

How Can Carriers Provide More Value?

Talk? Text? Data? Yeah, every carrier has those. The latest and greatest smartphones? Yep. They've all got those too.

If all carriers—both national and regional—are providing the same products and services, how can a carrier position itself differently? What other services can be offered to deliver real value to wireless consumers? And what can smaller regional carriers offer to outpace the national giants?

Let's take a look at how services provided by regional carriers stack up to the national ones.

Mobile Security



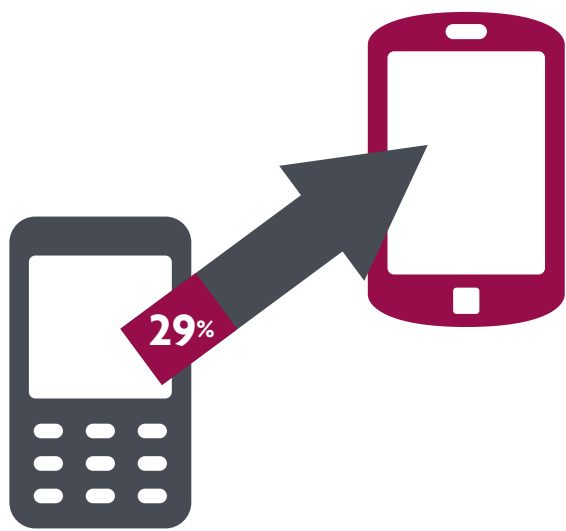
Only **7.7%** of regional carriers offer mobile security vs. all four national carriers.

Cloud Backup



Only **7.7%** of regional carriers offer cloud backup. The big four all have space in their clouds.

Trade-ins & Upgrades



The big four jumped on the trend first, but so far only **29%** of regional carriers have followed.

Identity Theft



One consumer identity gets stolen **every three seconds**, yet less than **1 in 20** regional carriers offer identity protection.



Wireless IUI

Wireless Involuntary Unemployment Insurance is new to the carrier space and hasn't been adopted by any of the big four—or any regional carriers.