

5,504

smartphone consumers can't be wrong

We surveyed consumers from the United States, United Kingdom, Japan and Brazil to see what they liked and didn't like about using communication services on their smartphones as well as their willingness to pay for future communication service concepts. See the results below. We also discovered seven new mobile service opportunities for communication service providers (CSPs).

Voice over LTE is a winner

Across the United States, United Kingdom, Japan and Brazil



72%

of smartphone consumers are interested in using an HD voice service.

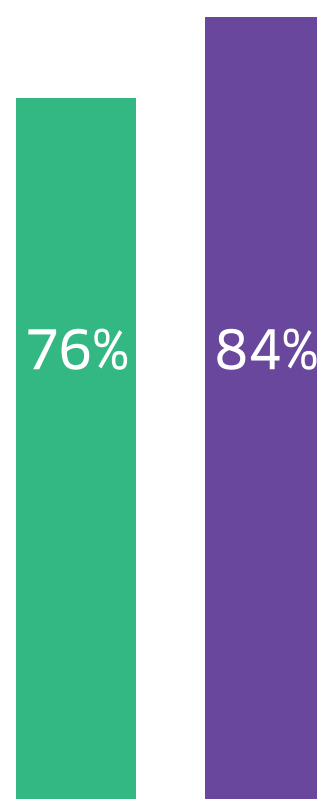


60%

would use an app from their CSP to make and receive voice calls if it does not consume mobile data.

Source: Alcatel-Lucent, "5,504 smartphone consumers can't be wrong," 2015.
Service concept: HD voice and video calling over LTE and CSP app-based calling.

Wi-Fi® calling services are hot



From 76% to 84% of consumers are aware that OTT calling activities consume data on their mobile plan but that Wi-Fi is free.

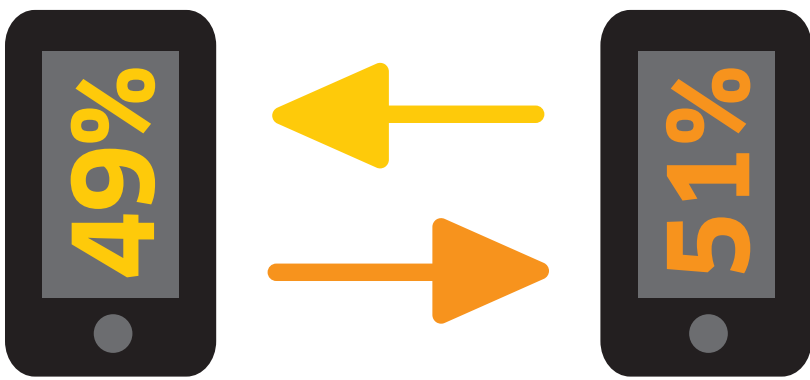
From 78% to 97% say they would use Wi-Fi calling from their CSP.

Addressing areas of poor coverage is the primary motivator in the United States, United Kingdom and Brazil, while saving minutes in the voice plan is the top driver in Japan.

Source: Alcatel-Lucent, "5,504 smartphone consumers can't be wrong," 2015.
Service concept: Wi-Fi calling seamlessly integrated with macro and small cell coverage to offer better coverage and save voice minutes.

Video calling is on the rise

49% of consumers in the United States and 51% in the United Kingdom expect to use video calling more over the next five years. An impressive 80% of Brazilian consumers say the same.



More than 60% of smartphone consumers in the United States, United Kingdom and Brazil are interested in using video calls to interact with enterprises.

Source: Alcatel-Lucent, "5,504 smartphone consumers can't be wrong," 2015.
Service concept: Secure enterprise video calling over LTE for troubleshooting purchases and improving customer satisfaction.

People want their smart devices to talk to them

More than 60% of smartphone consumers in the United States, United Kingdom and Japan are willing to pay for machine-triggered communication services such as a call from their network-connected dog fence that the dog has gotten loose or from their house that their child has arrived home. The number is much higher in Brazil.



Source: Alcatel-Lucent, "5,504 smartphone consumers can't be wrong," 2015.
Service concept: Communications enabling the Internet of Things.

In the end, we boiled down the research findings to seven opportunities for new mobile services. Some of them are directly revenue generating while others will help build customer loyalty and create opportunities for CSPs to establish their relevance in this brave new smartphone world. We are publishing the findings in a series of reports that will be released every two weeks over the next few months. We are excited by this data, and we're sure you will be too.

Sign up now to receive the seven reports as they are released bi-weekly starting in August.