

LMR Users in Asia Want Something Different

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In its first dedicated survey of professional mobile radio buyers and users in Asia, IMS Research found some notable differences in comparison to the results from surveys conducted in Europe and North America. Whilst competitive price and product quality were the highest ranked selection criteria in all three regions, differences occurred.

The first major difference was that users in Asia, unlike other regions, voted competitive price above product quality when questioned about the importance of selection criteria for portable and mobile radios. 1 in 4 users said that competitive price was the most important issue when choosing their radios whilst product quality was selected by 1 in 7.

Other notable differences to occur in Asia were the high ranking of integrated voice and data (third most important) and leading edge technology (fourth most important), neither of which ranked in the top 5 in the other regional surveys. Report author, John Devlin, said, "it should not be seen as unusual for these differences to occur. The markets in each region have developed along their own paths and have their own priorities, protocols and business practices. What is most important is that the manufacturers and vendors recognise this and embrace these differences in order to best serve their customers."

As well as examining the selection criteria for radio terminals and network infrastructure this new IMS Research report, entitled "The Asian Mobile Radio Customer Satisfaction Survey", rates manufacturers regarding their performance across a range of criteria, including those mentioned above. It also tackles topical issues such as best and worst perceived companies, roadmaps for network development, and levels of data usage and awareness of brand, security and IP technology.

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