

Mobile data and economic growth: a strong marriage

A study amongst business customers of Orange



In April 2018, Orange studied the relationship between the use of mobile data in companies and the economic situation.

It became clear that mobile data help companies to achieve growth and are an important weapon in the war for talent.



The impact of the improving economy on mobile data volumes.

It looks like 2018 will see solid economic growth. Thanks to this improving economy, many companies are using more mobile data.

“For us, more work means a greater need for mobile data.”

“More business, more data.”

“Our mobile data volumes have doubled.”

“Our use of mobile data is growing dramatically.”

The most important mobile apps or applications that give the company a boost

The participants in our study are clearly very active users of mobile apps. Amongst the mentioned apps there are several indispensable ones that support the growth of many companies.

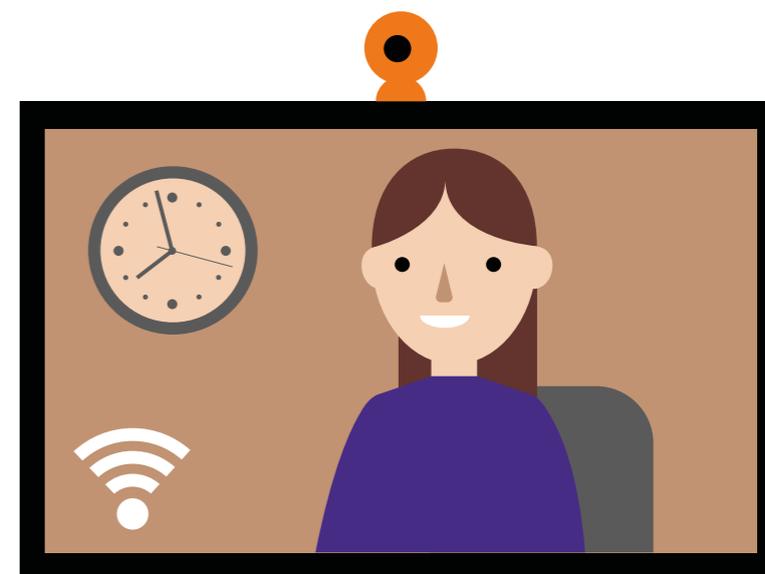


The role of the availability of mobile data in supporting future growth

Companies that can use mobile data everywhere and at all times are in the best position to benefit from the economic growth.

“Work no longer takes place solely at the office. More and more meetings are held elsewhere, whether this involves travelling or is done via Skype.”

“We can be more responsive for our customers.”



“I have all of the information at hand, wherever I might happen to be.”



The demand to be connected without limitations, everywhere and at all times

In the year 2018, most employees expect to be connected without limitations, everywhere and at all times.

“For some, a mobile connection without limitations is a must, for others more of a ‘nice to have’.”

“A mobile data subscription is a great comfort for the employee, who can work at whatever location he happens to be.”

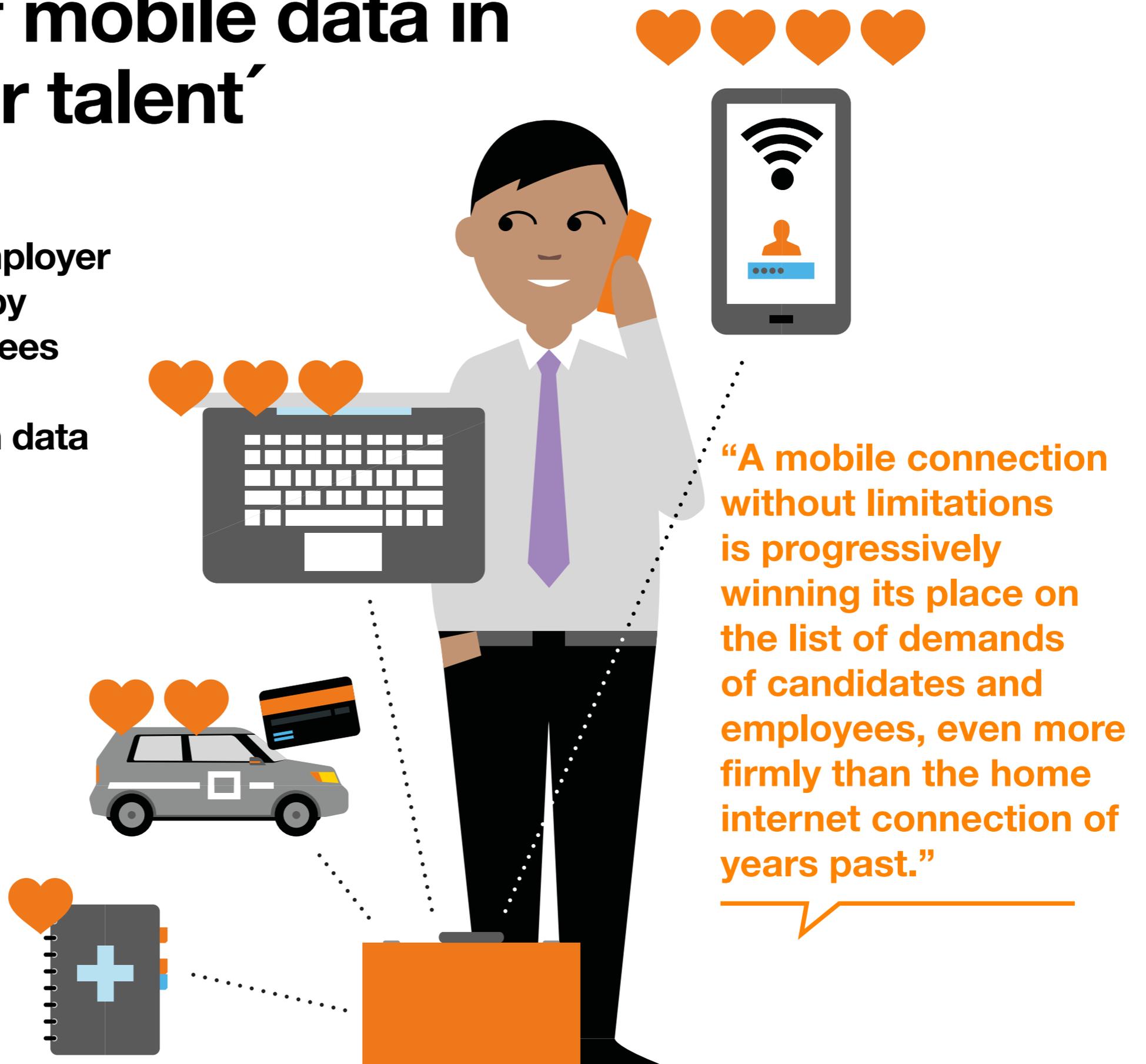
“Employees want to be connected everywhere and at all times - but with respect for their private life outside office hours.”



The role of mobile data in the 'war for talent'

Companies profile themselves as an employer in the war for talent by offering their employees a high availability of mobile data and high data volumes.

“A mobile data subscription offer is a fringe benefit with which we can attract talent.”



“A mobile connection without limitations is progressively winning its place on the list of demands of candidates and employees, even more firmly than the home internet connection of years past.”

Would you like to know more about our study?

Read “Mobile data and economic growth: a strong marriage” on Discover.

