

Residential Femtocells: Impact on Carrier Grades

Market Brief
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Residential Femtocells: Impact on Carrier Grades

A Market Brief

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iGR

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Abstract

Despite the continued influx of smartphones and press concerning data usage, *iGR*'s most recent U.S. consumer survey found that voice network quality is the factor end users consider most when rating their operator.

Fortunately, 65 percent of those surveyed also indicated experiencing “excellent” or “very good” in-home cellular voice reception, but what about the remaining 35 percent? What could help extend “excellent” residential voice coverage to all users?

In May 2012, *iGR* surveyed more than 1,000 U.S. consumers about their current use of mobile phones and wireless technologies, and specifically inquired about their wireless service experience, how they rate their carrier and view in-home voice reception, and their awareness of residential femtocells. The following report details our findings.

Key questions addressed:

- How would U.S. consumers “grade” their carrier?
- What do they consider in such a grade?
- What kind of in-home voice reception are U.S. consumers experiencing?
- What do they consider in assessing in-home reception?
- Are U.S. consumers aware of residential femtocells?
- What demographics own femtocells?
- How do residential femtocells impact a U.S. consumer’s wireless service experience?
- How does a residential femtocell impact the grade consumers give to their mobile operator?
- How can operators use residential femtocells to improve the consumer experience?
- Who are the vendors in the femtocell industry and what products do they provide?

Who should read this report?

- Mobile operators, particularly those serving U.S. markets
- Device OEMs, particularly those serving U.S. markets

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- Femtocell and mobile infrastructure vendors
- Content providers and distributors, particularly those focused on U.S. end users
- Financial analysts and investors.

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