



Mobile Market Development

Updating MNO Retail Propositions

Program: Maximising Wireless Profit

Price: 2500.00 EUR

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Description: Key Infographic Introduction While fewer sales may occur in physical channels, MNO stores continue to play an important role in customer journeys, contributing to MNO sales overall. Operators require an integrated omni-channel retail strategy that includes stores and broadens the store role to increase their productivity, responding to general retail trends. This report examines these trends to come up with recommendations for MNOs developing their store strategies. Three i3