

# **NEXUM** Comment on **The** **Communication Market Report 2011** [Click here for full Ofcom report](#)

**“In my opinion one of the best ways to significantly improve the quality of your business is to improve communication at all levels.”**

Jim Stanley, Managing Director, NEXUM Software.

Our core focus is Revenues Operation Efficiency, a vital aspect of all businesses. From the initial sales through to the payment, communication between internal team members and customers determines the ROE of your business. Traditionally non-electronic forms of communication such as post and speech formed the basis of contact. During the past decade the rise of electronic tools such as email and Internet web sites has grown. During the previous two years we have seen an explosion in ‘smart phones’, devices capable of managing speech, email, browsing and applications.

For many years ROE has been limited by the success of communication, the main challenge being that the time you have to speak or compose an email is not necessarily matched by the recipients capability or willingness to respond within the same period. The post system generated a physical time delay due to the fact that the mail had to be processed and transported and the recipient may not be at the postal address during the time of delivery.

The smart phone has changed much of this, with most users having their device with them,

switched on for at least 8 hours each day.

The challenge now for you is to attract the customer to your communication.

Coupled with the increase in smartphone use has come a major attitudinal change to how we are serviced, the concept of self-service was rarely seen a decade ago. Now we accept that the process of helping ourselves is acceptable. We accept no longer being served at a bank, served in a shop, served at a petrol station, we even accept that we can pack our own shopping!

Two fundamental shifts in our behavior as consumers, we like to help our selves and communicate without human contact. No surprise in the rise of Facebook and Apple’s iPhone then!

Taking a look at your Revenues Operation Efficiency can you see what the impact would be if all involved in the process (customers and internal people alike) communicated more dynamically and ‘self served’ more regularly? At NEXUM we have developed a range of tools to integrate all involved in the ROE process by harnessing the latest developments in technology and attitude.

“There now exists common threads of technology enabling us to develop real time integration between businesses and their customers. We have created an attractive technology platform covering core systems and mobile devices to stimulate improvement in the communication process.”

Satish Ganatra. Technical Director, NEXUM Software.

## **Mobile networks look to keep up with explosion in mobile data use**

An extract from the Communication Market Report 2011 [Click here](#) for full Ofcom report

### **Data volumes transferred over mobile networks increased by 67% in 2010**

As detailed elsewhere in this report, there has been an explosion in the use of mobile data services in the last couple of years – both through the take-up of dongles connecting PC/laptops to the internet and through the increasing use of data services on mobile handsets. We estimate that data volumes increased by a factor of 38 in the three years to the end of 2010.

It is the increasing take-up of smartphones, which were used by 26% of the UK population in March 2011 (see Section 0 of this report) and represented over 40% of handset sales in the second half of 2010 (see Figure 5.20 above), that is likely to have been the primary driver of the 67% increase in mobile data volumes in 2010; in Q1 2011 our consumer research found that 28% of UK adults claimed to access the internet on a mobile phone (up from 22% a year previously), and 17% claimed to access the internet on a PC/laptop

via mobile broadband (up from 15% a year previously). (See Figure 4.14 in Section 4 of this report for further details).

This rapid increase in data use inevitably puts a strain on mobile networks, particularly at peak times. Our research into mobile broadband performance, undertaken in Q4 2010, found that the average speed delivered to consumers in off-peak periods was 1.9Mbit/s, compared to an average speed of 1.4Mbit/s in peak periods, while average download speeds for operators on their 3G networks were between 16% and 50% lower in peak periods than in off-peak periods<sup>55</sup>. However, there is some evidence that investment in network upgrades is keeping up with increases in demand. The average download speed of 1.5Mbit/s that we measured in Q4 2010 was significantly faster than the 1Mbit/s average speed reported in a previous study of mobile broadband performance by Eptiro.