

Telco Mobile Leasing Project: Final Report

1. Executive Summary

The Telco mobile leasing project aims to address evolving consumer preferences by offering a flexible, cost-effective mobile device leasing model. Market research indicates significant interest in affordable, frequent device upgrade options. Our findings suggest that a redesigned leasing model with enhanced flexibility and value-added services can improve market competitiveness and customer satisfaction.

2. Project Overview

Objective: To assess the feasibility and attractiveness of a new mobile device leasing model for consumers.

Scope:

- Evaluate customer preferences for cost, flexibility, and additional benefits.
- Identify target segments and recommend plan adjustments.
- Propose a compelling product name and positioning.

3. Key Findings

Market Insights:

- **Cost Sensitivity:** 60% prioritize low upfront costs.
- **Upgrade Preferences:** 63% under 30 favor yearly upgrades.
- **Value Perception:** 71% are willing to lease if cost-neutral or better.
- **Insurance Demand:** Inclusion of basic handset insurance is appealing.

Target Segment:

- Demographic: Below 30 years of age.
- Behavioral Traits: Tech-savvy, price-sensitive, prioritize frequent upgrades.

4. Recommendations

Product Offering:

- Introduce FlexLease 360 with \$0 upfront and flexible yearly upgrades.
- Include basic insurance to reduce unexpected replacement costs.
- Offer loyalty incentives for continuous leasing.

Marketing Strategy:

- Focus on digital channels (social media, influencers).
- Highlight cost savings and flexibility in messaging.

5. Impact and Conclusion

Implementing FlexLease 360 is expected to:

- Enhance customer acquisition and retention.
- Strengthen competitive positioning in the leasing market.
- Increase customer satisfaction by addressing cost and flexibility concerns.

The proposed strategy aligns with market demands and has the potential to boost profitability while meeting consumer expectations.