



Recommendation

School of Information Studies
Syracuse University

Our Challenge Was ...

verizon

U.S. Cellular



at&t

T-Mobile

Sprint



How Do We Retain Customers?

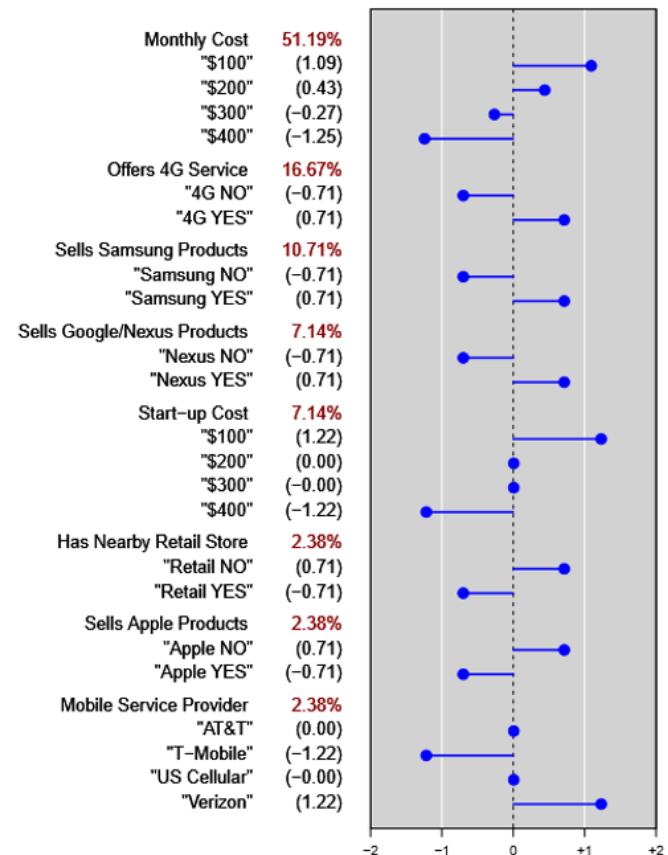


Get
Unlimited Data
when you have AT&T wireless
and DIRECTV®



Recommendation

- Low cost is better
- Smaller start-up cost is better
- Regional carrier preference is strong
- Google / Samsung preferred



What Do We Recommend?



Product Recommendations

