

The 5 Key Wireless Shopping Moments Brands Should Win

For telecom-wireless brands wanting to drive growth, responding to consumers' needs in the moments they turn to mobile is critical. We explore how shoppers behave in five key micro-moments to help brands better understand the consumer decision-making process and win the moments that matter.

Shopping Around

At the start of the shopping journey, there are **three key micro-moments** where brands can influence consumers' buying decisions.



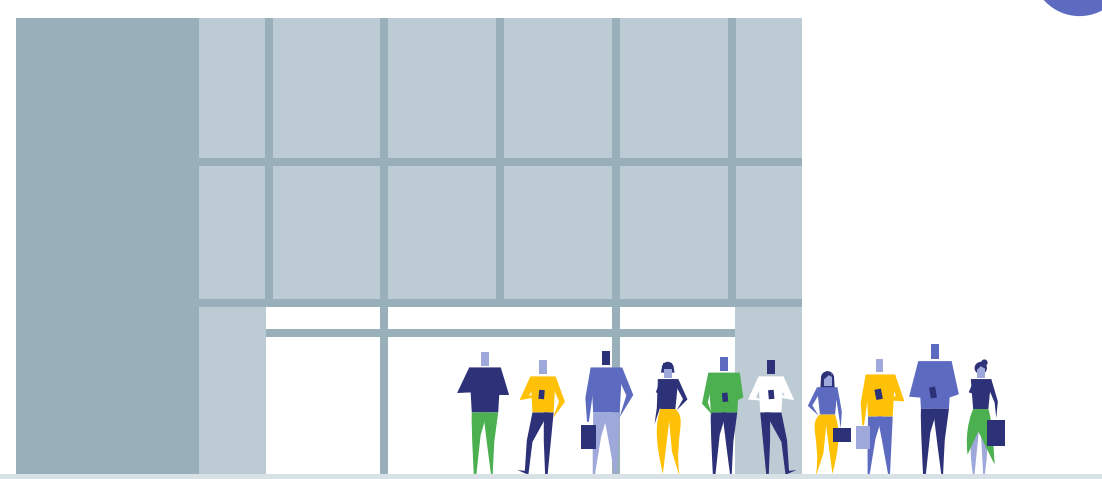
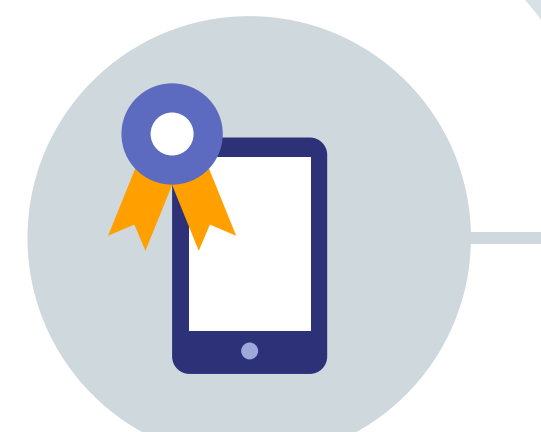
1 Time-to-switch-carriers

Nearly **half** of wireless shoppers switch providers primarily in search of a better network.¹



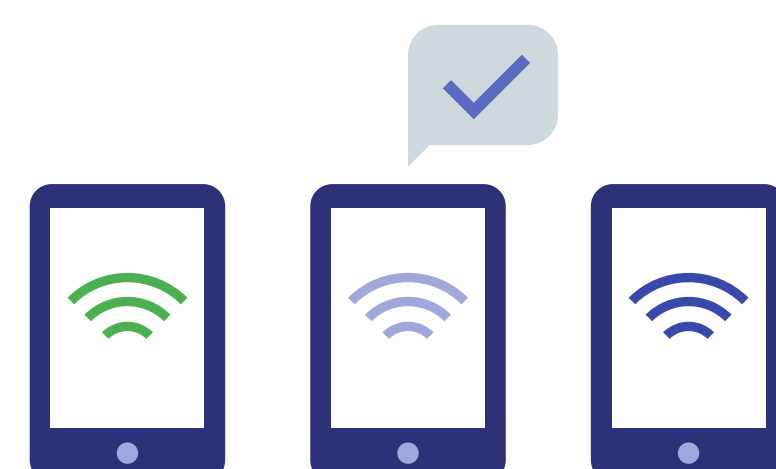
2 Which-phone-can-I-get

For **31%** of wireless shoppers, getting the latest smartphone is the primary driver for purchase.²



3 Am-I-getting-the-best-offer

36% of wireless shoppers who switch carriers do so to get a better deal on a new smartphone or service plan.³



Signing on the dotted line

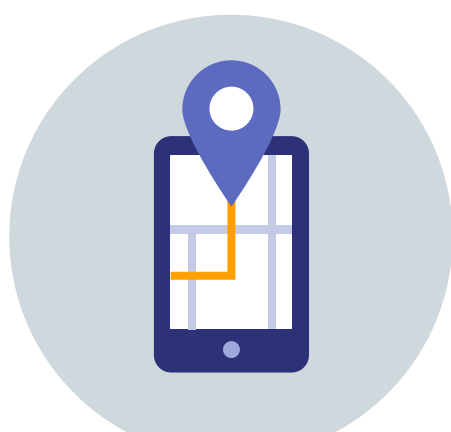
Once consumers have made the decision to buy, they prefer to sign up in person.



4 Sign-me-up

More than **75%** of wireless shoppers from the top four carriers buy offline.⁴

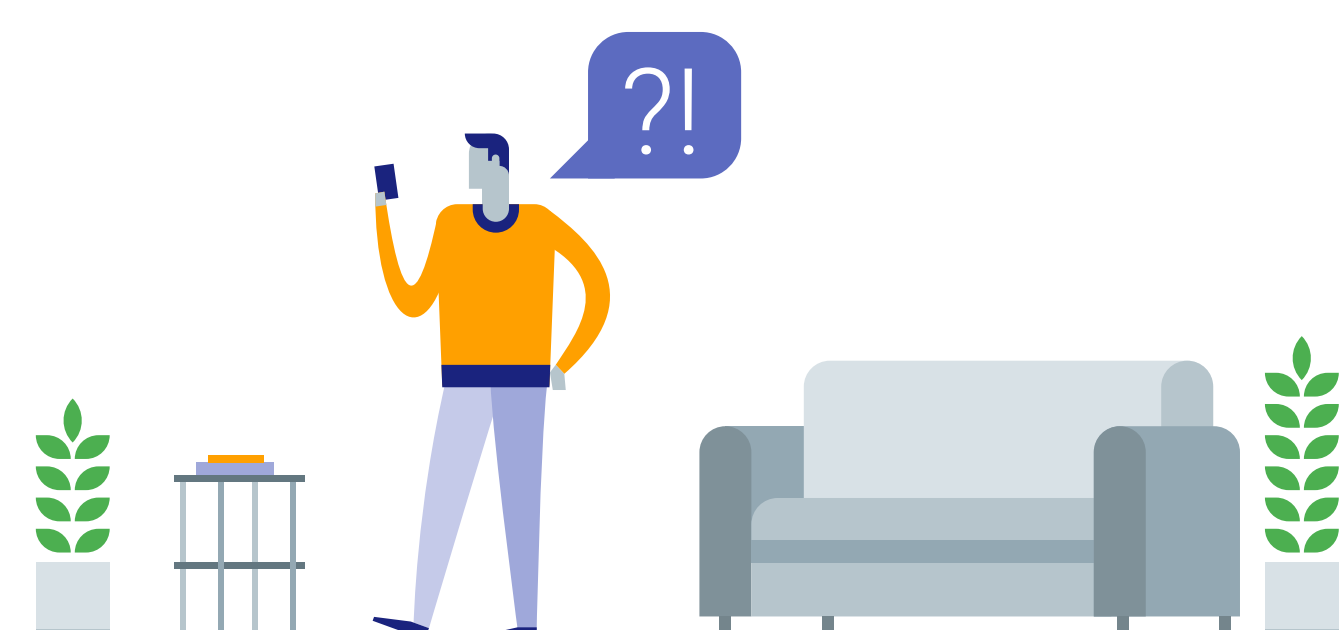
But they rely on mobile location services to find out where to go.



There are more than a hundred searches for a wireless provider store "near me" every minute,⁵ and related searches are growing by **40%** year over year.⁶

Looking for help

After consumers have purchased, their expectations are still high.



5 How-do-I-fix-this

1 in 10 wireless shoppers who switch providers do so to get better customer service.⁷



SOURCES

1,2,3,7 Google/MBD 2016 Tech Wireless Shopper Study, May 2016, US, (n=1,800 wireless shoppers).

4 TraQline - 2016 The Stevenson Company, 4 quarters ending Sept. 2016, US, Top four wireless carriers: Verizon, AT&T/Cingular, T Mobile and Sprint/Nextel.

5 Google Data, US, Jan-Oct 2016.

6 Google Data, US, Jan-Oct 2015 vs Jan-Oct 2016.