Beyond Voice: What Is the Future of Phone Carriers?

The era of simple phone/audio communication will soon arrive at an abrupt end. The preference of today's consumers is to control when they respond to a communication and tends to be more group-oriented, not just point-to-point. Group communications allow others to be involved in a conversation without having to be present when the original conversation took place. This is especially the case in text-based communications. What this means for phone carriers is two-fold. One, your phone number is becoming less important and not a reliable identifier of who or where you are. Two, mobile capabilities beyond voice have become much more significant to the carriers' ability to maintain a customer base. In developing parts of the world, land lines are not a possibility; cellular is the only communications form available. Customers in these regions are very price sensitive, even though the ability to connect to a greater circle of people, suppliers, and services can have profound effects on the caller's quality of life.

What must cell phone carriers do in order to survive? First, increase retention by providing value-added services. Second, allow load shifting and enable calls over Wi-Fi as well as the cellular network. Third, continue to reduce service costs for price-sensitive customers while creating more value for the spendier ones. Fourth, enable seamless services across all consumer devices.

Carriers will eventually face stiff competition from providers who only offer Wi-Fi enabled devices. This might seem counter-intuitive, but when you consider that users are less dependent on voice and more on group conversation, you begin to realize that mobile consumers will gain a much cheaper method of interacting without sacrificing functionality. Emerging systems will continually enable this shift in usage and ultimately threaten the popularity of existing carriers.

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

About the Author

David Smith is the founder of Qikspace and has an MBA from Columbia University, is a Professional Engineer, and studied Electrical Engineering at the University of Washington.

Qikspace ™

Contact Information:

w. www.qikspace.com

e. david@qikspace.com

c. +1 732-673-2370

P.O. Box 24043

Seattle, WA 98124