

The Pierz Group

asks the right questions!



Enhanced Features, Getting it Right: A Global Case Study & Forecast

This report provides a detailed look at some of the most innovative and successful implementations of enhanced directory assistance/enquiry features in markets around the globe. It provides an analysis of each implementation as well as an overview of which elements could be duplicated in other markets. This report also provides an analysis and a forecast of the revenue growth opportunities for enhanced services. As is the case with over all revenues, those regions with the highest total growth in revenues will grow at a much slower rate than other markets.

This Report Features:

- 114 Pages that provide detailed reviews and analyses of successful enhanced features in markets around the world
- 32 Charts and Tables (See Table of Charts & Figures)
- A forecast for the enhanced features market by region
- Provides insight into what the common success factors for enhanced features
- Analysis of what elements can be duplicated in other markets and which are unique to a specific situation
- Concrete recommendations for a successful (re)launch of enhanced features

Who Needs This Report? – Everyone in the Industry

- All Directory assistance/enquiry providers
- All Wireless carriers
- All Fixed line carriers
- Technology suppliers to the industry
- Venture capital firms and investors in the information services arena

Understand the market, understand the players, and leverage trends that will change how you do business.

The Pierz Group asks the right questions, you get the answers.

Price: \$2,950; EIDQ members receive a 15% discount

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Key Findings

Increasingly, directory assistance/enquiry (DA/DQ) providers around the world are looking to enhanced features to build call volumes and increase, or in some cases restore revenues.

- ✓ In reviewing a broad range of enhanced features implementations from around the world there are key success factors which are common across markets, offerings and cultures.
- ✓ Companies that have successfully launched enhanced offerings understand what they are offering to consumers and it is not just a phone number lookup.
- ✓ The Internet has fundamentally changed consumer expectations regarding information services. What consumers want, how they want it, and what they are willing to pay for it is understood by those providers who have successfully launched enhanced features.
- ✓ Information does not have to be free, but it does have to be valuable.
- ✓ Companies who have been the most successful at introducing enhanced features have changed perceptions regarding information services both externally and internally. Your customers and your senior management both need to change long-standing perceptions regarding DA/DQ services.
- ✓ There is a significant opportunity to grow revenues from enhanced features, but the gap between the current status quo and the potential opportunity may look more like a chasm than a quick hop, to many DA/DQ providers.

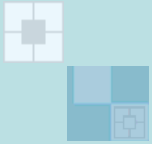
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For more information on this and other topics pertaining to the greater directory assistance/enquiry market please contact The Pierz Group. The Pierz Group provides consulting services and high value reports on the key issues facing the greater information services market. We focus on providing detailed, actionable research and analysis as well as strategic consulting services. Regular reports cover the issues and trends most likely to influence the current operations as well as future planning of providers of Directory Assistance/Enquiry services and the vendor community worldwide.

Please contact us:

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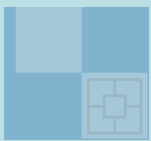
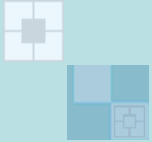
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Enhanced Services Getting It Right: A Global Case Study & Forecast



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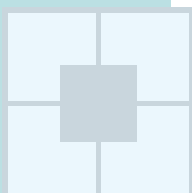
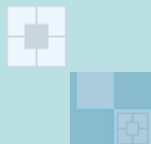


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