Momac survey confirms users are demanding more on-device account services

Rotterdam, May 3rd 2013: Momac (www.momac.net) releases the result of a quantitative study demonstrating the maturity of mobile internet users regarding the access of on-device interfaces for managing their account and solving common issues with their mobile operators.

400 identified mobile users were surveyed. In order to balance results between a typical mature telecom market and an emerging one, half of the respondents were selected from the USA, and the other half from India.

The main survey outcome was a vast majority of mobile users would prefer using their mobile device instead of calling their operator. Surprisingly, regardless of market maturity, those surveyed preferred to use their mobile devices over calling their operator.

Would you feel comfortable using a mobile interface for tasks you previously would accomplish using the call center?
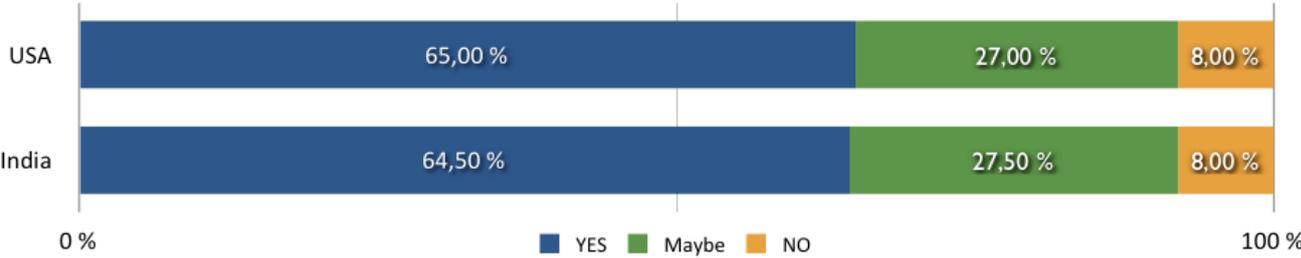
Surveyors were presented with several scenarios where they may have needed to contact their operator, aside from "buying a new phone", **consumers preferred "self service"** for each regularly occurring account action, see below:

- Checking an account balance (78.5%)
- Activating a new device (55%)
- Purchasing additional minutes/data (53.5%)
- Changing account details (51.5%)
- Seeking assistance using device features (50.5%)
- Purchasing an appealing operator contract renewal offer (50%)

The results of this survey support the idea that customer experience is greatly improved when an operator gives customers self-service in a mobile self-service environment. Momac believes a correlation also exists between operators who will invest in mobile interfaces, and the level of engagement with their customer.

About Momac

Momac simplifies customer engagement for leading communication service providers (CSPs). Momac allows CSPs to reduce cost, increase revenue, and rapidly bring solutions to market by bridging the technology gap between internal data systems, service offerings, content, and on-device user interfaces. The mvolve platform drives self-service, mobile Internet, and app solutions for leading CSPs and operator groups around the world; including Orange Group, Vodafone, Telefonica, Three, KPN, T-Mobile and more. Operating in 29 countries, Momac has offices in the US, UK, the Netherlands and France.