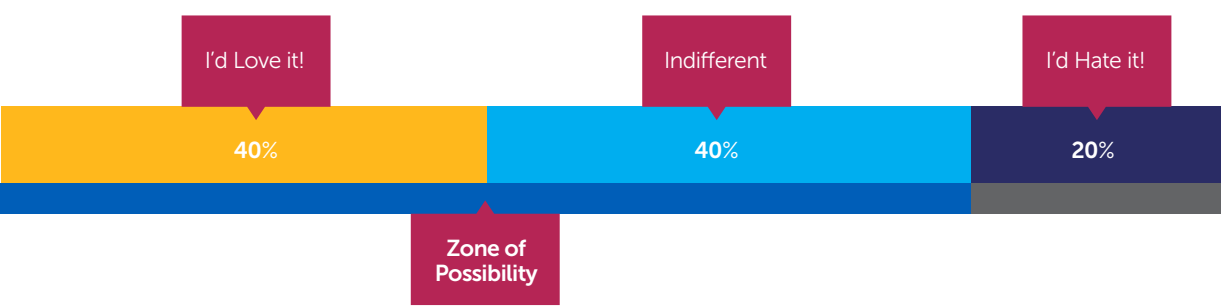


## DESIRED IN-APP BEHAVIORS



# PERSONALIZED VIDEO IN TELECOM APPS

When asked specifically about preferences on personalized video in their telecom mobile apps, a total of 40% of respondents said they “would love” it. However, when combined with the 40% of respondents who said they are indifferent to personalized video in their telco apps the potential subscribers who could be won over with in-app personalized video becomes an astounding 80%.



## BRINGING IT ALL TOGETHER

At the end of the day, telecommunications subscribers are directly asking for personalized content within their mobile apps. The younger the customer the more likely they are to want that personalization, and so it only makes sense for brands to begin introducing it now before it's too late. By combining the power of video with personalization, telecom brands can even win over some of the indifferent subscribers from the older generations, as shown by the “I'd Love It!” increase between general app personalization and specifically personalized video.

**In fact, telecommunications subscribers seem to desire a seamless and valuable mobile app experience that can realistically only be achieved with the help of personalized video.**

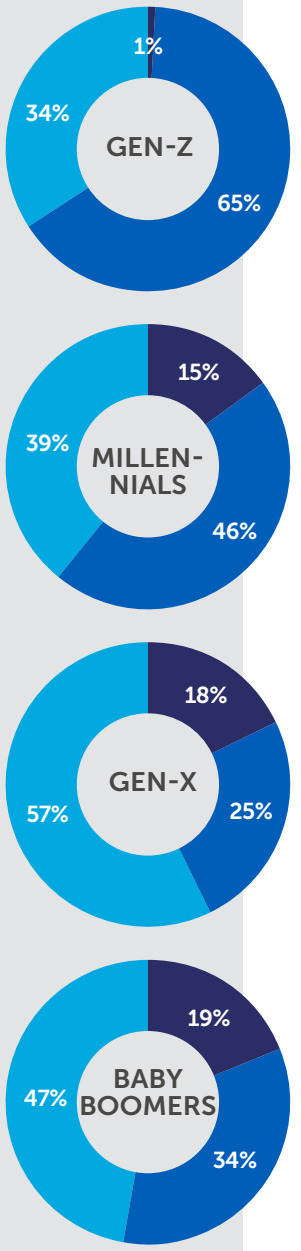
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## PERSONALIZATION BY AGE

The survey revealed that 65% of Gen-Zers and 46% of Millennials “would love” a measure of personalization in their telecommunications mobile apps. Most Gen-Xers and Baby Boomers said they are indifferent to added personalization. One thing that remains true across all four groups, though, is that there is a large zone of possibility for winning customers over with in-app personalized content.

THE TWO YOUNGEST AGE GROUPS ARE MORE LIKELY TO APPRECIATE PERSONALIZATION IN TELECOMMUNICATIONS APPS.

I'd Love it! Indifferent I'd Hate it!



# ABOUT SUNDAYSKY

SundaySky is an end-to-end video marketing platform that transforms storytelling through personalized video. We turn traditional, linear video into modular, personal experiences that make brands more relevant, connected and effective. By combining the power of automation and big data with the emotion of video, our SmartVideo™ technology generates and delivers individual videos in real time, across paid and owned media channels at scale, and returns significant business value for global brands like AT&T, Citi, Williams-Sonoma and Verizon. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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