

2012-11-08 20:37 CET

Play in a league of their own: Swedish, Finnish and Norwegian mobile operators get their own benchmark

Mobile operator revenue is under pressure. Increased competition leads to decreased prices. Smartphones have transformed the business of operators: Data services are now more used than both voice and messaging. In parts of the world, these challenges are however coped with.

“Swedish, Finnish and Norwegian operators play in a league of their own”, says Fredrik Jungermann at *tefficient*. “Nowhere else you’ll find as high mobile data traffic, as many smartphones, as many dedicated mobile broadband subscriptions and as high network quality. In addition, the mobile operators in Sweden, Finland and Norway are among the most productive operators in the world.”

To improve further, the Swedish, Finnish and Norwegian mobile operators can’t continue with global benchmarking – it is simply not challenging enough. Consequently, the international efficiency expert *tefficient* brings a benchmark specific to Sweden, Finland and Norway only.

The benchmark covers all business aspects: revenue, OPEX, investments, productivity, customer distribution, quality, load & complexity and innovation & growth. In total, there are 435 KPIs in the benchmark.

Swedish, Finnish and Norwegian mobile operators can – by using the benchmark and the analysis that comes with it – improve its local competitiveness.

Deadline for participation is 31 January 2013. Input data is for the full year 2012 and need to be finalized by 25 March. The results are ready latest 26

April 2013.

More information at www.tefficient.com/Benchmarks/.

Abouttefficient

tefficient is an international efficiency specialist providing telecom operators and -suppliers with analysis, benchmarks, consulting and coaching. Read more at www.tefficient.com