

ROCCO RESEARCH: The Leading Vendors of A2P SMS Messaging 2018

Our research has been concluded, the results have been checked and verified and we are pleased to announce the Tier One Vendors in A2P SMS Messaging for 2018.

LONDON, UK, June 22, 2018 /EINPresswire.com/ -- This is a historic research for [ROCCO](#), as again the contribution from MNOs has been amazing with over 300 MNOs rating their vendors. [A2P SMS](#) clearly remains an important and effective way to send transactional or marketing SMS globally, which the whole industry is in support of.

Congratulations to all five Tier One Vendors who performed so well across the performance and leadership categories! Tier One means that across all categories these providers reached 4-5 points out of 5. The Vendor ratings were very close this year, with more promotion of this Research happening within the industry, this helped a lot to get the MNOs views across to us.

Whats new this year

Our Messaging Strategy [Report](#) 2018 which we published in April allowed us to get some new insights into the topics most important to MNOs and we adjusted our questions according to the data we uncovered. We added questions on Customer Satisfaction and Profitability of all messaging solutions.

Net Promoter Score

One new element to this years research was the net promoter score. Net Promoter Score®, or NPS®, measures customer experience and predicts business growth. This proven metric transformed the business world and now provides a core measurement for customer experience management programs. Including it in our research has helped us get a new perspective on what the MNOs think about the Vendors in the market.

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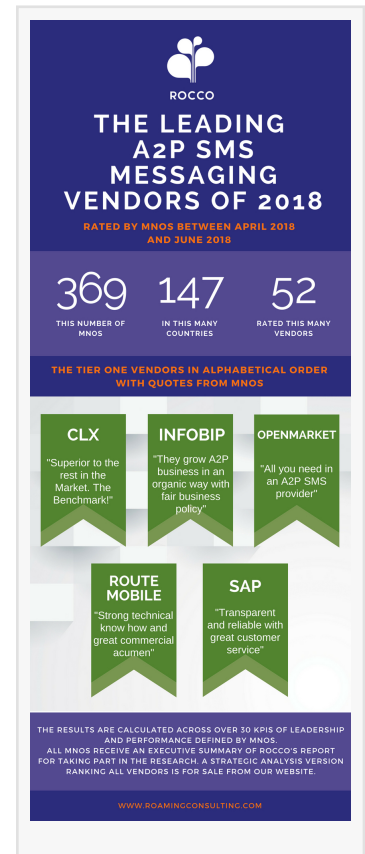
"The Regional Analysis helps a lot to understand which Vendors are strong in which markets, with 52 vendors in the report overall, it was a great result for the top 5"."

Jason Bryan CEO ROCCO

Regional Analysis Annex

This year we have listened to clients who asked us last year to provide Regional Analysis of the data we have uncovered to show A2P SMS Leadership regionally. We have created a

second version of the report which includes a 15 page annex on the regional variations for those who are interested.



A2P SMS Messaging Vendor Performance 2018

Between April and June 2018 we asked MNOs globally to give us their perceptions of A2P SMS Messaging Vendors, how well they knew them and how they would rate them. They rated Vendors on 35+ KPIs in the area of Performance and Leadership. The survey was about brand perception, experience of these providers as well as an understanding of whether MNOs would choose them over others.

With 52 Vendors there was tough competition. We started with around 48 providers, when MNOs wanted to include other Vendors we immediately updated the survey to include them, inviting all MNOs to comment.

The 369 MNOs who participated in the Research will receive their free Executive Summary Report shortly, thanks for your support and feedback, we hope you enjoy the data and insights into the Vendors.

MNOs can take part in other research and receive similar free Executive Summary reports from ROCCO. See [here](#)

Buy this report here via credit card or Paypal or contact us at HQ@roamingconsulting.com to pay by invoice. If you have never purchased from ROCCO before we will ask you sign a brief “terms of use” agreement.

More Research we are conducting

Customer Service 2018:

MNOs who would like to rate Vendors on specific Customer Service matters can take part in our 3rd Annual Customer Services Research which features all the Vendors here plus around 150 more, covering all Telecoms vendors we work with.

Take Part in our Customer Services Research here: <https://www.research.net/r/ROCCOCS2018>

Validating our data

It is normal that we receive Vendors who respond to the survey on behalf of their own company. Naturally we remove their responses. However this year we also found around 10% of the responses were not from MNOs, and 10% of the responses to the survey were illegitimate respondees. This clearly makes the data less clean so we have remove these responses too. We are looking for MNO specific responses from people who understand A2P SMS and have relationships with Vendors.

Our validation process is not light. We can see core information from the data we receive from the responder. The MNOs location can easily be verified with the IP address we capture. We also get concerned when we see inconsistent data in the survey, contradictory responses and responses made in a hurry and we always contact the MNO in this case to verify their data.

In the 4 years we have been providing ROCCO Research we have acquired the participation of 500+ Operators and we think this is because of the trust we have developed with our networks and long lasting relationships with Operators. We provide something for free to MNOs for sharing with us their

views.

What we do, which we believe is more important, is to ask the questions and facilitate the findings this kind of research provides and let the MNOs speak for themselves. This report is sponsored only by ROCCO and always will be. Since we sponsor our own research we sell our Strategic Analysis reports to cover our Research costs.

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